

IDENTITY

A NEW CONCEPT OF CORPORATE DESIGN

Our challenge for Audi was to create a design experience that was pared back visually in terms of scalability and application – while maintaining the brand's tangible presence in every interaction. For Audi, this means liberating the logo from its fixed position. Two shades of red become one. Different weightings are blended to achieve equality. Typography is more flexible. The allocation of space is more generous.

Everything can breathe more freely. Including the user.



Vom Monolog zum Dialog

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Marketing

Personalization

Analytics

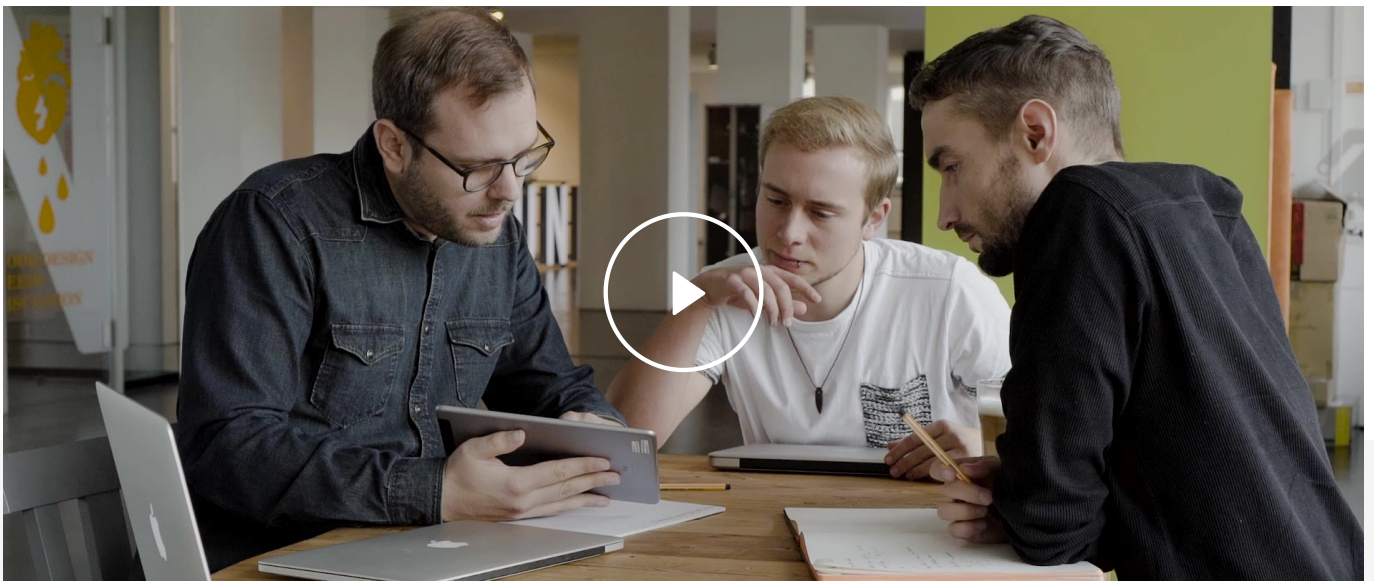
the principle
OF FREEDOM

SAVE

Thought... They are... **ACCEPT ALL** ...the past. ...style

guide is openly accessible on-line. The design elements in the Graphical User Interface Kit, or GUI Kit, allow all digital interfaces to be created in a consistent and functional manner.

This freedom results in a consistent brand experience.



