

this is my portfolio

Stefanidou
Marina

context

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TEDxU Aegean 2018

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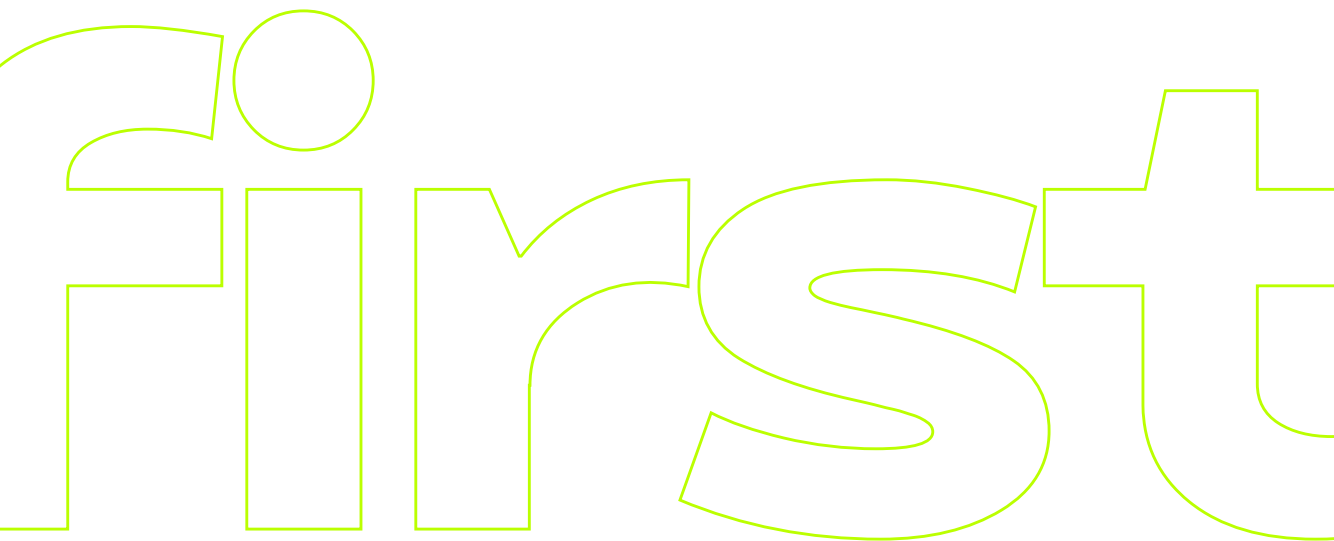
Logo design for
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eighth

Graphics for HUGO BOSS
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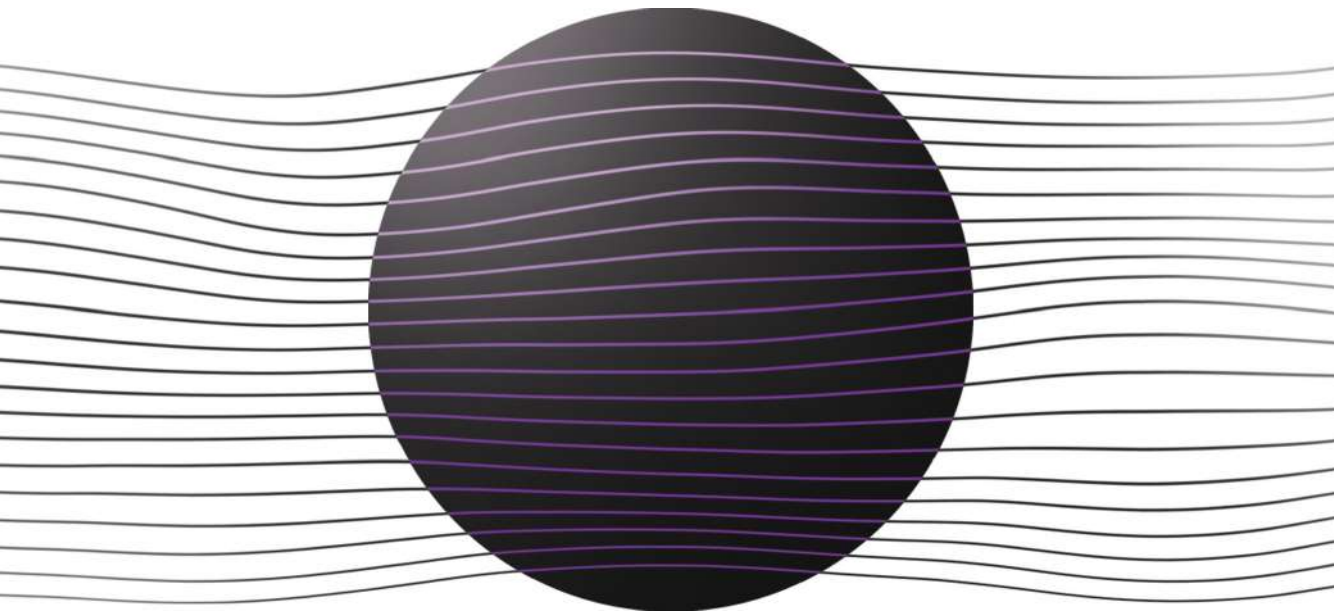


