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TAUCHE EIN IN ERFRISCHENDE SOMMER-MOMENTE

Massvoll genießen. Bitte teile diese Inhalte nur mit Personen ab 18 Jahren.



DEIN EINZIGARTIGES GENUSSERLEBNIS ON THE ROCKS

Massvoll genießen. Bitte teile diese Inhalte nur mit Personen ab 18 Jahren.



Massvoll genießen. Bitte teile diese Inhalte nur mit Personen ab 18 Jahren.

HOT SUMMER



Massvoll genießen. Bitte teile diese Inhalte nur mit Personen ab 18 Jahren.

COOL DRINKS



Massvoll genießen. Bitte teile diese Inhalte nur mit Personen ab 18 Jahren.



Massvoll genießen. Bitte teile diese Inhalte nur mit Personen ab 18 Jahren.

MIT ICE ON EIS.



Massvoll genießen. Bitte teile diese Inhalte nur mit Personen ab 18 Jahren.



Massvoll genießen. Bitte teile diese Inhalte nur mit Personen ab 18 Jahren.

MAC VIDEO

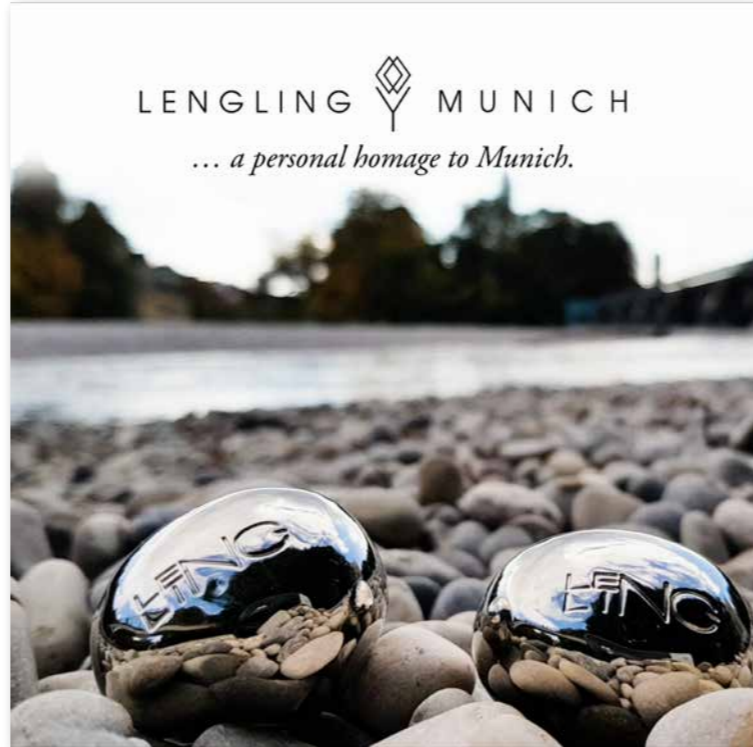
Shooting concept / Model search / Location search / Video



concepting stage



final cut



MEIN CORONA SCHNELLTEST SOCIALMEDIA

Mein corona schnelltest / Concept / Design / Instagram Posts



FROHE WEIHNACHTEN?

ABER SICHER!

Damit Weihnachten wird wie jedes Jahr, mach jetzt deinen **Corona Schnelltest**.

MEIN CORONA SCHNELLTEST

NUR 3 EINFACHE SCHRITTE:

- Online Termin vereinbaren
- Rachenabstrich von geschultem Personal
- Digitales Ergebnis in nur 15 Minuten

MEIN CORONA SCHNELLTEST

AUF DIE PLÄTZCHEN, FERTIG, LOS!

Jetzt Coronaschnelltest machen!

- Alle Geschenke gekauft
- Baum geschmückt
- Das gute Silber poliert
- Raclette abgestaubt
- Corona Schnelltest gemacht?

MEIN CORONA SCHNELLTEST

OHNE TEST KEIN FEST!

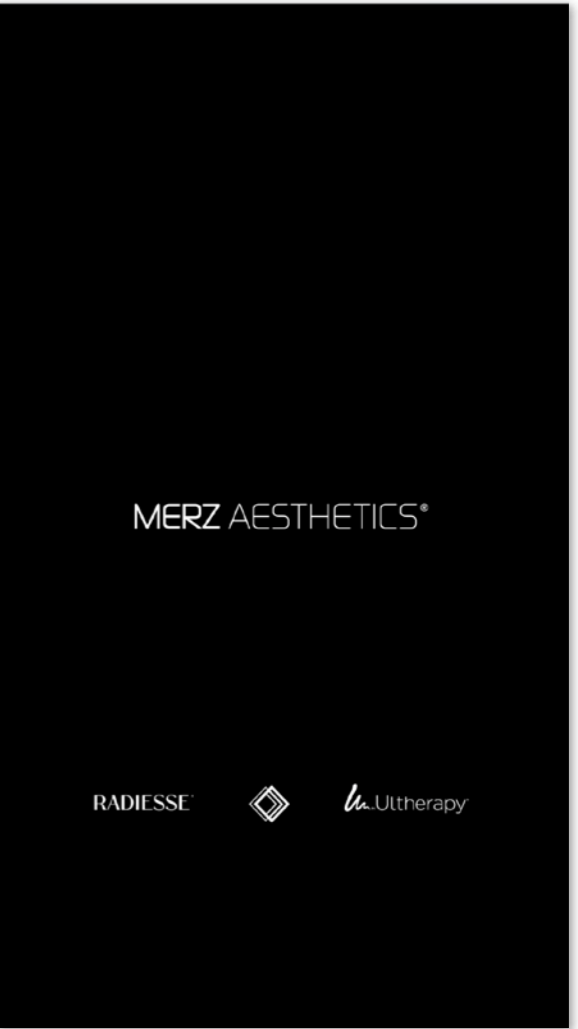
NUR 3 EINFACHE SCHRITTE:

