

SQUARESPACE GETS A KINETIC REBRAND

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Squarespace Brand Identity Film by DIA Studio



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Watch this video at <https://www.lsnglobal.com/news/article/23257/squarespace-gets-a-kinetic-rebrand>

New York – **DIA Studio** has rebranded website design company **Squarespace** with an entirely kinetic identity.

Squarespace's **new branding** is not static, but constantly moving, giving its visual language endless flexibility. According to the brand, it uses a generative system to introduce 'happy accidents and unexpected collisions' to its visual identity, which will be used for Squarespace's marketing, social media and website. The brand worked with DIA Studio, a company that specialises in typographic kinesics, to create its roaming typeface.

'Brands are no longer static. They are living, breathing. Kinetic. For us being a tech company whose brand presence primarily lives online, it was important to make sure we were thinking screen first,' David Lee, CEO at Squarespace, tells It's Nice That.

As marketing becomes increasingly screen-based, graphic designers are experimenting with animated branding. Read our design direction **Post-language Typography** to see how designers are creating typefaces that exist as organisms in their own right.