

# 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.**



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Marketing

Personalization

*the principle*

Analytics

**OF FREEDOM**

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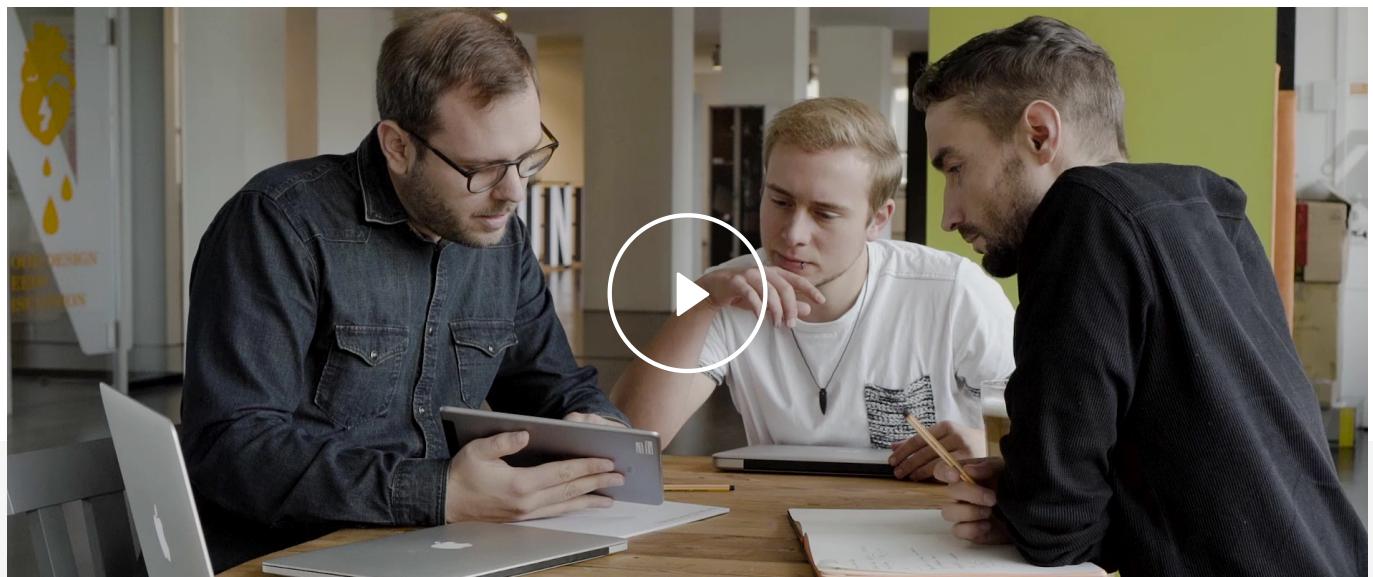
Thought

