

TipoType

Case Study: Brother 1816

Barclays France rebrands to **Milleis Banque** using Brother 1816 typeface.

Barclays France, owned by the european financial group AnaCap, reorganized and updated its financial operations adapting them to modern times and technologies. To accomplish this, Barclays decided to rename the bank to Milleis Banque.

The design of the new corporate image uses primarily our typeface Brother 1816. The values conveyed by the new banking concept are fully represented in our typeface: modernity, solvency, security, trust.

DESIGNER

Carré Noir (<https://carrenoir.com/milleis-banque-global-branding>),

YEAR

2019

TYPEFACE

Brother 1816 (<https://tipotype.com/brother-1816/>),

WEBSITE

Milleis Banque (<https://www.milleis.fr/>),



Tipotype



MI||EIS

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MI||EIS

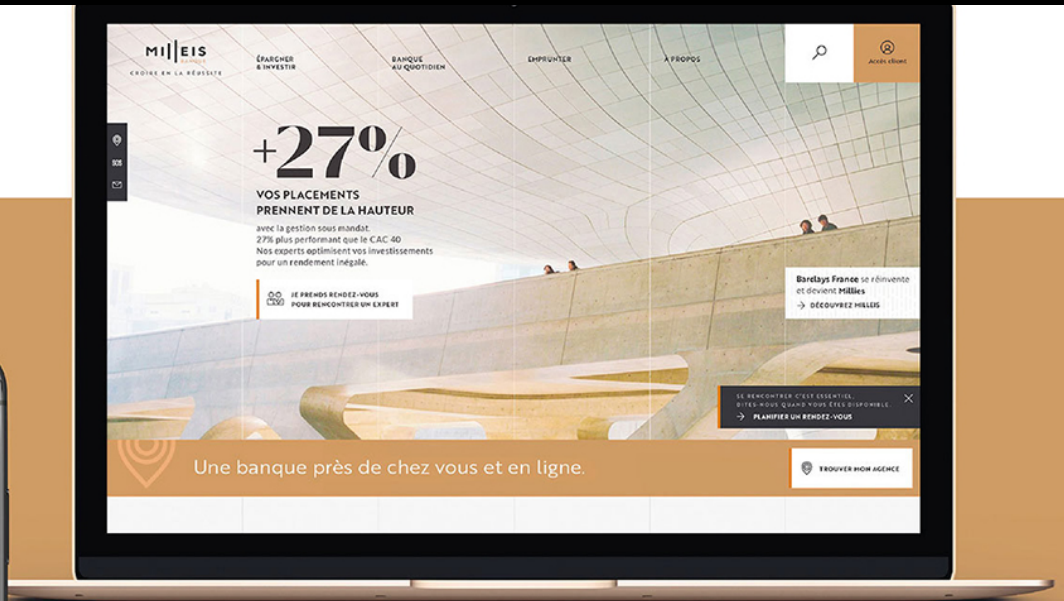
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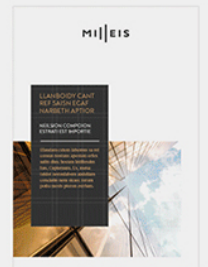
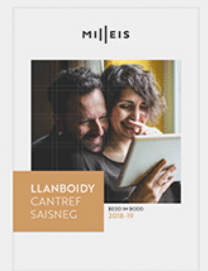
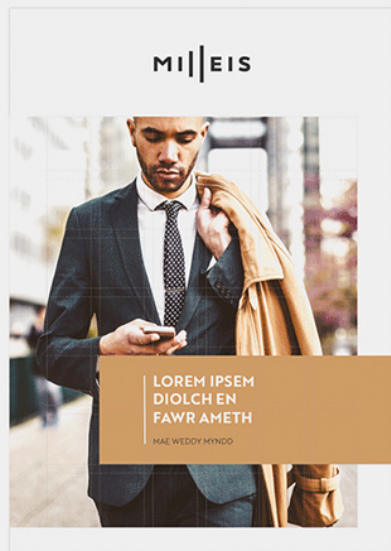
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MILLEIS
BANQUE

CHARTRE GRAPHIQUE 2018



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LA TYPOGRAPHIE

TYPOGRAPHIE PRINCIPALE

BROTHER 1816

La Brother 1816 est une police de caractère composée de formes géométriques et stables tout en rondeurs.

Ces formes favorisent la lecture quelle que soit la taille des caractères. Cette facilité de lecture est un atout pour la variété de support dont dispose la marque.

C'est la typographie prioritaire de la marque. Elle doit être utilisée pour tous les types de documents, digital et print.

Évitez d'utiliser des italiques pour gagner en simplicité.

A B C D E F G H I J K L M
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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
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(<https://tipotype.com/brother-1816/>)

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