

DESIGN EVOLUTION – THE DEATH OF ICONIC DESIGNS?

PRODUCT DESIGN LANGUAGE



Your own visual identity

Design Language is the DNA of your product offering

Design Language goes hand in hand with brand identity

Design Language defines the physical characteristics
(materials, color schemes, shapes, patterns, details, textures, layouts, ...)



Resulting in a greater brand awareness and increased sales



Differentiate your brand

Make brand values recognizable
Be unique
Stand out



Build greater brand awareness

Be consistent
Create family lines



Increase sales

Be loved
Be bought
Be owned

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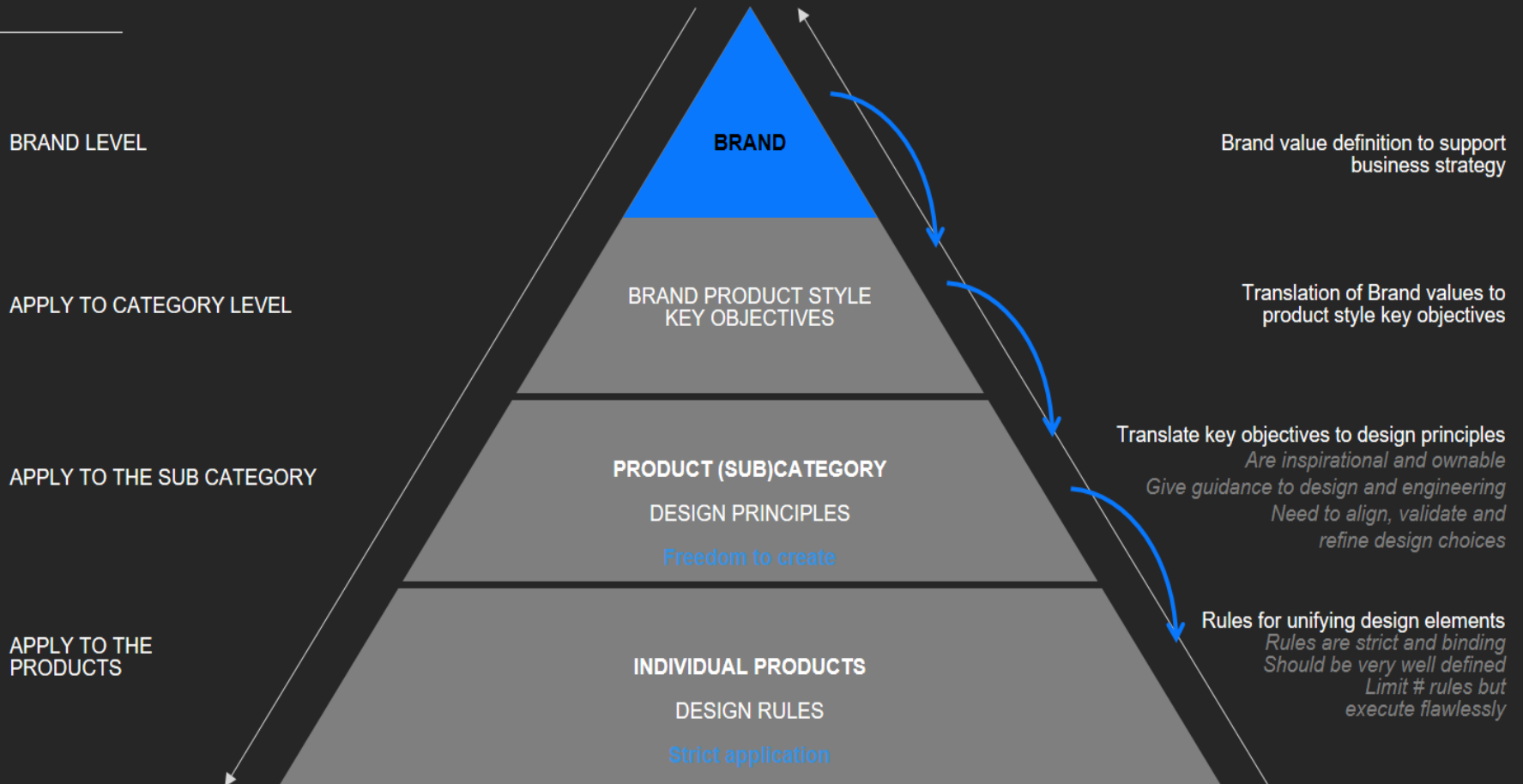
Increase sales

Be loved
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Design Language originates from the Brand Identity and strengthens the brand

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Design Language Framework



Porsche Design DNA

Key design elements include:

- Flat hood and pronounced fenders
- Dynamic tapering of the lines in the front
- The typical Porsche fly line
- The sculpture of the rear fenders and the pronounced shoulders



Porsche Design DNA



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Porsche (T-209/18 - §51):

... the freedom of the designer is limited by the expectations of the market, since consumers expect that the design idea underlying the Porsche 911 passenger car, perceived as "iconic", will be retained in the subsequent models and consequently developed only within certain limits

...

What thinks the Porsche designer about the overall similarity of this car?



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With thanks to

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