



PETER  
SCHMIDT  
GROUP

Type up your brand

Type up  
your brand

You want your brand to stand out from the crowd. So why do you use standard typefaces for all your communication? →

# 5 reasons for custom fonts:



# 01. Make your brand clearly recognizable without even showing your logo.

In communication, every millisecond counts. When the look of your message instantly connects it to your brand, that's incredibly valuable. Because for people reading it, this means less guesswork and more clarity.



# 02.

# Use them as subtle ambassadors of your brand's values.

# #zukunfts

# stark

Innovative or rich in heritage. Youthful or mature. Accessible or exclusive: every brand stands for certain values. You don't need to bore your audience by talking about your values all the time – you can subtly convey them through the look of your everyday messages.

# 03.

From **button**

# Ensure maximum consistency across all platforms.

This is all too familiar: Even when brands use a font that suits them perfectly, it only works well in print media. So they substitute a different font for their digital touchpoints. This not only leaves potential untapped, but also creates inconsistency that is confusing for the audience. Solve this problem with an optimized custom font.

billboard

# 04.

# Improve performance and enjoyability at the same time.

Bold, light, italic – that can't be all there is, can it? Definitely not!  
Variable custom fonts let you adjust styles seamlessly. Perfect for  
any communication need while always staying true to your brand.  
They enable faster load times, improve legibility, and make interacting  
with your brand more enjoyable for people.



# 05. Gain legal certainty and **save licensing costs.**

*Make it  
yours.*

Be honest: Do you know all the details and licensing conditions for the font you're using now? Or has your font provider already sent you an unexpected invoice? Over the years, these costs can add up to a considerable amount – often exceeding the investment in a custom font that you own.

Get to know  
our custom  
typefaces

# 01. E.ON

The E.ON logo is edgy, energetic and iconic – and thus serves as the core element of the entire brand relaunch. From its powerful design, we derived a unique corporate font that links messages with the brand at the very first glance: the E.ON Head.





