

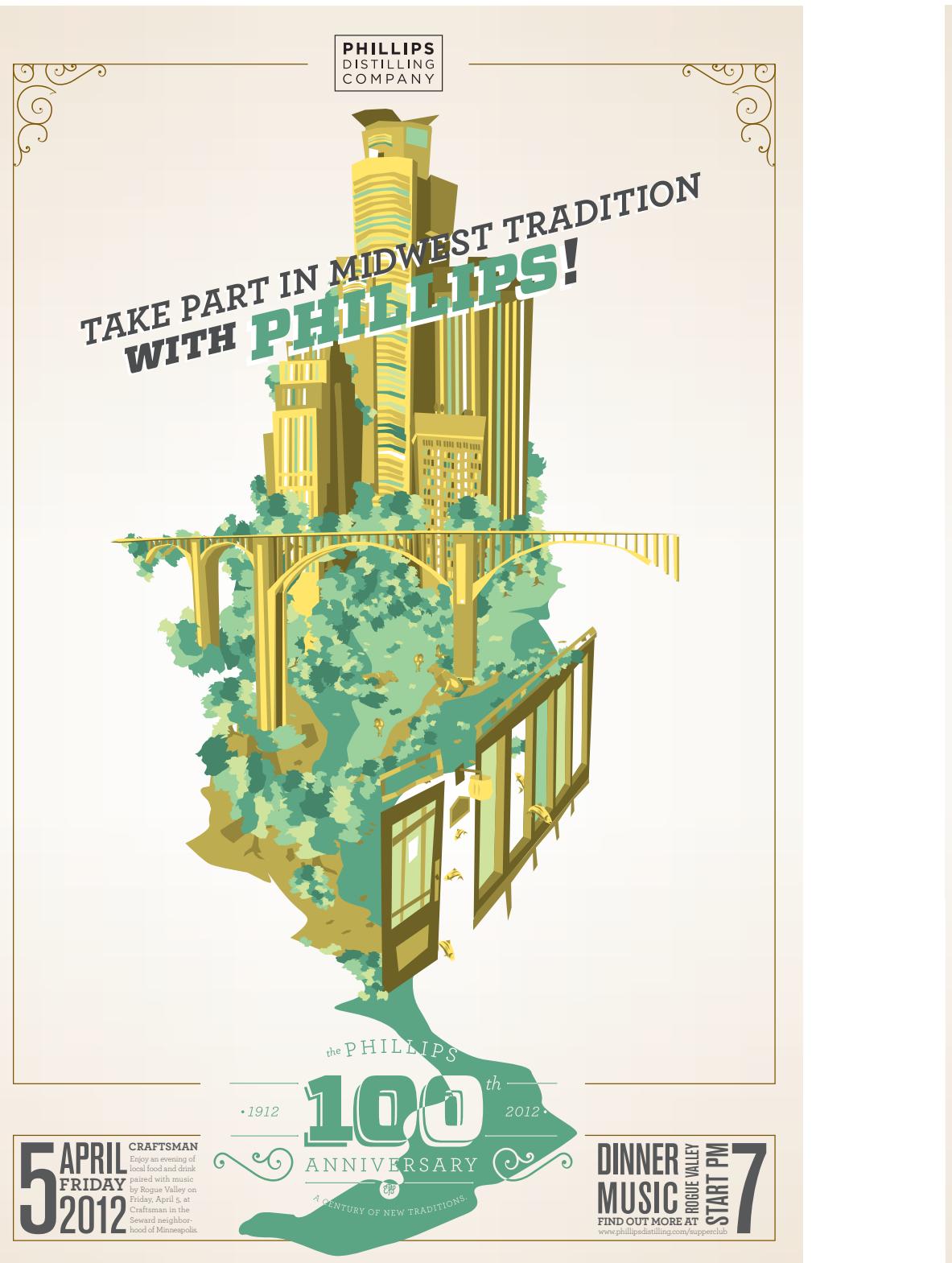
PORFOLIO BY STEPHAN PETERS |

| PAGE

02 - 05
06 - 09
10 - 11
12 - 13
14 - 19
20 - 23
24 - 25
26 - 31

| PROJECTS

PHILLIPS DISTILLING POSTER SERIES. Print Design, Digital Illustration
RISE AND DOWNFALL OF THE GERMAN THIRD REICH. Information Graphic, Print Design
LOGO SELECTION. Branding and Identity
“MOVE ON” WEB SITE. Interactive Design
GERMAN ORIGIN MUSEUM NEWSPAPER. Print Design, Layout Design, Typography
AIGA PROMOTION POSTERS. Print Design, Digital Illustration
SELF-MADE GEOMETRIC FONT. Typography
REDPOINT ROCK CLIMBING TOUR COMPANY. Branding and Identity



PHILLIPS DISTILLING 100 YEARS CELEBRATION.
A poster series to promote events at supper clubs. The design and illustration of the posters describe the look and feel of the Minneapolis-based client Phillips Distilling Company and represents its connection with the Upper Midwest. The elongated and flowing illustrations depict landmarks in Minnesota and the Midwestern area. Colors symbolize the four seasons of the year, in which a single event takes place. The modernistic typography includes a traditional feeling by the choice of the typeface, and together with the illustration, creates a connection between the past, present, and future. My role was to design the layout, type setting and illustration. Logo design and copy were created by other interns.



