

### STEINWEIDEN MAGIC RETREATS

MEDIUM Logo SERVICES Design

For Steinweiden Magic Retreats, a luxurious retreat hotel in the Black Forest in Germany, we developed a brand new logo. The logo is based on the flower of life symbol, an image that resonates with the values of the programs and atmosphere of the hotel.

Design and color choices were fine tuned to make the logo versatile for use on any background.







## STEINWEIDEN MAGIC RETREATS

MEDIUM Website, online reservations

SERVICES Consulting, Photo selection, Design, Construction, WordPress & WooCommerce Development

Retreat hotel Steinweiden needed a brand new website, including a versatile online booking and payment system, integrated with the administration software of the hotel. A tailored solution was created using WordPress and WooCommerce as a starting point.

The design balances the beautiful photography of the location with an uncluttered booking experience. On the front page, the presentation offers a first impression of the hotel using background video and photography, while leaving ample space for products and news.



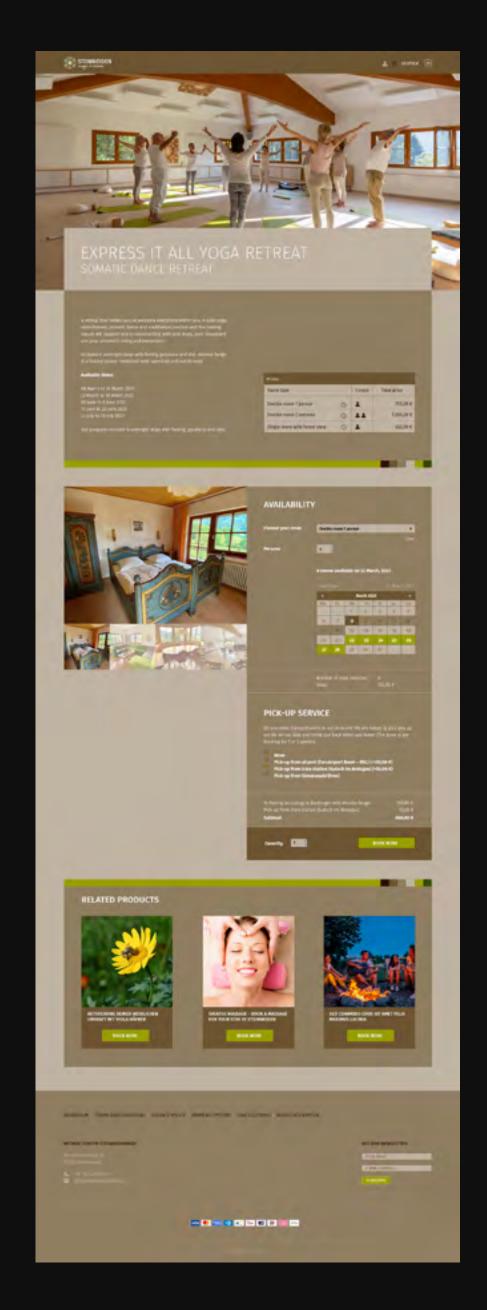


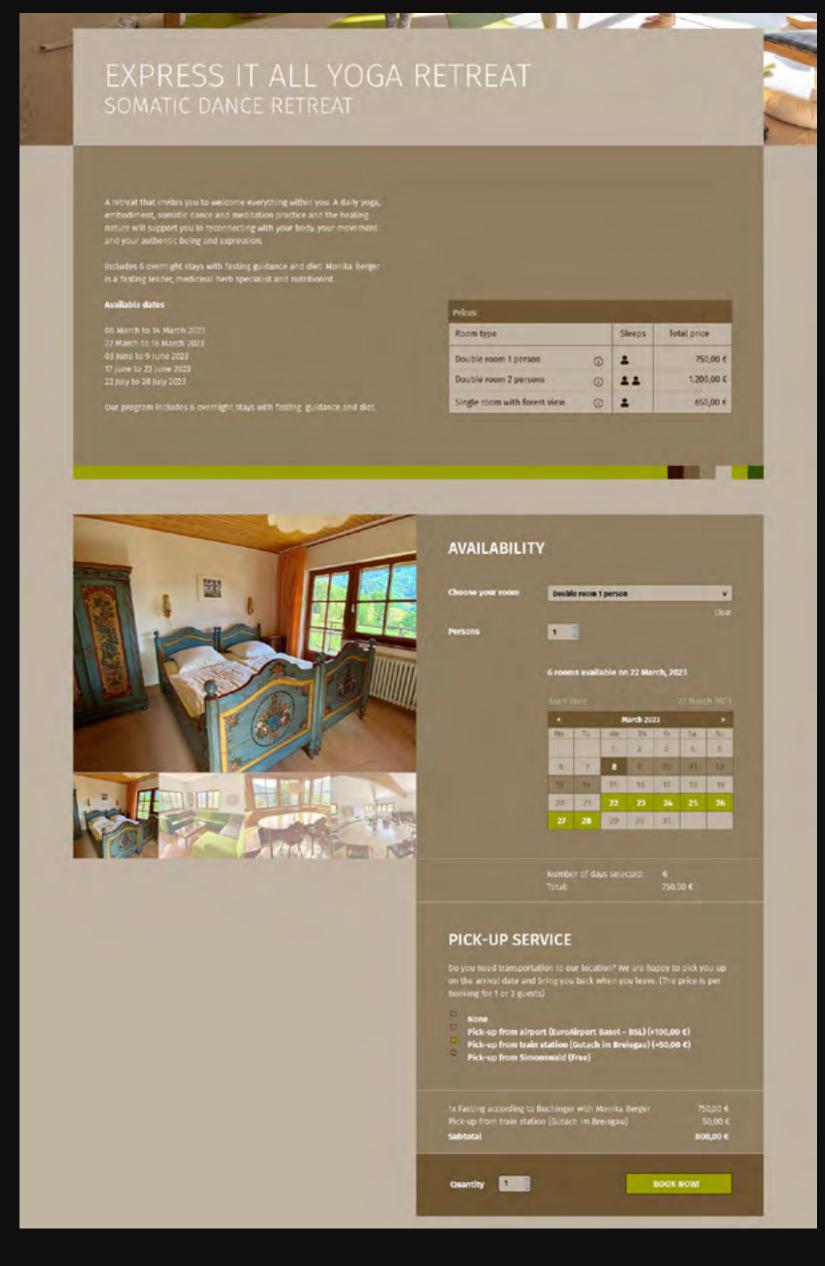
## STEINWEIDEN MAGIC RETREATS

MEDIUM Website, online reservations

SERVICES Consulting, Photo selection, Design, Construction, WordPress & WooCommerce Development