*Progressive*

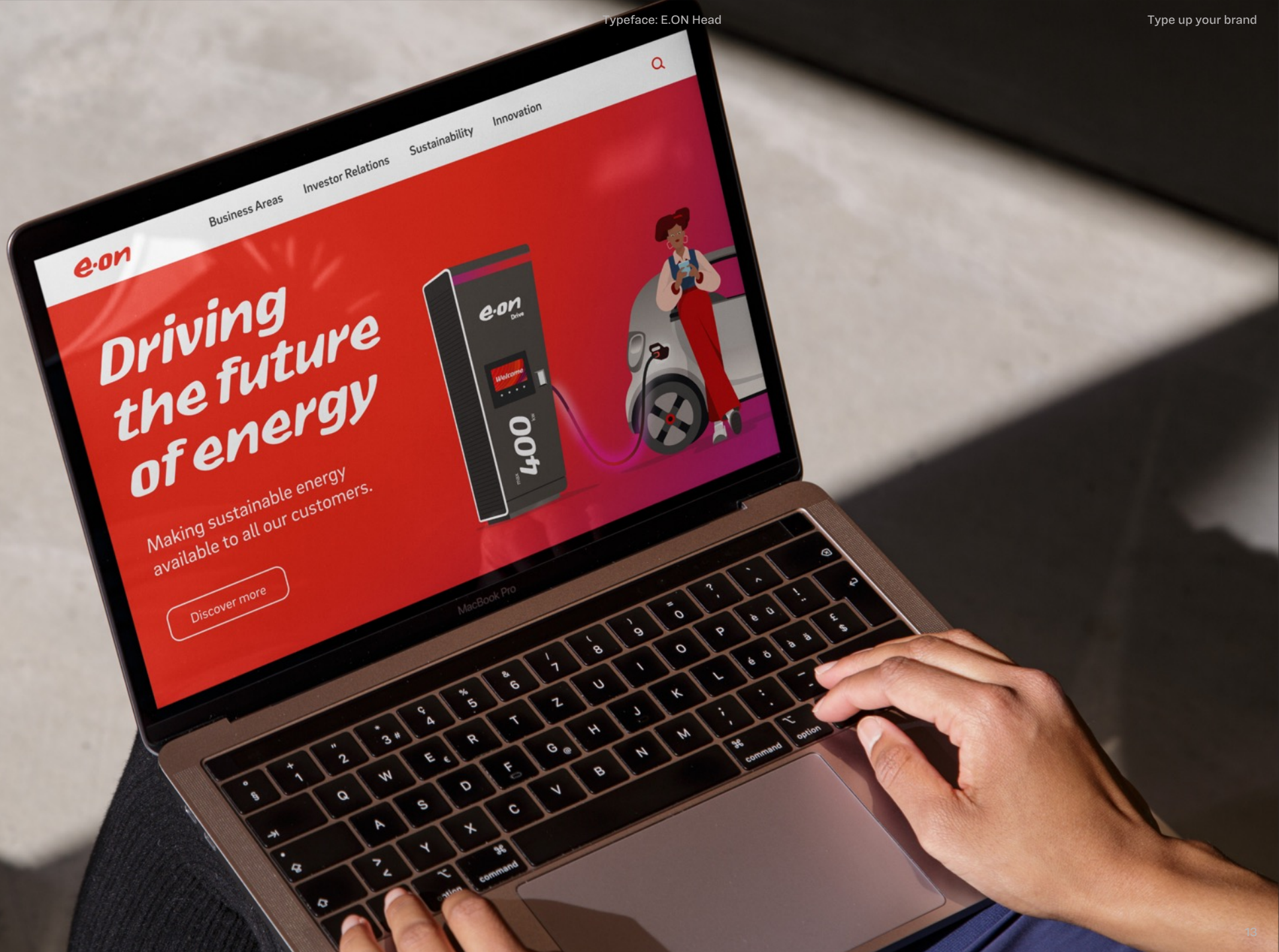
*Welcome to a new era*

*it's ON US*

*Making new energy work*

*fonts turn*  
*words into*  
*stories.*









# 02. Deutsche Bahn

Deutsche Bahn has an immediately recognizable typeface, designed by Erik Spiekermann in 2008. We optimized its font hinting. That may not sound like much, but it's important: It allowed the company to implement its custom font DB Neo Screen across digital media, such as the DB Navigator app.



# Bahnncard 100

Kein Stau. Kein Stress. Kein CO<sub>2</sub>

Berlin Hbf – Frankfurt(Main) Hbf

**ICE Bordbistro**

Schnellste Verbindungen anzeigen.



