

Design Systems:

The strategic lever for brand strength
and scalable growth.



Why successful brands think in systems.

How do successful companies maintain brand and user experience consistency while accelerating processes and scaling? We show how design systems drive efficiency, break down silos, and enable sustainable growth.

Brand experiences emerge – whether consciously shaped or not. Companies that leave their brand identity to chance risk inconsistency, inefficient processes, and a fragmented perception.

„If you don't manage your brand, someone else will.“

Marty Neumeier

In the digital world, speed, scalability, and differentiation determine market success. Visual guidelines alone are no longer sufficient. A design system is far more than a style guide – it is a central business enabler.

In this white paper, you'll learn how a design system not only optimizes brand management but becomes a decisive competitive advantage by automating processes, using resources efficiently, and paving the way for sustainable business success.

Design at scale.

The pursuit of efficient, scalable design has a long tradition, spanning from Gutenberg's typographic systems through the Bauhaus, De Stijl, and Swiss Style movements to the Ulm School of Design. A pivotal figure was Otl Aicher, who set new standards with his systematic approach to corporate design, while Dieter Rams revolutionized user-

centered design – principles that continue to shape UI design to this day. These developments also laid the foundation for the first graphical user interfaces (GUIs) at Xerox PARC, inspiring companies such as Apple to establish new standards in human-computer interaction through their Human Interface Guidelines.

But in an increasingly connected world, where digital devices, platforms, and channels are becoming ever more diverse and dynamic, ensuring a seamless user and brand experience presents new challenges.



„Our brand is inconsistent across digital channels, and the competition is faster.“

Marketing-Manager



„Endless rounds of revisions are slowing down our release cycles.“

Product-Owner



„I feel like I spend 50% of my time dealing with UI versioning issues instead of being productive.“

Developer



„What was designed and planned often ends up deviating from the release, despite lengthy coordination.“

UI-Designer

Between silos and synergies.

Interdisciplinary collaboration among teams becomes the biggest challenge for a seamless brand experience. UX designers, developers, marketers, and data analysts often pursue their own goals and speak different languages. While some focus on brand and user guidance, others optimize for performance, reach, or data-driven personalization. Without close alignment, gaps emerge: a technically perfect application that doesn't match the brand identity, or a campaign that raises expectations but fails to deliver the user

experience. This discrepancy is amplified by silos, where insights remain isolated and enter the process too late. Without a system that brings interdisciplinary teams together, inefficiency and inconsistency are inevitable. Only through cross-functional collaboration, centralized standards, and a clear vision can a user experience be created that is coherent and compelling across all channels.

The design system as the solution.

As a Single Source of Truth, it ensures consistent user experiences, speeds up development cycles, and minimizes operational friction.

Standardized workflows and close collaboration between design, development, product management and marketing create an efficient infrastructure that helps companies scale faster, shorten innovation cycles, and secure sustainable growth.

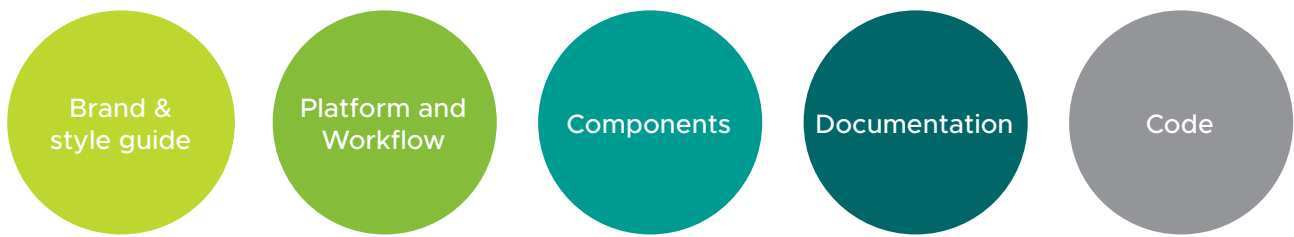
However, there is no single “one-size-fits-all” design system, yet all design systems share one thing in common: they consist of reusable, documented UI components and processes that ensure consistency, efficiency, and scalability across different channels, products, and platforms. Technology, scope, and functionality may vary greatly, depending on the specific needs of the organization.