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They are

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

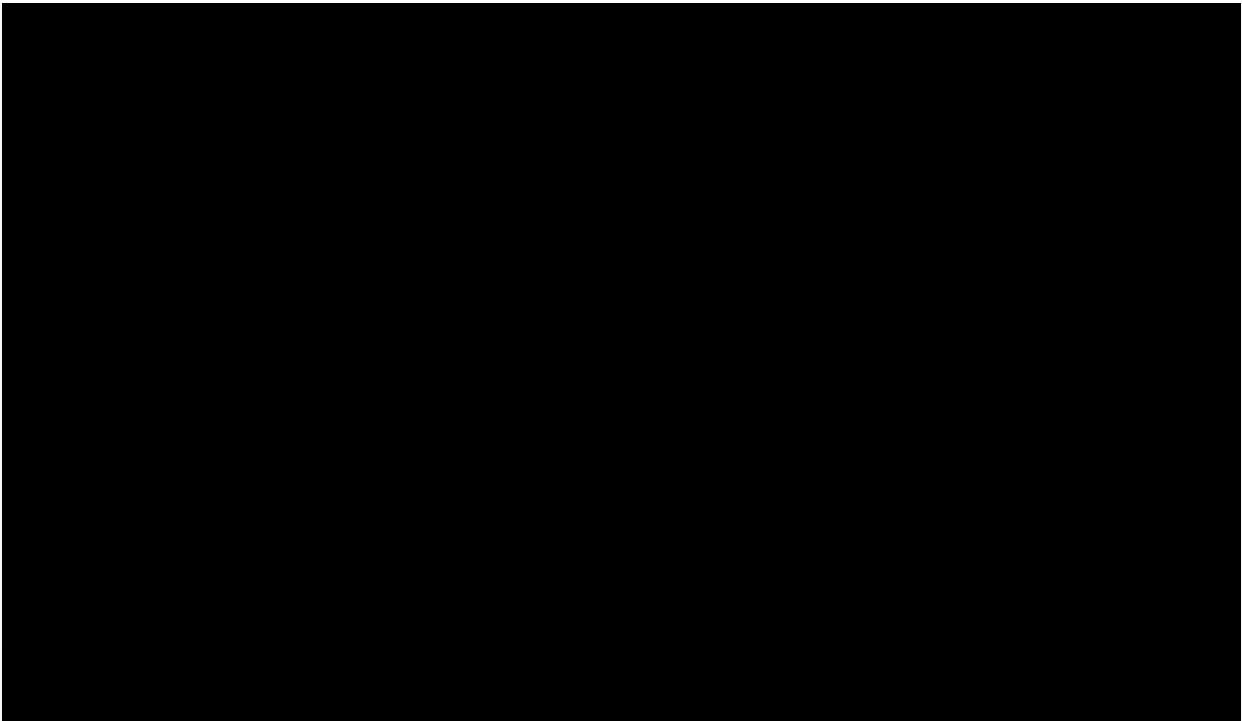
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-  Marketing  
The need to strike the right balance between usability and identity was a recurring theme throughout
-  Personalization  
the development process. One of our solutions: an entire library of technology-related icons as well as
-  Analytics  
useful components rendered as functional pictograms.