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MEIN CORONA SCHNELLTEST



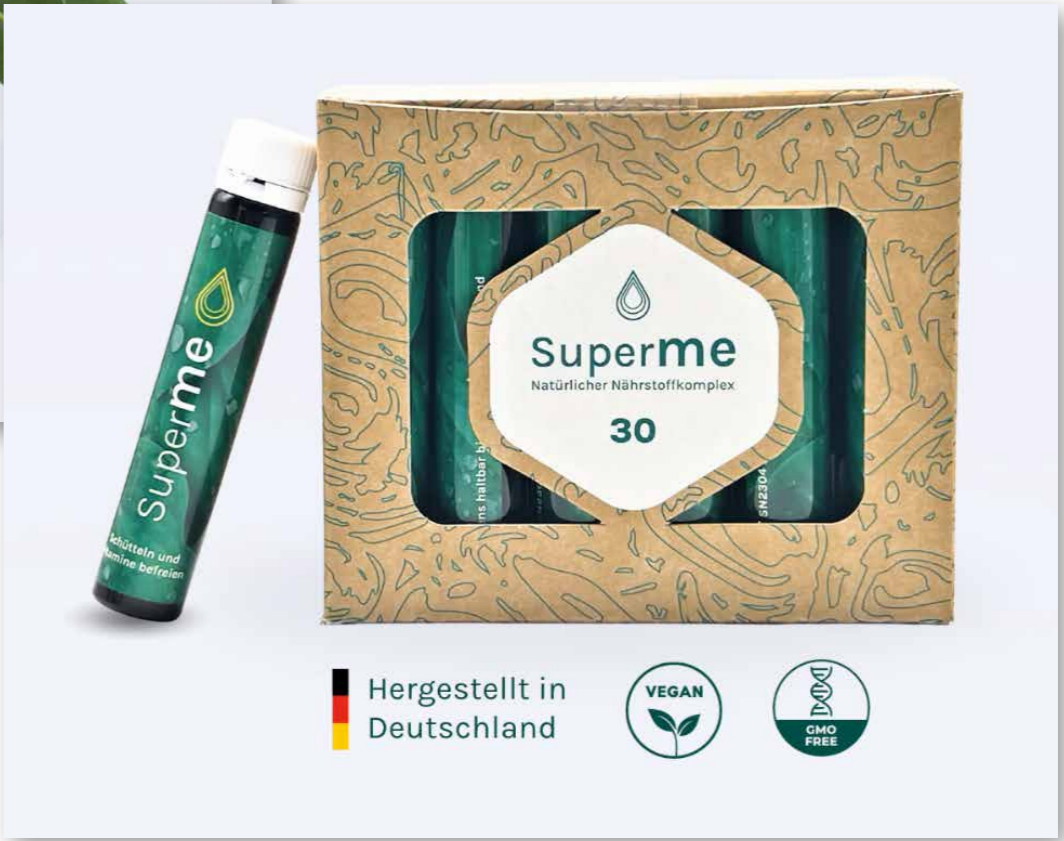
MEIN CORONA SCHNELLTEST





SUPERNATURALS

Supernaturals / Product Photography / Logo Redesign





Wusstest du schon?
Bereits im Bauch nimmt dein Baby viele Geräusche und Stimmen wahr. Das legt den Grundstein für seine spätere **sprachliche, soziale und emotionale Entwicklung.**

Die Wirkung der Stimme auf dein Baby im Bauch

Bereits im Bauch nimmt dein Baby viele Geräusche und Stimmen wahr. Das legt den Grundstein für seine spätere sprachliche, soziale und emotionale Entwicklung.

Hier findest du weitere Infos!

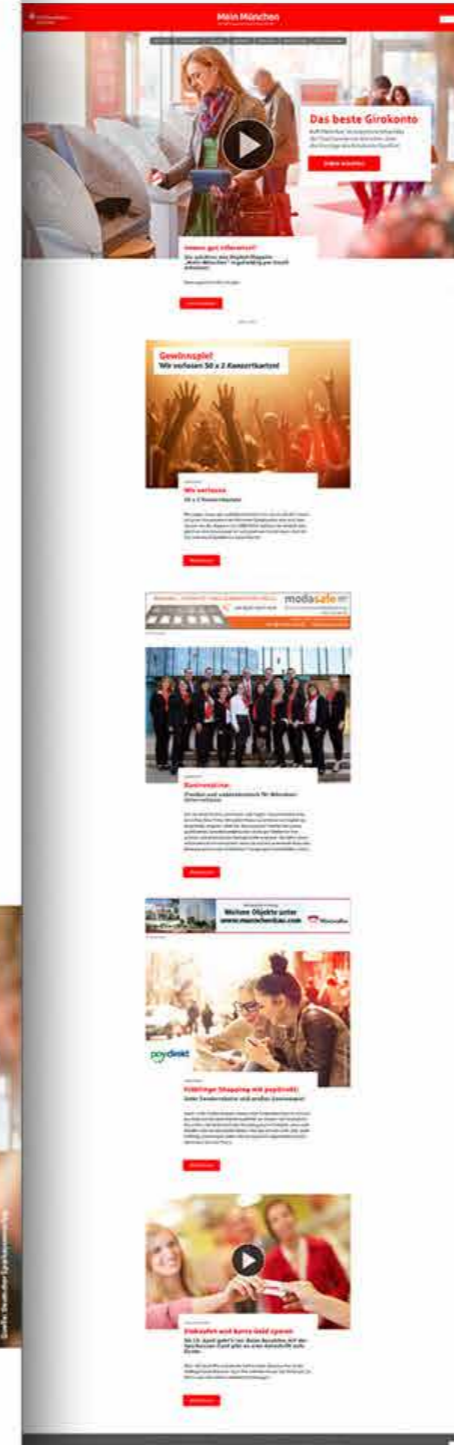


Hast du Tipps, um deine Lieblingskleidung in der Schwangerschaft länger tragen zu können?

