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Jay Tschichold was a German typographer, book designer and teacher, who made a major contribution to the development of typography and graphic design of 20th century. In 1923 at the Weimer Bauhaus exhibition he got introduced to the Modernist design principles and became converted. As a result, he condemned the customary kind of types together with centered composition and advocated the use of sans serifs, minimalistic geometrical constructions, and asymmetrical layouts. While paying respect to the rationalism of the time his works were practical, aesthetical and took advantage of the new printing technologies.

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