The booking pages and payment cycle, serviced by WooCommerce, are customized to give a unique presentation, in line with the atmosphere at the resort. The website is muiltilingual and special attention is given to the user experience on smaller screens.









### ARTISAN STUCCO & CERAMICS

MEDIUM Logo, Letterhead, Business card

SERVICES Consulting, Design, Print supervision

Raquel Rodriguez Puebla is an expert in the restoration of historic stucco in monuments. In addition, her company offers luxury custom wall finishes for projects in the highest market segment, where creativitity, craftsmanship and quality are core values.

To reflect the creator's hand in the corporate identity, a logo was designed based on Raquel's artist signature. The use of color and classic-looking typography establishes a relationship with the historical background of the product and materials.



RAQUEL RODRÍGUEZ PUEBLA

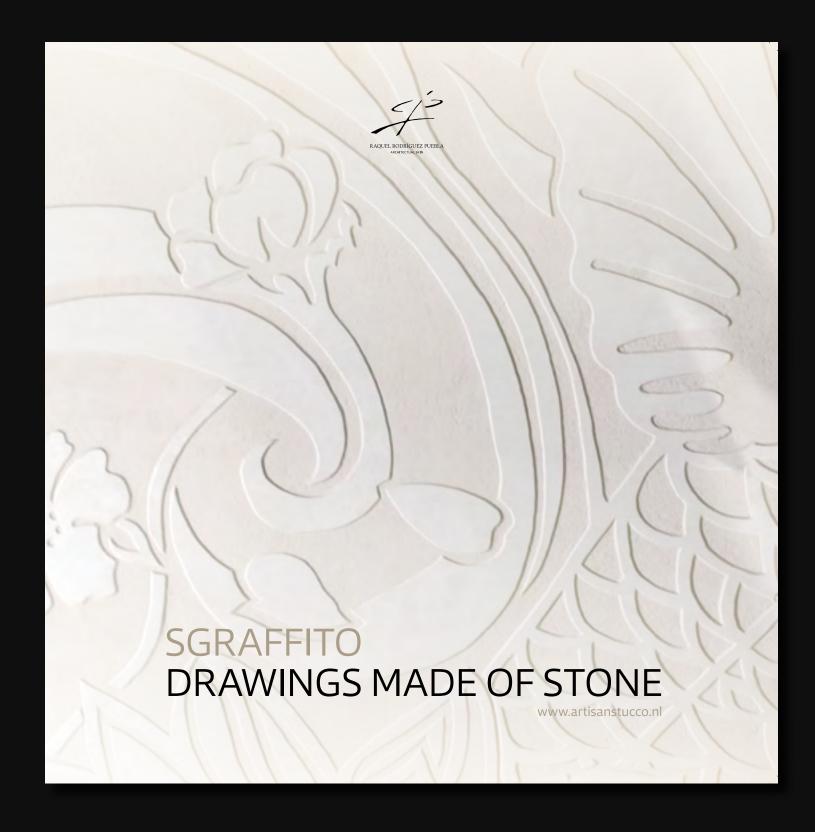
Artisan Stucco & Ceramics

# ARTISAN STUCCO & CERAMICS

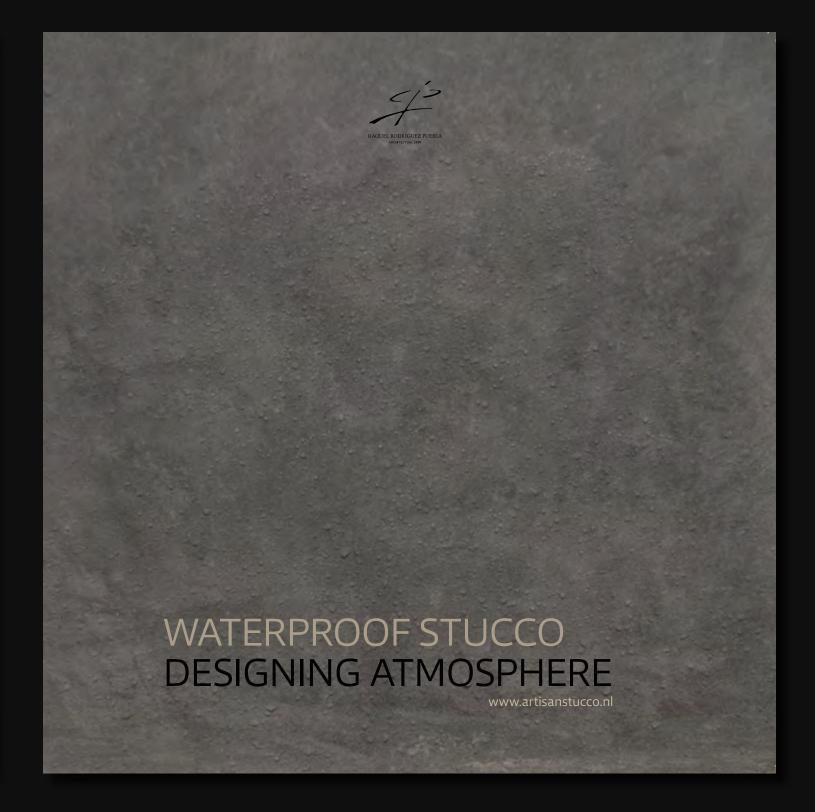
MEDIUM Booklets, Business card

SERVICES Text, Photography, Photo selection, Art direction

To support the main product groups, two booklets were created. To reinforce the company's core values and appeal to the target audience, sturdy paper and luxury printing with gloss effects were chosen.