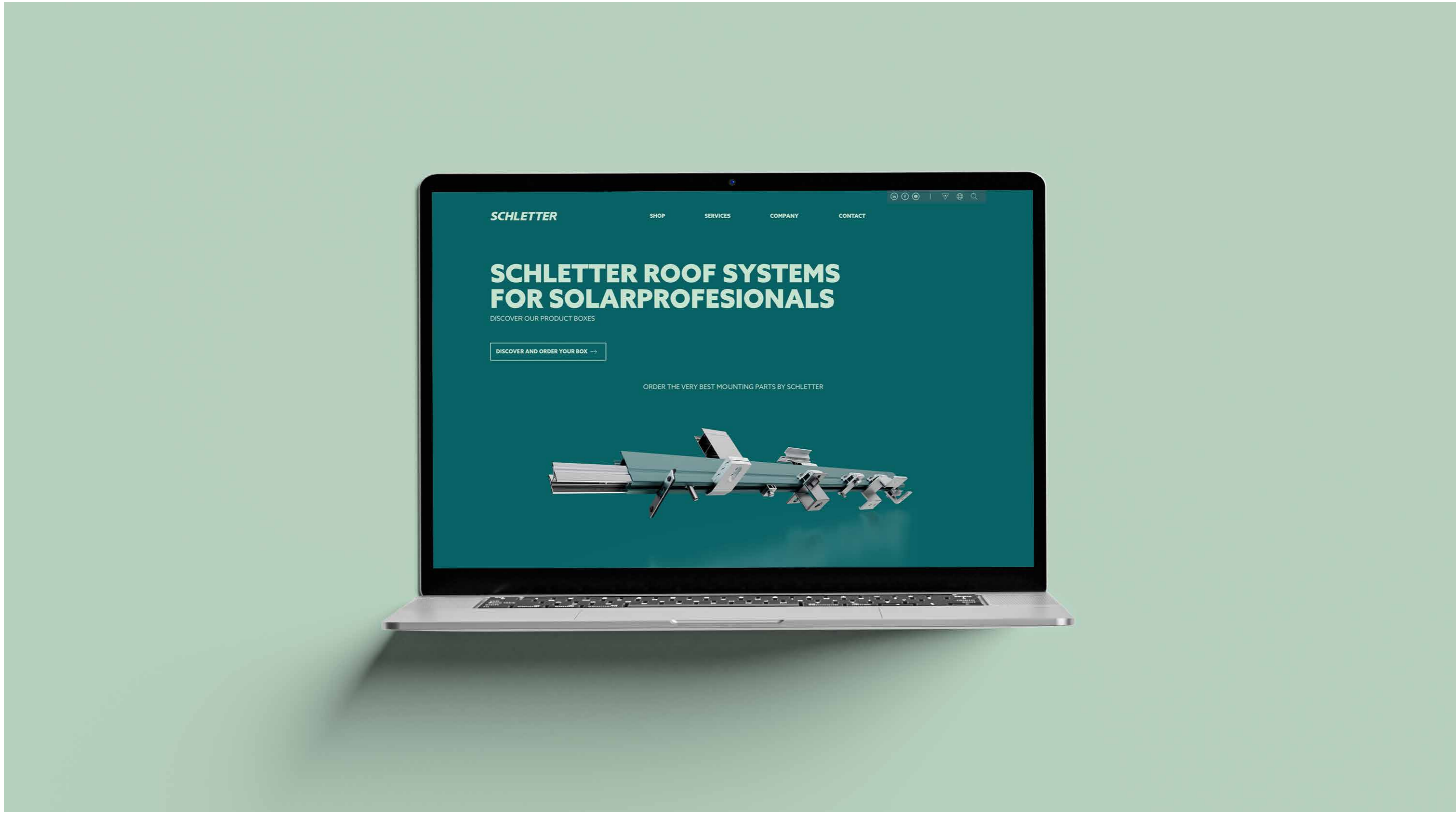


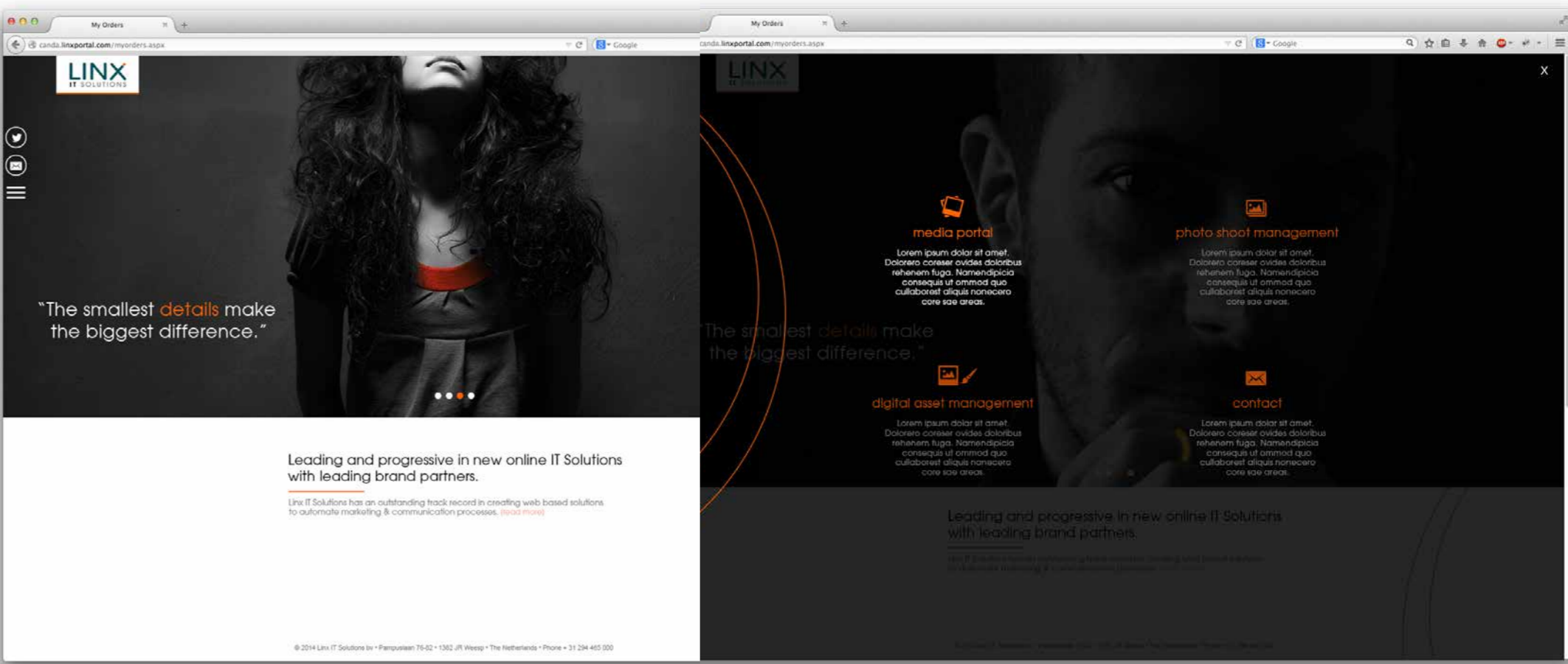
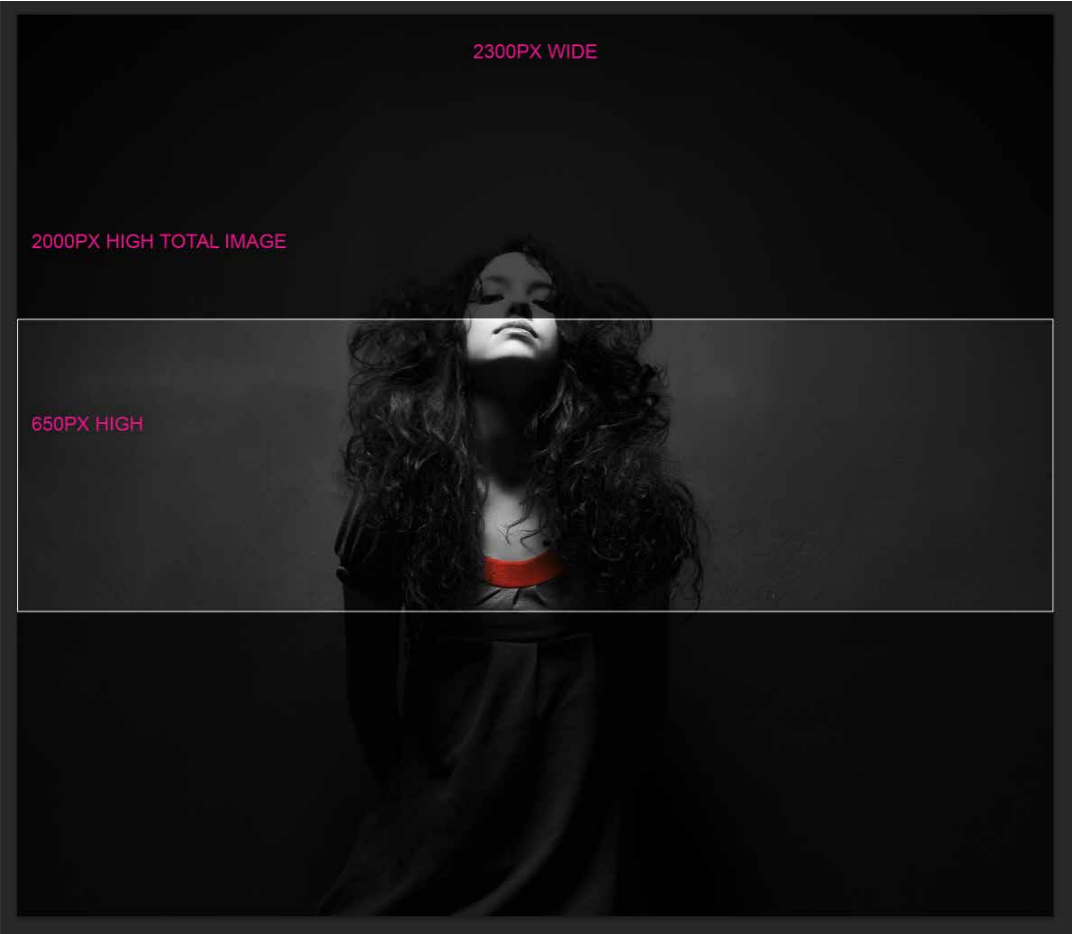
Verrate es uns in den Kommentaren!