Branding of TEDxUAegean 2018

TEDxUniversityoftheAegean is a TEDx event organized at Syros island Greece. At 2018 the theme was "Norma".

Norma: A fine line between right and wrong. A line that sometimes restricts and other times sets a balance.





the ideation

The circle states the world and the lines represent the rules that go through our reality. Man can coexist in a world of rules - disturbed lines. He can choose whom to embrace, but he can also live a reality without them, as the lines escape from the circle, they have no limits and they should not restrict

id cards



post- ers

book- let

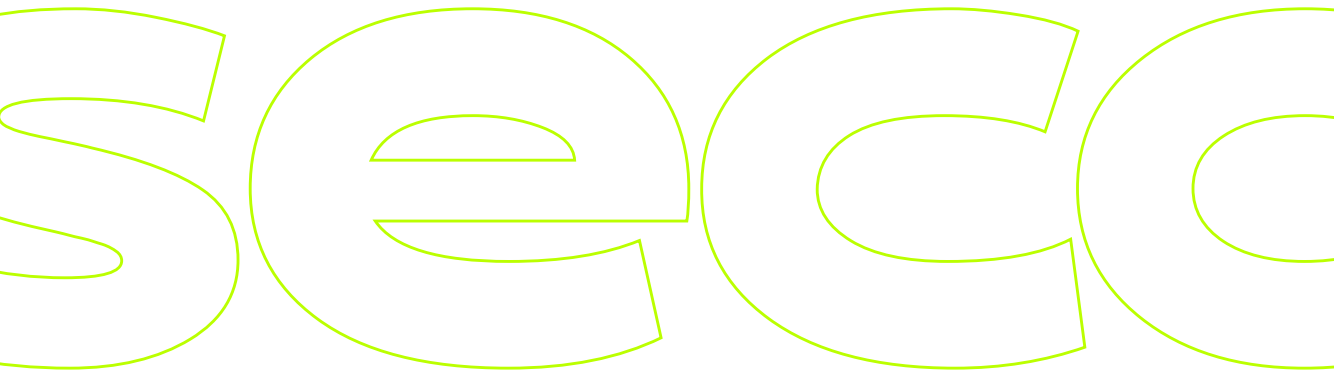


note- book

t-
shirt



tote
bag



Branding of TEDxUAegean 2019

TEDxUniversityoftheAegean is a TEDx event organized at Syros island Greece. At 2019 the theme was “Breaking point”.

Breaking point: With those words, you can express a defining moment. A moment in which a situation is critical. It is the moment when there is a complete reorganization. Safety belts tend to abolish in order to build the foundations for the new beginning.





the ideation

We used plastic as a metaphor. Plastic can both symbolize the feeling of helplessness in the breaking moment, as if you are trapped and vacuum sealed in a plastic wrap with no air, but it can also symbolize a new start, like a newly plastic wrapped item.