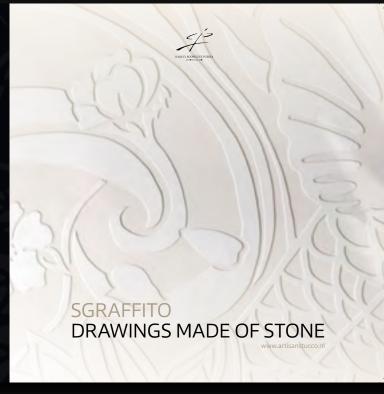


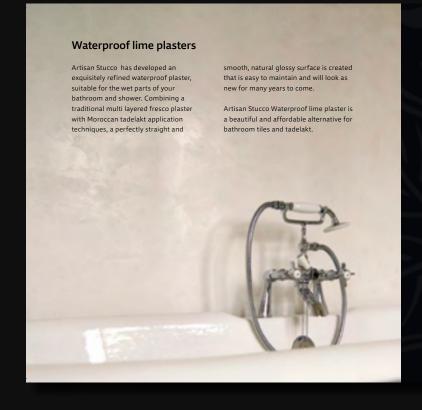


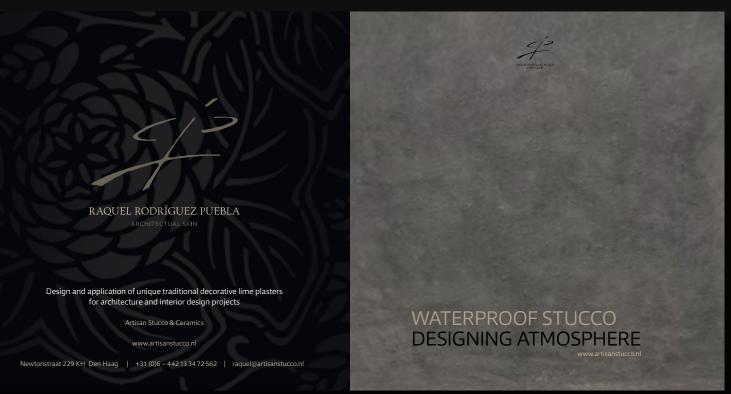












Strategy Corporate style Print Web design Social Media

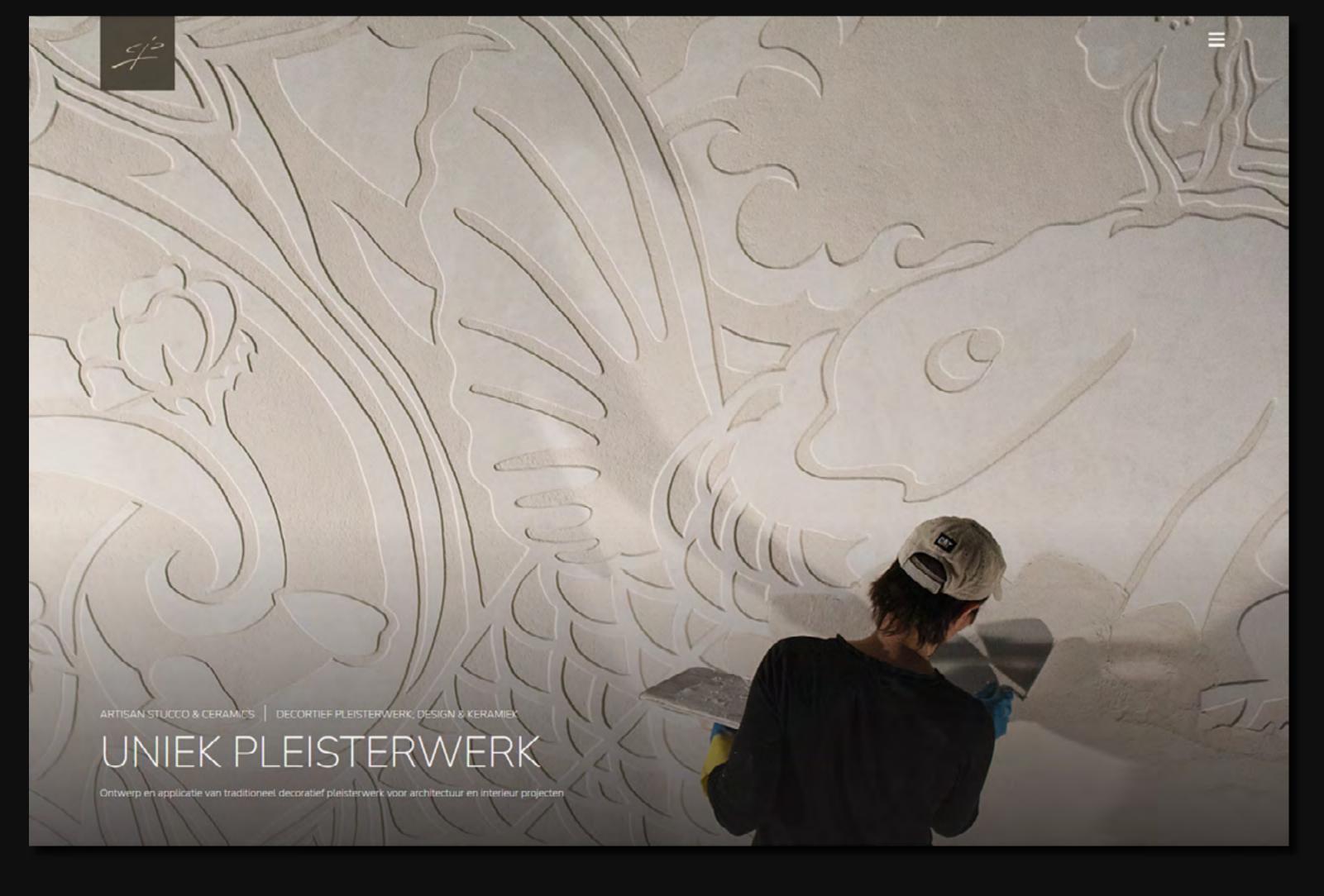
## ARTISAN STUCCO & CERAMICS

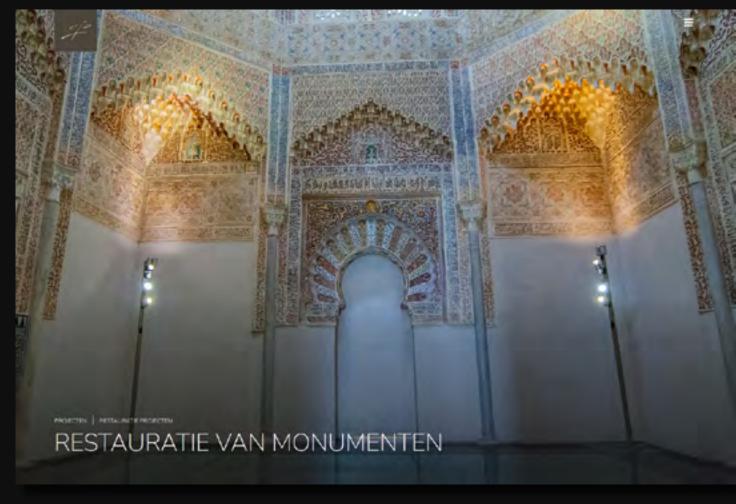
MEDIUM Website

SERVICES Consulting, Text, Photography, Photo selection, Design, Construction

When creating the new website, the challenge was to emphasize the strengths of the company and the product, the unique look, craftsmanship, high quality and attention to detail, in both the design and the user experience.