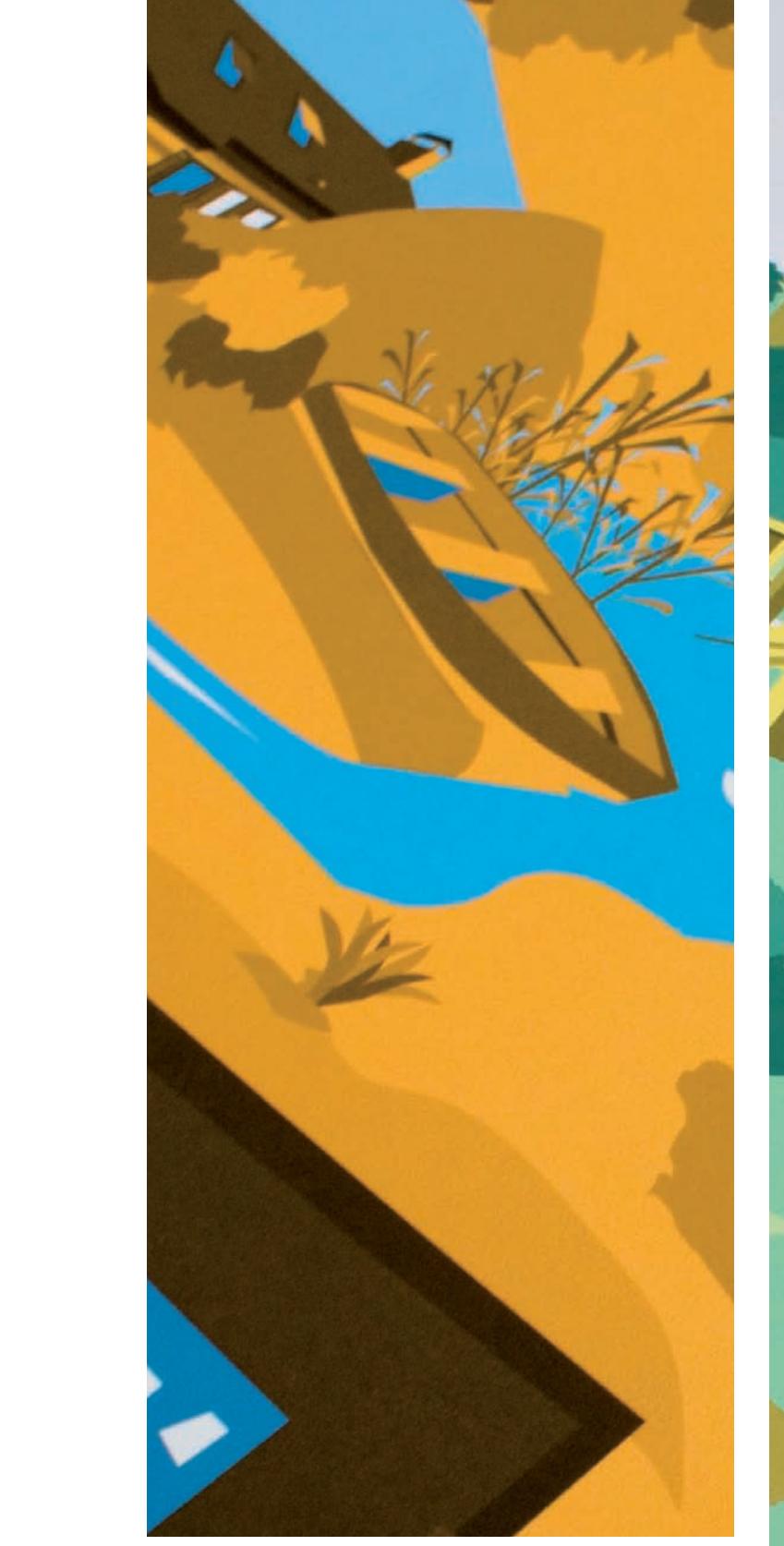
PAGE
04

PHILLIPS DISTILLING POSTER SERIES



SPECIFICATIONS. Illustration, Digital Output, 22" x 34"