id cards



post- ers

book- let

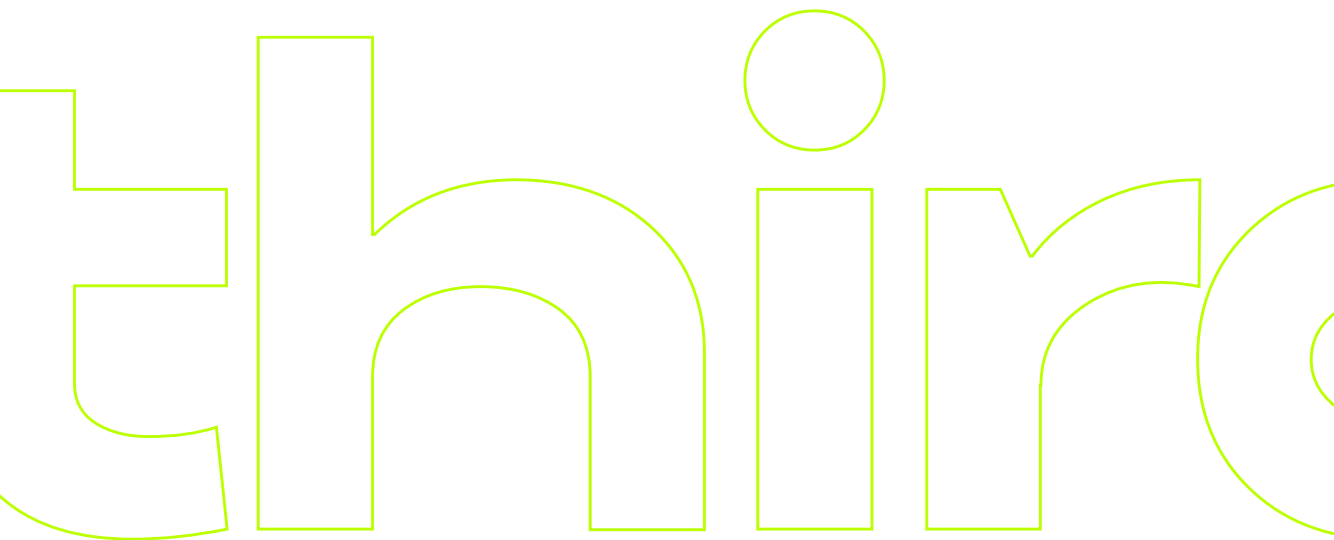


leaf- let

t-
shirt



tote
bag



Branding of StrayArtFestival 2019

Stray Art Festival is a 3-day celebration of street culture & arts. It's goal is to approach the island-ish yet urban environment of Syros through street art, by hosting events at unusual venues, inviting artists, musicians and performers from all over the world, mixing traditional and contemporary styles.





the
ideation

A combination of street art and Greek culture, modern with traditional, old with new. The ingredients are bright colours, illustrations and a lot of summer mood.

id cards



post- ers

stick- ers



t- shirts



Textile print design & Art direction for Button Down

Button Down is a streetwear brand,
made in Thessaloniki, in 2018.

The theme of Autumn Winter
Collection 2018 was, everyday
problems of young people / alienation
/ money.





issues sweatshirt
in orange



nice for what
sweatshirt in khaki

2018 AW col.



2018 AW col.



issues sweatshirt in black &
gold member sweatshirt in
white (at the background)



