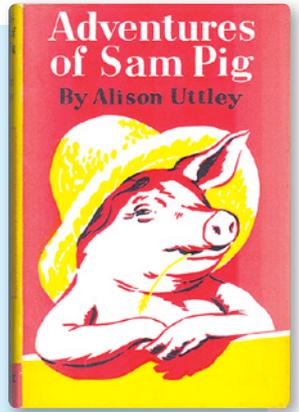


U u

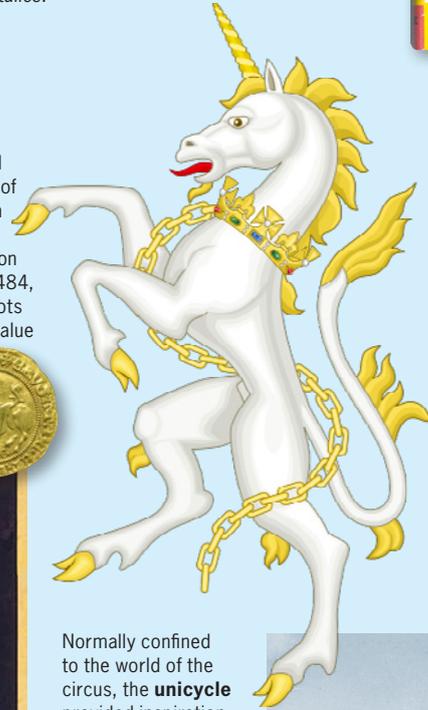
One of the first typefaces made available for photo composition, the **Univers** type family – designed as an integrated system by Adrian Frutiger in 1954 – consists of 44 individual fonts, in weights ranging from ultra light to ultra black, and in widths ranging from ultra extended to ultra condensed. Univers has *oblique* variants derived from the upright, 'roman', letterforms, rather than true, purpose designed, *italics*.



Winning a scholarship to Manchester University to read physics, in 1906 **Alison Uttley** became only the second woman honours graduate of the University. Turning to writing after being widowed, she recounted the adventures of Little Grey Rabbit, Sam Pig and Little Red Fox in a series of much loved children's books. Sixty years after her science degree she was made an Honorary Doctor of Letters by Manchester University in recognition of her literary work.



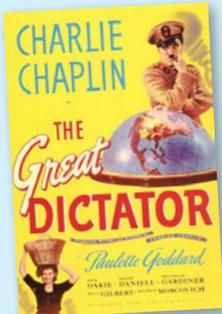
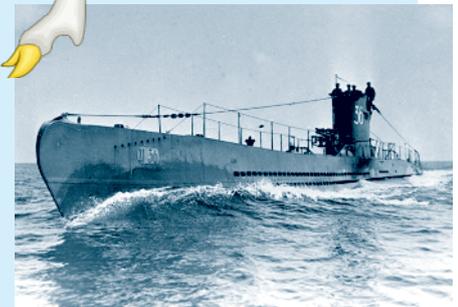
With its cloven hooves, lion's tail and slender spiral horn, the collared and chained **unicorn** is one of the heraldic symbols of Scotland, occurring most notably in the Scottish royal coat of arms, and since 1603 in the royal arms of the United Kingdom – a version is used on some current one pound coins. First issued in 1484, the Scottish **unicorn coin** had a value of 18 Scots shillings, but ever rising gold prices caused its value to increase to 22 shillings, before being replaced in 1525 by a new gold crown coin worth 20 Scots shillings.



U is for ... **United Artists**. Described by the head of a rival studio as "the lunatics taking over the asylum", United Artists was founded in 1919 by four of Hollywood's leading figures. Pioneering director DW Griffith soon dropped out, while the coming of the 'talkies' ended the careers of Mary Pickford



Normally confined to the world of the circus, the **unicycle** provided inspiration for Gallic illustrative wit and charm from Michel Liebeaux – whose main clients were the newly emerging cycle and auto industries – in his posters for Continental tyres.



and Douglas Fairbanks. Charlie Chaplin worked only rarely, reviving his tragi-comic tramp character in *The Gold Rush* before the biting political satire of *The Great Dictator*.

UNCIAL

Written with a broad pen on the newly developed smooth vellum and parchment, using only capital letters and with no separation of words, **uncial script** was in use from the 4th to 8th centuries.



Pope **Urban II** launched the First Crusade to regain the Holy Land from Muslim rule. He died on 29 July 1099, fourteen days after the fall of Jerusalem, but before news of the victory had reached Italy.



UNDERGROUND From its origins in 1863 the **London Underground** has expanded to serve 270 stations on 250 miles of track, carrying over one billion passengers each year. Distinctive architecture and advertising have always been used to promote the Underground's corporate identity.

The **Unterseeboot** was Germany's chief weapon in the 1939–45 Battle of the Atlantic. 3,500 Allied merchant vessels and 175 naval ships were sunk, with the loss of 72,000 sailors and merchant seamen, while the Royal Navy and Royal Canadian Navy sank 783 **U-boats**.



Introduced in 1941 and used until 1952, the **utility mark** identified government approved clothing, fabrics and furniture as part of wartime austerity measures.

