Geigy

Family Overview

Styles

Geigy Light
Geigy Light Italic
Geigy Regular
Geigy Italic
Geigy Medium
Geigy Medium Italic
Geigy Bold
Geigy Bold Italic
Geigy Black
Geigy Black Italic

Separate PDF Geigy Duplex VIP Geigy Mono

Supported Scripts Latin Extended

File Formats

Opentype CFF, Truetype, WOFF, WOFF2

Design

Robert Huber (2020 - 2023)

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About the Font

Geigy is inspired by graphic design produced in Switzerland in the decade before the global success of Helvetica and Univers eclipsed much of the aesthetically less standardised work of the era.

Robert Huber was particularly intrigued by the title lettering of a corporate periodical for Geigy, Switzerland's leading pharmaceutical company in the post-war era. The publication's masthead, 'Geigy Berater' (translating as 'Geigy Consultant'), and its layout were created by Karl Gerstner in 1953. More hand-drawn and custom-made applications in a similar whimsical style are found throughout the 1950s in posters, signage, logos, book covers and printed matter from various designers operating in Basel, and across Switzerland.

The playfully dynamic and extravagant curves of these shapes form an eccentric counterpoint to the usually sober and austere sans-serifs of the era. A pronounced thick-thin contrast and tightly closed letterforms with horizontal terminals, paired with compact metrics, became the backbone and starting point of the design for LL Geigy.

Robert dedicated more than three years to the detailed elaboration of his rendering, and the family currently consists of four weights with italics, including some sets of alternates. Thanks to a sophisticated balance between proportions, dimensions, metrics and the particular shapes of individual letters, LL Geigy offers a high level of recognition for titles, while fully responding to functional criteria when used in small.

Two monospaced weights to complement the family, lead Robert into largely uncharted territory. Monospaced sans serifs with pronounced contrast are unusual. as some of the rounded upper-case shapes become even more conspicuous when narrowed, while some lower-case letters become even more curvy through the widening. Again, Robert succeeded to fuse an experimental approach with sustained functionality, paying homage to a free-spirited aspect of midcentury typography from Switzerland which hasn't yet found much recognition. A variable, duplexed version of LL Geigy is in the making and is already available per request.

Glyph Overview

Uppercase	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z		Ů ů Ű ű Ŭ ŭ Ų ụ Ų ų ẁ ẁ ẃ ẃ ŵ ŵ ẅ ẅ Ŷ ŷ Ŷ ỳ Ź ź Ż ż
Lowercase	a b c d e f g h i j k l m n o p q r s t u v w x y z	Punctuation	(.,:;?!¿;)[&@#]{}«» ‹>,,"",''_/\'"†‡*·¶§@®®™
Proportional, Tabular Figures,	0123456789 0123456789	Case Sensitive Forms	()[]{} (
Old Style Figures Tabular Old Style Figures		Currency, Mathematical	€€\$\$££¥¥¢¢₡₡₿₿₩₩₪₪₫₫
Ligatures	ff fi fl ft tt	Operators	→ → ⊖ ⊕ ₹ ₹ ₽ ₽ ₺ ₺ fl ₣ ⊕ α f % ‰ + - × ÷ = ≠ ≈ < > ≤ ≥ ± ~ ¬ ◊ ∂ Δ ∏ ∑ Ω μ π ∫
Std Accented Characters	ÀàÁáÂãÃãÄäÅ寿ÇçÈè		∞√/^ ¦ℓe°/Nº
- Standard Western	ÉéÊêËëÌìÍíÎîÏïĐðŁłÑñŒœ ÒòÓóÔôÕõÖöØøŠšÙùÚú ÛûÜüÝýŸÿŽžÞþ	Tabular Forms	€€\$\$££¥¥¢¢₡₡₿₿₩₩₪₪₫₫₱ ∌⊖€₹₹₽₽₺₺≠₺+-×÷=≠≈±¬
Pro Accented Characters - Latin Extension	ĀāĂ㥹ǼÉÉĠĠĆĈĈĊČČ ĎĠĎďQḍĐđĒēĔĕĖġĘęĔĕĒ̃ ĘęĖĠĜĠĞĞĠĠĠĤĥĦħĨĩ	Superscripts, Subscripts, Fractions, Ordinals	$H^{0 1 2 3 4 5 6 7 8 9}$ $H_{0 1 2 3 4 5 6 7 8 9}$ $1 \frac{1}{2} \frac{1}{3} \frac{1}{4} \frac{1}{5} \frac{1}{6} \frac{1}{7} \frac{1}{8} \frac{1}{9} \frac{1}{10} \frac{2}{3} \frac{2}{5} \frac{3}{4} \frac{3}{5} \frac{3}{8} \frac{4}{5} \frac{5}{6} \frac{5}{8} \frac{7}{8}$ $1^{0 a}$
	ĪīĬĭĮįİĮįıIJijĴĵĶķĸĹĺĻļĽľĿŀ	Arrows	$\leftrightarrow \uparrow \downarrow $ $\land \uparrow \downarrow $ $\lor \downarrow \uparrow \uparrow \downarrow $
	ĻļMmŃńŅņŇň'nŊ'nŊŋŌōŎŏ ŐőỌọǿøÞṗŔŕŖŗŘřŚśŜŝŞş	Circled Numbers	① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨
	ŞşŚśŞşŢţŢţŤťŦŧŤŧŨũŪūŬŭ	Numerators, Denominators	10123456789/0123456789

Glyph Overview

Symbols



Layout Features

Case Sensitive Forms	[Secret] May–July «Hello» ¿Adónde?	[SECRET] MAY-JULY «HELLO» ¿ADÓNDE?
Standard Ligatures	flat office	flat office
Old Style Figures	17.7.2002	17.7.2002
Tabular Lining Numbers	1.7.1982 6.2.1824	1.7.1982 6.2.1824
Old Style Tabular Lining Numbers	3.1.2002 9.6.1994	3.1.2002 9.6.1994
Arbitrary Fractions	14 1/6 × 2 3/8 160 1/9 4 2/3 ÷ 9 5/6	14 1/6 × 2 3/8 160 1/9 4 2/3 ÷ 9 5/6
Contextual Multiplication Glyph	2 x 3 35 x 76 cm	2×3 35×76cm
Superscript	North ₁ , East ₂	North ¹ , East ²
Subscript	H20	H₂O

