

GRAPHICS

Why to Use Flexible Systems	3
Glossary	4

INTRODUCTION

Stop Fixating on Logos	10
Identity Design Is Complex, Systems Can Be Easy	11
Corporate Identity ≠ Corporate Image(s)	12
A Little Head Start On Designing Flexible Systems	14
Spoiler Alert: In 3 Out of 4 Cases You Need a Flexible System ...	16
Get Into the Right Mindset	18

HISTORY

The Manual	22
The Stencil	24
The Building Blocks	26
The Program	28
The Tool	30

CONTEXT AND PROCESS

Forget about the Shortcut	34
When Does the Design Process Start?	36
Definition of the Communication Problem	38
The Process	40
What Is the Communicative Range of Your FVS?	42
Visual Language: Iconic References	44
Visual Language: Symbolic References	45
Precedent Models for Visual Systems	46
Model for Flexible Systems for Visual Identities	48
Form-Based FVS	50
Transformation-Based FVS	51
Mapping the Key Variables in a System Can Help You Focus	52

ARTICLES

What Is a Visual Identity?	8
How to Design a Flexible System?	9
Corporate Identity ≠ Corporate Image(s)	13
What Is a Visual System?	15
Does Every Visual Identity Needs a Visual System?	17
How to Think and Work in Systems?	19
Are Visual Systems a New Thing?	23
Where to Start and Where Not to Start?	35
What Type of Designer Will You Be?	37
How to Write a Design Brief?	39
How Flexible Does the System Need to Be?	43
How Do Flexible Systems for Visual Identities Work?	47
Too Many Options? Do You Need Help to Focus?	53

FVS: FORM-BASED

Construction of Components and Assets	56
Using the Assets	58
Regular Application on Different Formats	60
Irregular Application on Different Formats	62
Same Principle, Different Aesthetics	63
Identification through Composition, Color and / or Fonts	64
The Colors of This Book	66
Identification through Rules and Tools	68
The Advantages of a Grid	70
Create Grids with Geometric Shapes	72
Using Grids	74
Font Construction	76
Font Construction	78
Font Construction with Custom Components	79
Font Construction	80
Font Construction with Custom Components	81
Form-Based FVS	84
Circle 87 Right Triangle 105 Acute Triangle 123	
Square 141 Pentagon 159 Hexagon (Right Triangle) 177	
Hexagon (Acute Triangle) 195	

FVS: TRANSFORMATION-BASED

Transformation-Based FVS	232
Circle: Gradation 236, Rotation 242, Repetition 248, Mirror 253	
Triangle: Gradation 260, Skew 266, Shift 272, Mirror 278	
Square: Gradation 284, Skew 290, Shift 296, Mirror 302	

How to Develop Your Components and Assets	57
How to Use Your Assets?	59
How to Apply the Assets to Different Formats?	61
Working without Assets	65
What about Color?	67
Working without Grids	69
Which Advantages Does Using a Grid Have?	71
How to Create a Grid with Different Geometric Forms?	73
How to Use Grids?	75
What Kind of Grids Do I Need to Design Modular Letters?	77
Form-Based Flexible Visual Systems	85
Object-Based Flexible Visual Systems	215
Interaction-Based Flexible Visual Systems	221
Transformation-Based Flexible Visual Systems	233
3D-Transformation-Based Flexible Visual Systems	306
Transformation: Objects	310
Transformation: Reproduction and Recording	311

How this book came to be	316	Bibliography	319
Acknowledgments	318	Imprint	320