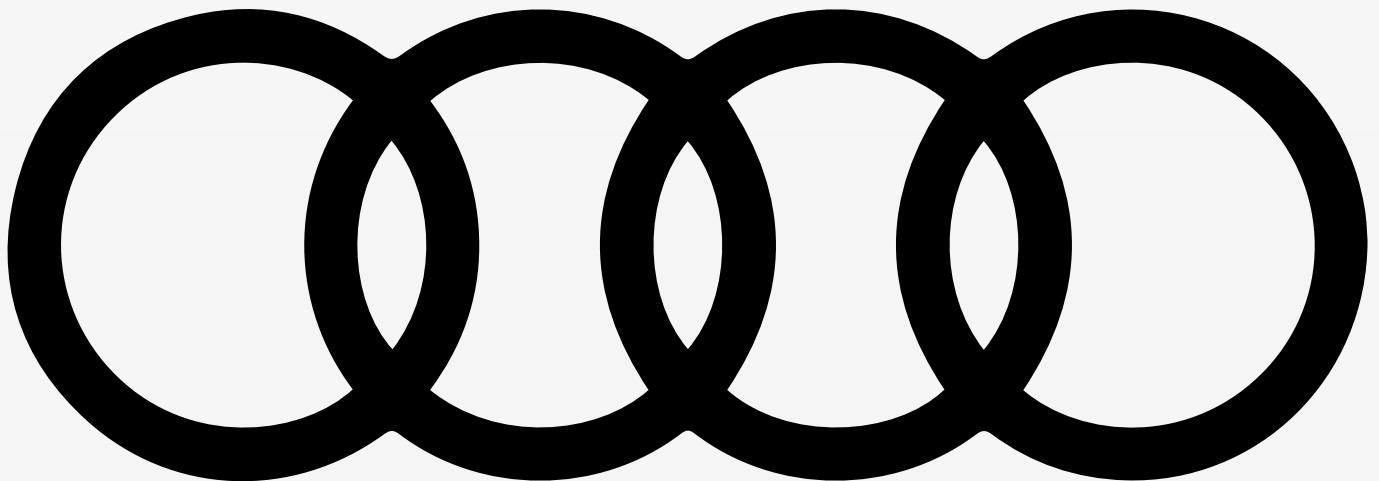
Self-exp

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## RINGS

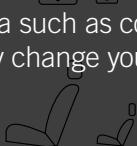


## ICONS



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Marketing



Personalization

Analytics

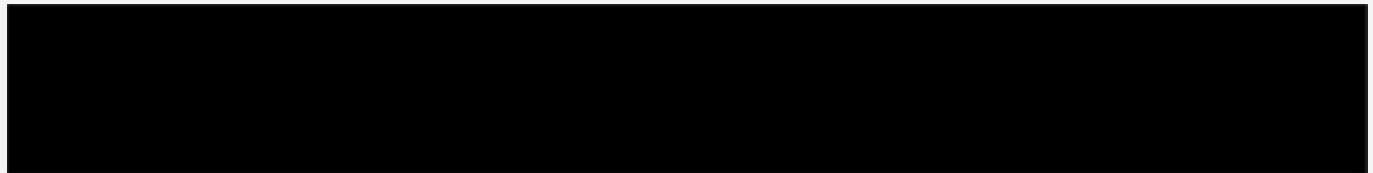
## COLORS

Weiss

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Schwarz



Aluminium Silber



Rot



Warmes Silber



Grautöne

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Marketing

Personalization

Analytics

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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- Marketing
- Personalization
- Analytics

AUDI Q8

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## TOOLKIT / NAVIGATION EXAMPLES

Überblick Technische Daten Preise und Katalog Testberichte Zubehör

# A5

## Das neue A5 Coupé. Sportlich und elegant.

Das neue Audi A5 Coupé setzt Maßstäbe. Das prägende Design wurde modernisiert und weiter geschärft. Die neu gestaltete Front mit den optionalen Audi Matrix LED-Scheinwerfern wirkt selbst im Stand dynamisch.

[Konfigurieren](#)

Überblick

## Entdeckungstour in #skandinavien

Der Audi Q2 spielt gerne mit Farben und Designelementen – für mehr Flexibilität und Individualität. Das farblich absetzbare Blade der C-Säule ist in fünf Kontrastfarbtönen wählbar.

Link 1 active/hover

Link 1 active/hover

Link 2 inactive

Link 2 inactive

Marketing

Personalization

Analytics

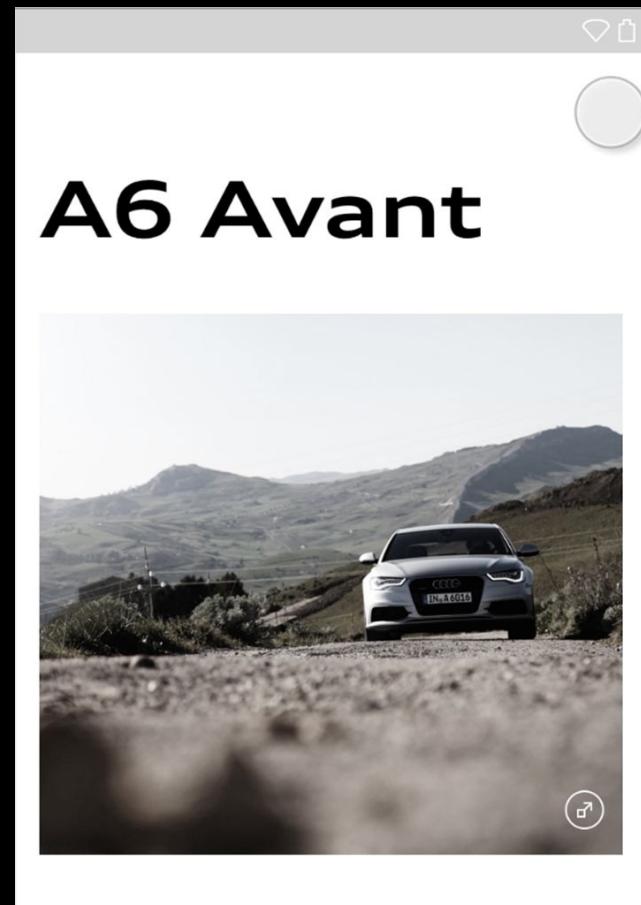
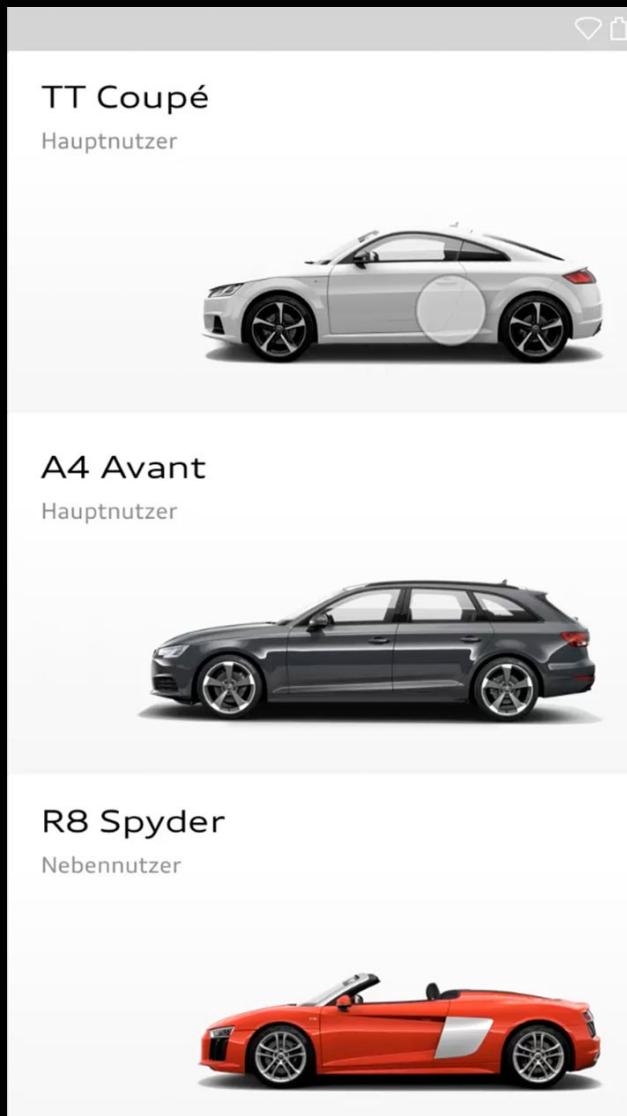
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# Design in MOTION