Stylistic Set 01: Single-Storey a	Catalyst	Catalyst	
Stylistic Set 02: Closed C, c	Chemicals	Chemicals	
Stylistic Set 03: Alternate K, k	Kommunikation	Kommunikation	
Stylistic Set 04: Alternate R	P. MÜLLER	P. MÜLLER	
Stylistic Set 05: Alternate S, s	Sickness	Sickness	
Stylistic Set 06: Alternate 2	2% Dosage	2% Dosage	
Stylistic Set 07:	Ciba®	Ciba [®]	
Alternate Registered	Acaralate®	Acaralate®	
Stylistic Set 08: Alternate Arrows	→ Irgapirina ←	→ Irgapirina ←	
Stylistic Set 09: Alternate	10\$ + 30¢	10\$ + 30¢	
Currencies	13661,60₩	13661,60₩	
Stylistic Set 10: Contextual f, t	Identification	Identification	
Stylistic Set 11: Tabular Fractions	14 ½ × 2 ¾	14 % × 2 %	
Stylistic Set 12: Thin Brackets, Slash, Bar	(High Dosage)	(High Dosage)	

Aerosol Brady-CARDIA

55 Points

Dysplasia
Enteric
Gene Therapy
INSULIN

45 Points

Isoenzymes Mutagen PATHOLOGY

32 Points

Probiotic
Receptor Disease
Resistance
SOLUBILITY

25 Points

- > Therapeutic
- ► Toxicity
- > Venipuncture
- ► YEAST
- > ZOONOSIS

The British and French therefore turned instead to the Basel chemical companies, whose dyestuffs were primarily needed for uniforms. The absence of previously overwhelming German competition from the markets of Germany's enemies opened up unprecedented opportunities for Swiss dyestuff manu-FACTURERS – ALBEIT TO VARYING DEGREES. CIBA MADE THE STRONG-EST GAINS IN ABSOLUTE TERMS,

13 Points

Two weeks later, the Boards of CIBA and Geigy announced that they were looking into a possible merger of their companies in more detail. On October 20, 1970, shareholders in the two companies approved the merger agreement at respective extraordinary general meetings. Some criticism was voiced before the merger, however, in particular on the Geigy side. On April 5, 1969, Geigy Board member Johann JAKOB VISCHER (1914–1985) WROTE TO VON PLANTA. HE EMPHASIZED THAT GEIGY HAD DEVELOPED A MANAGEMENT STYLE WHICH GAVE IT AN EDGE OVER OTHER COM-

10.5 Points

The collaboration did indeed prove to be difficult, as the two companies had developed completely different cultures. For a long time, the newly merged Ciba-Geigy workforce remained loyal to either the former Geigy or to the former CIBA – including all of their practices, cliques, procedures and products. During the merger negotiations with Geigy, CIBA decided to set up an institute for basic research in THE FIELD OF BIOLOGY. THIS WAS PARTLY AS A REACTION TO A LOCAL COMPETITOR WHO HAD TAKEN A SIMILAR STEP: IN 1967, ROCHE HAD FOUNDED AN INSTITUTE FOR

8.5 Points

The dramatic increase in sales of Basel dye chemicals during the war, together with the extraordinarily high dividends and royalties, caused widespread resentment in the population. Whereas large numbers of people were becoming increasingly desperate due TO THE ENORMOUS RISE IN THE COST OF LIVING AND THE INADEQUATE ADJUSTMENT OF WAGES FOR INFLATION, SHARE-

holders, members of the boards and directors were treated extremely generously. In contrast to the local dyeworks and textile factories, in the Basel chemical companies there were only minor and temporary losses of purchasing power. An investigation pubLISHED IN 2014 FOR GEIGY SUGGESTS THAT COST-OF-LIVING INCREASES WERE INDEED DELAYED, BUT WHEN THEY CAME

6.5 Points

Both CIBA and Sandoz were expanding thanks to their pharmaceutical business. The spectacular rates of growth recorded by Geigy, however, were all due to its highly successful agrochemicals, which achieved terrific sales, especially in THE USA. BETWEEN 1956 AND 1966, GROUP SALES HAD RISEN FROM 511 MILLION SWISS FRANCS TO ALMOST 2 BILLION SWISS

francs. In 1967, the company caught up with CIBA in terms of sales, and figures surged to 2.7 billion Swiss francs in 1968. At the Board of Directors meeting of March 28, 1969, Geigy Chairman Louis von Planta acknowledged the excellent fiscal year and FORECAST A FURTHER UPTURN IN THE NEAR FUTURE. HOW-EVER, THE COMING YEARS WOULD ALSO BRING ENORMOUS

challenges, he said. "In this respect," von Planta warned, "we are facing two dangers: the enormous cost explosion, in particular in the research sector, and growing pressure from competitors, not only from the large German, British and American chemical COMPANIES, BUT ALSO FROM THE OIL INDUSTRY, WHICH HAS ACCESS TO VIRTUALLY UNLIMITED RESOURCES. THE PROBLEM

Antibody
Biopsy
CHRONIC

55 Points

Deltoid Dyspepsia Epidemy GLUCOSIC 45 Points

Hydrolysis Immunity INHALATION

32 Points

Lipophilic Morphological Nephrology PHLEBOTOMY

25 Points

Recurrence
Subcutaneous
Therapeutic
Transplantation
VESICLE

LL Geigy Light Italic

16 Points

Oxcarbazepine – the active substance in Trileptal – had already been synthesized in 1966, but its effect potential remained undiscovered until the mid-1970s. When Ciba-Geigy scientists renewed the search for a new antiepileptic, one of the substances they studied was oxcarbazepine, and THEY RECOGNIZED ITS ADVANTAGES FROM ANIMAL EXPERIMENTS.