CREATED FOR. OLSON Design Internship Project



PAGE
05

PAGE
06

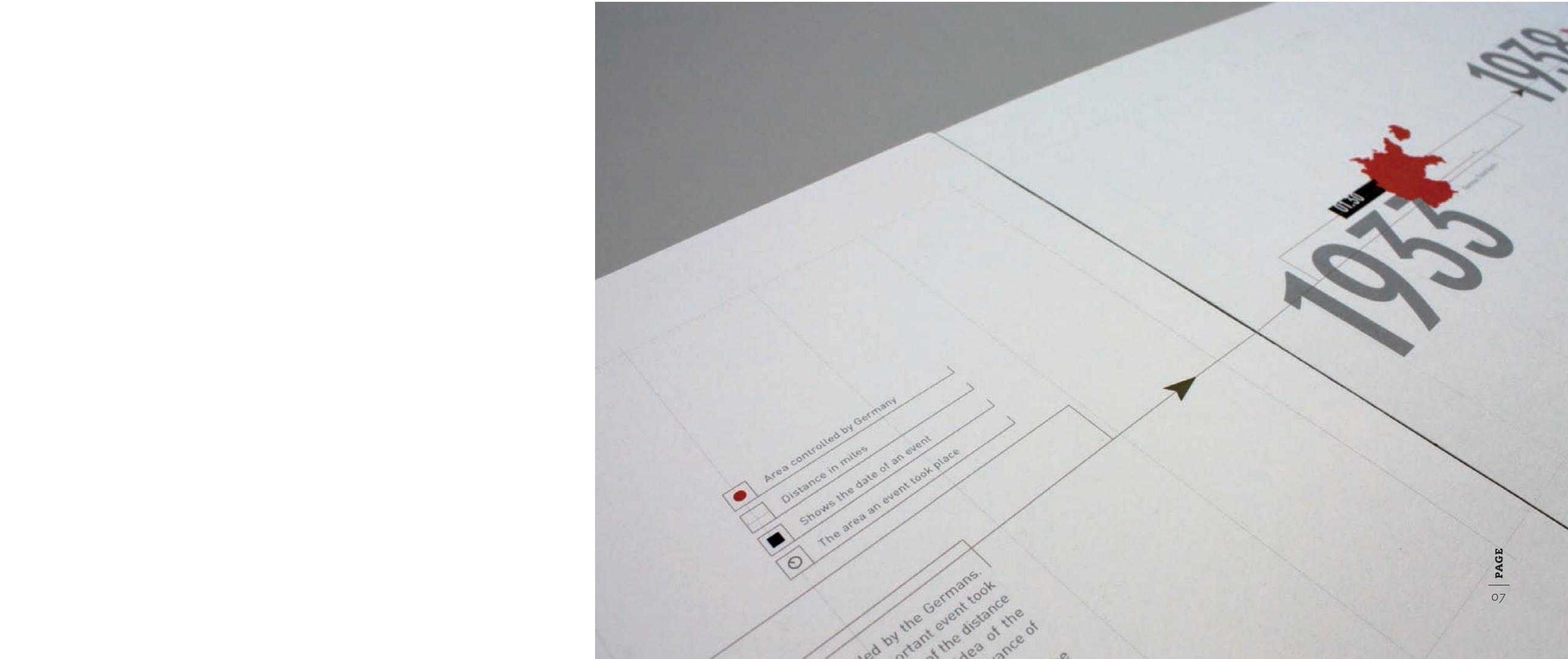
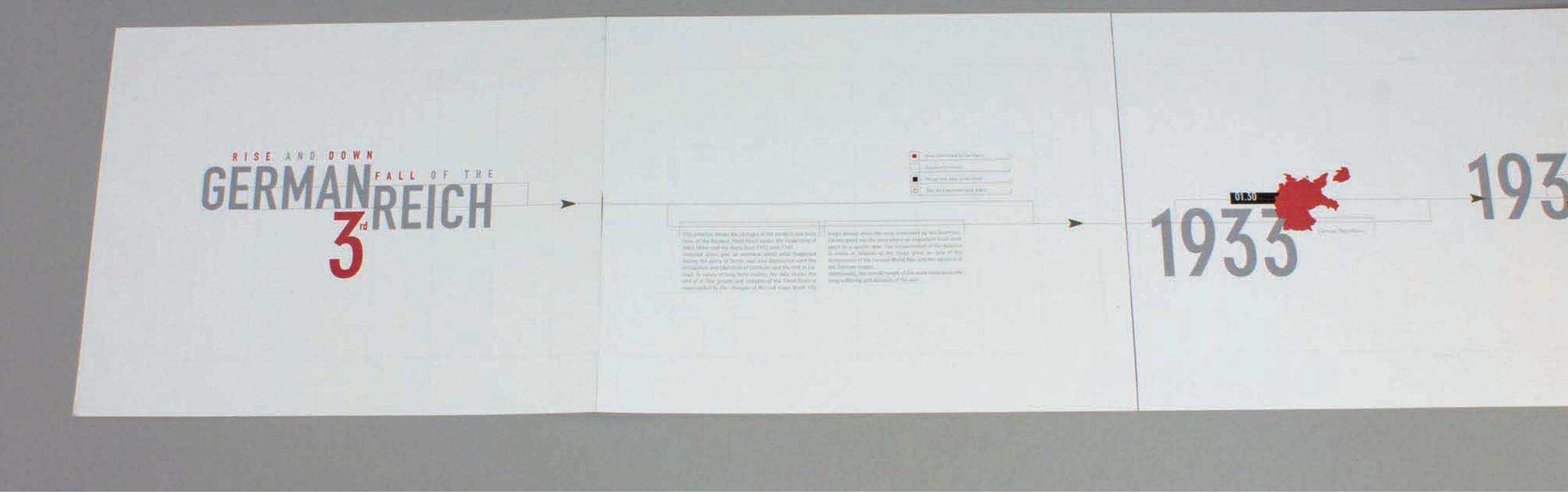
RISE AND DOWNFALL OF THE GERMAN THIRD REICH.

