Brand Machines examines how identity holds together when brands operate as systems

Viktor Berthelius's book brings together 26 chapters and 49 figures to explore identity, decision-making, technology and change. Available in English and Spanish.

Viktor Berthelius has published Brand Machines: A General Theory of Brand Systems, a book that examines the relationships between a brand's decisions, structure and forms of expression. The 490-page print edition is available on Amazon in paperback and hardcover, alongside a Kindle edition.

The book asks how a brand can evolve coherently when different teams, products, channels and AI systems participate in its operation. It develops a seven-layer architecture: Core, Mind, Body, Skin, Engines, Brand OS and Interconnections. These layers connect principles of identity to content generation, coordination and relationships with other systems.

It defines a Brand Machine as a generative identity system that produces coherence autonomously through principles, not fixed rules. The framework identifies three structural properties—interconnected, modular and evolving—and examines the brand through five ontologies: Organism, Architecture, Language, Network and Process.

Five parts move from foundations and general theory through architecture and method to the future of brand systems. Dedicated cases involving Cursor, Linear and Anthropic test the framework against the decisions and tensions of specific organisations. The scope and limits of autonomy are part of the argument.

The editorial design combines prose with diagrams and visual models. The interior uses EB Garamond, Source Sans 3 and Source Code Pro, with monochrome figures. The Diagrama cover combines AI-generated imagery in an engraving treatment with programmatic typography. Production credits are recorded in the book's colophon.

Brand Machines is intended for brand strategists, creative directors, designers, product and technology practitioners, and educators working across these disciplines. The press room provides bibliographic information, covers and visual material for reviews and interviews.

Viktor Berthelius is a brand systems architect, creative strategist and transdisciplinary builder. His work connects creative direction, software engineering and business strategy. Brand Machines is his first book.

viktor@brthls.com · machines.brthls.com/en/press/