ALTHOUGH INITIAL CLINICAL STU-

13 Points

When Ciba and Sandoz merged, both groups were completely restructured. From then on, Novartis devoted itself to three business areas within life sciences: healthcare, agribusiness and nutrition. This strategic focus required the spin-off of the industrial divisions. In 1996, the precision balances manufacturer Mettler Toledo and the construction chemicals firm MBT were divested. Ciba's other INDUSTRIAL DIVISIONS WERE MERGED IN 1997 TO FORM THE NEW COMPANY CIBA SPECIALTY CHEMICALS, WHICH WAS LISTED ON THE STOCK EXCHANGE, FOR THE FIRDS

10.5 Points

Right from the start, Novartis declared its intention to become a market leader in all three of its business areas. The merger gave it a more broad-based market presence with a network of large sales organizations spanning the globe. Research and development were also called upon to sustain growth in all divisions through innovative products. To strengthen its internal research CAPABILITIES, ALLIANCES WERE FORGED AND COOPERATION AGREEMENTS SOUGHT WITH RESEARCH INSTITUTES AND BIOTECH COMPANIES. IN LA

8.5 Points

In its first year, Novartis achieved superb results, with the group's net profit rising by 43 per cent to 5.2 billion Swiss francs. This brilliant start was due in no small way to the synergy effects of the merger, with cost savings of 2 billion Swiss francs being made BETWEEN 1996 AND 1998. IN 1998, THE GROUP COMMENCED WIDE-RANGING RESTRUCTURING MEASURES: THE SELF-

medication unit of the Pharmaceuticals Division was merged with the Nutrition Division to form the new Consumer Health Division. This grouped together the three businesses of overthe-counter, health and functional nutrition (including Gerber with ITS INFANT NUTRITION SEGMENT) AND MEDICAL NUTRITION. IN PARALLEL, NOVARTIS BEGAN TO SELL OFF CERTAIN PARTS OF

6.5 Points

Towards the end of the millennium, the agricultural business lost a significant amount of ground due to adverse market trends: in 1999, it recorded a 7 per cent decline in sales. But the Pharmaceuticals Division also posted less dynaMIC GROWTH. KEY PRODUCTS SUCH AS VOLTA-REN AND SANDIMMUNE LOST TRACTION DUE TO EXPIRING PATENTS.

With growth of just 4 per cent, sales momentum within the Pharmaceuticals Division in 1999 was significantly below the overall market average. It was now time to replace the "blockbusters" which were no longer under patent PROTECTION WITH NEW, INNOVATIVE MEDICATIONS. THIS REQUIRED TWO AREAS OF FOCUS: BUNDLING STRENGTHS IN THE

pharmaceutical sector and invigorating research and development. In 1999, the Board of Directors decided to spin off the crop protection and seeds businesses. They were merged with the agribusiness of the Anglo-Swedish group ASTRA-ZENECA IN 2000, THUS CREATING THE FIRST COMPANY EVER TO FOCUS ENTIRELY ON AGRICULTURE: SYNGENTA, HEADQUAR-

±0,0135g/mol Treat Epilepsy Tegretol 200 mg $(C_{15}H_{12}N_2O)$

Assisted Basel 0,1-0,3%

55 Points

Dosulfin Embriology Hygroton IRGALANE

45 Points

Mesulfan Netrin ORGANIC

32 Points

Pertofran
Public Health
Institute
RUDOLF GEIGY

25 Points

- → Sickness Syndrom
- **Tanderil** و
- → Diseases
- **⊅ UNIVERSITÄT BASEL**

Ciba-Geigy originated in the merger of two smaller Swiss firms, Ciba AG and J.R. Geigy SA. Ciba developed from a silk-dyeing business owned by Alexander Clavel, who began manufacturing the synthetic dye fuchsine in 1859. In 1873 Clavel sold his business to a partnership, Bindschedler & BUSCH, WHICH EXPANDED THE RANGE OF DYESTUFFS PRODUCED. IN 1884 THE FIRM WAS TRANS-

13 Points

Geigy dates to 1758, when Johann Rudolf Geigy set up shop in Basel as a chemist and druggist; his son and grandson branched into dyes for the textile industry. In 1868 the founder's great-grandson, Johann Rudolf Geigy-Merian, assumed command, creating a flourishing dyestuff company that went public in 1901 and was named J.R. Geigy SA in 1914. In the 1930s and '40s it branched OUT INTO AGRICULTURAL CHEMICALS AND PHARMACEUTICALS. ONE OF GEIGY'S RESEARCHERS, PAUL MÜLLER, WON A NOBEL PRIZE IN 1948 FOR DISCOVERING THE

10.5 Points

Rudolf Geigy entschied sich gegen die Karriere im Familien-konzern J. R. Geigy AG und wurde Zoologe. Er widmete sein Leben der Erforschung und Bekämpfung tropischer Infektionkrankheiten insbesondere dem afrikanischen Rückfallfieber, der Schlafkrankheit oder der Malaria. 1944 gründete er das Schweizerische Tropeninstitut in Basel, das Feldlabor des Tropeninstituts (heute: Ifakara Health Institute) IN TANSANIA 1949 UND WAR MITBEGRÜNDER DES CENTRE SUISSE DE RECHERCHES SCIENTIFIQUES (CSRS) EN CÔTE D'IVOIRE. VIELE IDEALE GEIGYS WIRKEN

8.5 Points

Ciba, Geigy, and Sandoz collectively constituted the entire chemical industry of Switzerland. In 1918 the three companies joined together to form a cartel, the Interessengemeinschaft Basel ("Basel Syndicate"), in order to compete with the German CHEMICAL CARTEL IG FARBEN. ALL THREE COMPANIES ALSO ESTABLISHED OR ACQUIRED FACTORIES IN VARIOUS

European countries and in the United States. In 1929–32 the Basel IG joined with IG Farben and French and British chemical firms to form the Quadrapartite Cartel, which lasted until the outbreak of World War II in 1939. Though each participant in the CARTEL RETAINED ITS LEGAL AUTONOMY, THE COMPANIES, BY SIGNED AGREEMENT, ENTERED INTO A DIVISION OF