A calm design was chosen that focuses on the photography of the different projects, but also gives enough attention to the carefully written texts. While building the website and writing the texts, much attention was given to the search engine optimization of the pages.







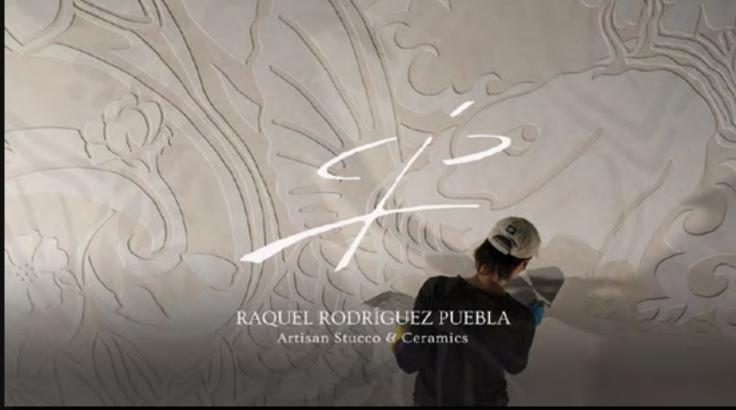
# ARTISAN STUCCO & CERAMICS

MEDIUM Website

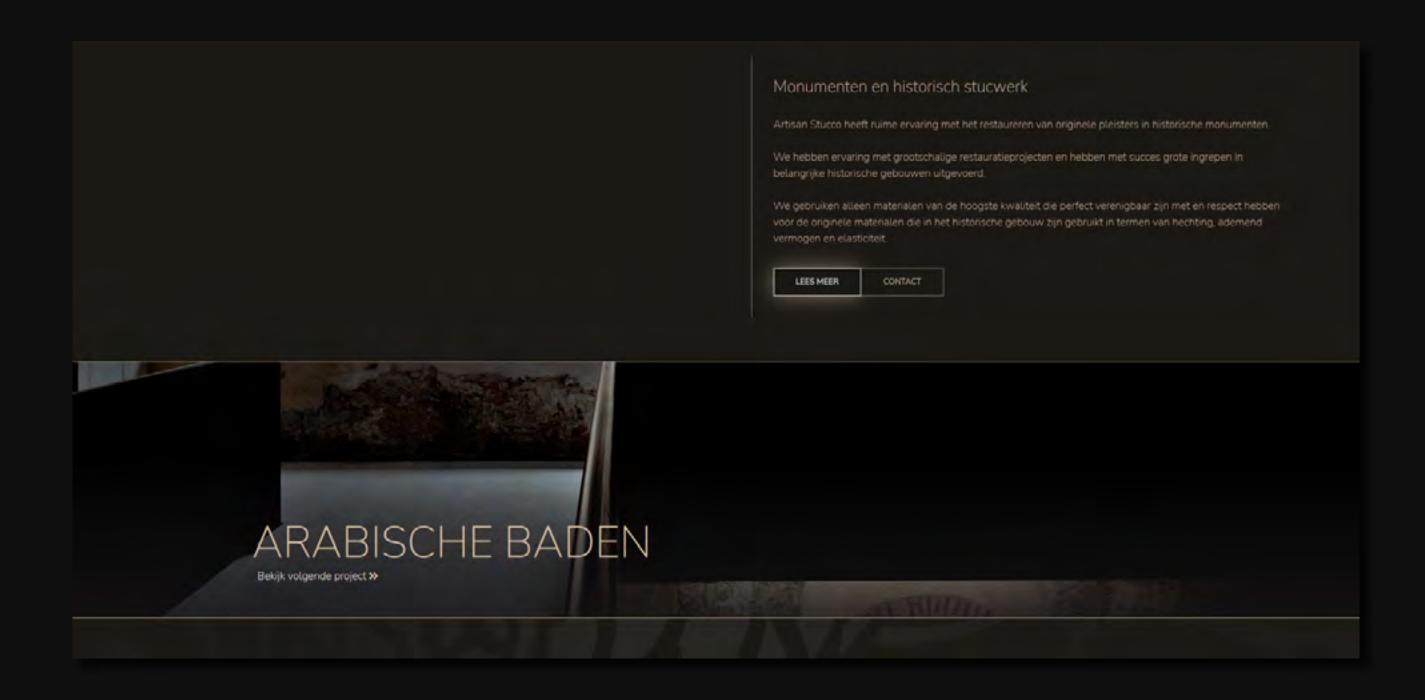
SERVICES Consulting, Text, Photography, Photo selection, Design, Construction