Design in every

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Marketing

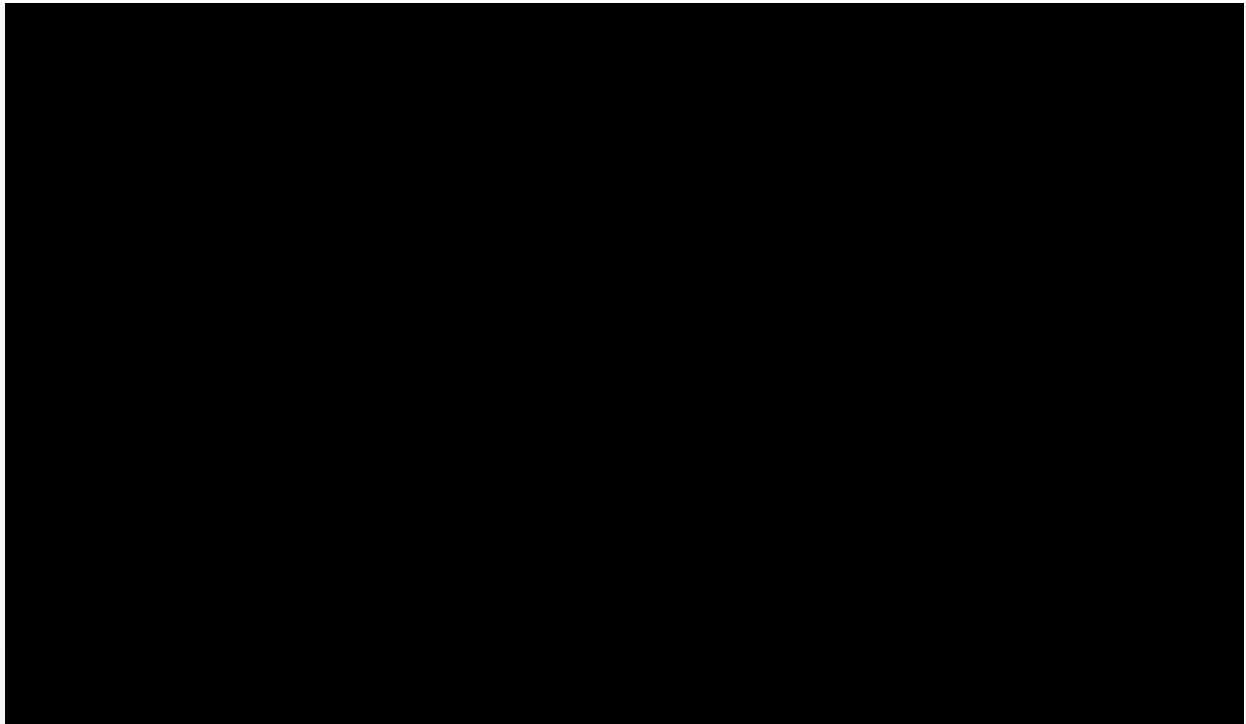
Personalization

Analytics

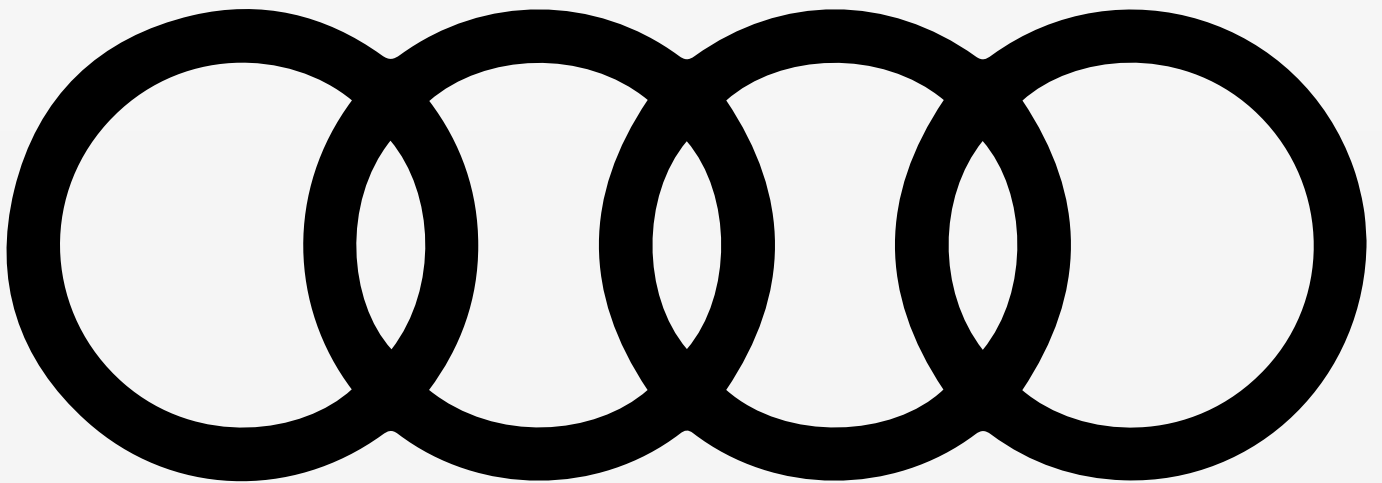
Self-expl

SAVE

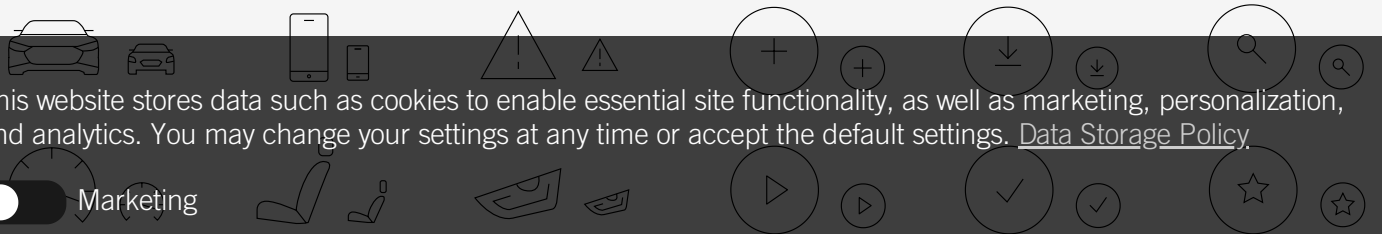
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RINGS



ICONS



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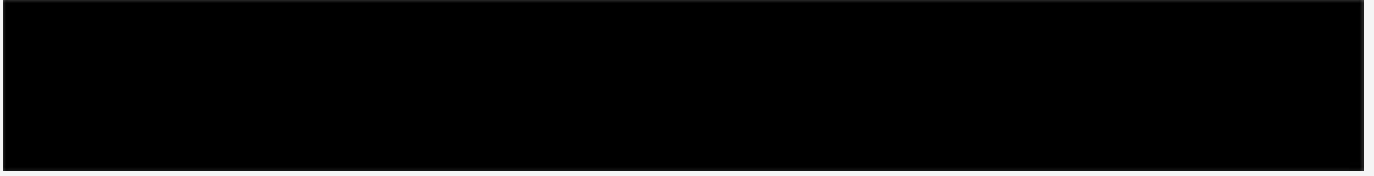
COLORS

Weiss

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Schwarz



Aluminium Silber



Rot



Warmes Silber



Grautöne

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Marketing

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TYPOGRAPHY

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Audi Type Extended Bold

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefg
