



Druckvorlage, Alphabet Brancher, 1971–1972
Schriftentwurf: Atelier Frutiger + Pfäffli, Arceuil, FR /
Adrian Frutiger
Mitarbeit: Hans-Jürg Hunziker
Auftrag: Société Brancher, Paris, FR
Material/Technik: Acetatfolie, retuschiert, geklebt
Schriftfamilie, -verwendung und -satztechnik: Alphabet
Brancher, Firmenschrift, Klebsatz
Donation: Schweizerische Stiftung Schrift und
Typographie, Bern, CH
Eigentum: Museum für Gestaltung Zürich / ZHdK

It was viscous printing ink that inspired the corporate font Adrian Frutiger (1928–2015) created for Brancher. The microfilms include the complete alphabet and served as photosetting templates. They were used to produce captions on printing ink cans and other products.

In the 1960s, corporate fonts increasingly came into fashion as part of corporate design. Thus Adrian Frutiger frequently designed corporate fonts in addition to a company logo, as he did for the French electricity company EDF-GDF, the tool manufacturer Facom (logo by Lucette Griard), and printing ink manufacturer Brancher. In 1960 he began his work for the latter by redesigning the existing company logo, a beehive, and using it to produce printed matter and advertising materials. When the company then expanded, in 1971, he was commissioned to create a corporate font and to rework the existing logo once more. The beehive underwent further stylization, and Frutiger incorporated the design language of the beehive into the font by rounding off the corners of the characters as well. The round corners of the logo and the font are reminiscent of viscous honey, akin to viscous printing ink. While Frutiger designed

another alphabet for EDF-GDF that consisted of both lowercase and uppercase characters, he also did alphabets of capital letters only for Facom as well as for Brancher, to be used only for titles. In the alphabet for Facom, the letters n and m were also available in lowercase. Brancher's alphabet by contrast included only lowercase versions of the same letters. In cooperation with Bruno Pfäffli, Frutiger created a complete corporate design for Brancher. The logo, the font, and the eight corporate colors were used in all company stationery and advertising materials. A slightly modified version of Frutiger's logo is still in use today. (Heidrun Osterer)

<https://www.eguide.ch/en/objekt/alphabet-brancher/>