6.5 Points

This decision will have enormous consequences for all.
The memories, even if they date back to 1996, are therefore still very present today.
Catherine Birchall, who had been working as a lab-oratory assistant for Ciba for 20 years at the time, remembers this SURPRISE ANNOUNCEMENT: "WE WERE CALLED THE CANTEEN WHERE WE ATE EVERY DAY, DANIEL VASELLA ANNOUNCED

to us, without qualms, that nobody was laid off, that we would just be transferred to Basel, that it was enough to show a little geographical flexibility to keep your job". Peter Nesvadba worked as a chemist and researcher on the site in 1996. He lived AND STILL LIVES IN MARLY, A FEW METERS FROM THE OLD CIBA FACTORY: "IT WAS A SHOCK FOR ME, FOR EVERYONE". TRADE

unionist Armand Jaquier was 37 at the time. He remembers the violence of the news: "For me, what was shocking was the harshness with which it was announced and the fact that there was absolutely nothing to discuss." This closure was all the more incomPREHENSIBLE SINCE SOME BASEL RESEARCHERS HAD MOVED TO MARLY A FEW YEARS EARLIER. FOR CLAUDE LÄSSER, TRUSTEE

Arthritis Steroid THERAPY

55 Points

Butazolidin® Dosulfin Gesakupfer G.I UPSET 45 Points

Insidón Koechlin A. LIBERAL

32 Points

Medomin® Novartis Prednisone 1,25mg REUMATHOID

25 Points

Sequestrene Synthetic Mollecules Tablets, Tebafen, Varsyl XYLENE 61,1% 16 Points - SS03 Alt. K, k

Sandoz AG (1886) – when Alfred Kern and Edouard Sandoz founded a firm in Basel to make synthetic dyes. The new firm, Chemische Fabrik Kern & Sandoz ("Chemical Company Kern & Sandoz"), grew rapidly, and in 1895, the year it began making pharmaceuticals, it was transfor-MED INTO A JOINT-STOCK COM-PANY CALLED CHEMISCHE FABRIK VORMALS SANDOZ ("CHEMI-

13 Points

All three Swiss companies prospered and continued to diversify in the decades after World War II, though Sandoz earned an unwelcome notoriety in the 1960s when one of its inventions, a potent hallucinogen called LSD, became a favourite illicit drug in the United States and Europe. In 1970 Ciba and Geigy merged to form Ciba-Geigy AG, and in 1996, in the midst of a wave of consolidations and mergers swee-PING THE PHARMACEUTICAL INDUSTRY, THIS COMPANY MERGED WITH SANDOZ AG TO FORM ONE OF THE LARGEST DRUG COMPANIES IN THE WORLD. THIS MERGER

10.5 Points

Seine Eltern waren Karl Geigy (1798–1861) und dessen erste Gattin Sophie, geb. Preiswerk. Sein Grossvater, Hieronymus Geigy (1771–1830) war der Sohn von Johann Rudolf Geigy-Gemuseus (1733–1793), der in Basel mit Materialien, Chemikalien, Farbstoffen und Heilmitteln aller Art zu handeln begonnen hatte, und J.R. Geigy (heute Novartis) gründete.Nach dem Gymnasium machte er eine DREIJÄHRIGE LEHRE IM VÄTERLICHEN BETRIEB UND VERBRACHTE DANN FÜNF JAHRE ALS KAUFMANN IN FRANKREICH, ENGLAND UND INDIEN, BIS ER 1854

8.5 Points

In the mid-1990s, state and federal health and environmental agencies identified an increased incidence of childhood cancers in Toms River, New Jersey, from the 1970–1995 period. Multiple investigations by state and federal environmental and health agencies indicated that THE LIKELY SOURCE OF THE INCREASED CANCER RISK WAS CONTAMINATION FROM TOMS RIVER CHEMICAL PLANT (THEN

operated by Ciba-Geigy), which had been in operation since 1952. The area was designated a United States Environmental Protection Agency Superfund site in 1983 after an underground plume of toxic chemicals was identified. The following year, a discharge pipe was SHUT DOWN AFTER A SINKHOLE AT THE CORNER OF BAY AVENUE AND VAUGHN AVENUE REVEALED THAT IT HAD BEEN LEAKING. THE

6.5 Points

Am Montag, 22. Juli 1996, kam die Bekanntgabe der Schliessung des Ciba-Geigy-Werks in Marly überraschend und wirkte im Kanton Freiburg wie eine echte Bombe. Die Nachricht setzt der Blütezeit des Industriegeländes der ehe MALIGEN PAPIERFABRIK EIN JÄHES ENDE. CIBA WURDE 1965 GEGRÜNDET UND BESCHÄFTIGTE ZU SPITZENZEITEN EINEN VON

zwanzig Marlinois. Das
Forschungszentrum fiel der
Fusion von Ciba und
Sandoz zum Opfer, aus der
Novartis hervorging.
Aus Rentabilitätsgründen
werden die Freiburger
Abteilungen ab Ende 1998
in die Deutschschweiz
VERLEGT. ARBEITERN UND
CHEMIKERN WIRD DIE
GLEICHE STELLE ANGEBOTEN, JEDOCH IN BASEL.
DIE SCHWIERIGKEIT

dieses Ereignisses für die Mitarbeitenden des Forschungszentrums wird dad urch verstärkt, dass einer von ihnen, der Freiburger Daniel Vasella, die Hiobsbotschaft verkündet. Der CEO war damals 42 Jahre alt. NOCH AM TAG DER ANK-ÜNDIGUNG ANTWORTETE ER JOURNALISTEN VON RADIO RSR, DIE IHN FRAGTEN, OB IESE ENTSCHEIDUNG DEN

106 Points
- SS12
Thin Brackets,
Slash, Bar

Absorbtion rate Glyceryl Trinirate (0,5mg) ANGINA*

Asthma Hit BERATER

55 Points

Catalyst 14 Disease Epidemiology FACTOR

45 Points

Gesakupfer Hepatic INSTITUTE

32 Points
- SS02
Closed C. c

Molecules
Neurodegenerative
PhD Holder
PRACTITIONERS

25 Points
- SS01
Single-Storey a

Rheumatic Disease
Swiss Chamber of
Commerce
Tablet Identification Chart
WINTER-SPRITZMITTEL

16 Points
- SS10
Cont. f, t

Nachdem die BASF 1880 das erste Patent zur Indigosynthese angemeldet hatte, beauftragte er um 1888 den Autodidakten und Forscher Traugott Sandmeyer mit der Suche nach einem einfacheren Verfahren zur Indigo-synthese. 1898 gründete er eine Produktions-STÄTTE IN GRENZACH, DEUT-SCHLAND. 1901 WURDE DIE FIRMA IN EINE AKTIENGESELLSCHAFT

