

Exploration to the Most Fundamental Form of Dynamic Visual Identity

Riky Azharyandi Siswanto¹, and Jasni Bin Dolah²

¹Univeritas Telkom, Bandung, Indonesia

²Universiti Sains Malaysia, Penang, Malaysia

Abstract. Dynamic identities are a relatively new concept in graphic design. Because in contrary, in the past a brand identity was just a single fixed 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. The change has been prompted by the rise of new media and by the advent of the Internet, which has led to the actualization in real life. Digital technology has brought considerable innovation in the design process of visual identities as well. However, the utilization of Dynamic Identity concept can very costly due to the technological requirement. As the result, this have called us into discussion regarding “can dynamic identity be applied without the any digital support?” as expected that more companies can get the advantages from the new concept. The method of Literature review and Visual analysis applied in this research to explores the possibilities to the disattachment the technological aspect from the dynamic identity concept.

Keyword: dynamic identity, visual identity, fundamental

1 Background

Logo is one of the basic elements in a corporate identity or brand identity. Logo is one of the fundamental elements in a brand identity system or corporate identity system. It is been used for visual representation for the entity. Commonly, logo is designed to recall audience’s memories of previous experiences or engagement with the brand and other implementations of the logo, leaving a better effect more than words can do it self. People will links to the promises that brand made which expected the relationship between the brand and its customers can be naturally developed. As the result, Logo is considered as one of the strongest marketing tools for building and reinforcing a brand image and also maintaining the brand value. Logo is also has become a key role in order to develop a loyalty and trust to a certain brand because logo advocates an instant reaction to purchasing decision [1]. Visually, logo is the form that often associates a graphical mark to represent products or service. It is regarded over a century by designers as the essence of graphic design. Righteously, logos are supposed to fulfill the four basic visual communication fundamental functions which are; to identify, to inform, to present, and to promote [2]. As a signifier, logo acquires several characteristics that supported to the recognisability, also the aesthetical aspect, including form, colour, size, proportion, brightness, contrast, perspective, etc. [3]. Communicating the brand message depends heavily on an effective brand logo.

Logo is a graphical symbol that perfectly designed and should remain consistent. It should never be stretch, rotate, flip, etc. However, the scenario of visual communication has adequately developed and what was questionless previously, which is no longer. Ultimately, the increasing complexity in the field of visual communication have led us into to a various of difficult cases that cannot be generalize and what might work efficiently in a certain situation it might result not appropriate for another is due to the rapid increase of products on global markets, the digital translation of messages on media with inconsistent format, the spread of information without any specific relation to the context of consumption. As a result the conventional rigid and fixed visual identities system need to be questioned, does it still relevant with the current digital era? Identity design is actually much more complex than just the design of a logo. Therefore, we supposed to move on from what we called “Logocentric identities”. Not only due to the latest technological changes that forced us to do so, but also due to several other issues that associated with the critique, the aesthetics and the ethics aspect of communication [4]. As a result, design practice has shifted logo design from a “static” to a “post-logo” [5].

Nowadays, graphic designers face a variety of forms and design elements; they make corporate logos or visual symbols have variability by using a non-static style. It is Dynamic Identities, a term that popularized by a Dutch scholar Irine Van Nes, through her book "Dynamic identities how to create a living brand" she classify 6 different ways to achieved a non-static corporate identity, the concept is to create a “living brand” with the support of media technology Irine Van Nes looks into design systems for the approachment of “living brand identities that can change in color, pattern or shape. This new concept is an anti-thesis from what we used to believe that logo should never be change in color or shape. These identities often follow a system created by the designer but are sometimes created by external data which is not controlled by the designer. Professor Guida from Politecnico Di Milano Italy, believed that there are a significant change in corporate identity, the result of his research state that generative visual identity is the new way for designer to visualized brand personality. The designer is longer only being the user of ready-made digital tools. Yet, the becoming themself programmer of customized digital toolboxes [4]. Another significant improvement that Dynamic identity offers is “Customization” category, which allow the audience, interact with the logo and identity that makes them become more interactive and personal. D identity is rely on the technology. As the result the application of dynamic identity could be very expensive to produce. Therefore, it need to be questioned whether dynamic identity can be applied without or less technological approach? In order to answer that, this research will look deconstruct the dynamic identity system which expected the most fundamental form of dynamic identity can be identified.