issues sweatshirt
in black



**unsubscribe sweatshirt in
orange**



**unsubscribe sweatshirt in
black & gold member sweat-
shirt in white**

2018 AW col.



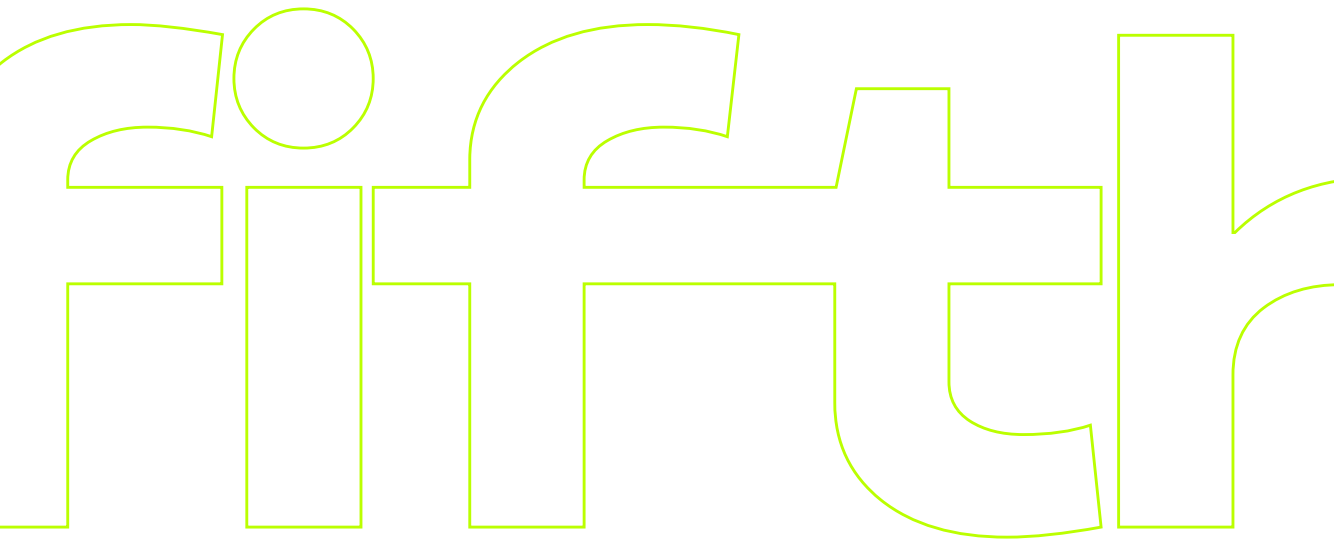


Photo collection of the origin of the world