13 Points

Als Anhänger des Juste Milieu wurde er 1864 in den Grossen Rat des Kantons Basel-Stadt gewählt. Im gleichen Jahr übernahm er nach Umweltauflagen alle Fabrikanlagen von Müller-Pack. 1876 war er Mitbegründer der Basler Handelskammer (1891–98 deren Präsident) und 1882–98 Mitglied der Schweizer Handelskammer. 1876–78 liess er im Bäumlihof ein grosses Herrschaft-SHAUS ERRICHTEN. NACH DEN PARLA-MENT-SWAHLEN 1878 WAR ER BIS 1887 MITGLIED DES NATIONALRATES, WO ER DEN RUF VÖLLIGER UNABHÄNGIGKEIT UND

10.5 Points
- SS02
Alternate C, c

Aber was tun, wenn der Schock vorbei ist? Dann werden alle Wege berücksichtigt. Umzug nach Basel oder in die französischsprachige Umgebung, Jobsuche im Kanton Freiburg... Peter Nesvadba zum Beispiel nahm die Stelle in der Deutschschweiz an und beschloss, mehrmals pro Woche zu reisen, während er ein kleines Studio mietete in Basel. Patrice Waeber, Chemiearbeiter im Bereich ADDITIVE, WECHSELTE DERWEIL LIEBER IN DEN AUSS-ENDIENST. ZURÜCK ZU EINER DUNKLEN SEITE DER FREIBURGER WIRTSCHAFTSGESCHICHTE.

8.5 Points

In 1948 Schmid became art director at J. R. Geigy Pharmaceutical Corporation in Basel, where he helped René Rudin to build up the graphic studio and to establish the famous 'Geigy Propaganda' department.

The working environment for the DESIGNERS WAS ATTRACTIVE FOR MANY REASONS: AN ARRAY OF NEW PRODUCTS REQUIRED ADVERTISING, THERE

were as yet no copywriters on staff who dictated headlines, often a solitary product name could be used as the largest typographic element interacting with the graphics. The designers understood every task as a new artistic challenge, and they were free TO DEVELOP FRESH SOLUTIONS WHICH LOOKED DIFFERENT FROM ALL OTHER PUBLICITY OF THE ERA; HENCE ONE SOON

6.5 Points
- SS05
Alt. S, s

Geigy's chemical products lent themselves to a high degree of visual abstraction, and were ideal subjects for the reduced aesthetics of Swiss Design. It is worth-while to remember, however, that for all that we recognize as classic in Schmid's WORK, HIS DESIGNS AND HIS DIRECTORSHIP AT GEIGYREPRESENTED A CONSTANT EXPLORATION OF. RATHER THAN MERELY

conformity to this idiom.
Schmid's emphasis
was always on the use of
strong visual images.
He made use of black and
white photography and
even X-rays to condense a
subject to its most elemental; and used stylised
DEPICTIONS OF PESTS
OR BODY PARTS IN
FOCUSED TREATMENTS.
COLOUR RELATED TO
THE PRODUCT: COLOURS

for insecticide packaging were chosen for their toxic appearance, as well as to serve in a series. Schmid's mastery of packaging was displayed in Geigy's uniform packaging for pharmaceuticals, and his innovative designs FOR INDUSTRIAL CHEMICAL CONTAINERS. HIS WORK IS FORMAL AND STYLISED BUT HUMANISTIC – SCHMID

Ampules Blood COUGH

55 Points

Dyestuffs Eurax Filmpraxis GESAROL 45 Points

Hydroton Insecticide LOPRESSOR

32 Points

Micoren, Migraine Nisorex Ophtalmique, Opiate PARKINSON

25 Points - SS06 Alt. 2

Siosteran, Solvent 6,8% Tandéril , Tofranil, Sterosan 0,0-Diethyl 0-(2 ISOPROPYL-4) ZINC

Ciba Geigy Pharmaceuticals Private Limited is a Non-governmental company, incorporated on 19 Sep, 2007. It's a private unlisted company and is classified as 'company limited by shares'. Company's authorized capital stands at Rs 5.0 lakhs and has 0.0% paid-up capital which is Rs 0.0 lakhs. CIBA GEIGY PHARMACEUTICALS PRIVATE LIMITED IS A NEW UMA-JORLY IN MANUFACTURING (MET-

13 Points

Während seiner gesamten Karriere engagierte sich Max Schmid dafür, neue Designer zu unterrichten und zu betreuen. Seine Anleitung und Unterstützung der bei Geigy tätigen Absolventen hatte einen wesentlichen Einfluss auf deren Karrieren. Viele, wie Steff Geissbühler, leiteten später große Designstudios in den Vereinigten Staaten; andere lehrten an der Kunstgewebeschule (Andreas His, ENZO ROESLI, IGILDO BIESELE). SCHMID UNTERRICHTETE AUCH GRAFIKDESIGN AN DER SCHULE FÜR GESTALTUNG BASEL WO ICH DIE MÖGLICHKEIT HATTE, BEI IHM

10.5 Points
- SS10
Cont. f, t

Der Geigy-Stil war auf die gleichbleibende Qualität des Designs und eine gemeinsame Vorstellung davon zurückzuführen, was gutes Design ausmacht und wer es tun könnte. Erstaunlich ist die Zahl der berühmten Schweizer Designer, die in den 1960er-Jahren für das Unternehmen tätig waren. Neben Schmid waren darunter Karl Gerstner, Armin Hofmann, Gottfried HONEGGER, STEPHAN GEISSBÜHLER, GEORGE GIUSTI, DER FOTOGRAF RENÉ GROEBLI, JÖRG HAMBURGER, ANDRES HIS, GÉRARD IFERT, WARJA HONEGGER-

8.5 Points

Schmid was especially influential at Geigy, not only because of his own design expertise, but also in part due to his engagement with new talent. During his tenure, Schmid, with the aid of Armin Hofmann (Kunstgewerbeschule, Basel), engaged more than 30 TALENTED GRADUATES TO WORK WITH HIM AT GEIGY AG. THIS COLLABORATION, AND MAX SCHMID'S ASSOCIATION

with Armin Hofmann and the Basel School of Design, helped to form the Geigy style. Schmid viewed the design world as an international forum, and in 1962 he travelled to Japan to interview candidates to work at Geigy. His own studies and work led him to Italy (Olivetti, MILAN, 1953), AND THE UNITED STATES WHERE HE STUDIED WITH JOSEF ALBERS, AND SPENT SEVERAL MONTHS OVER

