The Typographic
Grid

A grid is a skeletal framework used by designers to organize information within a spatial field. It is a system characterized by the dualities of freedom and constraint, simplicity and complexity. It provides a strategy for composing text and other visual information in two- and three-dimensional space, including those of printed materials, film, computer screens, built environments, and typographic installations. Grid systems aid designers in making information clear and optimally accessible—highly desirable traits in a world increasingly inundated by visual noise. When used effectively, typographic grids provide form and space with proportional harmony and aesthetic beauty. The final result is clearer and more accessible communication.