hijklmnopqrstuvwxyz 1234567890 !"\$\$%

Audi Type Extended Normal

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefg
hijklmnopqrstuvwxyz 1234567890 !"\$\$%

Audi Type Screen Bold / Audi Type Bold

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefg
hijklmnopqrstuvwxyz 1234567890 !"\$\$%

Audi Type Screen Normal / Audi Type Normal

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefg
hijklmnopqrstuvwxyz 1234567890 !"\$\$%

Audi Type Screen Light

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefg
hijklmnopqrstuvwxyz 1234567890 !"\$\$%

Audi Type Bold Italic

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefg
hijklmnopqrstuvwxyz 1234567890 !"\$\$%

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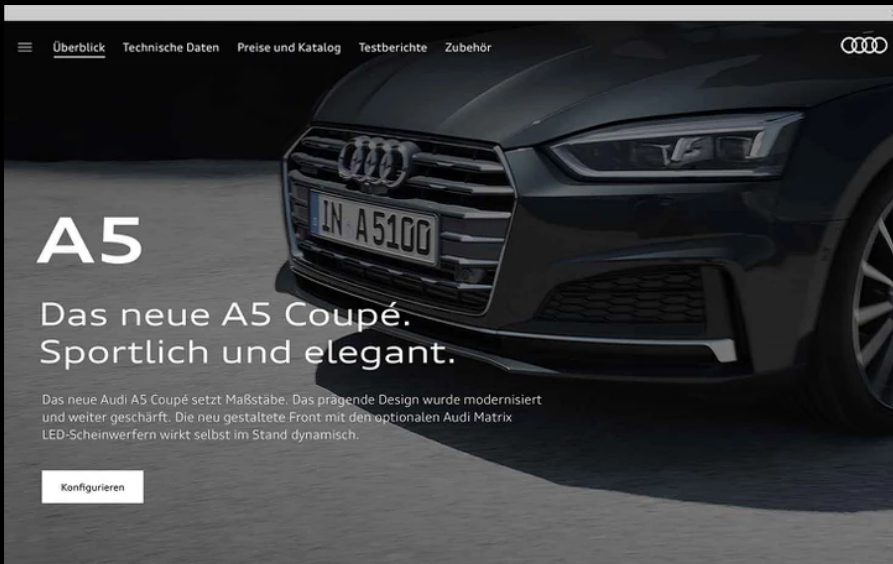
AUDI Q8