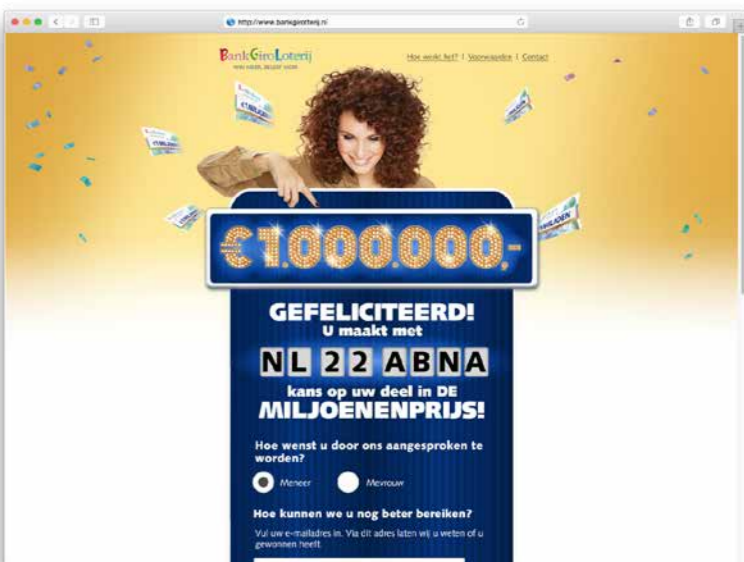
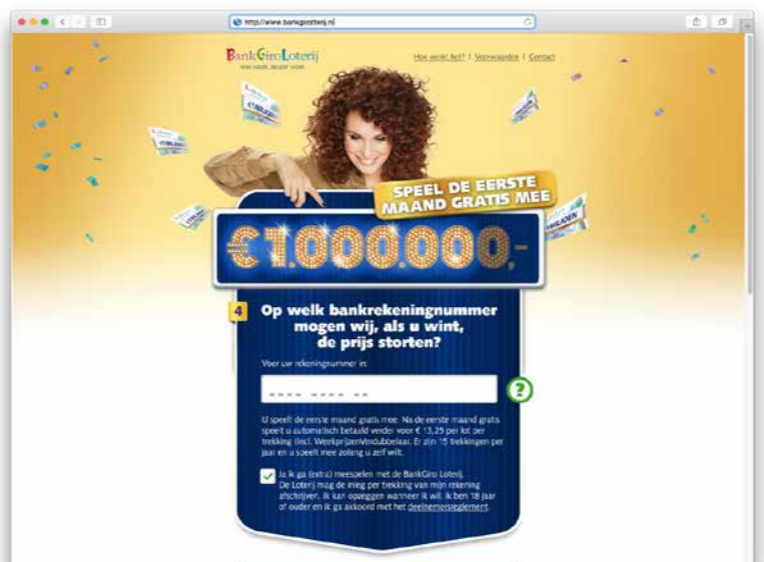
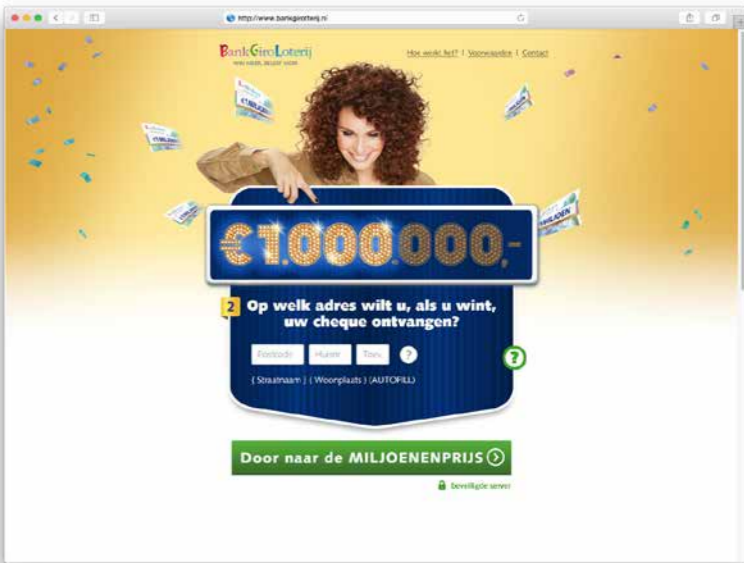
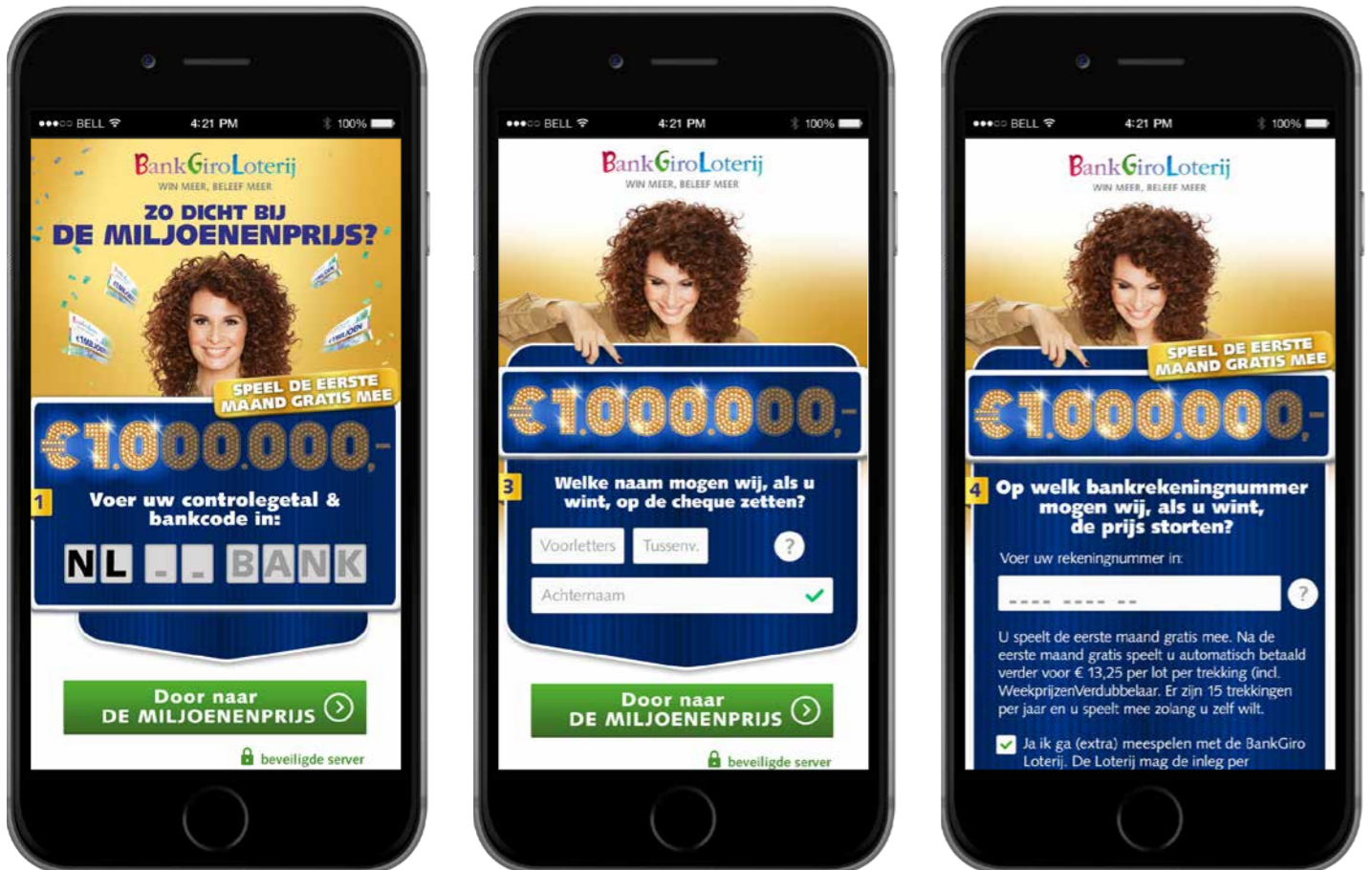