6.5 Points

Separation methods for soluble metal-complex catalysts are becoming more and more important as technical applications evolve. The goal is the development of separable catalysts with good catalytic performance as well as separation METHOD FOR SPENT CATALYSTS. THIS IS ONE WAY TO INCREASE THE CHANCES FOR A TECHNICAL APPLICATION OF

homogeneous catalysts.
A methodology has
been developed that allows
the immobilization of
the most important classes
of chiral diphosphine
ligands on inorganic and
organic supports via isocyanate linkers, meeting
MOST REQUIREMENTS
(SELECTIVITY, ACTIVITY,
REPRODUCIBILITY) OF
TECHNICAL USEFUL CATALYSTS. THE MODIFIGA-

tion of commercial heterogeneous hydrogenation
catalysts in order to
obtain special selectivities
has been shown to be
an attractive approach to
solve problems of chemo
and enantioselective
hydrogenations. At the
SAME TIME THE PROJECT
ON THIS TOPIC IS DESIGNED TO IMPROVE THE
UNDERSTANDING OF THE
INTERACTIONS BETWEEN

106 Points
- SS05
Alt. S, s

Special Offer Bonus Andursil® Tabs 15 FOR 12

Aspirin Big PHARMA

55 Points

Clinical Diagnostic Endemic FLU, FATIGUE

45 Points

Green Foliage Stimulant HORMONES

32 Points

Immunology
Lesion
Medical Examiner
NEUROSIS

25 Points

Pommade de Butazlidine Rage Relapse, Voltarol TETANUS 16 Points
- SS01
Single-Storey a

As a teacher, Schmid was particularly concerned with orientation and sign systems, and the aesthetics and technical problems of packaging design. An imposing but unobtrusive teacher, his students described Schmid as 'always present, interested, and always professional'. Schorner REMEMBERS: 'HE NEVER GAVE YOU THE IMPRESSION HE KNEW SOMETHING THAT YOU DIDN'T, HE WORKED

13 Points - SS06 Alt. 2

Die Ciba AG mit Sitz in Basel war ein international tätiges Schweizer Unternehmen auf dem Gebiet hochwertiger chemischer Spezialitäten, vor allem für industrielle Anwendungen in den Bereichen Auto-mobilindustrie, Bauwesen, Bergbau und Öl, Kosmetik, Landwirtschaft Materialien für die Elektronikindustrie, Monomere und wasserlösliche Polymere, Waschmittel, Schmierstoffe und WASSERBEHANDLUNG.
2008 WURDE DAS UNTERNEHMEN VOM DEUTSCHEN GHEMIEKONZERN BASF ÜBERNOMMEN UND IM APRIL 2009 IN DEN BASF-KONZERN INTEGRIERT. DIE CIBA AG TRAT

10.5 Points

Das Geigy-Designerteam ist in seinen Entscheidungen über die zu verwendenden Mittel (Fotografie, Zeichnung, Typografie) ebenso flexibel wie in der Zerlegung seines Materials in grafische Form. Diese Vielfalt der Präsentation wird nicht durch einen absoluten Anspruch an formale Harmonie von streng gedachtem "gutem Design" geeint, sondern durch Frische und Klarheit der Kommunikation. DIE GESCHLOSSENHEIT DER DESIGNS RESULTIERT AUS DER KLAREN VERMITTLUNG VON BOTSCHAFTEN, DIE SOWOHL ALLGEMEINE ORIENTIERUNG IN EINER

8.5 Points

Die CIBA entstand 1997 unter dem Namen Ciba Spezialitätenchemie als Ausgliederung der Chemie-Sparte aus der Novartis, welche ein Jahr davor aus der Fusion der Firmen Sandoz und Ciba-Geigy hervorgegangen war. Im darauffolgenden Jahr WURDE DIE BRITISCHE FIRMA ALLIED GOLLOIDS IN DIE CIBA SPEZIALITÄTENCHEMIE INTEGRIERT, DARAUS ENTSTAND

der neue Geschäftsbereich
Wasserbehandlung. Im Jahr
2000 verkaufte die Ciba Spezialitätenchemie den Bereich
Performance Polymers an Huntsman mit der Zielsetzung,
sich stärker auf hochwertige Spezialitäten-chemie ausrichten
ZU KÖNNEN. IM AUGUST 2000
NOTIERTE DIE CIBA SPEZIALITÄTENCHEMIE ERSTMALS AN
DER NEW YORKER BÖRSE

6.5 Points

The work of the Geigy studios in the US and England is one of the most remarkable revelations of the book and the exhibition. Though some of the American work is certainly un-Swiss in its free inventiveness – exemplified in work by Georg GIUSTI AND THE GEIGY IN-HOUSE MAGAZINE, CATALYST – THE INFLUENCE OF SWISS GRAPHIC DESIGN IN CORPORATE

America went well beyond the Geigy era, as another essay shows. If there was a recognisable Geigy style, then it was more consistently applied in England after the company opened a studio at its offices near Manchester. This was run by the British DESIGNER COLIN SMYTHE, WHO HAD WORKED UNDER SCHMID IN BASEL AND AT THE NEW YORK OFFICE. ALTHOUGH MOSTLY

staffed by graduates
of Manchester College of Art
and Design, personnel
exchanges with Basel and
the use of AkzidenzGrotesk meant that there
was little to distinguish
the Manchester design work
from that originating in
SWITZERLAND. THE GEIGY
STYLE WAS DUE TO
THE CONSISTENT QUALITY
OF DESIGN AND A COMMON VIEW OF WHAT

Antibiotic Benzos CODEINE

55 Points

Dietetic Embrocation Faculty GERIATRICS

45 Points

Hypertensive Inflammated LABORATORY

32 Points

Naturopathy
Otolaryngology
Pediatrics
PLACEBO EFFECT

25 Points

Relaxant, Rheumatism Sleeping Pills Trauma, Treatment Vascular WHOOPING COUGH

Am 15. September 2008 gab BASF ein öffentliches Übernahmeangebot für Ciba für einen Gesamtpreis von 6,1 Milliarden Franken bekannt. Die Übernahme stand unter Vorbehalt der Zustimmung der Aktionäre von Ciba, einer Mindestannahmequote von 66,67% und der Freigabe durch die ZUSTÄNDIGEN WETTBEWERBSBEHÖRDEN. IM RAHMEN DIESES VERFAHRENS WURDEN DER BASF BIS

