

MASSIMO

VIGNELLI

A GRAPHIC DESIGNER WHO CREATED
TIMELESS ART WITH PURPOSE



KNOLL INTERNATIONAL

Furniture company--Knoll International, hires Vignelli in the early 1970's to create a new graphics campaign.

Vignelli's Knoll Brand poster emphasizes his modernist vision, utilizing a bold use of CMYK and RGB colors paired with oversized Helvetica font and tight tracking that overlaps the lettering of the company. Black sans serif font bolds the company's name, while a lower case sans serif font in a smaller size is the format for the Information describing the company. There is minimal white space, but the hierarchy of the text and the symmetry of the lines makes a graphically successful piece.

NYC SUBWAY MAP

Vignelli created a map that was able to systematically organize New York City's hectic subway schedules.

The 2008 New York City Subway map layout is a rework of the 1972 version. It portrays a modern minimalistic design. The color scheme boasts a bold usage of color on top of a beige background. The design is based on a grid system where each train is assigned a specific color; basic geometric lines with rounded corners illustrate each train's route. The use of space is well utilized and is organized in a clear and concise way. The typography is well dispersed; large Helvetica font is used for each borough, while a smaller text size for each stop followed by a bullet point in the same font color makes the map easily readable with minimal distraction.