This is a photo collection of the origin of the world, aka women. These photos have been taken through my academic years, expressing the calmness and true beauty of women.

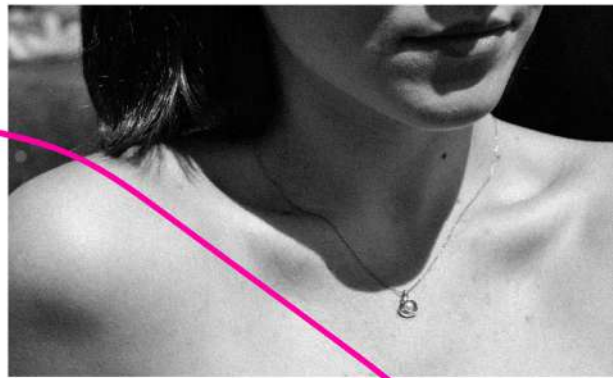
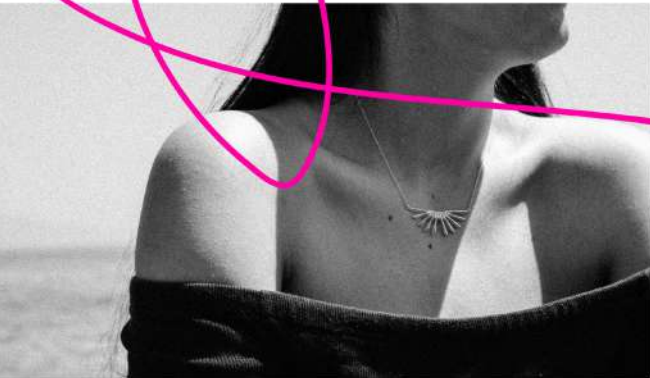
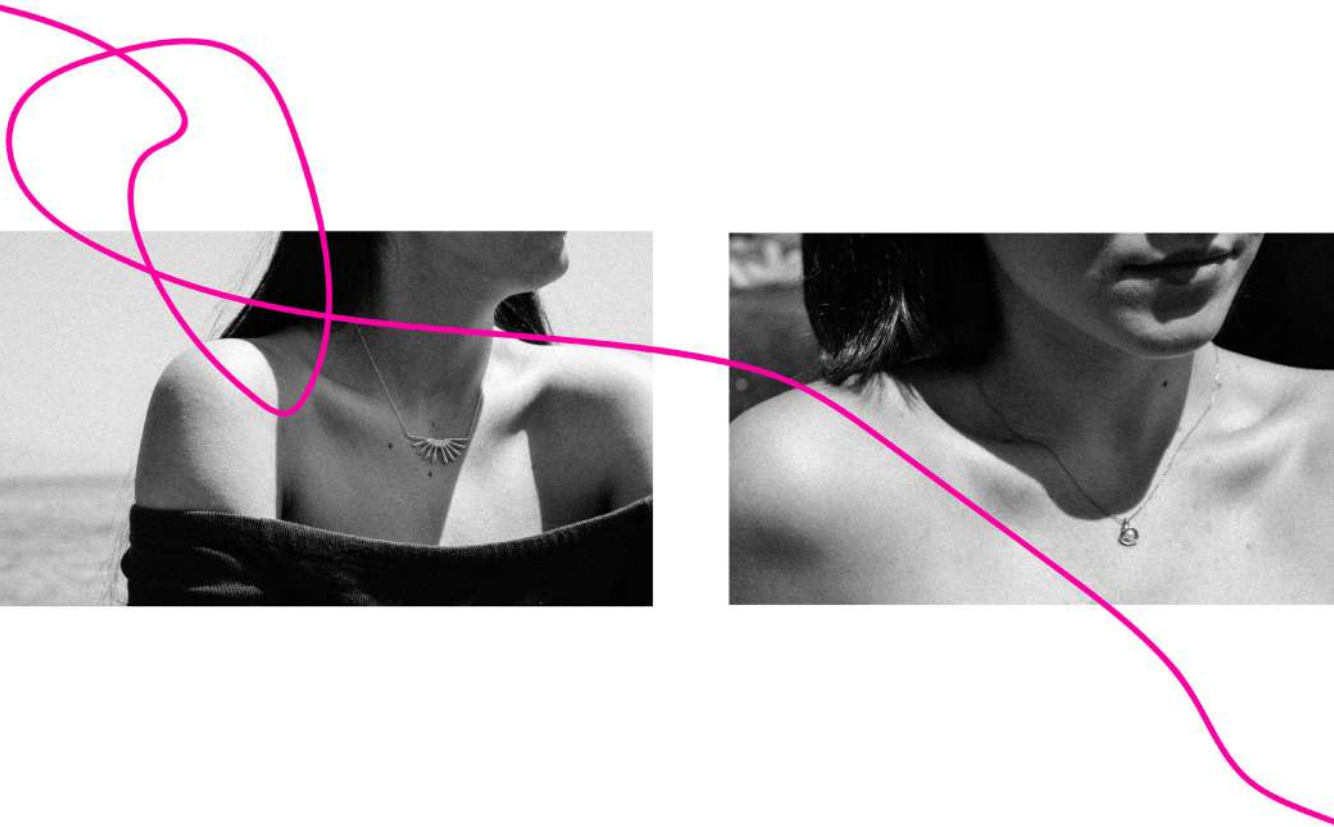