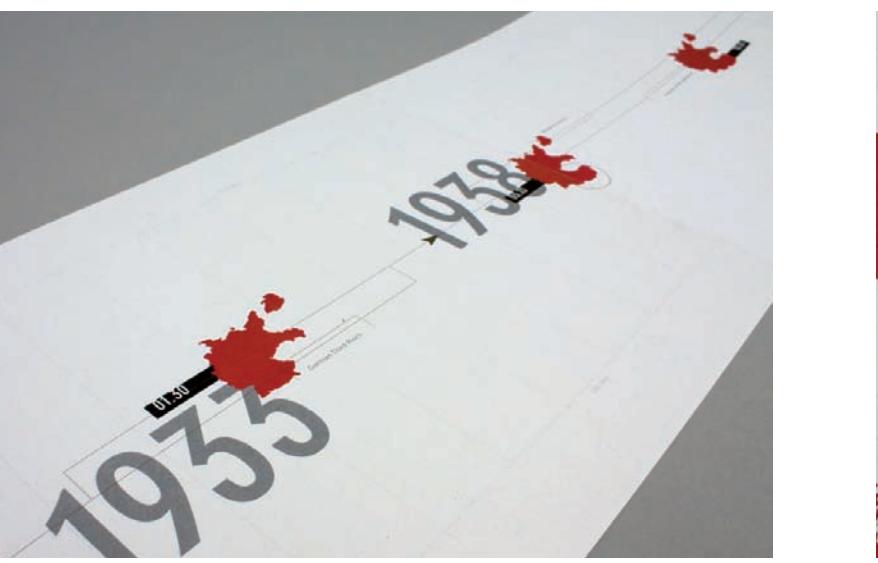
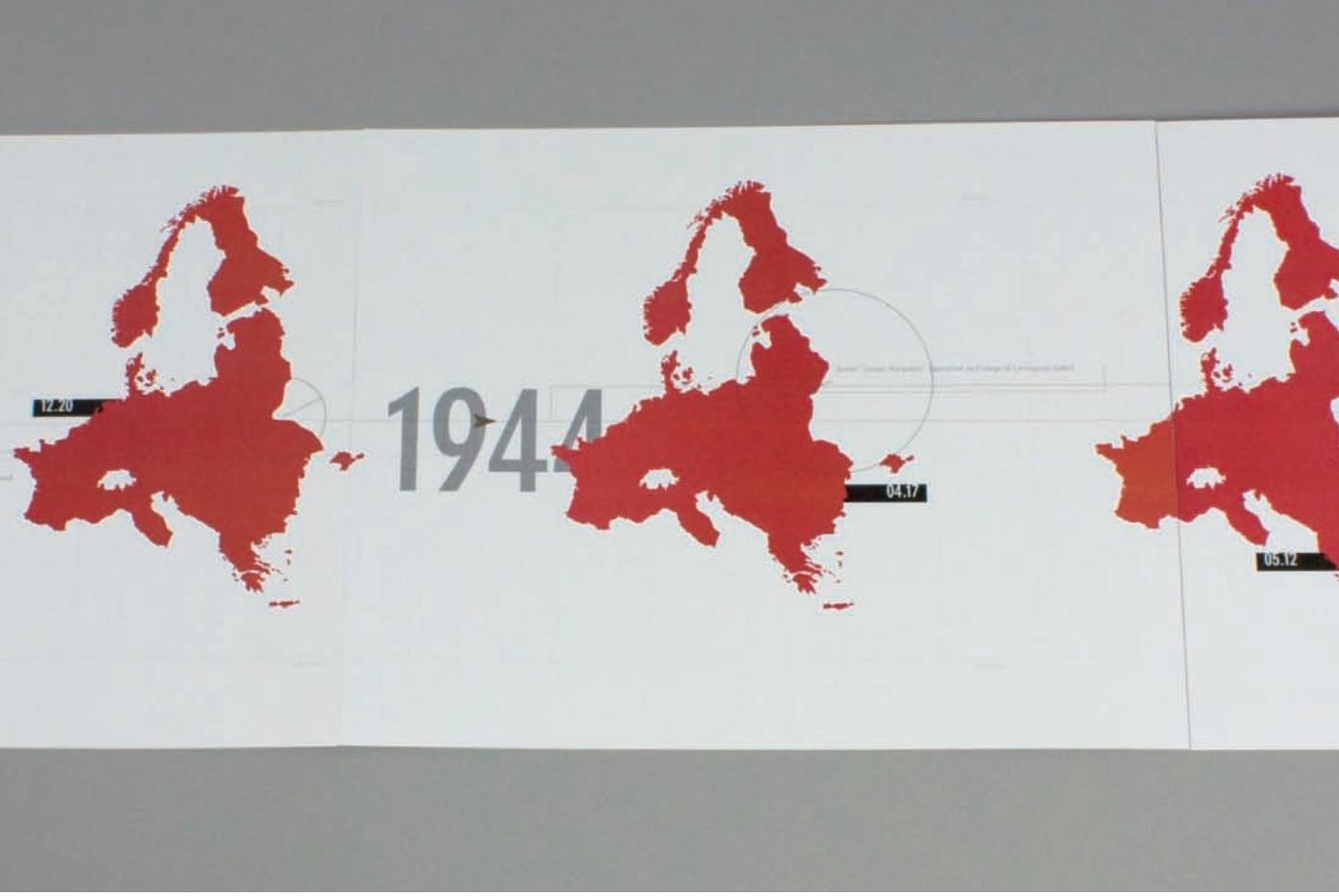
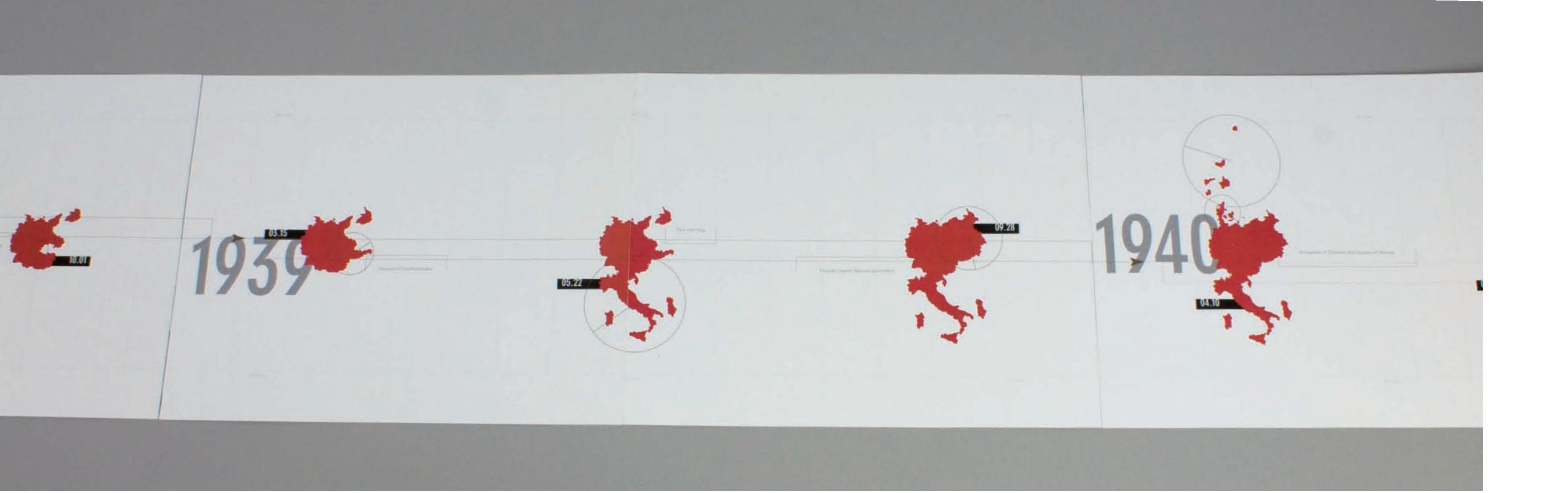
SPECIFICATIONS. Information Graphic, Print Design, 10.5" x 8.5" / 56' total length

