

APRIL 2023

PATTI STEBEL

PORTFOLIO

GRAPHIC DESIGNER
DIGITAL / PRINT (CONCEPTION)

01 SEP
POSSIBLE START

CONTENTS

01 CAMPAIGN
CONCEPT 2022

02 LOGO &
NAMING 2021

03 SOCIAL
MEDIA 2020-22

04 FREE WORK

01 CAMPAIGN CONCEPT

BIKE SHOP



As part of the vocational school education 2022 we wrote a design concept for the fictional company “Fahrrad Rund OHG” from the Rhine-Main region in Germany, which advertises the new service offerings:

- _ Children’s bike subscription for young families with children,
- _ Cargo bike leasing for small and medium-sized companies and their fleet of vehicles,
- _ Business bike leasing (e-bike) for companies.

CREATIVE GUIDING PRINCIPLE

01 CAMPAIGN CONCEPT, 2022

In today's world, there is almost an abundance of possibilities.

CREATIVE GUIDING PRINCIPLE

01 CAMPAIGN CONCEPT, 2022

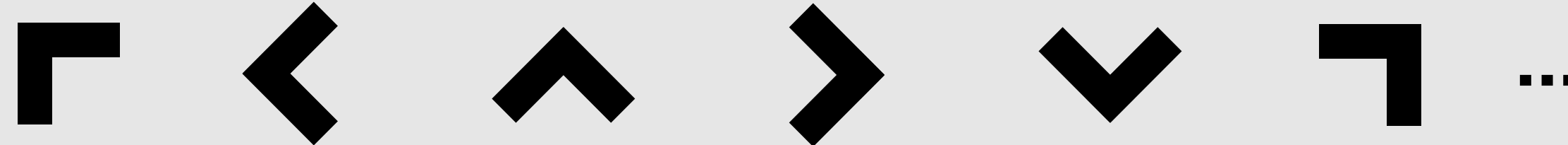
In today's world, there is almost an abundance of possibilities.

Left, right, up, down, study, training, city, country, house, apartment, sea, mountains,...

CREATIVE GUIDING PRINCIPLE

01 CAMPAIGN CONCEPT, 2022

In today's world, there is almost an abundance of possibilities.

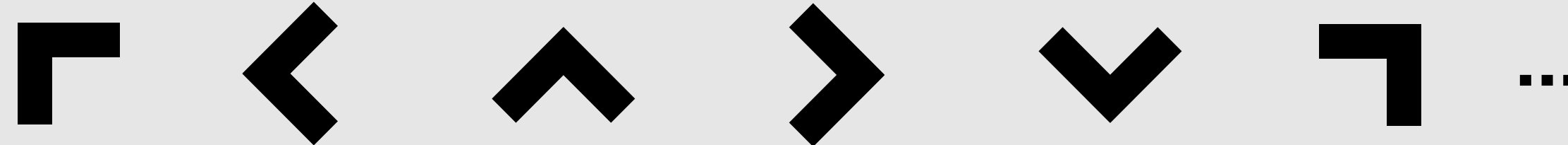


The arrows are supposed to show 'all sorts of directions' for which a person can decide on his way through life.

CREATIVE GUIDING PRINCIPLE

01 CAMPAIGN CONCEPT, 2022

In today's world, there is almost an abundance of possibilities.



How should one decide on the *'right way'*?