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


TOOLKIT / NAVIGATION EXAMPLES




 Link 1 active/hover


 Link 2 inactive


 Link 3 inactive

 Link 4 disabled

 Link 1 active/hover

 Link 2 inactive

 Link 3 inactive

 Link 4 disabled

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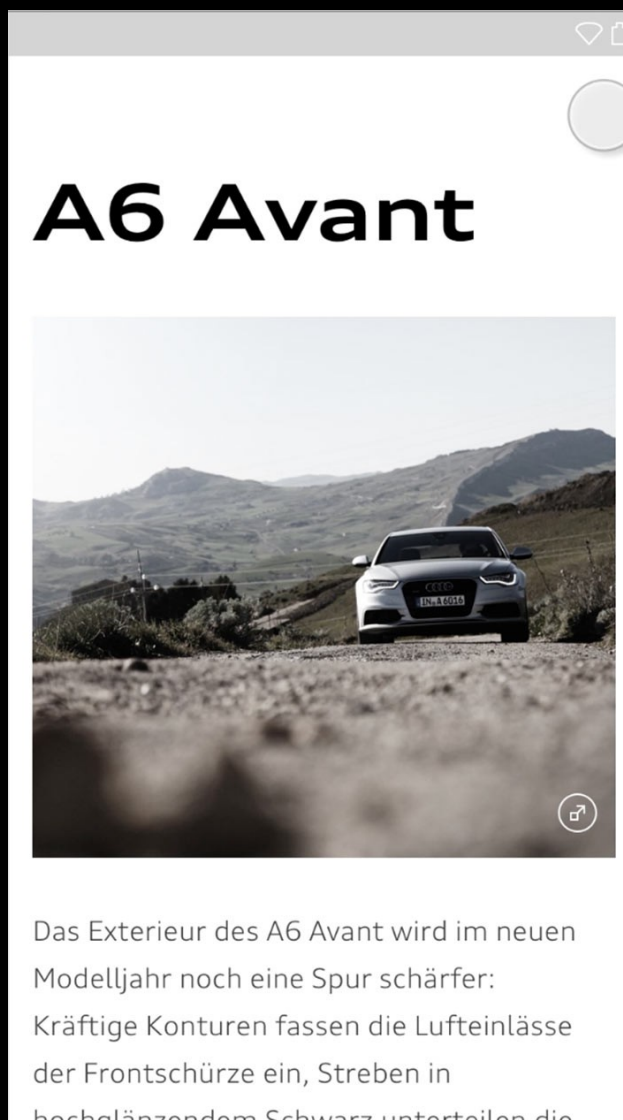
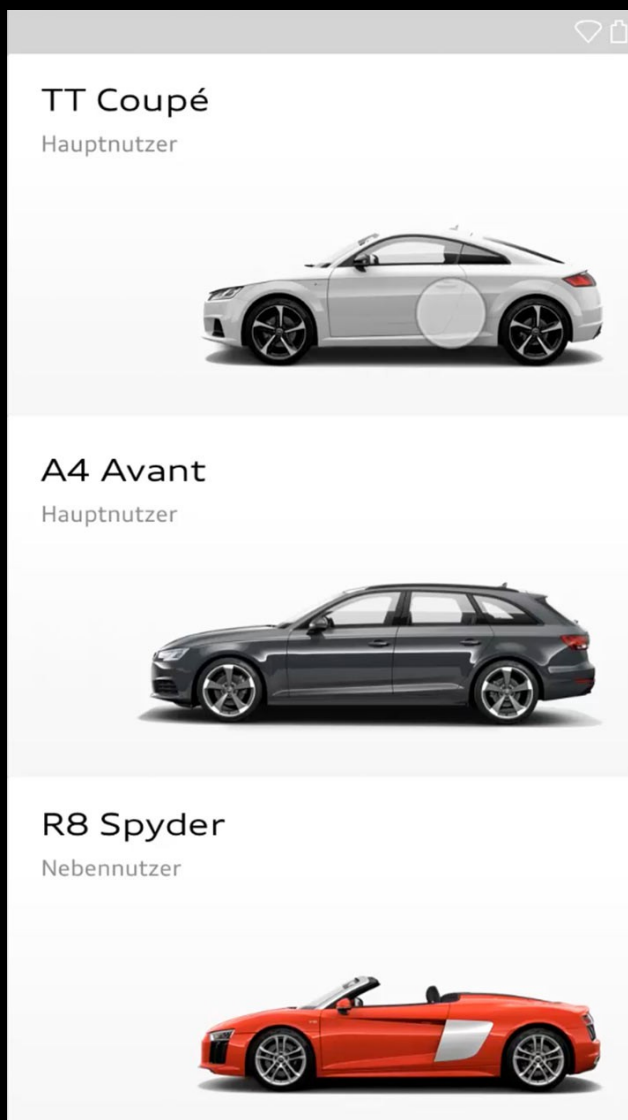
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Design in MOTION

Even the seemingly invisible yearns to be expressed in design. The animation curve transfers the dynamic Audi character to all movements in the brand experience.