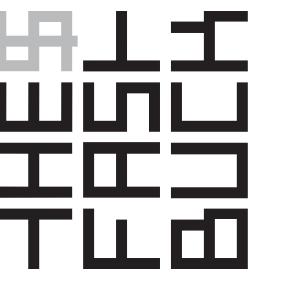
CREATED FOR. College of Visual Arts

RISE AND DOWNFALL OF THE GERMAN THIRD REICH.
The timeline depicts the changes of the borders and front lines of Germany under the leadership of Adolf Hitler and the Nazis from 1933 until 1945. Selected dates with short explanations give an overview about important events during those years. The strong red color fields identify Germany as the aggressor and show the controlled area by the Germans.

Thin lines guide through the beginning of the timeline to the end. Together with the reserved treatment of the type, the focus stays on the growth and decline of the red fields. The total length of 49 feet of this work visualizes the long suffering and duration of the war.

PAGE
07





01. A playful word mark designed with a self-made font for the casino "The Fast Buck". The typeface reflects the many occurring geometric shapes in gambling.



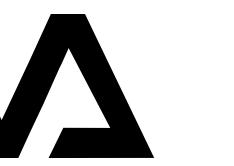
02. Tourism and Promotion logo for the cities of Superior and Duluth.



03. Selection of two logos for the retail web site "Trend Avenue".



06. Logo concept for the European Union organic product logo design competition.



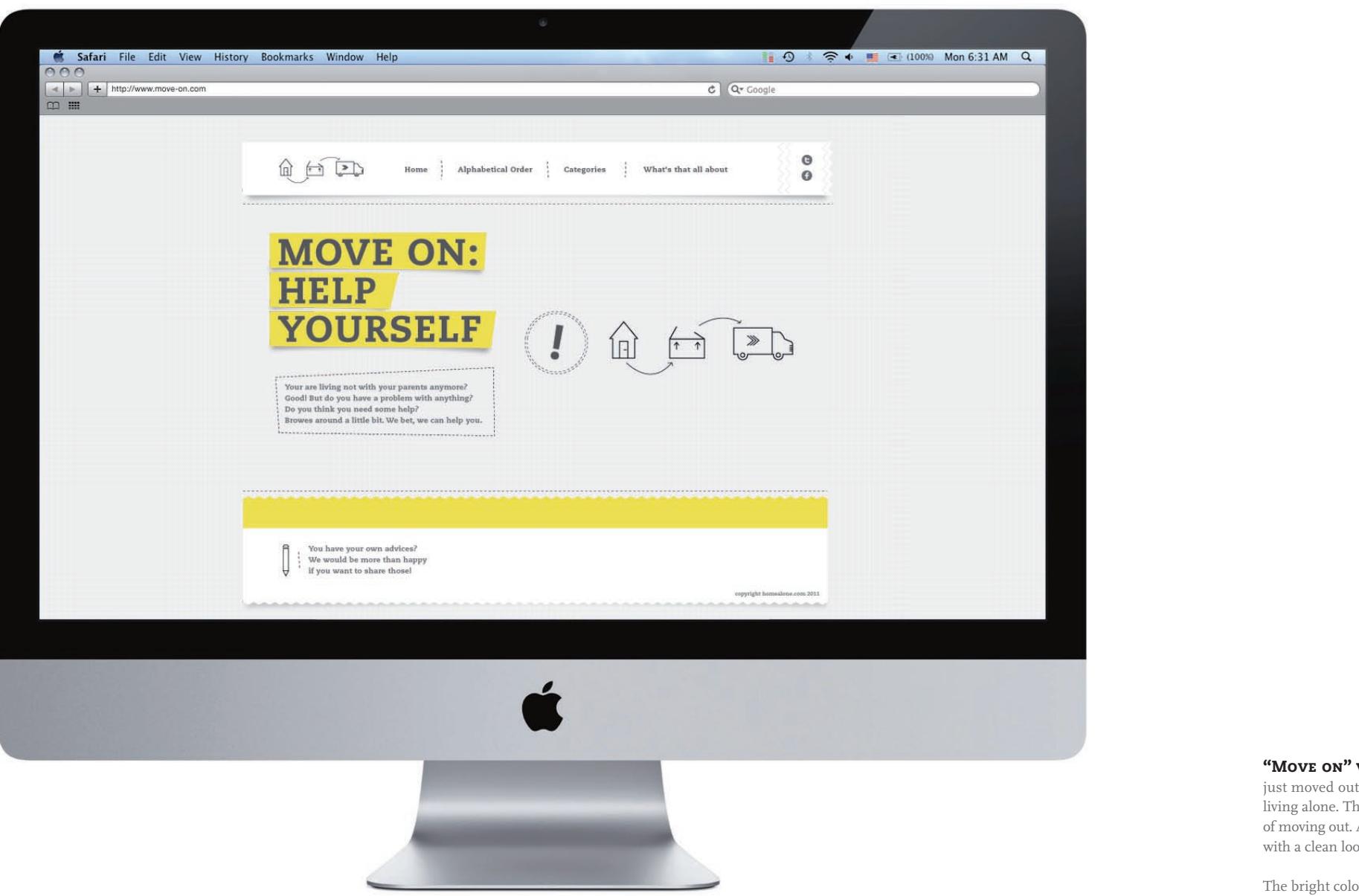
05. A College of Visual Arts logo variation.



08.