The fluid animations and transitions between pages and page sections create a serene and spatial experience on the screen.
The main content, the projects in the portfolio, are made accessible in multiple ways. The website is multilingual and mobile friendly.













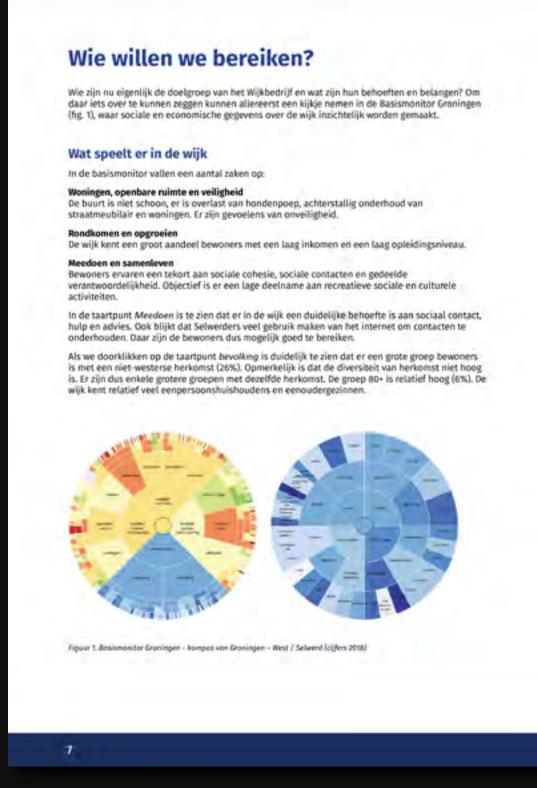
### WIJKBEDRIJF SELWERD

Communications Plan **SERVICES** Consulting

The foundation Wijkbedrijf Selwerd aims to help the residents of the Selwerd neighborhood to develop activities for the benefit of themselves and the neighborhood. Research in the neighborhood showed that the visibility of the Wijkbedrijf was not optimal. In addition, there was a need for an overarching communication strategy.

Based on the goals of the organization, an inventory of the situation in the neighborhood and available figures, a plan of action was made in which different target groups, means and quantifiable goals were defined. From this a concrete communication planning followed