CREATIVE GUIDING PRINCIPLE

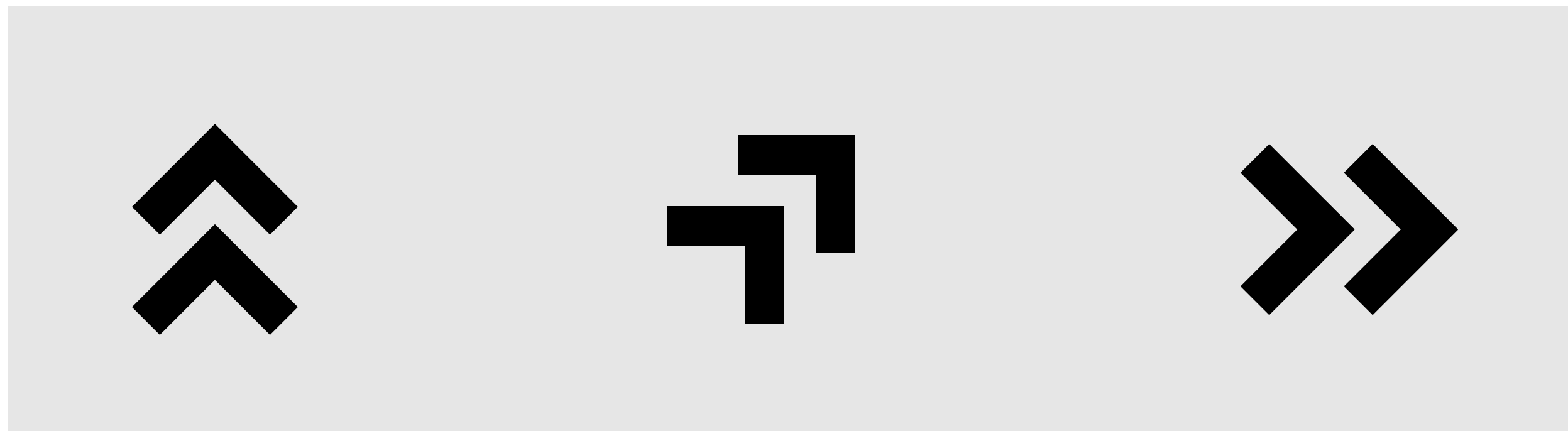
01 CAMPAIGN CONCEPT, 2022

Fahrrad Rund is a directional encoder for a carefree,
but above all **dynamic, self-confident** and **unique** path for
all three target groups.

CREATIVE GUIDING PRINCIPLE

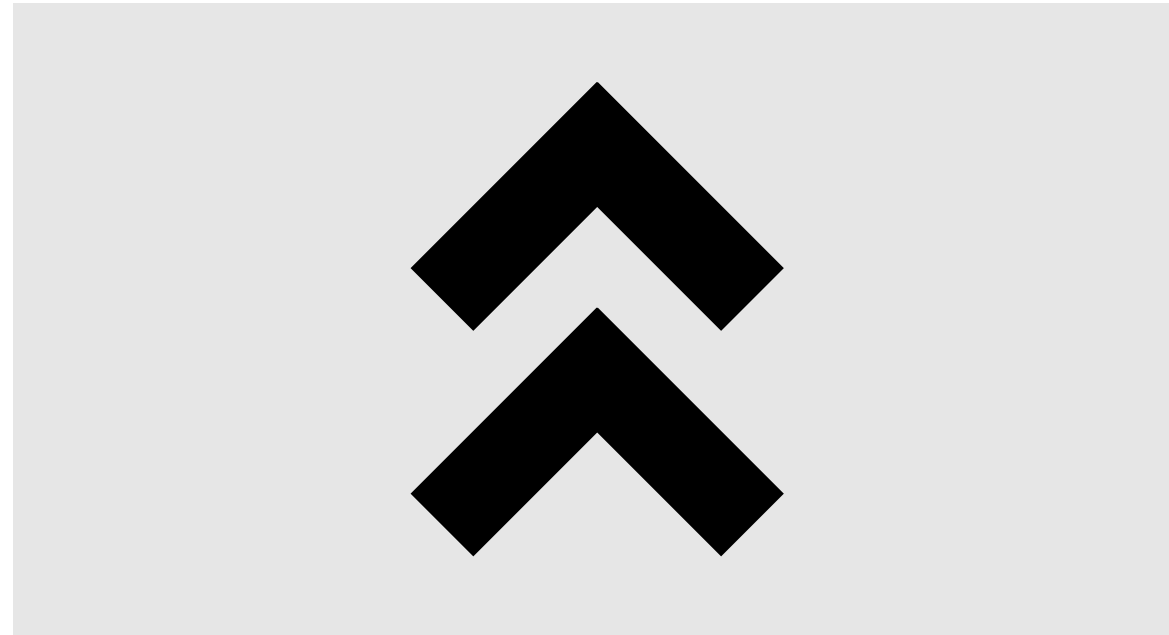
01 CAMPAIGN CONCEPT, 2022

Fahrrad Rund is a directional encoder for a carefree, but above all **dynamic, self-confident** and **unique** path for all three target groups.