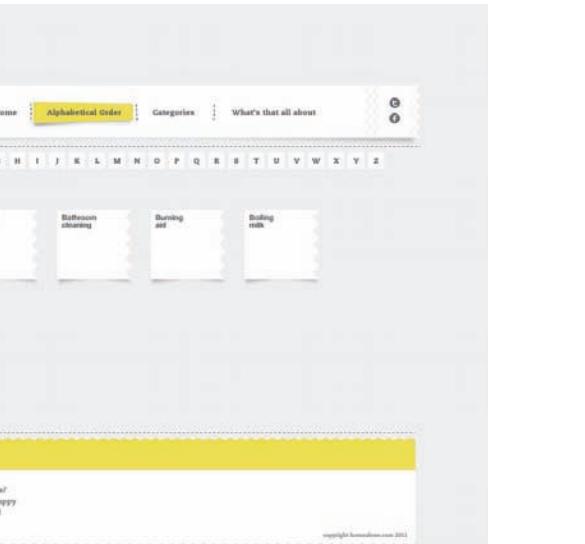
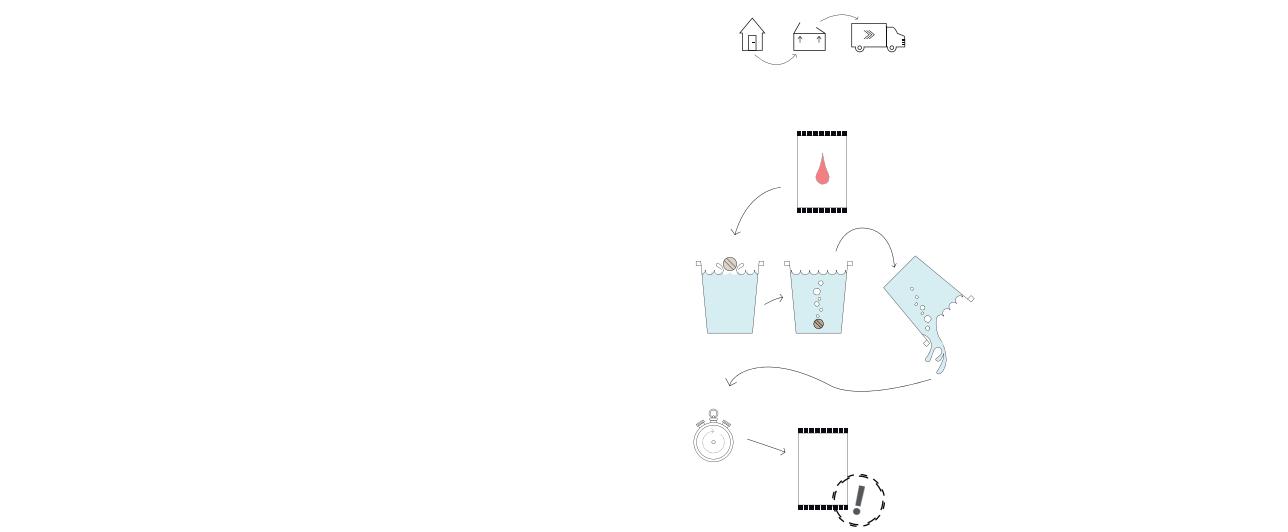
Most recent personal branding logo.





"MOVE ON" WEB SITE. A web site for everybody who just moved out from home and needs advice or help with living alone. The design of the work is based on the theme of moving out. A checked note paper background combined with a clean look communicates a new beginning.

The bright color and the slab serif typography highlights information, while all shapes and forms generate a paper or tape feeling. Advice and help is illustrated with simple, digital sketches which are arranged in a vertical order for a better understanding and easier execution.



Your are living not with your parents anymore?
Good! But do you have a problem with anything?
Do you think you need some help?
Browes around a little bit. We bet, we can help you.



GERMAN ORIGIN MUSEUM NEWSPAPER. The newspaper covers famous German-Americans in the history of the United States. Back in the 1800's, many Germans came to the U.S., especially Minnesota, and took a big part in the cultural and industrial development. The museum newspaper tells their stories.

Simple, bold, geometric shapes in black and white are typical elements of German design and create a connection of German-Americans with their origins. The newspaper contains modern and traditional elements in layout and type setting. Strong compositions with striking contrast in size and color invite to discover and also highlight the major impact those people made.

