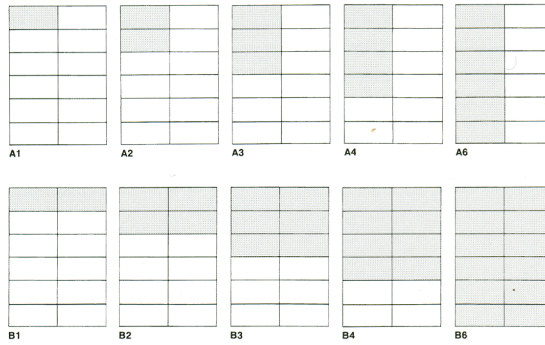


**The U.S. National Park Service
Unigrid System**

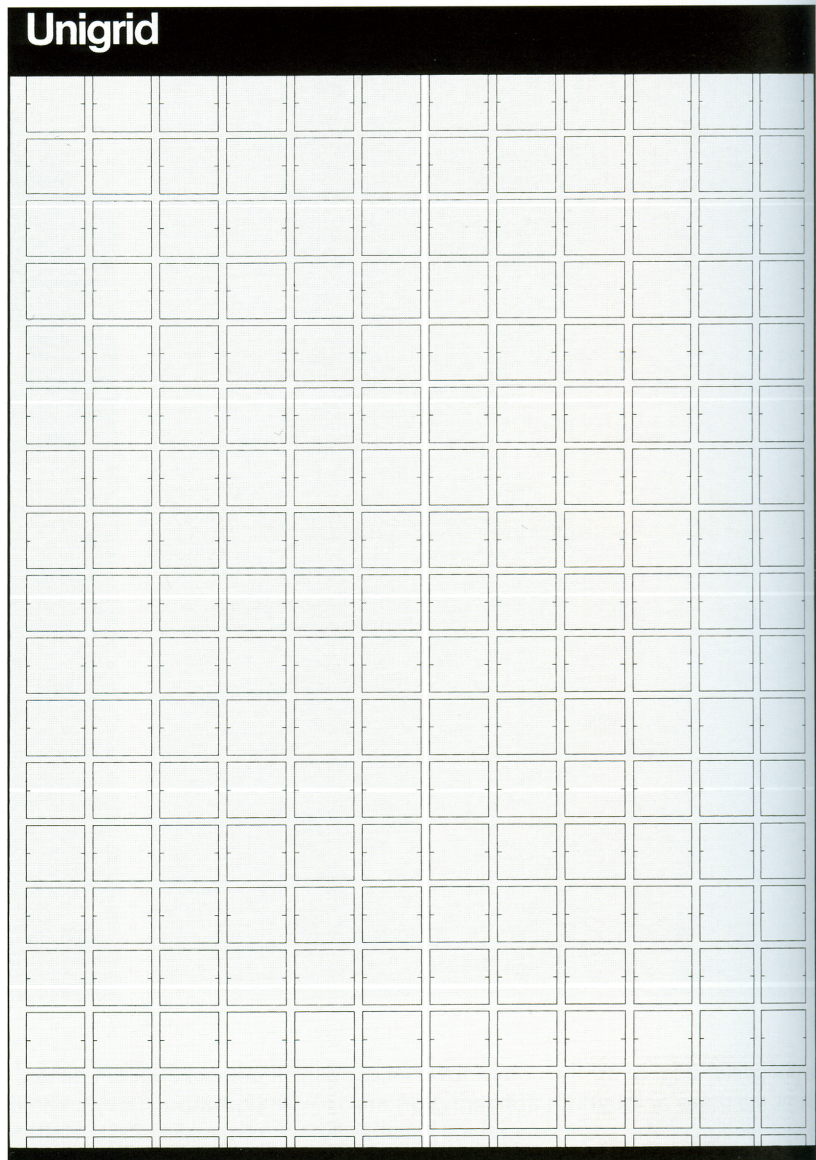


9. Ten basic publication formats are derived from the Unigrid structure.

The United States National Park Service (NPS) developed the Unigrid System as a design system to unify the design of hundreds of site folders, while bringing harmony and economy to its publications program. Unigrid (Fig. 8) is based on a sheet 965 by 1270 millimeters (about 16.5 by 23.5 inches), which folds into twelve panels that are 99 by 210 millimeters (about 4 by 8.25 inches). Ten basic formats (Fig. 9) can be derived from the Unigrid ranging from one-panel leaflets to twelve-panel foldout broadsides. Each side of a folder is treated as a unified graphic surface that is completely unfolded by the user, just as one fully opens a map. The fold lines and the panels they create become background rather than a dominant structure, because the typical folder user quickly unfolds it to its full size; users rarely open a folder panel by panel. These standard formats permit great production economy because paper can be purchased in volume in two flat sizes or in web rolls. Most folders are printed in five of the available formats, further simplifying planning.

Grid modules for the folder formats measure 7 picas wide and 80 points high. Vertical spaces between modules are 1 pica wide; horizontal spaces between modules are 10 points high. Horizontal measurements are always made in picas, while vertical measurements are always made in 10-point units or modules. These spatial intervals provide a structure for organizing type, illustrations, photographs, and maps into an orderly whole.

Helvetica was selected as the type family for the Unigrid System because of "its crisp, clean details and typographic texture that make it aesthetically pleasing and easy to read." It was also determined that Helvetica would strengthen and unify the NPS map series that accompanies the folder program. Other considerations are Helvetica's clearly defined hierarchy of sizes and weights with predictable results, large x-height with good line strength and consistent color, and outstanding printing characteristics. Text type is usually set in 8/10 or 9/10 Helvetica or Helvetica Medium in columns two or three modules wide (15 or 23 picas wide, measuring two or three modules plus spatial intervals between them). Text type is often



8. The Unigrid was created by Massimo Vignelli (consulting designer), Vincent Gleason (art director), and Dennis McLaughlin (graphic designer).

