

STRICHPUNKT

PRESS RELEASE

Global brand management – Creative excellence. Impressive simplicity.

Stuttgart, June 12, 2019

Around two years ago, the Deutsche Post DHL Group chose STRICHPUNKT as its agency partner for the DHL brand in the areas of brand management and visual identity. **The launch of the freely accessible DPDHL Group Brand Hub and its integrated AI-supported Layout Creator is now making it possible to see how global brand management works in the digital age.** An intelligent, intuitive brand management system has been created with the aim of improving the brand performance of one of the world's most valuable brands.

Hello future: moving to AI-supported design

Strichpunkt has developed the first Layout Creator for DHL. An AI-based tool that enables employees worldwide to create high-quality layouts such as posters and social media posts simply and intuitively.

"The Layout Creator enables employees to design media themselves, produces results that are always on brand and makes us more effective. This is not only fun, but will also save time and money." Arjan Sissing, Senior Vice President of Group Brand Marketing, Deutsche Post DHL Group.

The layout creator can choose from up to 10¹⁵ different layout versions in the design process. The result is quality and efficiency. But also independence from agencies.

"Developing an AI-based design system was a first for us, too. Are we putting ourselves out of business with this? On the contrary. We can focus on our strengths: finding creative and surprising solutions for the next challenge," adds Jochen Rädiker, Founder & Managing Partner of STRICHPUNKT.

Creative excellence – impressive simplicity

The focus of the collaboration was on making it easier to work with the brand. To simplify the existing DHL brand design, we started our thought process in the digital arena and then developed a modular, seamlessly scalable design system on this basis. **The DPDHL Group Brand Hub is now the digital home for efficient brand management.** It inspires its users with easily comprehensible design guides and lots of interactive examples, and provides users around the world with everything they need for their day-to-day work, from the logo to the digital component. The brand personality was translated into new, more emotional imagery and a dedicated corporate typeface called "Delivery" was developed with Dalton Maag. DHL and DPDHL Group are now based on one brand design system. This represents a practical, state-of-the-art development with more flexibility and therefore more scope for creativity.

"With targeted simplification and the opportunities offered by artificial intelligence, STRICHPUNKT – together with our customer – has created a system for future-proof and efficient brand management. We believe that our industry is on the verge of great change, and modular, code-based design systems are not only the future – they are also the key to more creativity, improve brand performance and simultaneously make a significant contribution to business success," says Philipp Brune, CEO of STRICHPUNKT.

With over 150 employees, STRICHPUNKT is one of the leading design and branding agencies in the German-speaking countries. Founded in 1996 and independent, the specialists in brand, experience, culture and business design based in Stuttgart, Berlin and Shanghai work for customers such as Audi, Otto Group, Porsche and Trumpf as well as for Asian brands such as Weltmeister and Deli. www.sp.design

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