

The evolution of visual identities from static identities to dynamic identities

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Dynamic identities or flexible identities are a relatively new concept. In the past a brand identity was just a single mark, usually in the form of a logo used for brand recognition - with the aim of providing consumers with a visual reference to allow them to differentiate between competitors. In the current climate, brands now act like platforms, and offer an experience that creates an emotional attachment. This paper will examine the evolution of a visual identity from static identities to dynamic identities.

This paper will also examine three recent dynamic identity case studies - it will use the case study approach to gain insight into the benefits and problems that may arise for companies or organisations using this dynamic system. The purpose of this paper is to offer an insight into how a dynamic identity can either impede or help the identity of a company or organisation.