13 Points
- SS04
Alt. R

The Swiss drugs major, Ciba-Geigy, is to construct a large biotechnology and research and development center at Huningue in the Alsace region of France, at a cost of some 700 million French francs (\$130.2 million). The project was to have been built in Basle, Switzerland, but has been opposed by environmental groups. Ciba-Geigy already has a plant at Huningue, and will develop a new anti-thrombotic product AT THE SITE, USING RECOMBINANT DNA TECHNOLOGY. THE PROJECT WILL CREATE 100 JOBS AND WILL INVOLVE AN R&D BUDGET OF AROUND 80 MILLION FRANCS A YEAR.

10.5 Points

Das Timing der Übernahme wurde in der Wirtschaftspresse allgemein als schwach kritisiert. Da die Bekanntgabe nur wenige Stunden vor der Insolvenz von Lehman Brothers erfolgte, in deren Folge sich die Unternehmensbewertungen weltweit signifikant verbilligten, hätte sich schon kurz darauf ein deutlich tieferer Kaufpreis erzielen lassen. In einer am 6. Juli 2009 veröffentlichten Pressemittei-LUNG DER BASF GAB DAS UNTERNEHMEN BEKANNT, INSGESAMT 23 DER INSGESAMT 55 EHEMALIGEN PRODUKTIONSSTANDORTE VON CIBA VERKAUFEN ODER

8.5 Points

In 1970, Ciba merged with Geigy.
Both companies have a long
history in the chemical sector.
The new company then launched
into the joint production of
medicines and chemical products
for industry and agriculture.
Ciba-Geigy has been marketing
VOLTARENE SINCE 1973. IN 1974,
SHE BOUGHT THE AMERICAN
FIRM FUNK SEEDS INTERNATIONAL TO OPEN UP NEW PERS-

pectives in the agricultural field.
With Alza Corp, Ciba-Geigy
launched several pesticides
and fungicides in the late 1970s.
During the 1980s, Ciba-Geigy
consolidated its position in the
therapeutic treatment market.
One of its best-known products
IS RITALIN, A SUBSTANCE
INTENDED FOR THE TREATMENT
OF HYPERACTIVITY. HOWEVER, CIBA-GEIGY'S COMMER-

6.5 Points

The goal of our research projects is to make selected catalytic technologies accessible to the synthetic chemists in discovery research, chemical development, and, ultimately, to allow the application of catalysis in chemical production. FOR THIS PURPOSE, BOTH SHORT AND LONG TERM PROJECTS ARE CARRIED OUT. THE FORMER SERVE TO ESTABLISH A

specific method in the service laboratories, whereas the latter aim to establish a new state of the art. This can mean the search for new types of catalytic transformations or catalysts or the adaptation of important catalytic processes to the NEEDS OF THE INDUSTRIAL ENVIRONMENT. IN THE MID-EIGHTIES, THE FOUNDATION FOR MOST OF TODAY'S PROJECTS WERE

laid, with emphasis on enantioselective catalysis and the modification of heterogeneous hydrogenation catalysts (for selected results see below). If possible, the results are protected by patents. In any case, we concentrate MUCH MORE ON PRACTIGAL ASPECTS OF A CATALYST OR A PROCESS THAN ACADEMIC RESEARCHERS DO. IN ORDER

106 Points
- SS04
Alt. R

Phenyl Refer to Dosage Hydroton 3-SULFAMII

Aid Kit Curative DOSE

55 Points

[Epilepsy] Frequent Crisis Generic HOMEOPATHY

45 Points

Infected Laboratory MALARIA

32 Points

Neuroleptic Pastor Institute Radiopharmaceutical RELIEVE

25 Points
- SS08
Alt. Arrows

26

- → Sanity, Sclerosis
- > Self-Medication
- **√** Teratogenic, Typhus
- Ulcer, Upsurge
- → **VACCINES**, **WEANING**

19.4 Points

Ciba-Geigy management has made its views on its position over biotechnology clear, by saying that France is one of the most liberal European countries as far as the industrial use of biotechnology is con-CERNED. THE FRENCH MINISTRY OF RESEARCH HAS ALSO SAID THAT UNDER PRE-

16,2 Points - SS02 Closed C, c

At Ciba-Geigy, catalysis is more and more considered to be what in 'man-agerese' is called a core technology, a technological ability that can give the company a competitive advantage. This opinion is supported by the following facts: many of the biggest and most pro-FITABLE PRODUCTS ARE MANUFACTURED VIA AT LEAST ONE CATALYTIC STEP; THERE EXISTS A RATHER STRONG CENTRAL

14 Points

After an introduction describing the significance and a short history of catalysis at Ciba-Geigy, the present role of the Catalysis Section within the Central Research Services is outlined. Its main activities are preparative services for the synthetic CHEMISTS IN THE FIELDS OF HYDRO-GENATION AND HIGH-PRESSURE REAC-

12 Points
- SS01
Single-Storey a

Obwohl die Synthesechemiker Zugriff auf eine proprietäre REACCS-Datenbank zu katalytischen Reaktionen haben, ermöglicht die Erfahrung der Spezialisten eine schnellere und effektivere Unterscheidung von Ideen. Dies ist insbesondere dann der Fall, wenn katalytische Methoden DAS DESIGN EINER VÖLLIG NEUEN SYNTHESE MIT WENIGER SCHRITTEN IM VERGLEICH ZUR KLASSISCHEN CHEMIE ERMÖGLICHEN

10.4 Points

Die Katalyse bei Geigy hatte ihre Wurzeln im 'Hydrierlabor', das in den 1940er Jahren zur Unterstützung
forschender Chemiker gegründet wurde. Dabei handelte es sich um ein spezialisiertes Labor, das mit
einfachen Glasreaktoren ausgestattet war, um Niederdruckhydrierungen im präparativen Maßstab durchZUFÜHREN. SPÄTER WURDEN STAHLAUTOKLAVEN
HINZUGEFÜGT, UM REAKTIONEN UNTER ERHÖHTEM DRUCK DURCHZUFÜHREN. ANFANG DER FÜNFZIGER JAHRE WAREN KLASSISCHE HYDRIER-