Powerful acceleration at the start; swift deceleration at the end.



ANIMATION CURVE

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Android

PathInterpolatorCompat

Adobe After Effects

Outgoing Velocity: 75%

Incoming Velocity: 95%

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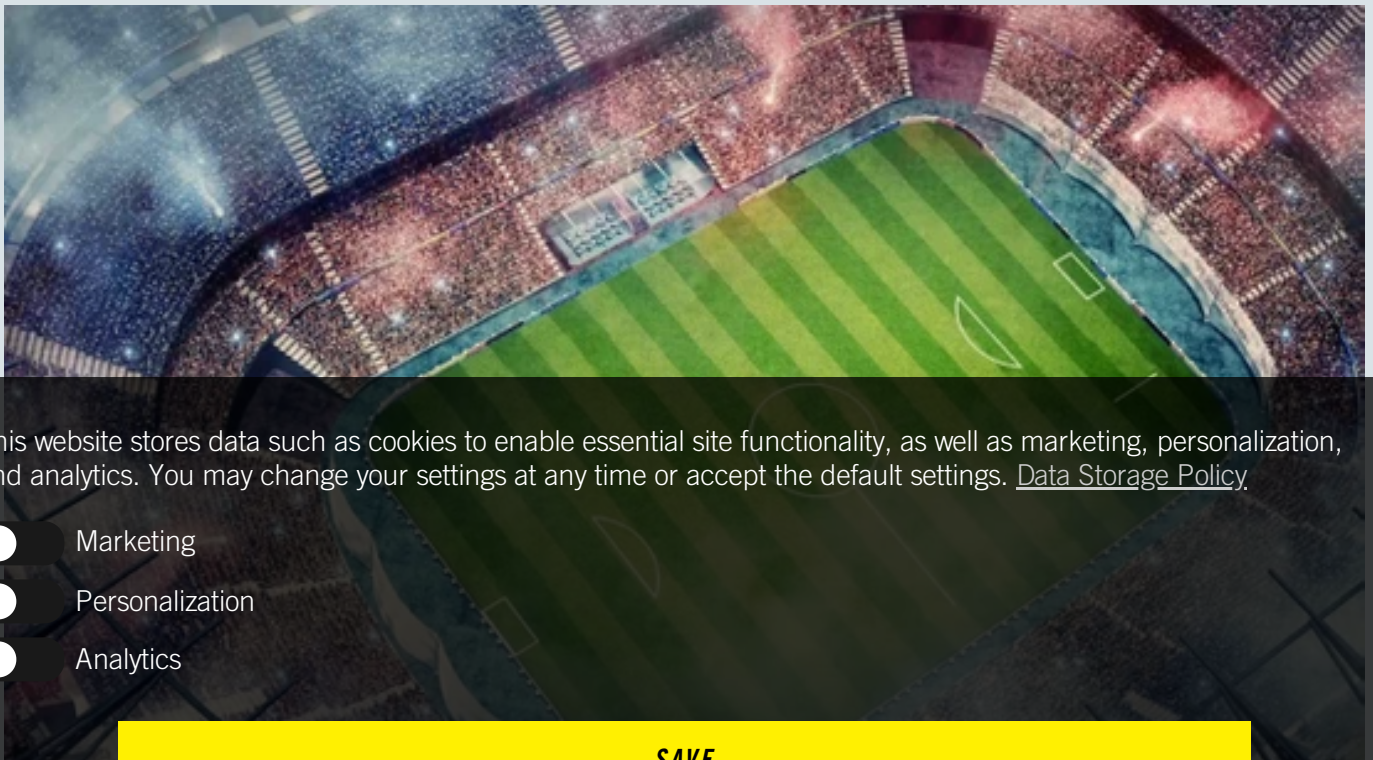
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"We are not analogue or digital designers. We are identity developers."

**FABIAN HAMMANS,
SENIOR ART DIRECTOR STRICHPUNKT**



DFB / Corporate Branding



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VORWERK / Corporate Branding



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STUTT GART | BERLIN



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NEWSLETTER

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