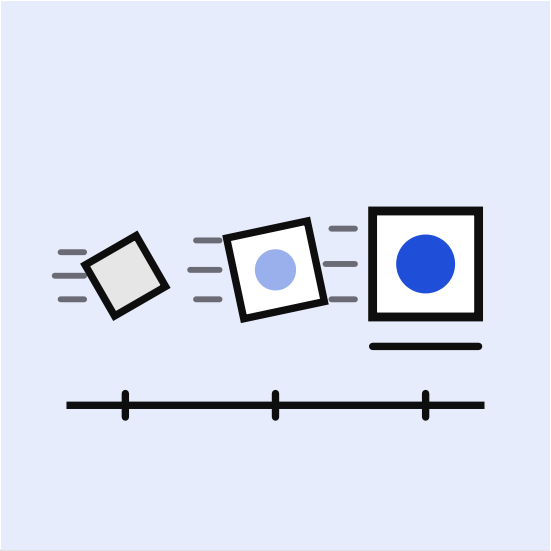
Specialty

Motion branding

Designs how a brand moves on screen: the logo animation, the motion principles and the system that applies them, so the identity can also be recognized over time.



Origin

Emerged with on-screen brands, with no single author; gathered by van Nes (2012)

What problem it addresses

Brands are seen more and more on screens, and if every piece animates the logo its own way, the motion stops saying whose it is.

Principles

A character of its own

The way of moving (fast or calm, firm or elastic) is chosen to match the brand's personality.

Something fixed, something changing

If one element stays recognizable, the others can vary without losing the brand.

A system, not a piece

Durations, easing and gestures are written as rules anyone on the team can reuse.

Applications in design

✓ Use it like this

Define the character of the motion first and turn it into rules (durations, easing, gestures) before animating individual pieces.

✗ Avoid

Animating the logo differently in every campaign.

Don't fall for it

Check that the brand is recognizable when still, in the first and last frame, and offer a reduced-motion version for those who prefer it.

Connections

Related to

- Brand identity design
- Sonic branding
- UI motion design

Authors and works

2012	**Irene van Nes**	Proposed thinking of identity beyond the fixed logo: if at least one of its components (type, logo, color, imagery, language or graphic elements) stays the same, the others can change. Gathered cases of identities that vary by rules or respond to real-time data.
2019	**Tiago Martins, João M. Cunha, João Bicker and Penousal Machado**	Reviewed the history of dynamic visual identities and proposed a model to compare them, separating the mechanisms that create variation from the features they produce.
	IBM Design Language	An example of brand guidelines with their own animation section: they treat motion as part of the brand's voice and distinguish productive, efficient motion from expressive, livelier motion.

Sources

Original sources

- IBM (2026). Animation: Overview. IBM Design Language. View source (https://www.ibm.com/design/language/animation/overview/)

Academic reviews

- Martins, T., Cunha, J. M., Bicker, J., & Machado, P. (2019). Dynamic visual identities: From a survey of the state-of-the-art to a model of features and mechanisms. Visible Language, 53(2). View source (https://doi.org/10.34314/vl.v53i2.4649)

Secondary sources

- van Nes, I. (2012). Dynamic identities: How to create a living brand. BIS Publishers.

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