2 Literature Review

Historically, term “branding” known as a traditional method for marking animals to represent the owner, it is a hot metal stamp that stick to the animals upper legs and leave it a certain mark to identify the ownership. “Animal branding” developed into what we know as logo to identify the ownership of product or service. Traditionally, logo is one of the fundamental elements in a brand identity system or corporate identity system. It is been used for visual representation for the entity. Commonly, logo is designed to recall audience’s memories of previous experiences or engagement with the brand and other implementations of the logo, leaving a better effect more than words can do it self. People will links to the promises that brand made which expected the relationship between the brand and its customers can be naturally developed. As the result, Logo is considered as one of the strongest marketing tools for building and reinforcing a brand image and also maintaining the brand value. Logo is also has become a key role in order to develop a

loyalty and trust to a certain brand because logo advocates an instant reaction to purchasing decision [1]. Visually, logo is the form that often associates a graphical mark to represent products or service. It is regarded over a century by designers as the essence of graphic design. Righteously, logos are supposed to fulfill the four basic visual communication fundamental functions which are; to identify, to inform, to present, and to promote [2]. As a signifier, logo acquires several characteristics that supported to the recognisability, also the aesthetical aspect, including form, colour, size, proportion, brightness, contrast, perspective, etc. [3].

In the mid 1980's MTV the music TV channel aired for the first time. It is believed that MTV's logo the pioneer for dynamic identity. MTV use the system before dynamic identity even invented as the youth channel arise with the new concept for visualizing their logo. They often modify and "play" with their logo on their "bumper video". The logo is visualized in many ways it could changing, moving, or even transforming. However, people still can recognized the brand because the shape of M and the TV symbol is very iconic and remain consistent even though, it modified in to various appearance. The idea of MTV logo was very simple they tried to represent the dynamic of music and they have the media which was TV (audio visual). The emerging of MTV logo improve the principal of how a logo could be.



Fig. 1. MTv logo

If we think that dynamic identity is rely on the digital and technology it might be in accurate, because in the late 60's Wally Ollins with his Branding company Wolff Ollins build an identity for Hadfields paint. The Idea may not consider brilliant back then, but today we can reflect what makes the Hadfields brand identity is very much close to the concept of dynamic identity. Hadfields paint use Fox as their "mascot". Mascot is not sounds very special. Yet, the application is very unique because the fox seems alive and appeared with different poses in every paint tin. This concept really make use realized that dynamic identity is actually not a new concept because it is been appined since the 60's and it is also make us think that a printed media can be dynamic as well.



Fig. 2. Hadfields paint

In other words, the spirit on create a "living identity" has been persuit since long before the invention of digital era. However, digital technology makes designer have more opportunity

to start questioning; why a logo should be fixed? Or even should logo in the format that we always beveled?

3 Method

This research is using Content Analysis method, It is a detailed and systematic examination of the contents of a particular object(s) In order to identifying patterns, mechanism, or motive [6]. The procedural process for the content analysis study is designed to achieve the highest objective analysis possible and involves identifying the Object(s) to be studied and defining the characteristics or qualities to be examined [6].

