



# Dynamic Identities: How to Create a Living Brand

By Irene van Nes

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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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#### **Review**

‘The lenticular cover alone makes this book a must-have’

Desktop, April 2013, print edition

#### **About the Author**

Irene van Nes: After graduating from the Utrecht School of the Arts, Irene worked at renowned Dutch agencies Dietwee and Koeweiden Postma. She currently has her own studio Irene ontwerp.

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