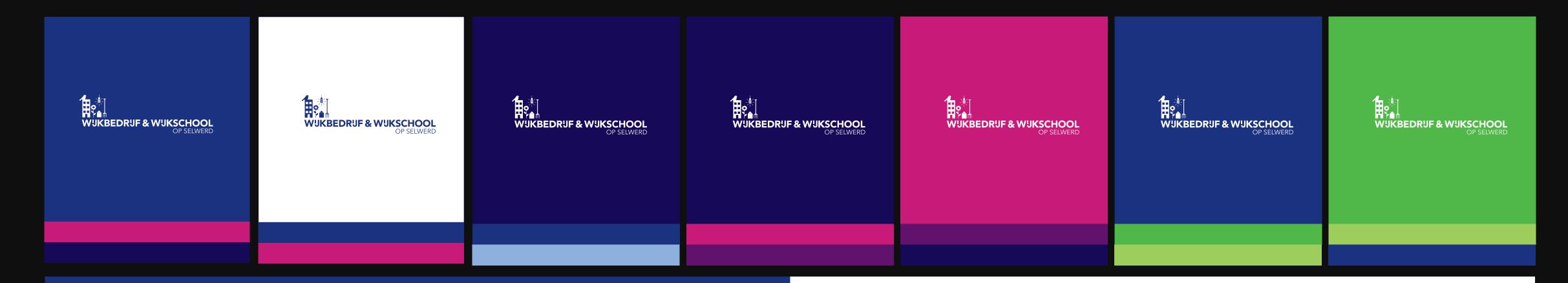


Doelgroep	Doelstelling	Boodschap	Middel	Content	Frequentie
initiatiefnemers	Aanmeldingen	Heb je een ideel Het Mijkbedrijf helpt	Website	Witleg van de diensten     Voorbeelden van projecten door intervieus en artikelen	nut.
			Wijkkrant	Advertentie/Oproep	ts per mased
			Facebook	Advertentie Oproép Publicatie projectien	to per mased to per mased NVT
Kandidoten	Anmeldingers	Het Wijkbedrijf Belgt jou met net (motawe) stiert	mobile	Uttleg van de diensten     Overzicht van ophridingen en vicatures     Voorbeiden door intervieus met eerdere kansisdaten	BRE
			mijulovani.	Advertentie/Oproep	In per maned
			Facebook	Advertentie Oproep/vacitimes	Is per maend to per swek
			instagram	Oproep/vacatures	ta per week
Veligities	Assmeldingen	Help mee on Selwerd moder to maken	Wijkkrant	Advertentia/Oprosp	b permand
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feccelars	Aanmeldingen	Kom langs, doe mee	Website	Ownzicht activiteiten	nut
			Wijklovins	Overzicht activiteiten	b per maind
			Facebook	Ulmodiging	ts per maand
intern	Verbinden, Informeren		Neurobrief	Nieuwsberichten inters, nieuwe gezichten,	Is per maind
Collega organizatios	Verbinden, informeren		triobsite	Publiceren jaarrapporten en plannen	ineliks
Hele wijk	Nikamsbekendheid vergroten, aanbod onder de aandacht brengen	Heb je een ideel Het Wijkbedrijf helpt	Duterreclame Autoroclame Activiteiten	Vlaggen, stickers, barriers, giveaways,	net.

### WIJKBEDRIJF SELWERD

MEDIUM Corporate style
SERVICES Graphic design

The nature of the organization means that the Wijkbedrijf needs a versatile corporate identity, within which the various resident projects have the freedom to create their own atmosphere. Bright colors and uniform typography ensure that the Wijkbedrijf's recognizability in the neighborhood is reinforced and guaranteed.



### **LOREM IPSUM DOLOR SIT AMET**

QUIS IPSUM SUSPENDISSE

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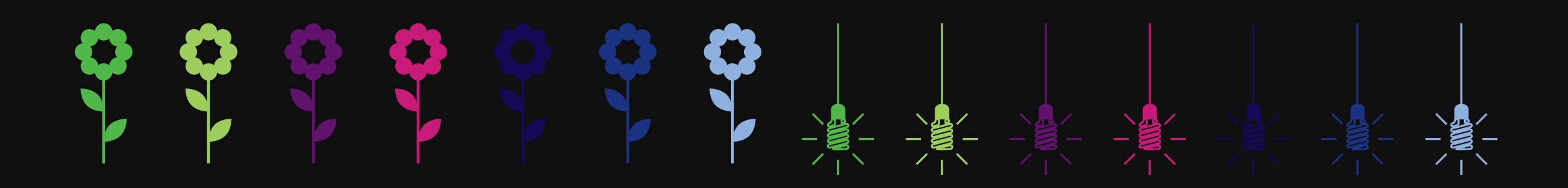
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MEDIUM Corporate style
SERVICES Graphic design

Concept designs for future information leaflets and designs for refrigerator magnets.





### KOM EENS LANGS BIJ HET WIJKBEDRIJF!

WUKBEDRUF & WUKSCHOOL
OP SELWERD

#### **LOREM IPSUM DOLOR SIT AMET**

**QUIS IPSUM SUSPENDISSE** 

#### MAURIS NEC PHARETRA SAPIEN

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#### **QUISQUE ET EROS VENENATIS LEO DAPIBUS**

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Bottelroosstraat 3 9700 AA Groningen Tel: 06 77 88 9999 www.wijkbedrijfselwerd.nl

### GROENE VINGERS? BIJ ONS KAN JE LOS!



KOM EENS LANGS BIJ HET WIJKBEDRIJF!

WUKBEDRUF & WUKSCHOOL
OP SELWERD

#### **LOREM IPSUM DOLOR SIT AMET**

QUIS IPSUM SUSPENDISSE

#### **MAURIS NEC PHARETRA SAPIEN**

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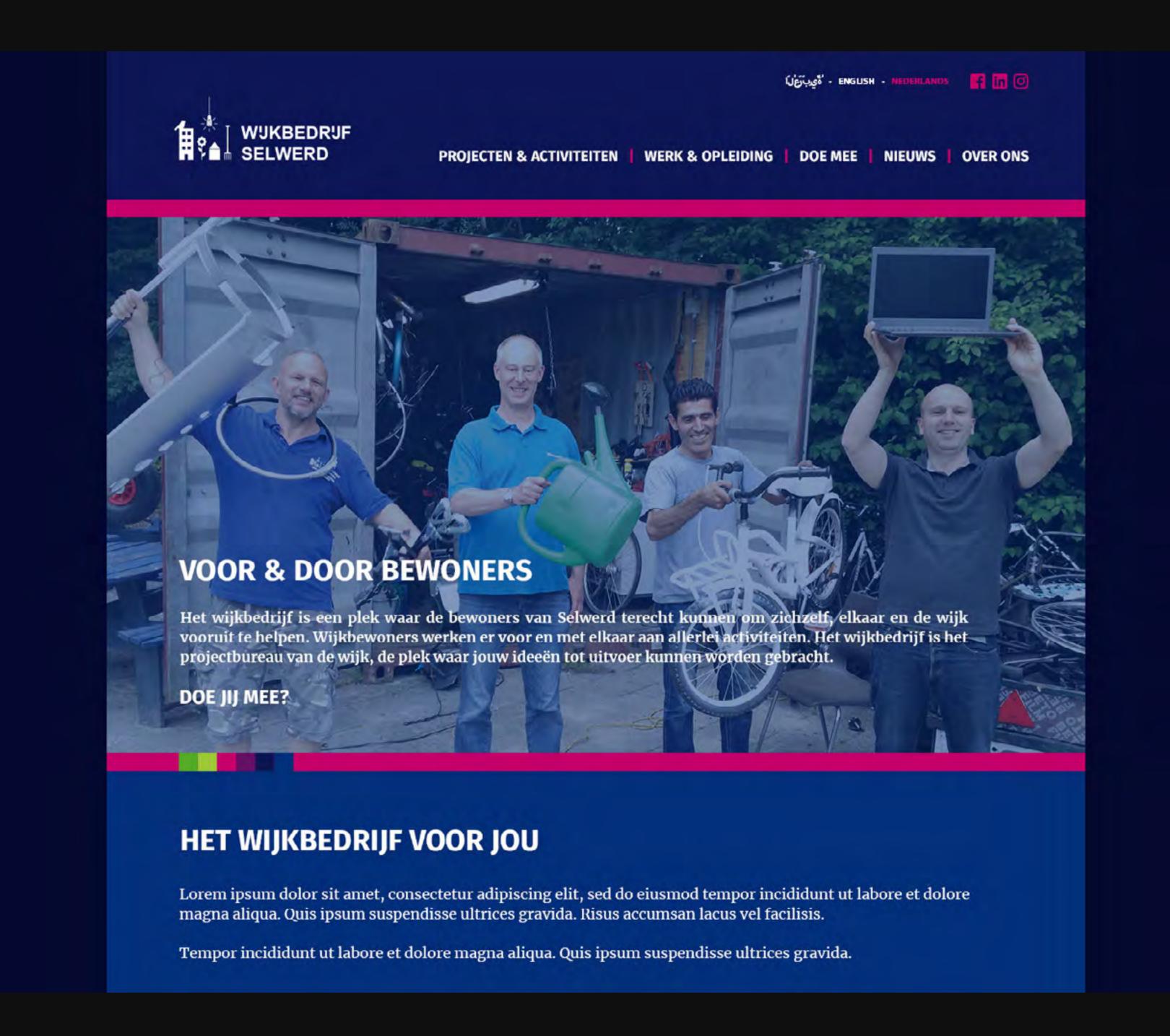


