

# Retro Graphics: A Visual Sourcebook to 100 Years of Graphic Design

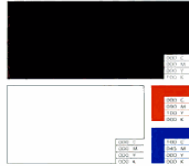
1960s TWEN MAGAZINE

LATE MODERN

Magazine design in the 1960s was dominated by one title—*Twen*. Published from 1959 until 1970, and art-directed by the German Willy Fleckhaus, *Twen* set the style for the decade. Groundbreaking design ideas made full use of the advances in print processes, making *Twen* a leader in magazine layout and design. The magazine's hallmark was the use of solid black pages with type reversed out in white. It was the first publication to print a blue "shiner" ink underneath the process black to give a richness to the page. *Twen* was classy, powerful, and looked intelligent. Many of the titles that emerged in the late sixties and seventies took their design inspiration from *Twen*, including *Novo* and *Avant Garde* magazines.



## COLOR



Black and white, with the emphasis on black, characterized this Late Modern style. Sometimes spot primary colors were added to text to create typographical impact, but the hallmark of this groundbreaking design was the bold black backgrounds.

## FONTS

Helvetica Neue 55 Roman  
**AaBbCcDdEeFfGg**  
Helvetica Neue 107 Extra Black Condensed  
**AaBbCcDdEeFfGgHhIi**  
Helvetica Compressed  
**AaBbCcDdEeFfGgHhIiJkKk**  
Helvetica Ultra Compressed  
**AaBbCcDdEeFfGgHhIiJkKkLlMmNnOo**  
Helvetica Neue 95 Black Extended  
**AaBbCcDdEe**  
Century Expanded  
**AaBbCcDdEeFfGg**

The typographic design of *Twen* was based on the Modernist approach developed in Central Europe between the wars and in Switzerland in the 1950s—clean sans-serif letterforms, stripped of unnecessary detail. Headlines were set in condensed or compressed versions and usually align capitals. Text fonts were mixed sans serif for the narrow columns and serif for wider, single-column introductory passages, utilizing two or three columns of the grid.

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▲ *Twen* magazine cover, July 1969

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