DESIGN ELEMENTS

01 CAMPAIGN CONCEPT, 2022



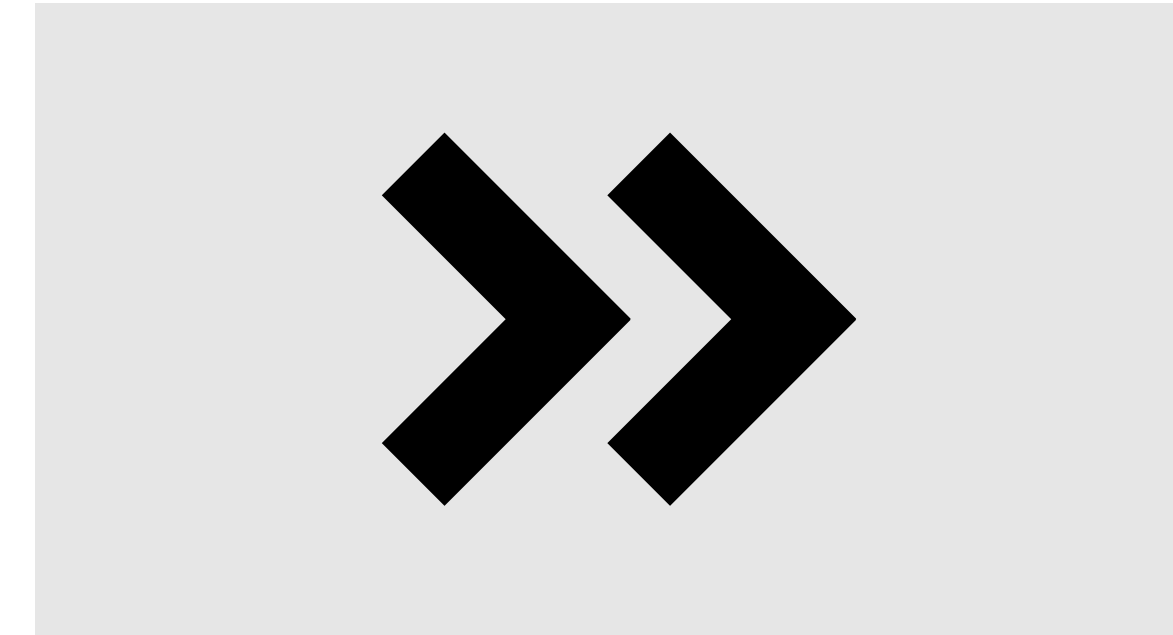
CHILDREN'S BIKE SUBSCRIPTION

The basement is full of children's bicycles – some are too big, others too small, the one is more or less suitable. Not with us! Children grow and we grow with them. The upward movement of the arrows symbolizes exactly that.



CARGO BIKE LEASING

Parking problems and traffic jams. A medium-sized company does not want to dwell on this. Fortunately, cargo bike leasing comes with great flexibility for delivery and parking conditions – finally it's possible for things to look up.



BUSINESS BIKE LEASING

Off to the future! The arrows point to the right, in our reading direction, symbolizing movement and movement forward – this is how this arrow suggests the values and needs of employees and employers of medium-sized companies.

IMPLEMENTATION

01 CAMPAIGN CONCEPT, 2022

UNSER NEUES *KINDERRAD-ABO.*

**RHEIN
IN MAIN
LEBEN!**



MEHR INFOS HIER!





Fahrrad Rund OHG
Meisterweg 4
12345 Niederrad

010/567890
010/56789-12
info@fahrradrund.de
www.fahrradrund.de

Öffnungszeiten:
Di, Mi, Fr 10-13, 14-18 Uhr,
Do 10-13 Uhr, 14-20 Uhr,
Sa 10-14 Uhr

ALL YOU CAN NEED.