### WIJKBEDRIJF SELWERD

MEDIUM Website

SERVICES Consultancy, Text, Photo selection, Design, WordPress

The design of the new website for the Wijkbedrijf emphasizes accessibility and an inviting atmosphere. Photography of residents, volunteers and staff show the human face of the organization, and the (preliminary) texts invite people to contact them. Non-native-speaking neighborhood residents also have access to key information. The website is still in production.





Facebook & Instagram **MEDIUM** 

Consultancy, Text, Photo selection, Design, Publication

A social channel campaign was created for the "Fruit and Vegetable" project of the Wijkbedrijf. The purpose was to draw attention to the project for 15 weeks with a weekly post on both channels, each time with a "fresh fruit or vegetable" photo and accompanying text providing a reference to the project's web page.



<sup>&</sup>quot;Every Thursday, at Wijkbedrijf Selwerd, you can order fresh fruits and vegetables directly from the farm."

# WIJKBEDRIJF SELWERD | Doe-Lokaal

Facebook & Instagram MEDIUM

Consultancy, Text, Photo selection, Design, Publication

The project "Doe-Lokaal" of Wijkbedrijf Selwerd aims to attract volunteers from the neighborhood to repair broken items for neighborhood residents. A campaign was set up for this project with two goals. To recruit volunteers to help with repairs in the workshop and to persuade local residents to bring in their broken things for repair. Two series of three posts were designed with accompanying texts, a flyer and a web page.

Below are the posts aimed at recruiting volunteers in the neighborhood.



"Are you handy with a wrench and Phillips head? Then the Doe-lokaal could really use your help.

In the Doe-lokaal, volunteers refurbish old and broken things. This way, together we reduce waste and costs. Will you help too? Call, email or stop by!"



"Are you very good with mending? Then the Doe-lokaal could really use your help.

In the Doe-lokaal, volunteers refurbish old and broken things. This way, together we reduce waste and costs. Will you help too? Call, email or stop by!"



"Can you solder and repair? Then the Doe-lokaal could really use your help.

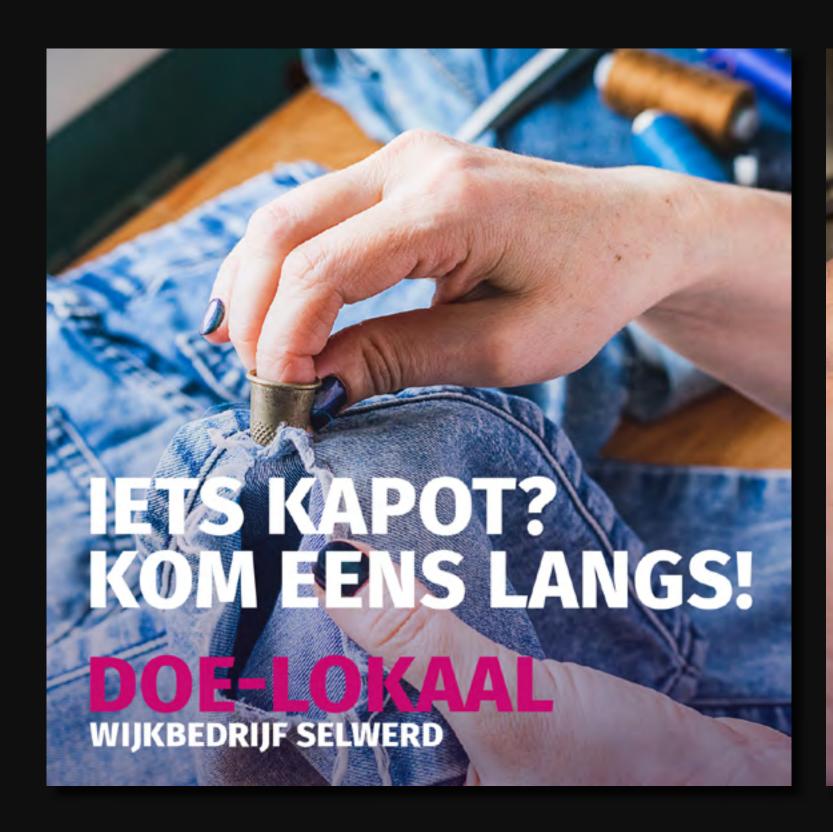
In the Doe-lokaal, volunteers refurbish old and broken things. This way, together we reduce waste and costs. Will you help too? Call, email or stop by!"