BANK GIRO LOTERIJ CAMPAIGN LP

Bank Giro Loterij / Web and Mobile Design / Concept / Animation / Landing Page



WORKED WITH A COPYWRITER AND ART DIRECTOR ON CREATING A CONCEPT + DESIGN FOR A LOTTERY

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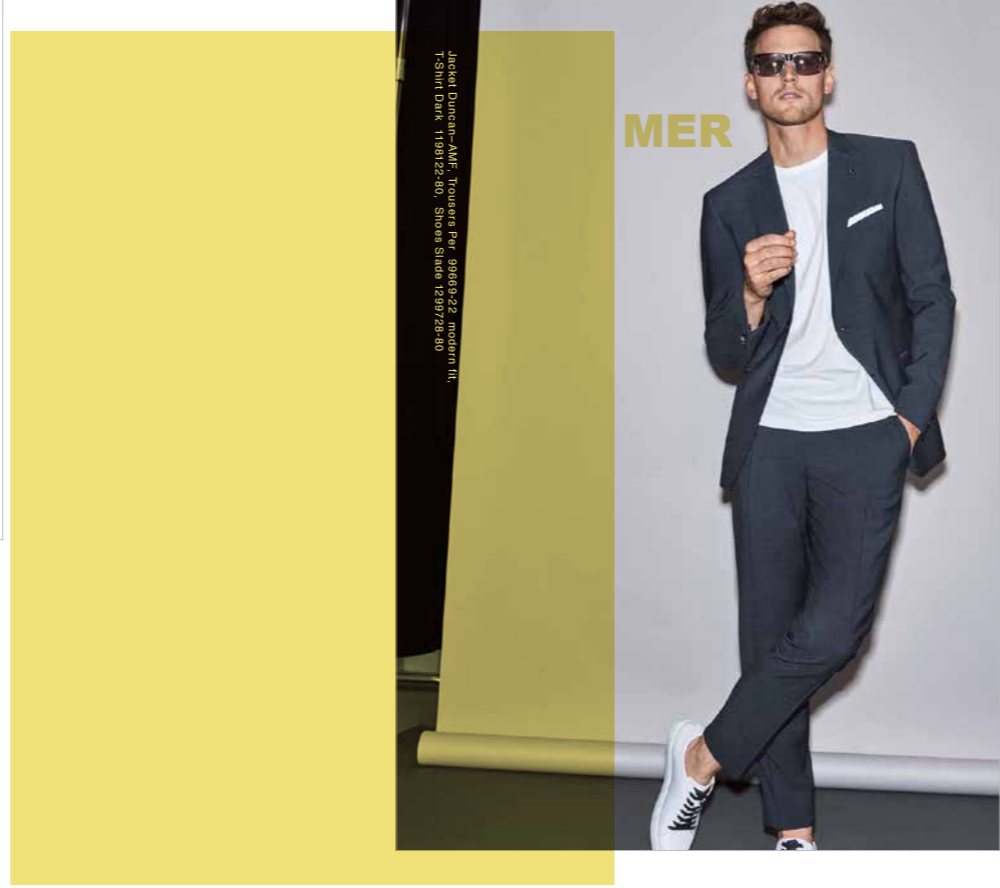
DIGEL
THE MENSWEAR CONCEPT



hidden seasons under coloured sheets

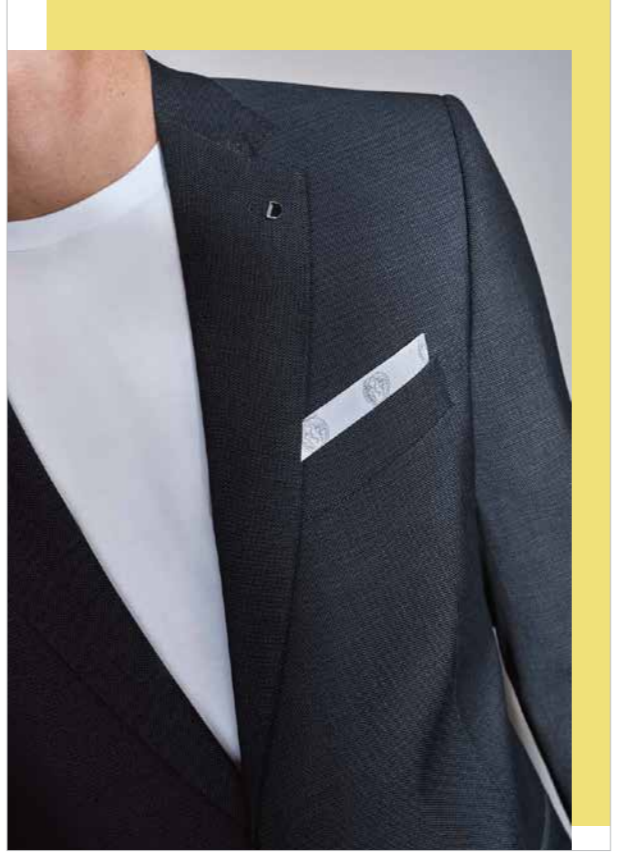


Jacket Duncan-AMF, Trousers Per 99669-22, modern fit, Coat Danilo 1194200-78, Shirt Kuno 1197021-80, Shoes Spaker 1001904-30, Belt Giacomo 1001923-30, Fit Danilo 1297021-20



MER

Jacket Duncan-AMF, Trousers Per 99669-22, modern fit, Shirt Kuno 1197021-80, Shoes Spaker 1001904-30, Belt Giacomo 1001923-30



365 GIORNI

1 | 2
JACKET DUNCAN-AMF
TROUSERS PER
99669-22
modern fit
Coat Danilo 1194200-78
100% WY, Super 150's, natural stretch 240g
Available from 15.09.2019 - 12 days

3 | 4
JACKET DUNCAN-AMF
TROUSERS PER
99669-42
modern fit
Coat Danilo 1194200-78
100% WY, Super 150's, natural stretch 240g
Available from 15.09.2019 - 12 days

preference

HILFIGER DENIM LIVE
Tommy Hilfiger Denim / Tram Booth Take Over / Showcards



VOGUE FASHION'S NIGHT OUT

Tommy Hilfiger / Back Drops / Taxi Tops / Easel Posters / Photo Frames / Windows Signage





This part of shoe is a true original. Each pair is handcrafted in California. Expert men's menswear and Hilfiger was a master. Now, they give them the best of American history.

