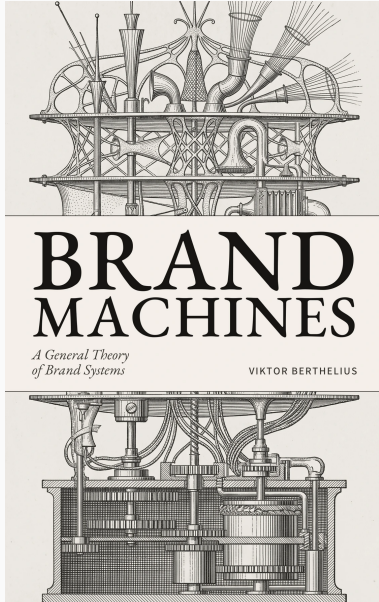


Brand Machines

A General Theory of Brand Systems

Viktor Berthelius



Brand Machines examines the brand as a system that integrates identity, narrative, technology, and intelligence. An architecture for understanding how its decisions, expressions, and relationships can evolve together.

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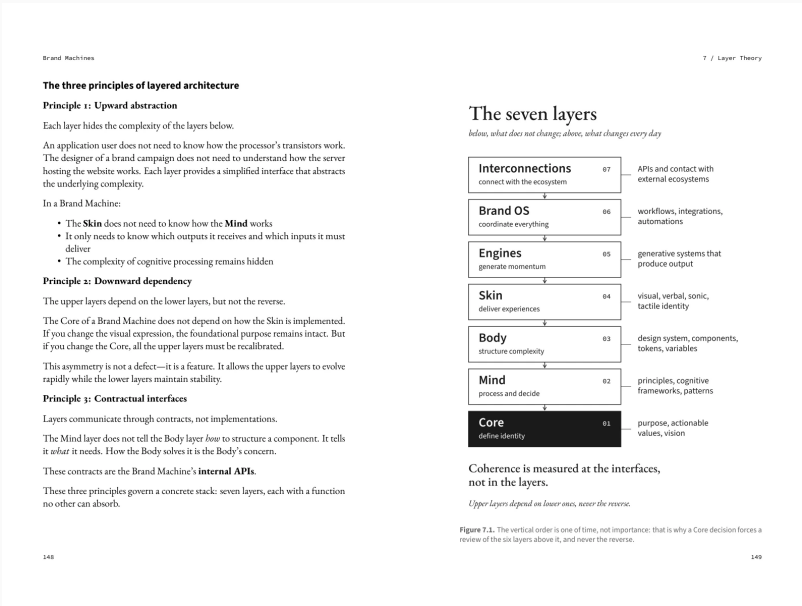
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Inside the book



Layer Theory · Chapter 7

Read Chapter 7, “Layer Theory,” in full, alongside the manifesto and table of contents. A sample of the book’s writing, diagrams, and editorial rhythm.

Viktor Berthelius

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.

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