TYPEcasting the brand!

Author : John Brownlee

Date : June 27, 2016

Type Is The Most Important Element Of Your Company's Brand

"Type is your brand," says type legend **Bruno Maag,** founder of font studio Dalton Maag.

Sure, he's biased. As a font **designer** with a career spanning over 25 years, **Maag** has worked for *The New Yorker,* **Monotype, Nokia,** and most recently, **Amazon,** for whom he helped create the **Kindle's** new Bookerly font. So it's in his best interest to say that.

https://vimeo.com/144656411

But **Maag** has a point. In this video—a partnership between Co.Design and the Brooklyn design studio Hyperakt—Maag argues that the Roman Empire was not geopolitically sustainable, but thanks to great branding, its type has survived 2,000 years. Heck, it's the basis of some of the most iconic typefaces out there.

This article first appeared in www.fastcodesign.com