

Chris Zhang

A PERSONAL PERSPECTIVE / 2026 EDITION

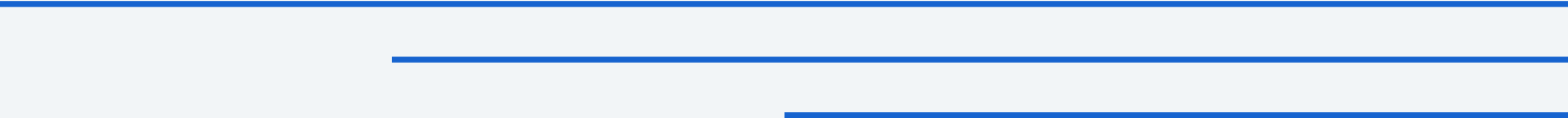
A clear point of view.

看清，
再向前。



DAY OF DESIGN

**A person.
A perspective.
A clearer view.**



看清，再向前。

The original portrait gives the work its human presence.

Confident typography brings the name forward.

Space and horizontal lines create a clear reading rhythm.

Chris Zhang

A clear point of view.

COMPLETE ORIGINAL BMO IDENTITY



The bank identity comes from the original 2023 design file.

Its visible pixels are retained; only transparent margins are removed.

The new personal typography is a separate communication element.

The archival association does not establish a current affiliation.

Clear in form. Calm in tone.

Chris Zhang

Helvetica Neue / 中文



Deep blue and cool white establish the main contrast.
Signal blue marks the message; blue grey gives it room.

A clear reading rhythm.



Three horizontal lines share one right-hand alignment.

Their staggered beginnings bring a sense of order and movement.

They are a new graphic device, separate from the original bank mark.

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A clear point of view.

看清，再向前。

A VISUAL EDITION BY DAY OF DESIGN

Original Chris Zhang portraits and BMO identity: 2023 client archive.

New typography, layouts and applications: 2026 design concepts.

The bank association is historical; current affiliation and services
have not been verified. The portraits remain unchanged.

Adoption, printing and launch of the new concepts are unconfirmed.