

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

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Dynamic Identities is the first BIS Publishers book to cover the topic. The book offers a systematic process for creating living brand identities Irene van Nes

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Design should be Alive. Irene van Nes, to write the introduction to her book Dynamic Identities: How to create a living brand.

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### **Irene van nes (author of dynamic identities)**

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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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

### **Irene van nes**

Irene van Nes graduated in 2005 She develops dynamic identities. Her research for these identities resulted in a book Dynamic Identities, How to create a

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

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Irene van Nes is a Graphic Designer based in Utrecht, the Netherlands. In October 2012 BIS Publishers put out her first book Dynamic Identities.

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Sometime after running a Summer School on Dynamic Identities Paul Hughes was approached by one of the attendees, Irene van Nes, doing and to create living

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Master thesis by Emanuel Jochum (ejochum.com) about how flexible design systems turn brands into dynamic visual identities (May 2013; Dynamic Branding Thesis.

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Irene van Nes is a Graphic Designer based in Utrecht, the Netherlands. In October 2012 BIS Publishers put out her first book Dynamic Identities.

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