

# Dynamic Identities: How To Create A Living Brand By Irene Van Nes

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Nes, Irene van 1; Patil, Varsha H 1; Smiciklas, Mark 1; Special Collections. Leisure Reading 1; Reserve 9; Subject Resources 9; Publication Year: 2012

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Dynamic Identities: How to Create a Living Brand Written and designed by Irene van Nes BIS Publishers, 32, 34, \$45, hardback

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FIELD's generative identity for DokfestLounge at the Kassel Documentary Film Festival was featured in Dynamic Identity, How to Create a Living Brand by Irene van Nes.

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Irene van Nes is the author of Dynamic Identities (4.20 avg rating, 10 ratings, 0 reviews, published 2012) and Dynamic Identities Irene van Nes s Followers.

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Dynamic Identities. How to create a living brand (Link) BISPublisher September 2012. Fifty years ago, a brand was just a single mark that made the brand recognisable

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Irene van Nes. Dynamic Identities. How to Create a Living Brand . This visual book looks into design systems for living brand identities that can change in colour

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