# WIJKBEDRIJF SELWERD Doe-Lokaal

Facebook & Instagram **MEDIUM** 

Consultancy, Text, Photo selection, Design, Publication

The posts below were aimed at area residents who have broken items.



"Do you have a hole in your new pants? Are your curtains too long? Is the zipper on your coat broken? Stop by the Doe-Lokaal!

In the Doe-Lokaal, volunteers refurbish old and broken things. Together we reduce waste and costs. All kinds of things are reused, remade and repaired. Do you have something that is broken? Bring it by and together we will try to repair it. You can also leave good and broken things behind, because Doe-Lokaal also has a small charity store."



"Is your iron not working? Is your toaster broken? Is there no sound coming from your radio? Kom eens langs bij het Doe-Lokaal!

In the Doe-Lokaal, volunteers refurbish old and broken things. Together we reduce waste and costs. All kinds of things are reused, remade and repaired. Do you have something that is broken? Bring it by and together we will try to repair it. You can also leave good and broken things behind, because Doe-Lokaal also has a small charity store."



"Is your favorite chair in need of a new fabric? Are the legs of the kitchen table loose? Do the wheels on your office chair no longer turn? Kom langs bij het Doe-Lokaal!

In the Doe-Lokaal, volunteers refurbish old and broken things. Together we reduce waste and costs. All kinds of things are reused, remade and repaired. Do you have something that is broken? Bring it by and together we will try to repair it. You can also leave good and broken things behind, because Doe-Lokaal also has a small charity store."

MEDIUM Facebook & Instagram

SERVICES Consultancy, Text, Photo selection, Design

In the BuurtDesk project, volunteers offer the neighborhood residents of Selwerd support with computer problems. To promote the BuurtDesk, a series of posts, a poster and flyer and a web page have been designed. At the time of writing, the campaign has yet to begin.







"Having problems with your computer or do you actually need a computer? The experts of the BuurtDesk are ready for you!

- First aid for computer problems Transfer files / backup / destroy old data Recycle old PC
- Help with purchasing a new PC General help with digital issues

Computer problems? The BuurtDesk helps. Call, email or drop by!"

MEDIUM Survey form, House style manual

SERVICES Consultancy, Text, Photo selection, Design, Print supervision

Restaurant De Duindoorn, part of the Wijkbedrijf Selwerd, wanted to improve its reputation in the neighborhood and better align its product offering with the needs of the neighborhood. To this end, a questionnaire was prepared in which the restaurant introduced itself and inquired about the expectations of neighborhood residents. The questionnaire was delivered to all addresses in the neighborhood. Those who returned the completed survey had a chance to win a free three-course dinner.

De Duindoorn did not have a defined house style. A new corporate identity was created based on the existing logo. Warm colors were chosen to reflect the friendly atmosphere of the restaurant and match the interior. Simple but unambiguous typography increases the recognizability of the restaurant. In order to firmly embed the corporate identity in the organization, a handbook was written, in which color usage, typography and other relevant matters are defined.











Signage, Print MEDIUM

Text, Design, Print supervision SERVICES

The Duindoorn is somewhat hidden, in a quiet corner of the neighborhood. To better direct visitors to the restaurant, billboards and flags were placed at strategic locations. The effect of these directional signs was immediately noticeable in the restaurant's turnover.

The restaurant is located near the famous Pieterpad hiking trail. A mention on the Pieterpad website and clear signposts from the route now regularly bring hikers to the restaurant.





MEDIUM Print

Text, Design, Print supervision SERVICES

Also within the restaurant, all printed items, such as menus, placemats, coupons, business cards and information boards were done in the new corporate identity.







MEDIUM Print

Text, Image selection, Design, Print supervision

To encourage neighborhood residents to come to the restaurant, The Duindoorn organizes regular activities and promotions. These are advertised through flyers, posters in the neighborhood and posts on social channels. Below is a selection of the posters and flyers created.









MEDIUM Website

**SERVICES** Consulting, Text, Photo selection, Design, Construction, WordPress

Following the changes to the corporate identity, the website naturally deserved a remake as well. The new website is restructured, extended, multilingual, suitable for mobile use and, using WordPress, easy to maintain by the restaurant staff.

Part of the design is a clear button at the top of the website that allows the visitor to contact the restaurant directly. On the mobile version of the website, this button is also prominently displayed. It was also ensured that important information, such as opening hours and the address, is readily available, while on small screens it does not take up the entire space. On the website, visitors are invited to leave a review on Google.







Facebook & Instagram MEDIUM

Text, Photo selection, Design, Publication

News about De Duindoorn and menu updates were regularly posted on the restaurant's social channels. These posts have a relatively large reach and are regularly liked and shared by area residents.



"Will you come to the Easter brunch at De Duindoorn on Friday, April 15?

The Easter Bunny has hidden eggs in the garden and on the terrace. Look for them all. Will you find the GOLDEN egg? Then you will win a nice prize!"



"Hooray!!! De Duindoorn has a new website!

As you've come to expect from our food, now our website has also been made fresh. You'll find our menu, the latest news and a big yellow button to reserve a table or ask a question.

When you're at home on your computer, or on your phone, we welcome you too. Stop by at https://www. restaurantduindoorn.nl

Also available in English!"



"Hooray!!! Our application to sell alcoholic beverages has been approved by the municipality.

From now on you can have a nice beer or glass of wine with us in the sun on our terrace. And in our dining room too, of course. Cheers!"

### This portfolio is far from complete. Below are some of the clients we had the pleasure to work with.













































































































What can we do for you?