Aerosol Bayer CARDIAC

55 Points

Dosage Eye Drops Fever GENERALIST 45 Points

Heart Disease Indication (JAUNDICE)

32 Points

Molecule Neurological Ocular PHARMACIST

25 Points

Remedy, Relapse
Smallpox
Scurvy, Treatment
Tuberculosis
VARICELLA – VIRUS

19.4 Points

Die Modifizierung kommerzieller heterogener Hydrierkatalysatoren zur Erzielung spezieller Selektivitäten hat sich als attraktiver Ansatz zur Lösung von Problemen chemo und enantioselektiver HYDRIERUNGEN ERWIESEN. GLEICHZEITIG SOLL DAS PROJEKT ZU DIESEM THEMA

16.2 Points

The Heck reaction is usually carried out with aryl iodides or bromides. Since these are often expensive and not always accessible, other starting materials were investigated. It was found that aromatic acid chlorides are convenient starting materials for the reaction with olefins to give ARYL OLEFINS IN MEDIUM TO HIGH YIELDS (SCHEME 2). THE REACTION HAS TO BE CARRIED OUT IN AN OPEN SYSTEM AT 100-120° IN PRE-

14 Points
- SS03
Alt. K. k

Mitte der achtziger Jahre wurde der Grundstein für die meisten heutigen Projekte gelegt, wobei der Schwerpunkt auf der enantioselektiven Katalyse und der Modifizierung heterogener Hydrierkatalysatoren lag (ausgewählte Ergebnisse siehe unten). DIE ERGEBNISSE WERDEN NACH MÖGLICHKEIT DURCH PATENTE GESCHÜTZT.

12 Points

For chemists involved in synthesis planning, advice and information concerning the feasibility of a particular catalytic step is offered. Even though the synthetic chemists have access to a proprietary REAGCS database on catalytic reactions, the experience of the specialists allows a faster and more EFFECTIVE DISCRIMINATION OF IDEAS. THIS IS PARTICULARLY THE CASE WHEN CATALYTIC METHODS ALLOW THE DESIGN OF AN ENTIRELY

10.4 Points

Mitte der achtziger Jahre wurde der Grundstein für die meisten heutigen Projekte gelegt, wobei der Schwerpunkt auf der enantioselektiven Katalyse und der Modifizierung heterogener Hydrierkatalysatoren lag (ausgewählte Ergebnisse siehe unten). Die Ergebnisse werden nach Möglichkeit durch Patente geschützt. Auf jeden Fall konzentrieren wir uns VIEL MEHR AUF PRAKTISCHE ASPEKTE EINES KATALYSATORS ODER EINES PROZESSES ALS AKADEMISCHE FORSCHER. UM KONTAKTE MIT DER WISSENSCHAFTLICHEN GRENZE ZU GEWÄHR-

106 Points
- SS12
Thin Brackets,

Pharma Analgetikum 1/4 Diclofenac (50 mg) Rapid

Technical Information

Latin	Afrikaans	Koyraboro Senni	Spanish
	Albanian	Langi	Swahili
	Asturian	Latvian	Swedish
	Asu	Lithuanian	Swiss German
	Basque	Lower Sorbian	Tachelhit
	Bemba	Luo	Taita
	Bena	Luxembourgish	Tasawaq
	Breton	Luyia	Teso
	Catalan	Machame	Turkish
	Chiga	Makhuwa-Meetto	Upper Sorbian
	Colognian	Makonde	Uzbek
	Cornish	Malagasy	Volapük
	Croatian	Maltese	Vunjo
	Czech	Manx	Walser
	Danish	Meru	Welsh
	Dutch	Morisyen	Western Frisian
	Embu	North	Yoruba
	English	Ndebele	Zarma
	Esperanto	Northern Sami	Zulu
	Estonian	Norwegian Bokmål	
	Faroese	Norwegian	
	Filipino	Nynorsk	
	Finnish	Nyankole	
	French	Oromo	
	Friulian	Polish	
	Galician	Portuguese	
	Ganda	Prussian	
	German	Quechua	

Romanian

Romansh

Samburu

Sango

Sangu

Rombo

Rundi

Rwa

Open Type	aalt	Access All Alternates	ss04	Stylistic Set 4 (Alternate R)
Features	calt	Contextual Alternates	ss05	Stylistic Set 5 (Alternate S, s)
	case	Case-Sensitive Forms	ss06	Stylistic Set 6 (Alternate 2)
	ccmp	Glyph Composition/	ss07	Stylistic Set 7
	·	Decomposition		(Alternate Registered)
	clig	Contextual Ligatures	ss08	Stylistic Set 8
	dlig	Discretionary Ligatures		(Alternate Arrow)
	dnom	Denominators	ss09	Stylistic Set 9
	frac	Fractions		(Alternate Currency)
	locl	Localized Forms	ss10	Stylistic Set 10 (Contextual f, t)
	nalt	Alternate Annotation Forms	ss11	Stylistic Set 11
	numr	Numerators		(Tabular Fractions)
	onum	Oldstyle Figures	ss12	Stylistic Set 12
	ordn	Ordinals		(Thin Brackets, Slash, Bar)
	ornm	Ornaments	ss19	Stylistic Set 19 (Swiss Franc)
	salt	Stylistic Alternates	ss20	Stylistic Set 20 (Multiply)
	ss01	Stylistic Set 1 (Single-Storey a)	subs	Subscript
	ss02	Stylistic Set 2 (Closed c, C)	sups	Superscript
	ss03	Stylistic Set 3 (Alternate K, k)	zero	Slashed Zero

Codepage

Please refer to the Technical Document

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Scottish Gaelic Jola-Fonyi Kabuverdianu Sena Kabyle Serbian Kalaallisut Shambala Kalenjin Shona Kamba Slovak Kikuyu Slovenian Kinyarwanda Soga Koyra Chiini Somali

Gusii

Igbo

Irish

Italian

Hungarian

Icelandic

Inari Sami

Indonesian

LL Geigy - Specimen 31 Lineto Type Foundry