Handmade in California

TOMMY HILFIGER ■ ESQUIVEL



THE COLLECTION

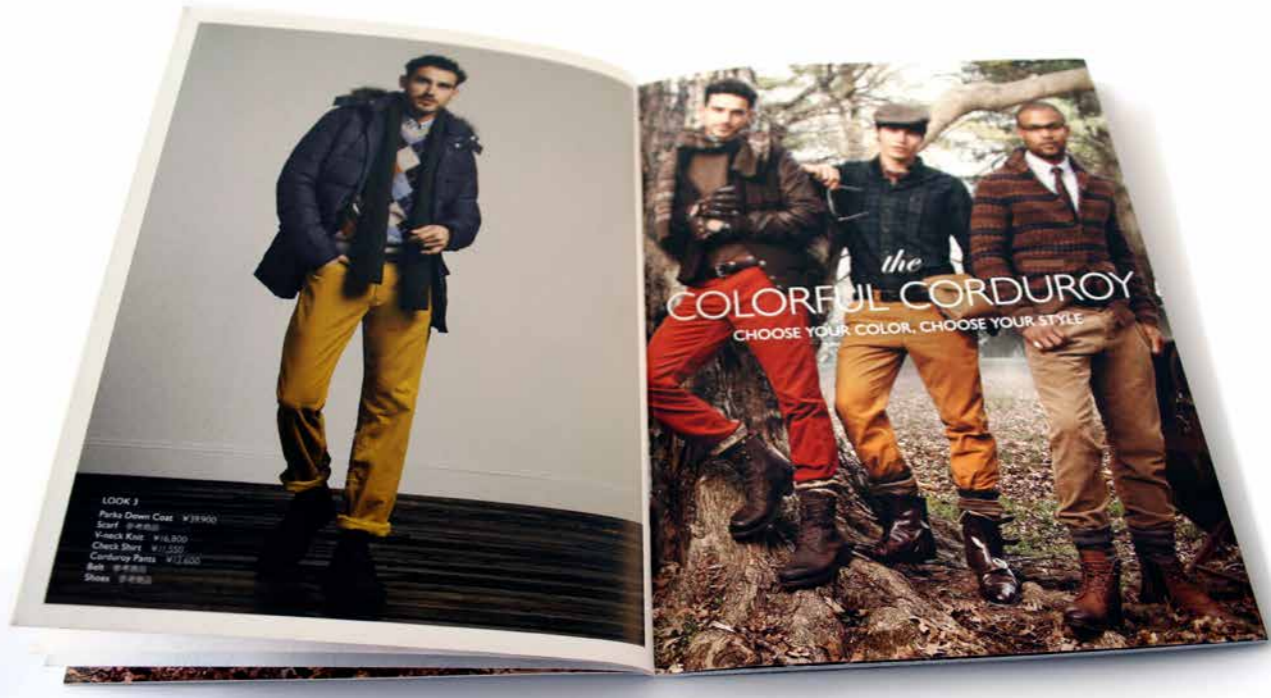
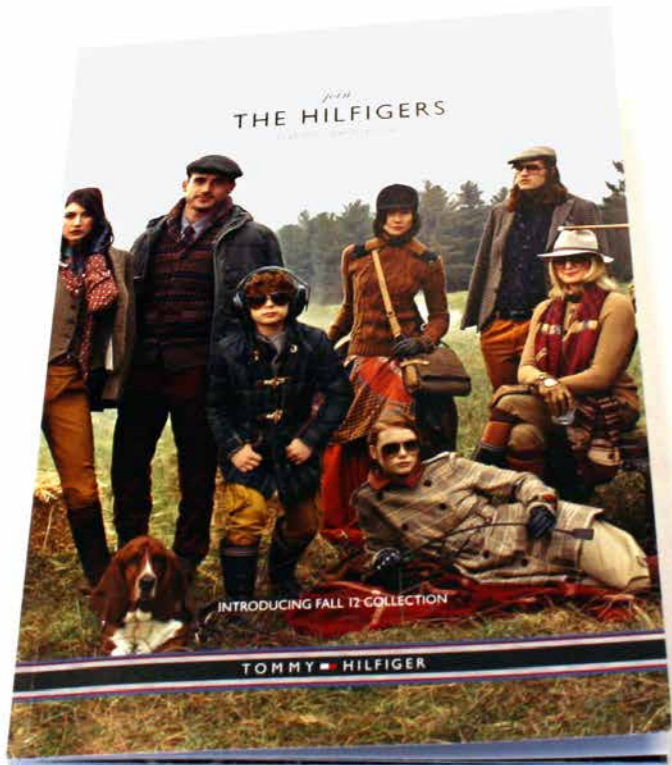
The Tommy Hilfiger x George Esquivel collection is a limited edition, artisan footwear collection. It features brogue and loafer styles for men and women. The designs combine Tommy Hilfiger's trademark preppy aesthetic with Esquivel's signature details, including prominent stitching and unique leather working. Designs were inspired by vintage styles with a modern twist, including hand-punched perforation and hand-stitched layers. On every pair, the Tommy Hilfiger x Esquivel logo has been burned into the leather using a hot branding iron. Whether worn with a tailored suit, elastic chinos or casual denim, the designs are easy and versatile for any occasion.



PENNY LOAFER

Tommy Hilfiger / Showcards With Real Fabric Samples





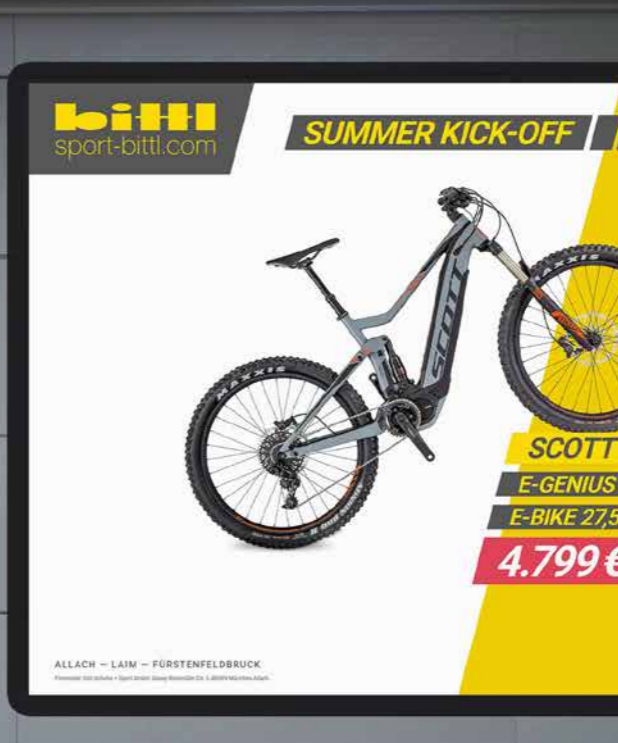
THE MUPPETS BY TOMMY HILFIGER

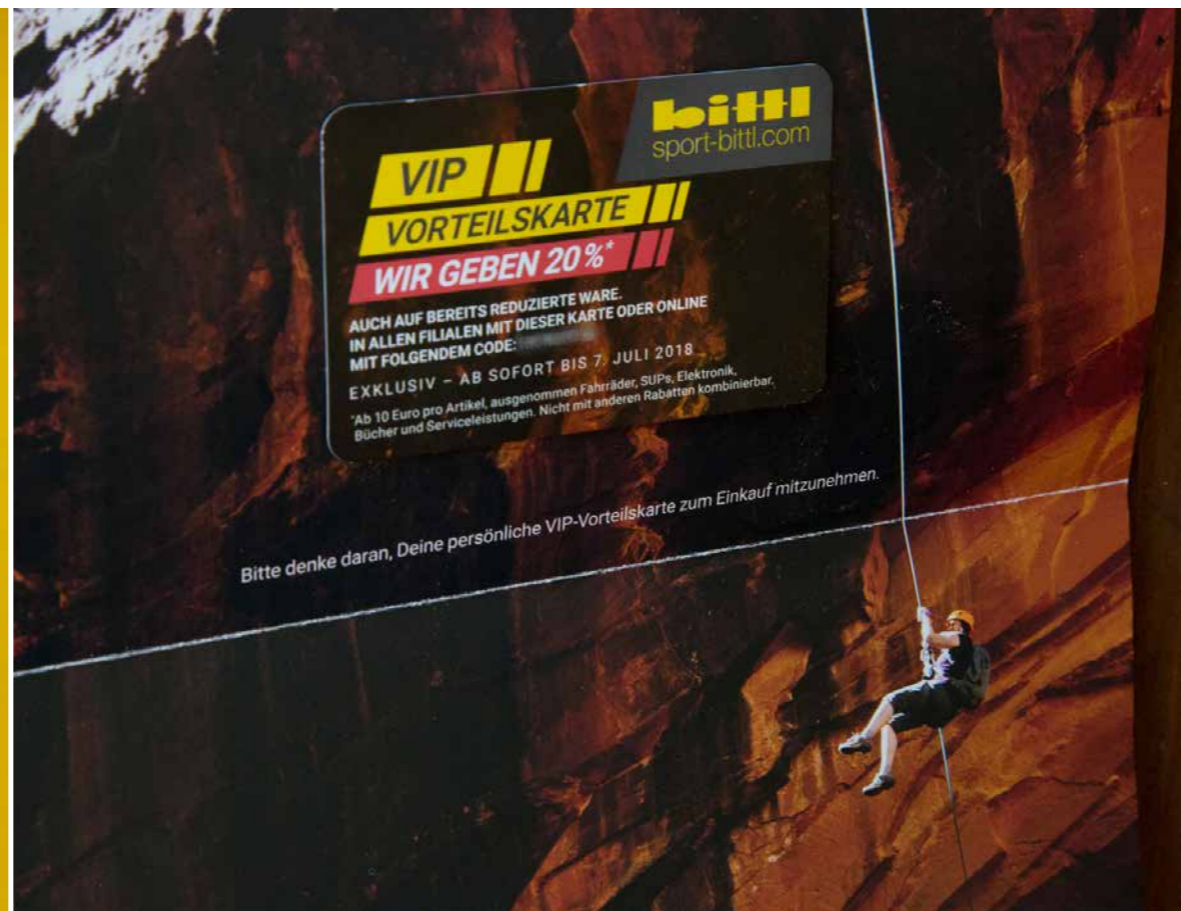
Tommy Hilfiger / Display Posters / Easel Poster / Photo Frame / T-Shirt / Flyers / Showcards



SPORT BITTL SUMMER CAMPAIGN

Sport Bittl / Corporate Design / Mega Lights / Advertising Columns / Ground Posters







EINER WIE KLEINER

DER NEUE STUFENLOSE 5DS TTV




HOCHLEISTUNGSTRÄGER.
Maximale Technik und Ergonomie auf kleinstem Raum.