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.**



Das Exterieur des A6 Avant wird im neuen Modelljahr noch eine Spur schärfert: Kräftige Konturen fassen die Lufteinlässe der Frontschürze ein, Streben in hochglänzendem Schwarz unterteilen die

## ANIMATION CURVE

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**Android**  
PathInterpolatorCompat

**Adobe After Effects**  
Outgoing Velocity: 75%  
Incoming Velocity: 95%

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Marketing

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Analytics



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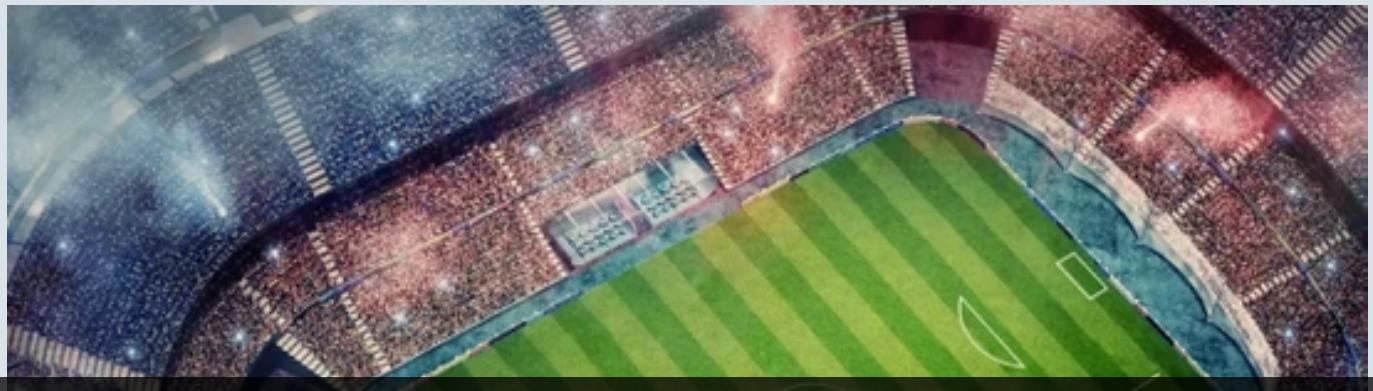
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*"We are not analogue or digital designers. We are identity developers."*

FABIAN HAMMANS,  
SENIOR ART DIRECTOR STRICHPUNKT



**DFB** / Corporate Branding



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**VORWERK** / Corporate Branding



## CONTACT

HOW TO FIND US  
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Analytics



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## NEWSLETTER

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