

# ZETTELER

CREATIVE PUBLICITY

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## **TYPO brings Brand Day to London**

### **What makes brands brilliant in the digital age?**

1 March 2018



From choice of typeface to imagery selection, content strategy to UX, the building blocks of successful modern brands are evolving rapidly. How do you stay afloat and ahead in today's fast-paced, digital-first world?

Following the success of its events in Berlin and Stuttgart in 2017, TYPO's Brand Day seminar makes its London debut on Thursday 1 March. Over the course of the afternoon, delegates will be led on a journey into the challenges and opportunities of brand-building in the modern age, with practical insights and inspiring case studies presented by global experts in the field.

Held at the Royal Institute of British Architects, Brand Day is an offshoot of Monotype's TYPO talks – the series of international conferences exploring cutting-edge thinking in design, branding and digital media that have been held in Berlin since 1997, and London and San Francisco since 2011. Aimed at brand strategists and decision makers in every sector, the Brand Day speaker programme features creative directors, design leads, social-media specialists and marketers from some of the world's most respected international brand makers, including Wieden + Kennedy, Pentagram partner Adam Hyland, and Malou Verlomme, the Monotype designer behind London Underground typeface Johnstone100.

TYPO's inaugural London Brand Day offers an opportunity to discover first-hand how some of the most influential campaigns and brand identities were created – directly from the people who created them.

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Monotype Quote

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## BRAND DAY SPEAKERS

- **Jürgen Siebert** – Marketing Director of Monotype (Berlin), organiser of the first TYPO design conference, creator of font engineer/developer platform TYPO Labs and founder of Brand Days.
  - **Alexandra Mecklenburg** (keynote speaker) – Creative business consultant, former MD of Huge London and Global Brand Director of Ogilvy One.
  - **Jessica Krier** – Design Director of KMS TEAM (Munich), who has helped develop visual identities for the likes of Bentley Motors, Canyon Bicycles, JINS, Schneider Schreibgeräte, Porsche and Porsche Motorsport, ŠKODA and Stemme.
  - **Wieden + Kennedy London** – Independent, creatively driven advertising agency creating iconic identities for the world's biggest brands – including, recently, Formula 1.
  - **Malou Verlomme** – Senior UK Type Designer of Monotype, and creator of typefaces such as Camille, Ecam, Totem and Johnston100 – official typeface of the London Underground since 2016
  - **Alex Ostrowski** – Founder and Creative Director of design collective Lovers (London), which works with clients including V&A, the NSPCC, Dishoom, the Mayor of Greater Manchester and the University of Oxford. At Brand Day, he joins Greenpeace's Marcela Teran to explore their work on the visual identity of the campaign to end plastic pollution in the world's oceans.
  - **Marcela Teran** – Art & Editorial Coordinator at Greenpeace (UK), designer and creative-communications specialist.
  - **Jose de Cabo** – Co-founder of leading visual-commerce platform Olapic (London), and expert in user-generated content technology. Olapic's partners include the likes of AllSaints, Karen Millen, L'Óreal, Pepe Jeans and Tag Heuer.
  - **Juan Andrés Milleiro** – Head of Social Media at NH Hotel Group (UK), one of the world's most successful hotel chains in Europe, with close to 400 hotels in 30 countries. He has previously developed social-media strategy for brands including Heineken, Mercedes-Benz and Real Madrid.
  - **Angus Hyland** – Partner at Pentagram, creative director, designer and author. The recipient of more than 100 creative awards, author of nine books and one of the UK's top 10 graphic designers according to The Independent, Hyland has worked on campaigns for clients such as Asprey, AkzoNobel, EAT, Eurosport, H&M, Maersk, Marimekko, Mills & Boon, Mulberry, Penguin, Rolls-Royce and Tate Modern.
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## Notes for editors

**Event date** 1 March 2018

**Location** RIBA, 66 Portland Place, London W1B 1AD

Brand Day tickets are available to order now from **XXX**, priced at £49.

## Brand Day Programme

12.30pm Registration and light lunch  
1.00pm Jürgen Siebert Welcome and introduction  
1.10pm Alex Mecklenburg Keynote  
1.40pm Jessica Kier, KMS Team | Thomas Laschet, Canyon  
2.20pm Coffee break  
2.50pm W&K | Formula 1  
3.20pm Malou Verlomme, Monotype| TFL  
3.50pm Lovers | Greenpeace  
4.20pm Coffee break  
4.50pm Olapic | Juan Andrés Milleiro, NH Hotel Group  
5.20pm Pentagram  
5.50pm Closing remarks  
6–8.00pm Networking, drinks reception and canapés

[typotalks.com/brand-day/london-2018/](http://typotalks.com/brand-day/london-2018/)

## About Monotype

Monotype is a leader in empowering expression and engagement through a combination of type, technology and expertise. Headquartered in Woburn, Mass., Monotype provides customers worldwide with typeface solutions for a broad range of creative applications and consumer devices. The company's libraries and e-commerce sites are home to many of the most widely used typefaces – including the Helvetica®, Frutiger® and Univers® families – as well as the next generation of type designs.

Monotype is the owner and organiser of TYPO international design conferences and brand events.

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