Präzisions Design:

FAHRSIMULATIONS-Technologie:

Stufenloses TTV-Getriebe:

Vorderradschließung:

Komfortsitze:

MaxiCam-Rückensichtkamera:

Leistungsstarke Hydraulik:

Neue Dimensionen:



HOCHLEISTUNGSTRÄGER

DER NEUE STUFENLOSE 5DS TTV



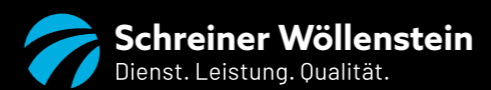
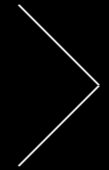
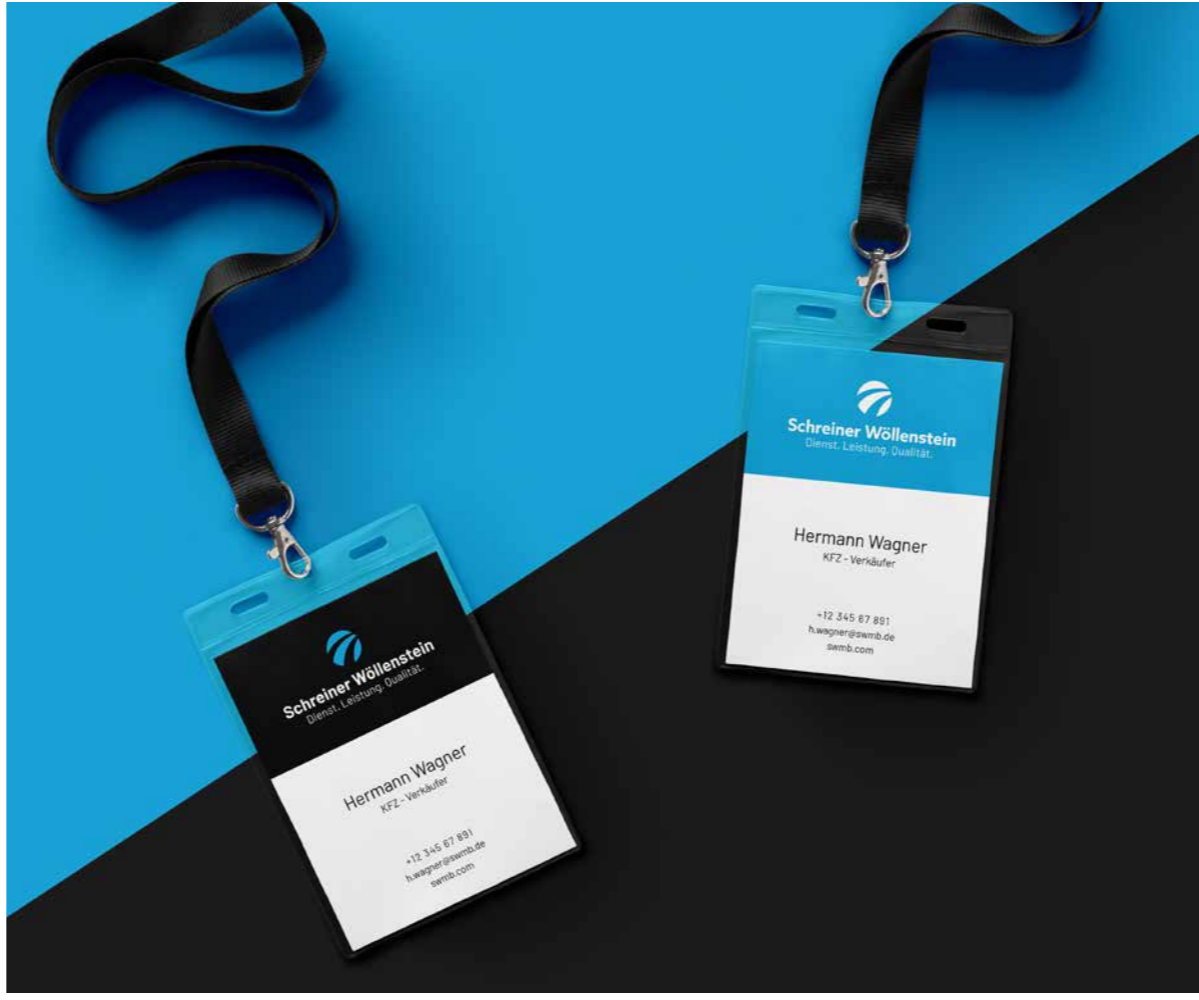

KASSENBESTER

DER NEUE STUFENLOSE 5DS TTV




SW CORPORATE IDENTITY

Schreiner Wöllenstein / Logo / Corporate Identity Restyling



CORPORATE IDENTITY

Edge Company / Logo / Corporate Identity Restyling



STAPLES GTM GUIDELINES

Staples / European Guidelines Design / Online GTM, Retail Circulars, In-Store Promotional Signage, In-Store Institutional Signage

Version 1.0, April 2015 European Online Go-to-Market Vehicles

European Brand Manual and Creative Guidelines

Online Go-to-Market Vehicles—Chapter 1

Overview

- Overview 1.2
- Customer Journey 1.3

Branding Components

- Branding Components 1.4
- Typography 1.5-1.7
- Logo Treatment 1.8-1.14
- Colour 1.15-1.16
- Price Story 1.17-1.24
- Promotional Flags 1.25-1.31

Value proposition

- Value Proposition Options 1.32

Our Go-to-Market (GTM) vehicles promote products, services, and special offers, which target both current and prospective customers. Designed to drive sales, their content ranges from highly promotional to informational.

These guidelines outline the elements that go into these vehicles. And how they should be used. Helping you communicate with a single voice, they are part of an ongoing initiative to align and coordinate the Staples brand platform.

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2015 Brand Manual and Creative Guidelines European Online Go-to-Market Vehicles

Staples Brick Logo Treatment

Minimum logo size: 18 mm wide for print, 79 x 41 pixels for interactive.

Clear space:

"X" height of clear space is required around all sides of the logo ("X" height is the same height as the uppercase letters in the Staples logo, or 1/3 of the logo height).

Interactive logo (ONLY):

- Dimensional form
- Shadow

DO NOT use the dimensional logo on printed materials. It's for interactive use ONLY.

NB: All visuals for sketch purposes only.

2015 Brand Manual and Creative Guidelines European Online Go-to-Market Vehicles

Colour

Staples promotional colour palette: This is the new colour scheme for promotional purposes. It's now aligned with the web activities of Staples.

Combine the six base colours with other colours in the same family. Base the combinations on the vehicles you are designing. Use the brightest colours on the left as the base colour of the designed vehicle. Combine these with the darker colours in the same family.

NB: All visuals for sketch purposes only.

2015 Brand Manual and Creative Guidelines European Online Go-to-Market Vehicles

Price Story

The reworked Price Story expresses our prices in an informative and impactful way. It provides consistency across all markets, and allows for customisation and automation.

Standard Price Story
Used for standard item listings, the Standard Price Story has the same elements as the Promotional Price Story, but without the red background colour.

