

**DDC Roundtable CorporateType in the Literaturhaus
Frankfurt/Main**

Learning from Milan's design structure. CorporateType in Linotype experts dialogue.

**Frankfurt, December 3, 2003: Within the classical framework of the
Frankfurter Literaturhaus, the Deutscher Designer Club (DDC) and
Linotype invited more than 50 experts to discuss the topic of
CorporateType.**

The objective of the DDC roundtable "CorporateType" (fonts used by corporations) was to show how the corporate design of companies and institutions can be controlled and optimized with the help of their own font.

Guest speaker Antonio Pace presented CorporateType using the city of Milan, Italy as a case study. "Milano Citta" – a typeface based on the classical Bodoni – is the centerpiece of the Milan design that was developed especially for the Lombardy metropolis. Mr. Pace, Frankfurt General Manager of the Italian design agency AreA, showed Milan's new visual appearance.

AreA Frankfurt created a modern city shield and from it developed the city's complete design structure. The new look is recognizable on all public buildings such as museums and other cultural institutions. For the entire official correspondence, signage of public spaces, and eventually for all visual situations of the city of Milan, the AreA corporate designers created a uniform communication system, which ranges from stationery to door signs.

Akira Kobayashi, Type Director at Linotype Library, showed how typefaces developed back in the hot type era are now being optimized for digital use. Avenir, for example, which the designer further developed with Adrian Frutiger, became Avenir Next. The differences are considerable, and are seen not only in the aesthetics, but also in terms of its new technical features. Avenir Next is produced directly in the OpenType format.

Bruno Steinert, General Manager of the Linotype Library GmbH, introduced the services that Linotype offers to support companies as well as agencies in the selection and implementation of typeface projects worldwide. Jörg Schweinsberg,



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Director for Process and Quality Management, briefly explained the guiding technical possibilities.

All in all, the event offered a mix of topics, which at the subsequent dinner gave all the invited experts plenty of reasons to exchange viewpoints, tell about their own experiences and discuss new aspects. Although the official part of the event ended at 10:00 p.m., many stayed past midnight.

“That was the best proof of the high quality of this new form of DDC events. Our series of successful roundtables has reached a new peak with the close cooperation of DDC supporting member Linotype,” stated Thomas Feicht, spokesman for the DDC Board.

The positive response from all the guests induced Linotype, in cooperation with the DDC, to continue this event series with a similar framework at new locations in Germany and with new and exciting examples from the world of CorporateType.

If you would like further information on the topic of CorporateType, Linotype is available to you and also happy to send digital photo material of the event upon request. Please do not hesitate to contact us at:

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You'll find the new Linotype Library website at www.linotype.com.

Linotype Library GmbH is a member of the Heidelberg Group. The company is based in Bad Homburg and has a tradition dating back over 116 years. Our extensive experience has led to the development of the most advanced font technologies and over 5,500 fonts. Our products cover the whole typographical spectrum, from Antiquity to the present, from East to West, from the classic to the experimental. They can all be ordered and delivered direct to your door (in PostScript™ and TrueType™ format and **now also including 1,100 fonts in OpenType™** format for Mac and Windows) using the FontExplorer browser and navigation system, not only on CD, but also online from www.linotype.com.

In addition to supplying digital fonts, Linotype Library's mission is also to provide a comprehensive and personal advice and consultancy service for all the typographical issues surrounding global (enterprise) communication.



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