„A design system isn't one-size-fits-all.“

Jillian Nichols, Josh Mateo

„Software Engineers need design systems to build products with good UX.“

Gartner



Core elements of brand identity:

- Logo
- Typography
- Colors
- Imagery
- Tone of voice
- Icons
- Guidelines

A technical platform acting as a Single Source of Truth for all teams:

- Author-friendly and highly accessible
- Storybook, zeroheight...
- Workflow-driven
- Ideally integrated into the system landscape

Centralized organization of all UI components:

- Component-Library
- UI Kit for Design Applications (Figma, Sketch, Adobe XD...)
- Design-Tokens
- Layouts/Grids
- Icons

Centralized documentation of UI components and guidelines:

- Principles
- Standards
- Tools
- Workflows
- DesignOps
- Culture

Code integration into the Component-Library:

- Code-Snippets
- Optional live code, dependent on a compatible tech stack (e.g., Headless, Composable Commerce).

Design systems at work.

Finally, we present short but versatile project profiles demonstrating how design systems have been successfully applied.

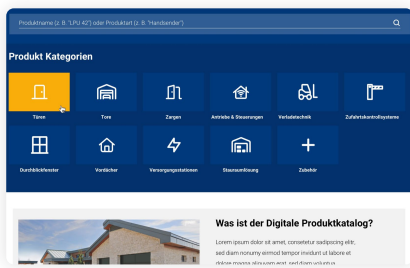
The development of a design system is significantly influenced by a company's individual requirements, its product offerings, team structures, technical constraints, and organizational culture. Below, we present three examples that illustrate how different client requirements shape the character of each design system. It does not have to be the fully matured version with live code integration. A solid documentation platform and a well-structured component library can quickly deliver value, increase effectiveness, and enhance your brand experience.

„communicode actively supports us in delivering a seamless user experience with modern technologies.“

Harry Stricker, Hörmann

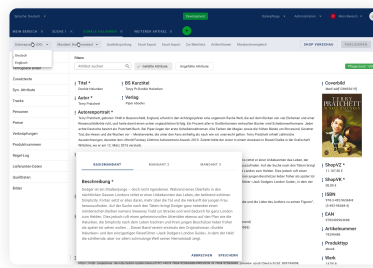
„With communicode, we found the right partner who could strongly support us with the combined expertise in product information management and UX.“

Michael Cimiotti, Thalia Bücher GmbH



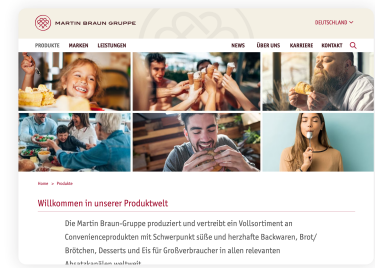
Hörmann: Digital produkt portal

- UX/UI Product Catalog
- Design system based on Storybook
- Live code integration



Thalia: Custom PIM-UI

- UX/UI for In-House PIM system
- In-house team workshops
- Design system based on Material Design and the Vuetify component framework



Martin Braun-Gruppe

- Brand architecture development
- UX/UI
- Design system platform based on zeroheight

Does your brand have a system?

Many companies recognize the importance of consistent brand experiences, but only a few have the systemic foundation to scale them efficiently. Ask yourself:

- How consistent is our customer experience across all digital touchpoints?
- How much time do our teams lose due to redundant design and development work?

- Do we have a centralized “Single Source of Truth” for brand, design, and development?
- How quickly can we deliver new digital products or features?

Organizations that strategically implement design systems create the foundation for speed, scalability, and sustainable brand strength.

We would be happy to support you in assessing the maturity of your current setup and identifying concrete opportunities for improvement.

[Schedule a non-binding introductory call or get in touch with us.](#)



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