

A new typeface **for Berlin**

Alessio Leonardi (BuyMyFonts.com) creates Change

Berlin designer Alessio Leonardi, founder and principal of the typographic company BuyMyFonts.com, has designed a new typeface for the City of Berlin.

On May 21, 2007 the Berlin City Council announced its decision to position the German capital as ‘Berlin. City of Change’ in accordance with the city’s marketing strategy leading up to 2011. A competition for the Berlin campaign was initiated in three categories – slogan, conception and design.

The winner in the design category was the Berlin branding company Fuenfwerken Design AG. Within the campaign’s creative team, Fuenfwerken took charge of all graphic and visual aspects.

Fuenfwerken invited Alessio Leonardi to develop an original typeface for the campaign. In a subsequent phase, the Berlin government expressed its wish to implement the campaign’s graphic elements in its overall visual identity. This led to an extension of the assignment to Mr. Leonardi, who was commissioned to design a special variant of the Change type family to be used in the City’s day-to-day communication.

A typeface **takes centre stage**

Used to set the campaign’s headlines, the Change typeface will assume a central role. As the campaign is built around statements from Berlin’s inhabitants, the typeface is to represent all Berliners. Its entry onto the city’s stage will be accordingly vigorous and self-assured. During phase one of the campaign the headlines will be in German, building a linguistic bridge to the English-language slogan ‘be Berlin’. The typeface’s headline version, Change Letter, has as striking and open character, just like the Berliners themselves. Self-assured, practical, a bit crude at times, it possesses unmistakable idiosyncrasies that enhance the contents and lend it a strong, expressive personality.

A marketing tool morphs into **a corporate identity**

The personal wish of Berlin’s mayor Klaus Wowereit to implement graphic elements from the campaign into the city government’s communication presented the designers with a challenge. The Change Letter display alphabet was not suitable for the new task: its striking characteristics, its typewriter-like structure, and its relative wideness aren’t those of an adaptable, space-saving text face. Therefore, Alessio Leonardi developed BMFChange Sans, a more condensed, sans serif version of the typeface. While BMFChange’s basic character remained intact, the text version is more subtle, modest and even. All in all, Berlin’s new ‘municipal typeface’ is a balanced font family whose name embodies the city’s strategies for the near future: Berlin, City of ‘BMFChange’.

BMFChange: a growing typefaces family

The BMFChange family consists of two sub-families, BMFChange Letter and BMFChange Sans, each with four styles: Regular, Bold, Italic and Bold Italic. Further styles (Black und Black Italic) and a separate Script version are currently being developed.

The City of Berlin will have exclusive use of BMFChange for the advertising campaign and for the City’s communication. After this exclusivity period has elapsed, the type family is expected to become available at BuyMyFonts.com.