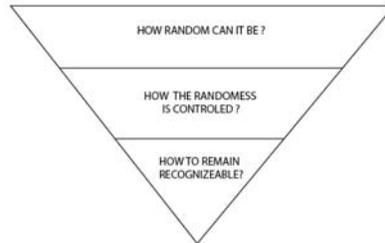


Fig. 3. Method

In this research, the analyze is focused on the aspect of the Randomness. In order to understand the possibility and flexibility of the sample. After that, the method of how the sample controlled the randomness. This particular aspect is questioned in order to understand the limitation of the flexibility. And lastly, how they maintain the recognizability in such system. The researcher illustrates the mechanism pattern on every Van Nes’s dynamic identity system. The system is illustrated in order to really understand the flexibility and the pattern that can be achieved through the system. As the result we can define the characteristic on every types of dynamic identity, which expected that Most Fundamental Form of Dynamic Visual Identity can be understood.

4 Result

<p>Specimen</p>	<p>Type : Container Specimen : City of Melbourne</p> <p>How Random Can it be? The variation is uncountable due no specific attribute mention in the rule which makes the images colour can be limitless</p> <p>How the Randomness is controlled ? The randomness is limited by one variable which is the shape of the container, The shape it self can not be modified and should remain fixed.</p> <p>The the brand recognition is maintain ? The shape of the logo really determined the recognition of the logo.</p>
<p>Illustration</p>	<p>Conclusion The container is the most basic way to applied dynamic identity, there is only at least 1 variable that determin and controlled the randomness.</p>

Fig. 4. Result 1

<p>Specimen</p> 	<p>Type :Wallpaper Speciemnt : American Online (AOL)</p> <p>How Random Can it be? The variation is uncountable due no specific attribute mention in the rule. which makes the images colour can be limitless</p> <p>How the Randomness is controlled ? The randomness is limited by one variable which is the shape of the container, thw shape is not modify-able and should remain fixed.</p> <p>The the brand recognition is maintain ? The silluete of the logo should remain fixed because it deter- mined the readability and visibility of the logo.</p>
<p>Illustration</p> 	<p>Conclusion The Wallpaper is quite similar as the Container. there is only at least 1 variable that determin and controled the randomness.</p>

Fig. 5. Result 2

<p>Specimen</p> 	<p>Type : Formula Speciemnt : Management for Design</p> <p>How Random Can it be? The formula system countable, Due to the stem is limited by the "formula" that make the variation predictable.</p> <p>How the Randomness is controlled ? The randomness is limited by set of rules or formula. This make the variation is may vary yet still predictable.</p> <p>The the brand recognition is maintain ? The clear and understandable "recipes" of the logo system is the key for logo that use this system. the audience need to under- stand the pattern to recognized the logo.</p>
<p>Illustration</p> 	<p>Conclusion the system can be hard to understand, because the logo is shaped not from the rules or pattern that may vary. Therefore, a consistent or limited color can be the key to remain recognizable.</p>

Fig. 6. Result 3

<p>Specimen</p> 	<p>Type : DNA Speciemnt : EDP</p> <p>How Random Can it be? The variation is uncountable dia no specific attribute mention in the rule. which makes the images colour can be limitless</p> <p>How the Randomness is controlled ? The randomness is limited by one variable which is the shape of the container, thw shape is not modify-able and should remain fixed.</p> <p>The the brand recognition is maintain ? The limited set of shapes. helps the recognition a lot easier. the result is very predictable and easy to be recognized.</p>
<p>Illustration</p> 	<p>Conclusion DNA is the most balance dynamic identity because. itstill can be recognized because the shape is predictable yet it can be ran- domly generate in to various form and still remain recognizable.</p>

Fig. 7. Result 4

<p>sample</p> 	<p>Type : Customized Speciemnt : Google</p> <p>How Random Can it be?</p> <p>The Variation is un contable and unpraditable, however it still need to be limited to the involvement of the brand element such as brand name, logo shape, logo parts.</p> <p>How the Randomness is controlled ?</p> <p>The randomness is limited by one variable which is the shape of the container, thw shape is not modify-able and shoud remain fixed.</p> <p>The the brand recognition is maintain ?</p> <p>The element(brand name, logo shape, logo parts) of the identity that inluded in the customization.</p>
<p>Illustration</p> 	<p>Conclusion</p> <p>The engagement between the brand element(brand name, logo shape, logo parts) and the audience is the key, this thipe of dynamic identity can be very random but still can be controlled by the presence of teh consistent brand element.</p>