DB Neo Screen Head

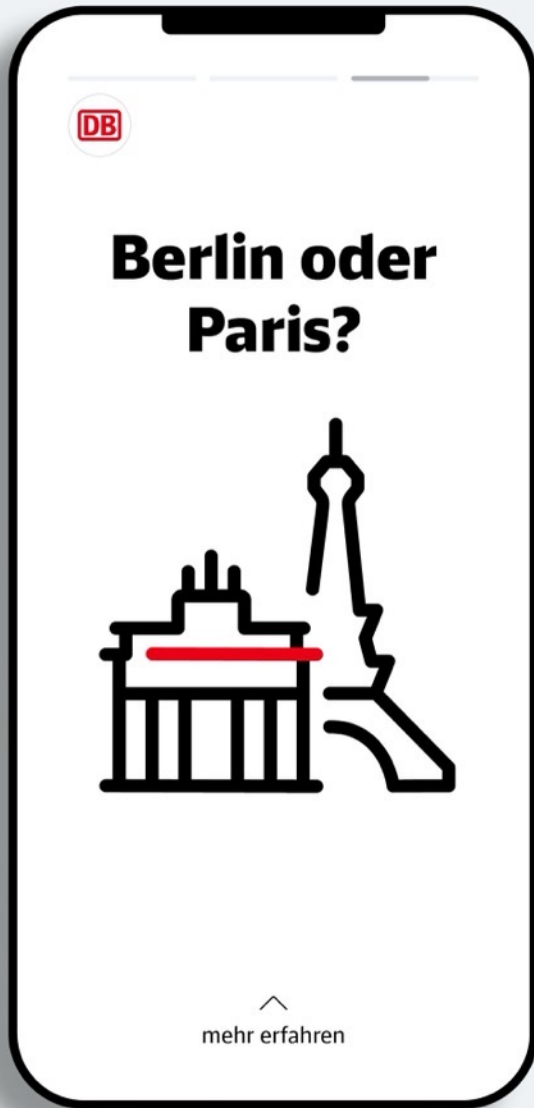
DB Neo Screen Head

**DB Neo Screen Head**

*DB Neo Screen Head*

*DB Neo Screen Head*

***DB Neo Screen Head***







# 03. Knauf

Building materials are inextricably linked with the iconic Knauf logo. So we took its greatest strengths as a model for the brand's new corporate typeface: the typical eight-degree angle of inclination, the prominent horizontals, and the ink traps give Knauf typography its unique look.





Knauf Regular

**Knauf Bold**

*Knauf Italic*

***Knauf Bold Italic***

*Knauf Head Regular*

***Knauf Head Bold Italic***

Knauf Narrow Regular

**Knauf Narrow Bold**

*Knauf Narrow Italic*

***Ceiling 1932***

building materials

***BUILD ON US.***

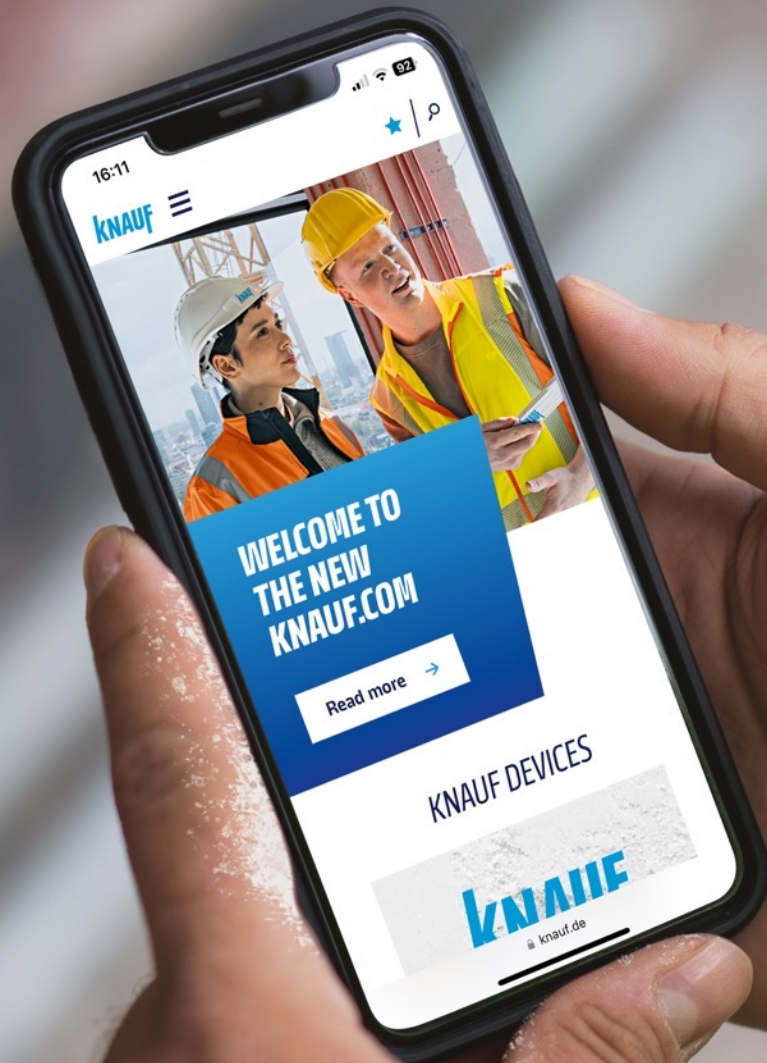
AQUAPANEL®

*energy modernisation*

**Insulation**

worldwide 120kg/m²











# 04. Peter Schmidt Group

Our new identity celebrates our origins, our love of detail and our fascination with new technologies. This is reflected in a new typeface: PSG Grotesk. Based on a pure Grotesk, it is timelessly elegant and accurate in every detail. It gives every design piece the space it needs while preserving a strong character.