PAGE

I4



PAGE

I4



PAGE

I4



PAGE

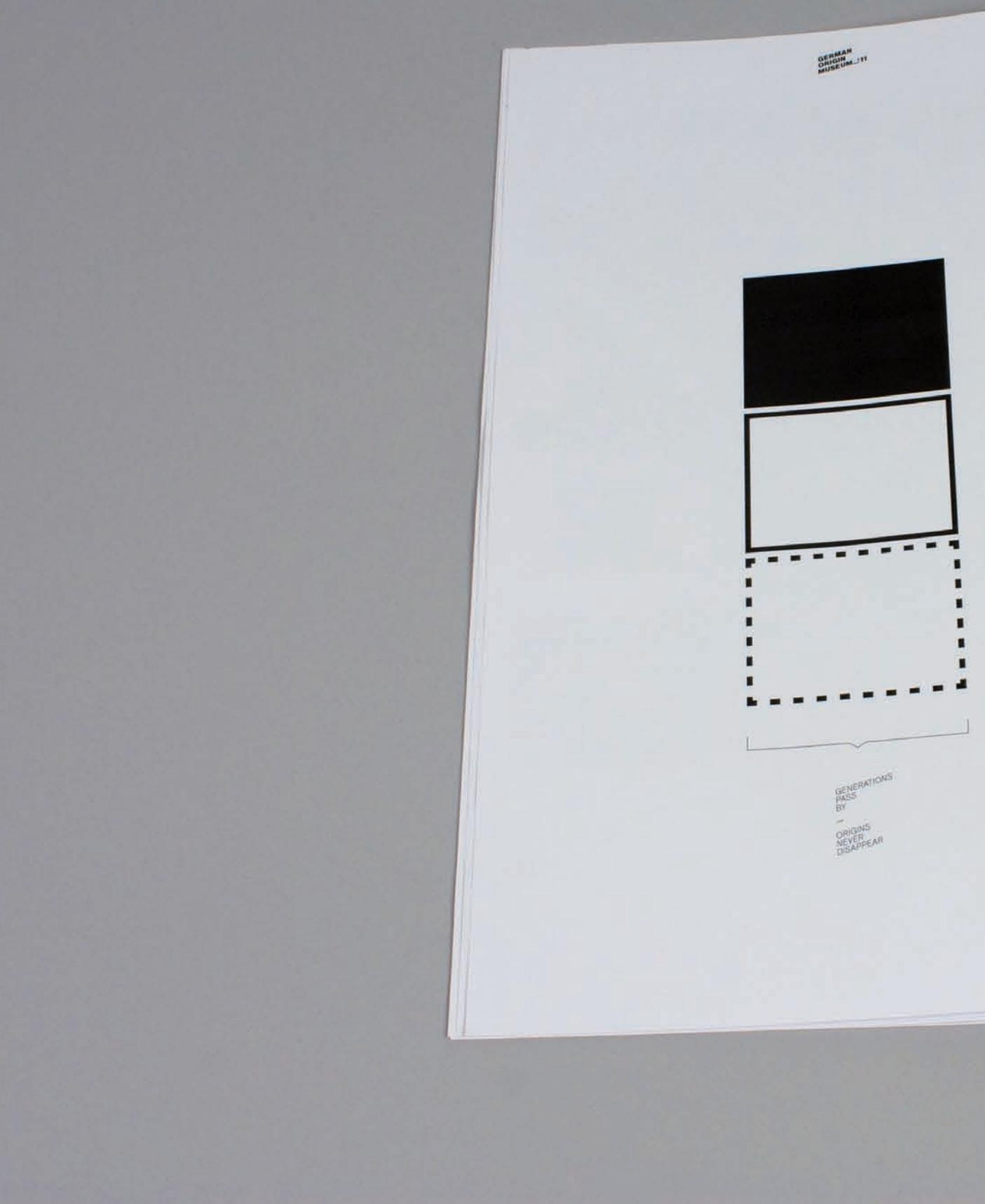
I5

GERMAN ORIGIN MUSEUM NEWSPAPER.

SPECIFICATIONS. Print Design, Layout Design, Typography, 11" x 17" / 22" x 17"

CREATED FOR. College of Visual Arts







AIGA PROMOTION POSTERS. A few posters to help promote AIGA as a design association through highlighting significant benefits with playful, dynamic illustrations.

The solution shows a colorful selection of illustrations to define the character of AIGA. Each color field represents the helpful connections of members as part of the community.



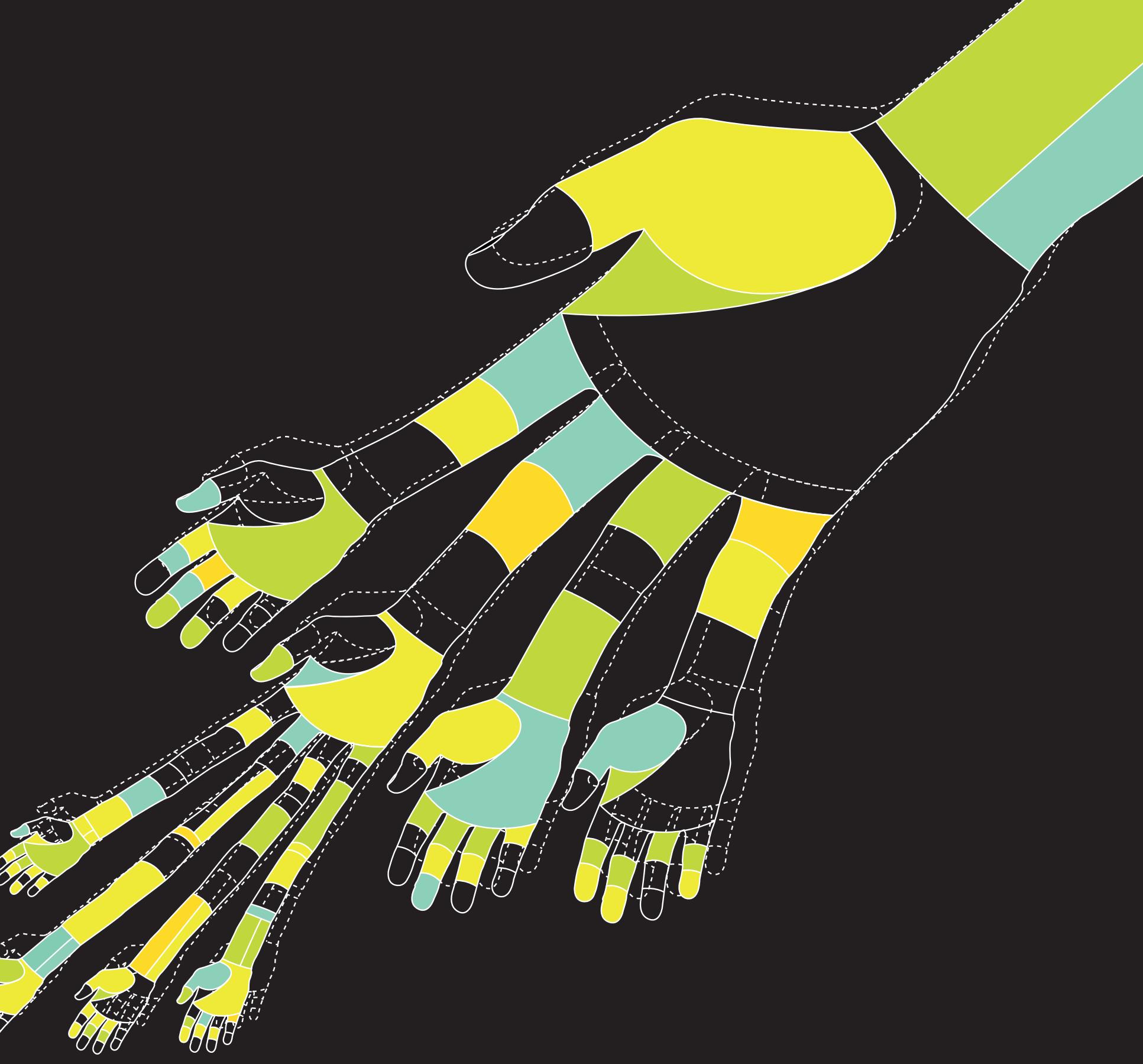


PAGE
22

AIGA PROMOTION POSTERS.