UNSER NEUES *LASTENRAD-LEASING*

**RHEIN
IN MAIN
LEBEN!**



MEHR INFOS HIER!





Fahrrad Rund OHG
Meisterweg 4
12345 Niederrad

010/567890
010/56789-12
info@fahrradrund.de
www.fahrradrund.de

Öffnungszeiten:
Di, Mi, Fr 10-13, 14-18 Uhr,
Do 10-13 Uhr, 14-20 Uhr,
Sa 10-14 Uhr

ALL YOU CAN NEED.

UNSER NEUES *DIENTSTRAD-LEASING.*

**RHEIN
IN MAIN
LEBEN!**



MEHR INFOS HIER!





Fahrrad Rund OHG
Meisterweg 4
12345 Niederrad

010/567890
010/56789-12
info@fahrradrund.de
www.fahrradrund.de

Öffnungszeiten:
Di, Mi, Fr 10-13, 14-18 Uhr,
Do 10-13 Uhr, 14-20 Uhr,
Sa 10-14 Uhr

ALL YOU CAN NEED.

IMPLEMENTATION

Pink and red – The colors are mono-chromatic. They are gaudy and attract attention. You could even associate sweets with them. Of course, that's what children love.

UNSER NEUES *KINDERRAD-ABO.*

**RHEIN
IN MAIN
LEBEN!**



MEHR INFOS HIER!

 Fahrrad Rund OHG
Meisterweg 4
12345 Niederrad
010/567890
010/56789-12
info@fahrradrund.de
www.fahrradrund.de
Öffnungszeiten:
Di, Mi, Fr 10-13, 14-18 Uhr,
Do 10-13 Uhr, 14-20 Uhr,
Sa 10-14 Uhr

ALL YOU CAN NEED.

UNSER NEUES *LASTENRAD-LEASING*

**RHEIN
IN MAIN
LEBEN!**



MEHR INFOS HIER!

 Fahrrad Rund OHG
Meisterweg 4
12345 Niederrad
010/567890
010/56789-12
info@fahrradrund.de
www.fahrradrund.de
Öffnungszeiten:
Di, Mi, Fr 10-13, 14-18 Uhr,
Do 10-13 Uhr, 14-20 Uhr,
Sa 10-14 Uhr

ALL YOU CAN NEED.

Shades of modern green tones form a complementary contrast to the colors of the children's bike subscription. The contrast not only suggests dynamics, but also causes the colors to increase each other's luminosity. The green looks professional, modern and inspires confidence.

UNSER NEUES *DienstRAD-LEASING.*

**RHEIN
IN MAIN
LEBEN!**



MEHR INFOS HIER!

 Fahrrad Rund OHG
Meisterweg 4
12345 Niederrad
010/567890
010/56789-12
info@fahrradrund.de
www.fahrradrund.de
Öffnungszeiten:
Di, Mi, Fr 10-13, 14-18 Uhr,
Do 10-13 Uhr, 14-20 Uhr,
Sa 10-14 Uhr

ALL YOU CAN NEED.

Companies and their employees should be addressed – so we need professionalism. The blue is not only a triad to red and therefore fits well into the concept as a third primary color, but also conveys calm and a professional distance.

IMPLEMENTATION

A pun to pick up regionality and put a smile on the face of viewers.