Promotional Price Story
Used for Key Value Items (KVIs), promotional sections, inserts and vehicle covers. The red background provides maximum impact.

NB: All visuals for sketch purposes only.

2015 Brand Manual and Creative Guidelines European Online Go-to-Market Vehicles

Price Story: construction

The Price Story is constructed using tables and cells. The positioning of the text is controlled by table and cell option settings, and text alignment. Fit the required content with adaptable cell widths and fill colours.

NB: All visuals for sketch purposes only.

2015 Brand Manual and Creative Guidelines European Online Go-to-Market Vehicles

Price Story: Local Currency Variations

Prices are written in different ways across the eurozone. Be aware that some countries use commas (,) instead of decimal points (.) to separate currency sub-units (cents).

Local currency rules at a glance:

- Euro symbol across Euro-Zone:** Place the euro currency symbol after the price for France, Spain, Portugal, Germany and Belgium-France. Place before the price for Italy, The Netherlands and Belgium-Netherlands.
- FR:** In France, and subject to a legal review, place 'ht' (excluding tax) with each price—see FR example.
- Scandinavian countries:** Only use 'kr' (Danish Kroner) in Denmark. Don't use any currency symbols in Sweden and Norway.
- UK:** Use the word 'save' (instead of the 'minus symbol'). In the UK, multiple discounts are shown using multiple strike-through ('was') prices. Be aware that, together with multiple discounts, the width of the Price Story increases.

Pricing and promotional messages: Use a currency symbol (example: €10 or 10¢). Use superscript for currency sub-units (cents).

For "was" (pre-discount) prices: Don't use currency symbols. Use superscript for currency sub-units (cents). Include '00' cents when rounding (for example: 23.00).

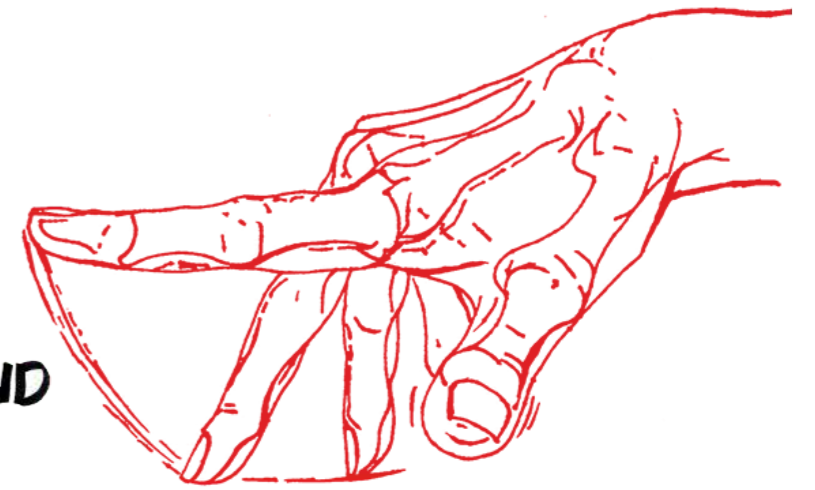
Country	Price Message	Price Message
DE / ES / PT / BE-FR	42 ^{HT} -44% 18.50 ^{HT} €	42 ^{HT} -23.50 ^{HT} 18.50 €
IT / NL / BE-NL	42 ^{HT} -44% €18.50	42 ^{HT} -23.50 ^{HT} €18.50
FR	42 ^{HT} -44% 18.50 € À partir de	42 ^{HT} -23.50 ^{HT} 18.50 € À partir de
SE / NO	2804 ^{HT} -44% 1234.00 ^{HT} SEK	2804 ^{HT} -1570 ^{HT} 1234.00 SEK
DK	2804 ^{HT} -44% 1234.00 ^{HT} kr	2804 ^{HT} -1570 ^{HT} 1234.00 kr
UK	42 ^{HT} 32 ^{HT} Save 44% £18.50 per carton £18.50 ex. VAT	42 ^{HT} 32 ^{HT} Save 23.50 ^{HT} £18.50 per carton £18.50 ex. VAT

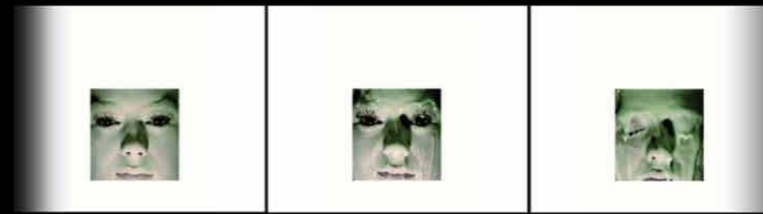
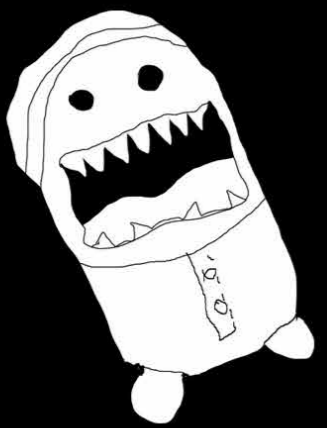
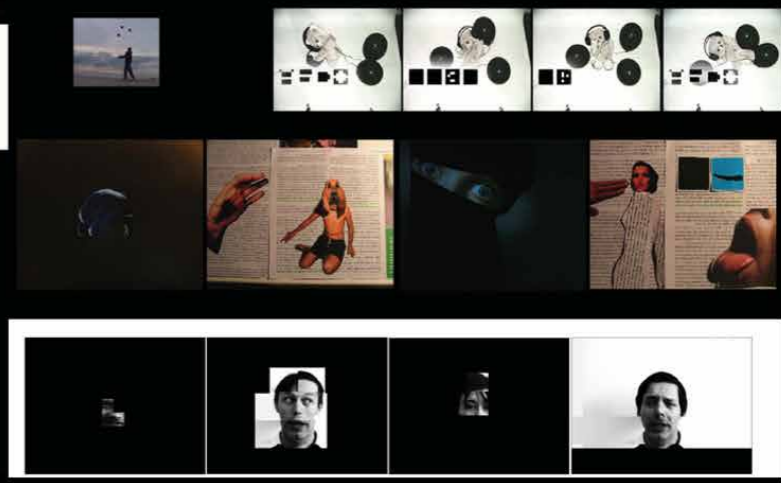
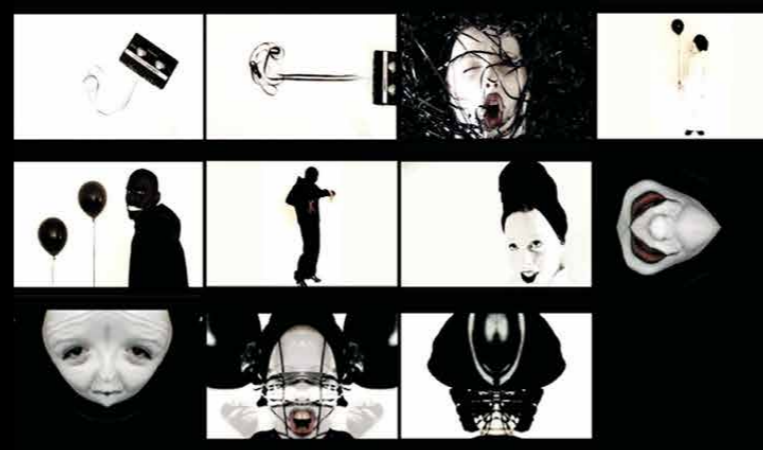
NB: All visuals for sketch purposes only.

**WIR LÖSEN HÖCHST
ANSPRUCHSVOLLE
KOMMUNIKATIONS-
AUFGABEN.
IN GUTEN WIE IN SCHLECHTEN ZEITEN.**



**MENSCHEN
BEWEGEN,
IHR HERZ, IHREN VERSTAND**





THANK YOU!

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