



Dynamic Identities: How to Create a Living Brand

Irene van Nes

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Dynamic Identities: How to Create a Living Brand Irene van Nes

This visual book looks into design systems for brand identities that produces identities that are alive, meaning that they can change and generate new versions based on external data. The book offers a systematic process of creating brand identities that are alive and gives the reader a wealth of examples of international identities that were built on the discussed systems. There is no other book like this on the market!

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