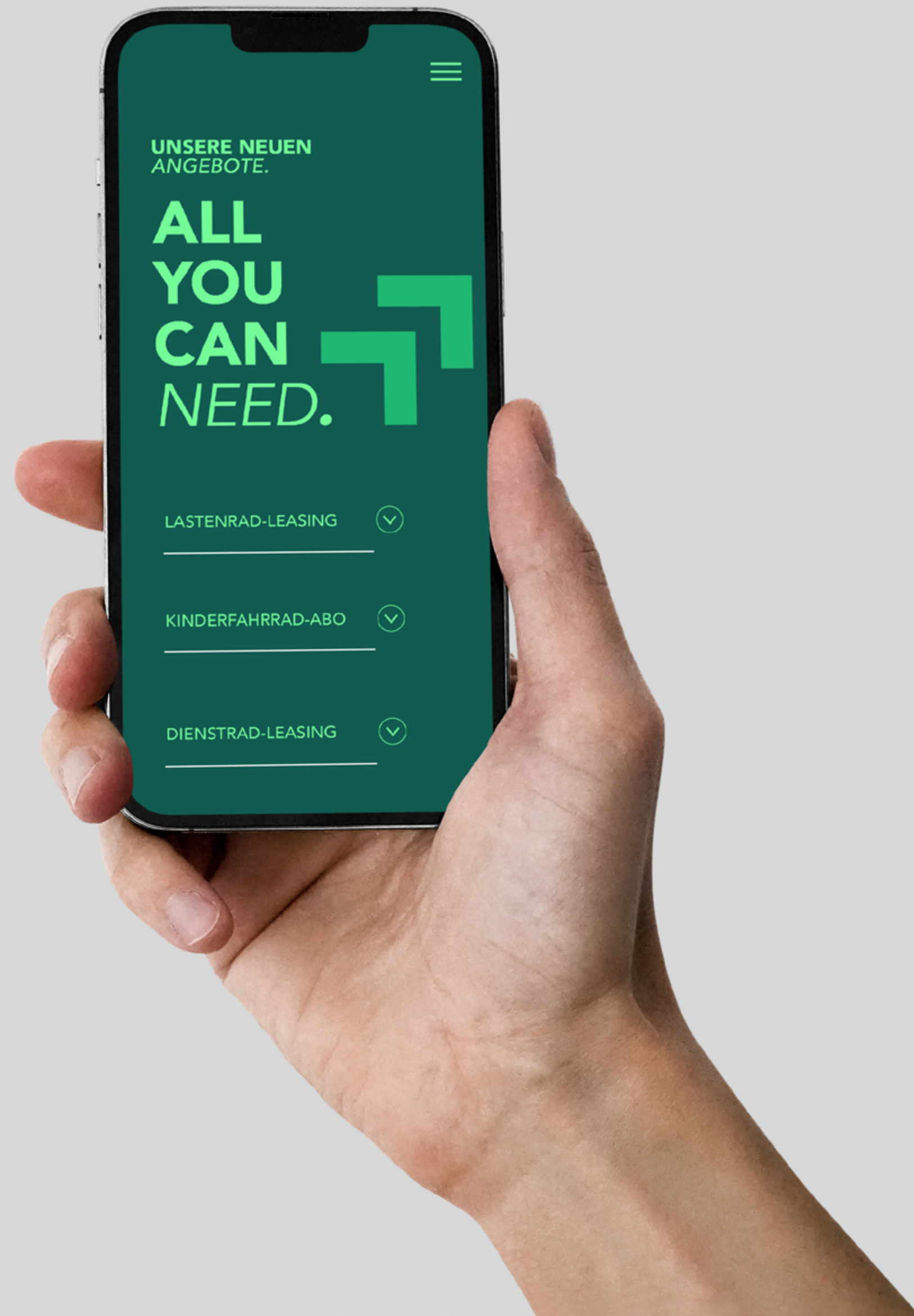


Pictures, adjusted on the respective target group.



Design elements; reduced opacity symbolizes motion blur and thus suggests dynamics.

campaign claims; with the huge offer everyone gets something – just like an all-you-can-eat buffet. Fahrrad Rund has everything you could need.





02 LOGO & NAMING *COFFEE SHOP*



For my first apprenticeship company, my trainee colleagues and I started a coporate design concept for a coffee shop in our second year of training, but this was not implemented. The concept was completely free to us, the only requirement was that it was a coffee shop in Münster. Due to time constraints, we only worked on a logo.