# Ra

A A A A A  
A A A A A  
A A A A A  
A A A A A  
A A A A A

Amplified  
by Chracter  
Craft  
by Curiosity  
Imagination

PSG Grotesk

Width: 200

Weight: 95







# superpower

We amplify imagination to build strong bonds between brand and people.

# innovation

# human-centre design



# 05. Powerbar

In 2022, Powerbar – a pioneer in sports nutrition – decided to change its brand design. We created a new look that quotes the iconic design from the 1980s but adapts it to the markets of tomorrow. The typeface mirrors the character of the logo and makes the brand highly recognizable in communication.



Cond Regular

Cond Bold

Regular

**Bold**

*Italic*

***Bold Italic***

***Black Italic***

***Display***

***Enter a  
real change  
Power  
Do better  
Triathlon***



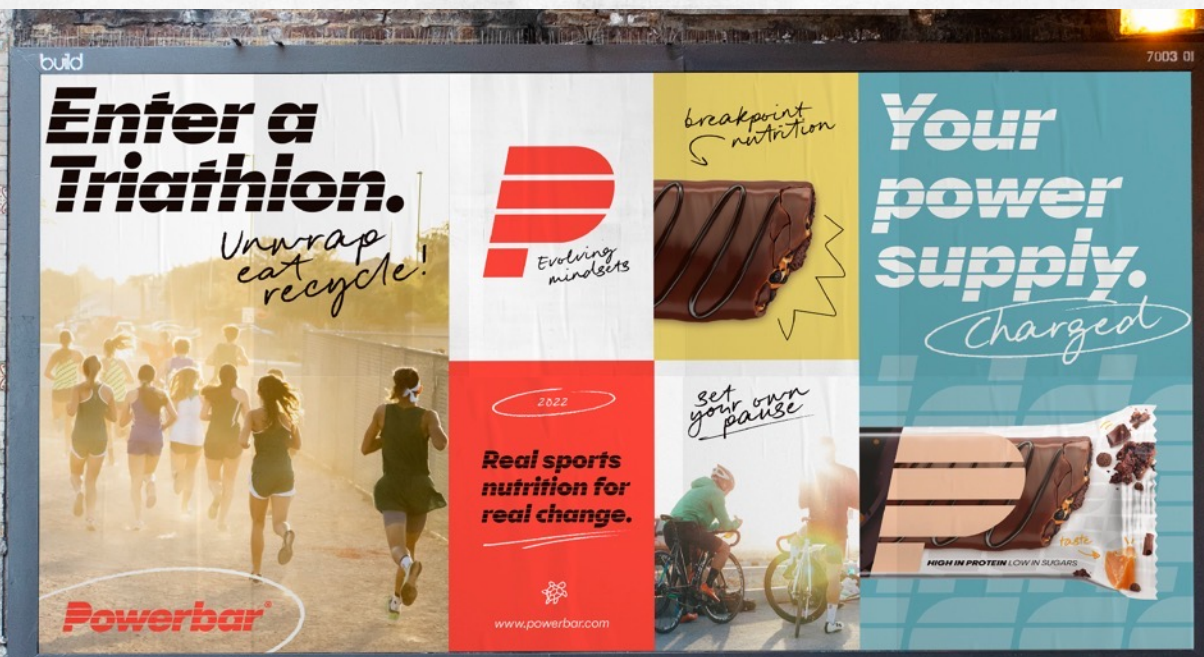


**A unique font  
for a unique  
brand.**

easy to  
recognize!



**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**→!?!&@§®%±**  
**123456789**







"The number of touchpoints is growing while attention spans are shrinking – and every brand code counts! The development of brand-specific custom fonts has now become part of almost every one of our design projects."

**Felix Damerius**

Executive Creative Director

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# Get in touch

# We are one of Europe's leading branding agencies.

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