SPECIFICATIONS. Digital Illustration, Print Design, 22" x 34"

CREATED FOR. College of Visual Arts



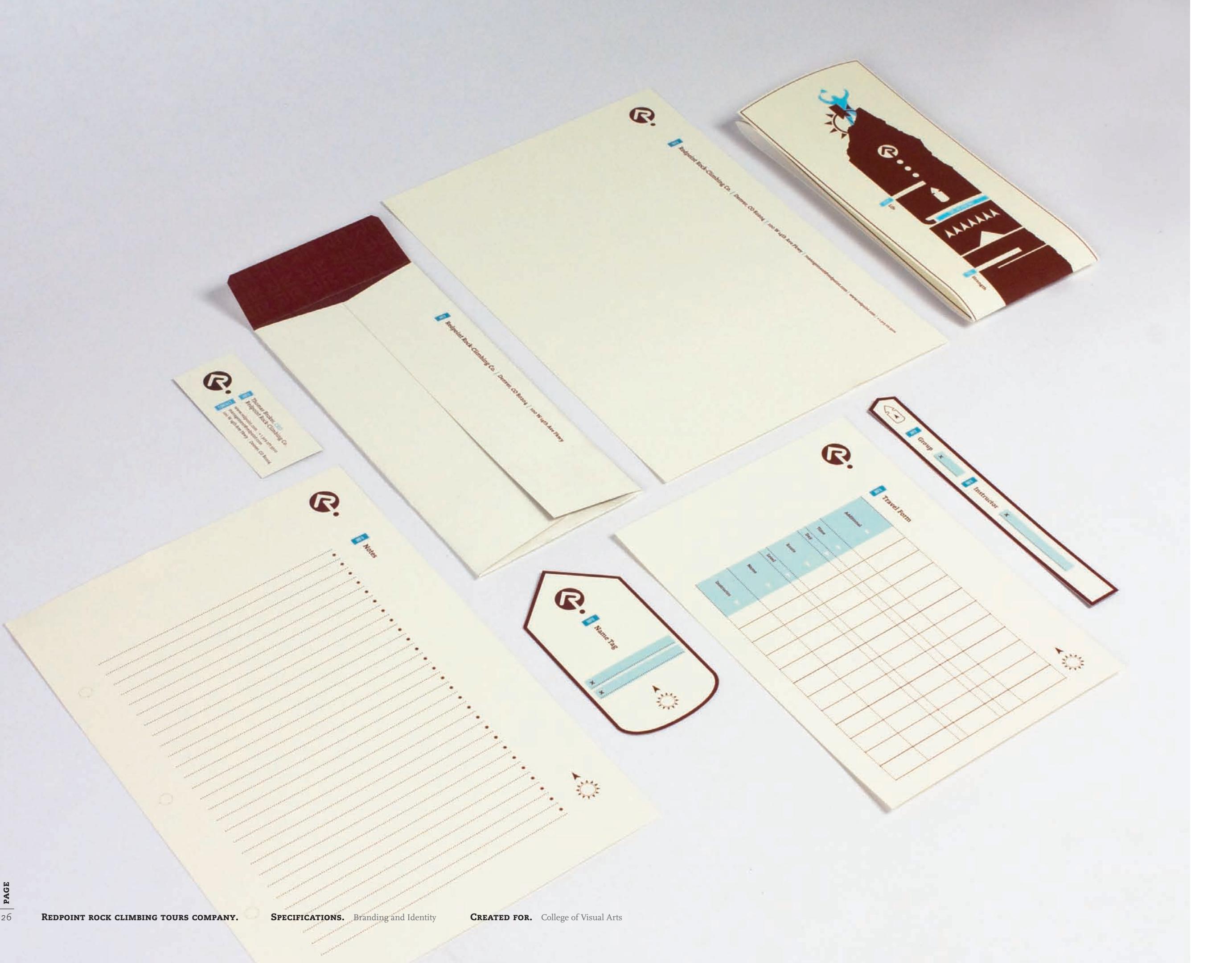
PAGE
23



SELF-MADE GEOMETRIC FONT. A playful word mark designed with a self-made font for the casino "The Fast Buck". The typeface reflects the many occurring geometric shapes in gambling in a dynamic, but organized, maze-like structure.

THE FAST BUCK

THE
FAST
BUCK

PAGE
26

REDPOINT ROCK CLIMBING TOURS COMPANY.

SPECIFICATIONS. Branding and Identity

CREATED FOR. College of Visual Arts

PAGE
27

REDPOINT ROCK CLIMBING TOUR COMPANY IDENTITY AND BRANDING SYSTEM. A vertical structure in type-setting and layout, which contributes to the purpose of rock climbing and expresses the different services offered by the company.

The target group concentrates on young people. High-contrast colors and type-setting at different angles add fresh, dynamic elements to the piece. Narrow print layouts underline the verticality of rock climbing. Also, the logo contains several elements in relation to the company.



PAGE
28

REDPONT ROCK CLIMBING TOURS COMPANY.

SPECIFICATIONS. Branding and Identity

CREATED FOR. College of Visual Arts



PAGE
29