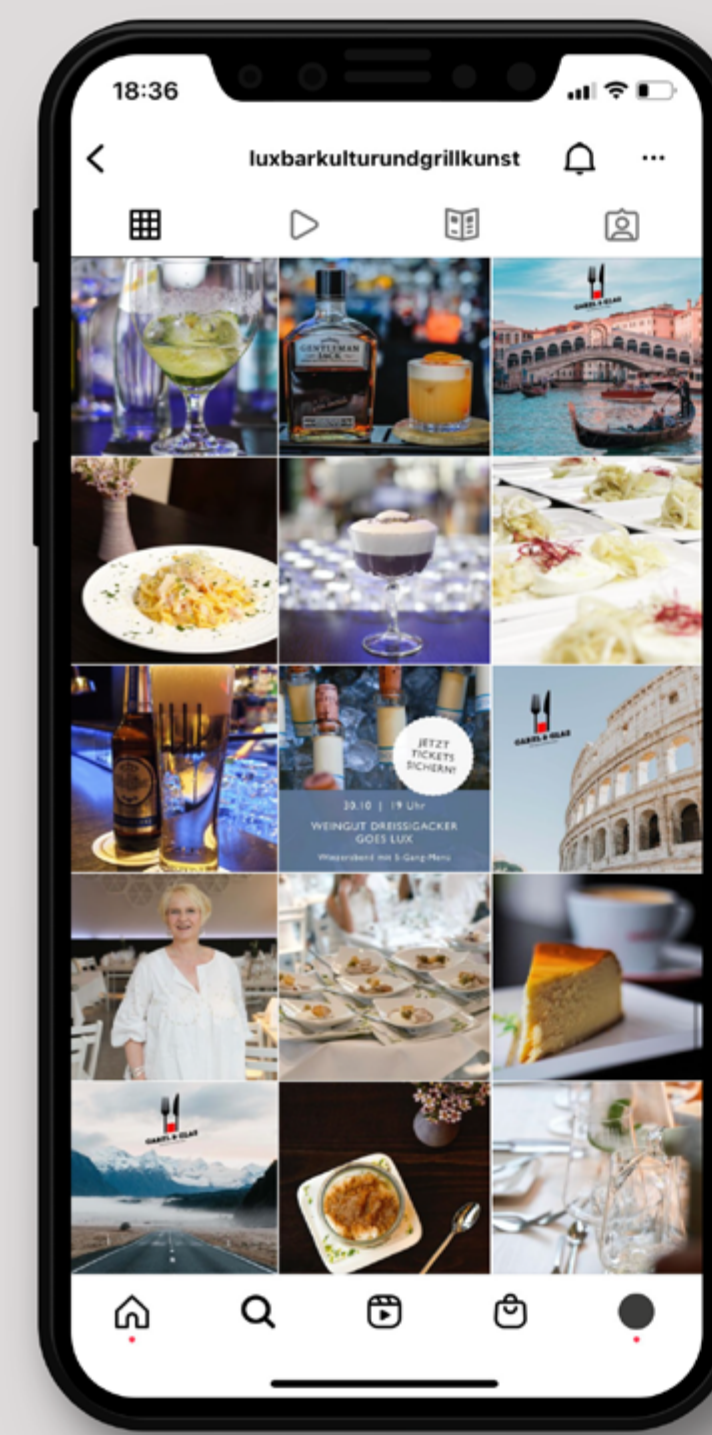
“is’ mir latte” is a pun that unfortunately only works in German. It means “I don’t care”, but with “latte” I wanted to make a reference to a “latte macchiato” – so coffee. My idea behind the naming was that it serves as a joking answer to the question “Where would you like to go for coffee?” – “I don’t care”.

03 SOCIAL MEDIA *DESIGN & MANAGEMENT*

- Planning and design of the feed
- at least 4 postings per week,
- possible (subsequent) image editing in Adobe Photoshop and / or Lightroom,
- Writing of posting texts



KÄTHES KITCHEN



LUX BAR AND GRILL

04 FREE WORK

POSTCARDS / POSTERS



WEDDING INVITATION FOR FRIENDS

04 FREE WORK



PHOTOS, GRAN CANARIA 2023







PHOTOS, MALLORCA 2022







Patricia Stebel
Riether Str. 84a
48317 Drensteinfurt
Germany

+49176 34 23 2011
hello@patti-stebel.de