Fig. 8. Result 5

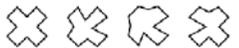
<p>Speciment</p> 	<p>Type : Generative Speciemnt : Nordkyn</p> <p>How Random Can it be?</p> <p>The variation is countable, due to the clear algorithm and the formula that generate to logo.</p> <p>How the Randomness is controlled ?</p> <p>The system is limited to a certain set of algorithm that become the format to generate the result based on the external data, the variation could be random but the shape will not go beyond the limitation.</p> <p>The the brand recognition is maintain ?</p> <p>The algorithm to generate a shape or colors based on external data, the generated result of the logo is predictable therefore, int can be easier to be recognized.</p>
<p>Illustration</p> 	<p>Conclusion</p> <p>The key element of generative system is the algorithm that used to generate the external data. The role of technology in generative is crucial to generate the result.</p>

Fig. 8. Result 6

5 Discussion

“Container” as the most basic and common way to applied dynamic identity. Container is also the simplest among the others. The randomness is controlled by the shape of the logo. Therefore. In order to remain recognizable, they need to have a very strong and iconic logo shape (container). Quite the same as the container, “wallpaper” rely on the logo shape in order to maintain the recognizability. They have to be iconic and easy to be identify therefore, they will never confused people with another brands. “Formula” considered as the hardest to be understandable, the almost have no logo. Instead they have a very random yet still controlled identity. They could appeared in almost unpredictable shape and aesthetic elements. However, the key role to this approach is the consistent “system” that controlled the randomness. They can be random as possible as long as they still following the “formula” in order to be recognizable. The “DNA” system is the most predictable one. Because they can be very random yet the randomness still can be countable. They are limited to the number or possibilities that the shapes can make. “Customized” is appeared to be the most random types of dynamic identity, because the possibility is wider compared to the others. However it still need a limitation to be recognizable. It can be conclude that amongst the six types of dynamic identity have freedom to be random and flexible. However, the randomness is need to be controlled with rules or a certain limitation. This

formulation is believed as the essence of the dynamic identity, where the balance of flexibility and strict rules meet. Technological aspect plays an important role in dynamic identity. Since we remember the emerging of dynamic identity which belived since the “MTv” logo which was in the mid 80’s. The cradle of the system is supported by the Audio visual technology which allowed a logo become consistently inconsistent (MTv logo). “Generative” is the most advance approach because they required technology to be applied. The system is controlled by the algorithm that programed to the logo and an external data will shape the logo.

6 Conclusion

This research found that dynamic identity system is focused on the rules that let the symbol randomly generated yet never go beyond the rules in order to maintain the recognizability. Therefore, the essence of dynamic identity is “generately random visual element that still controlled” or Controlled Randomness. People often interprets randomness as something unknown, chaotic and uncontrollable. This interpretation brings lots of problems in identity design: if randomness is uncontrollable, then identity is uncontrollable too, so there is no guarantee that several instances of one identity system that made by using randomness would be close enough to recognize them as one identity system. However, if randomness can be bounded by the rules, which designer has set, randomness becomes controllable and visual identity system becomes controllable too.

Dynamic identity is commonly associated with high-tech approach of visual identity and it is a brand new approach of designing a logo. However in fact, technological aspect is only supporting the application. Because if we see dynamic identity from that perspective (Controlled Randomness) we will understand that it is not only the matter of improving the visualization method. Logo needs media to be applied and the media will always improve over time. Printed media used to believe as the most advance technology to applied brand identity and logo. Yet, today digital media changed the way we see logo design and brand identity. The development of dynamic identity make us realized that a logos should always remain fixed yet it can be flexible and random as long as they still be can be controlled.

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