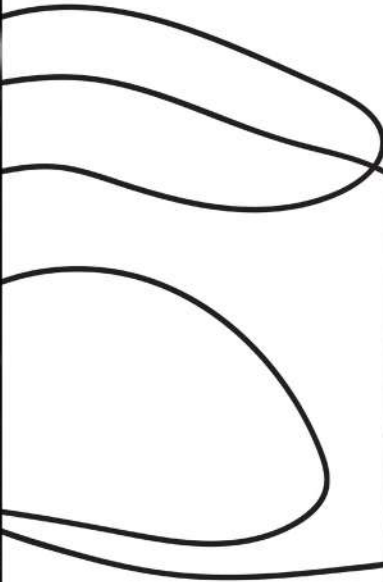


THE ORIGIN OF THE WORLD



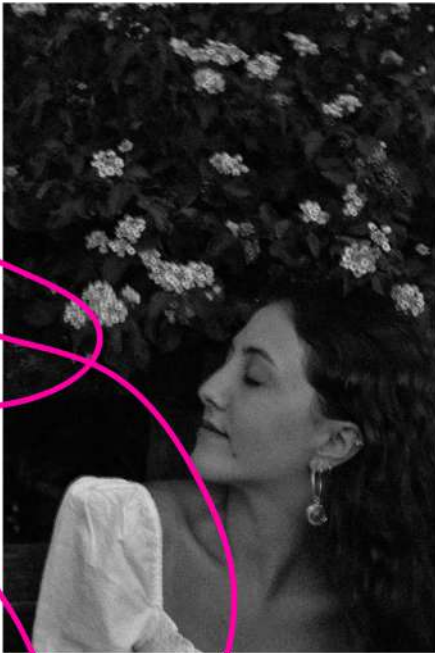






Oh, she takes care of herself,
she can wait if she wants

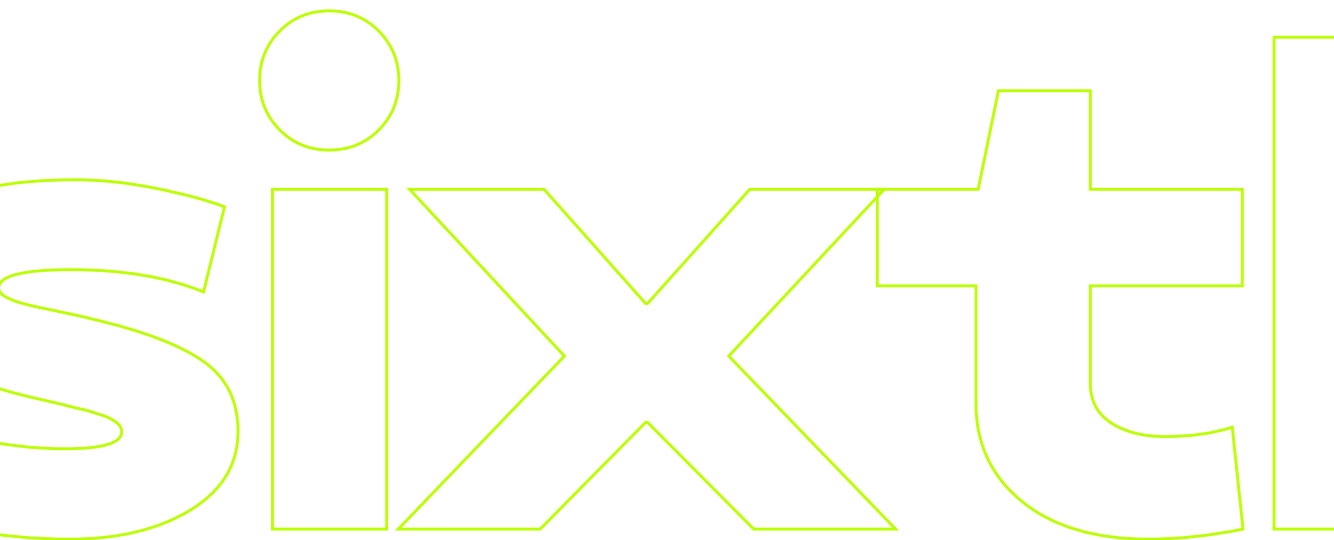




And she'll promise
you more than the
garden of Eden



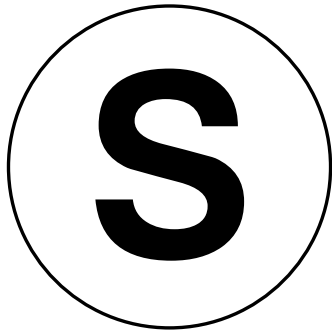
Then she'll care-
lessly cut you and
laugh while you're
bleeding



Logo design for a civil engineer

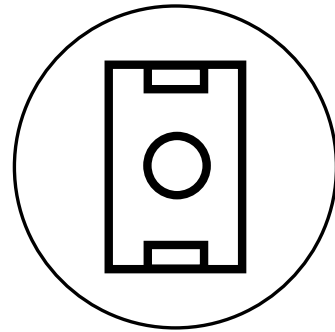
Stefanos Stefanidis is a civil engineer based in Thessaloniki, a graduate of Aristotle University. Specializes in the construction and maintenance of sports areas, playground equipment and equipment, design and installation of special floors.





letter S

+



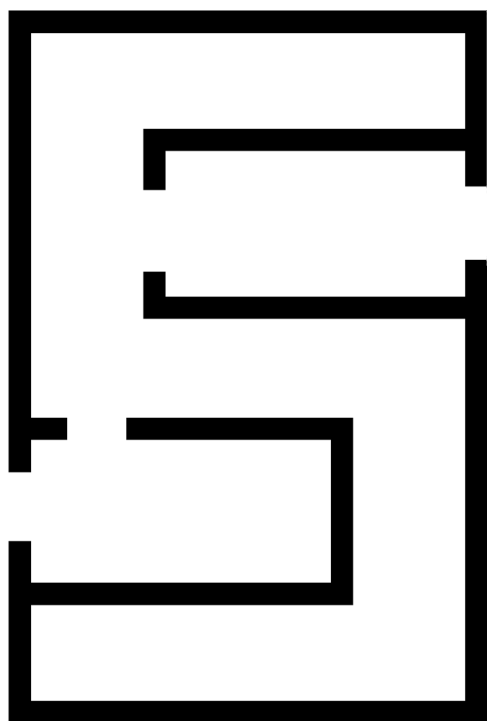
top view

the ideation

The basic element was the letter S which is the first letter for both name and surname of the engineer. The second element is a top view of a field, but it also could be a top view of a building, this element is used to express the work of a civil engineer.



logo



S. STEFANIDIS
civil engineer





business card

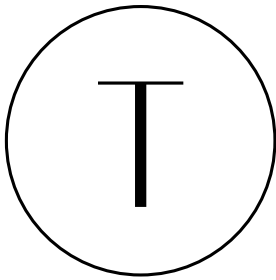


Seve

Logo design for a reservation platform

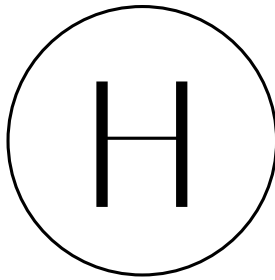
Thessaloniki Hospitality is a reservation platform for lodging, primarily homestays for vacation rentals, and tourism activities. Based in Thessaloniki.





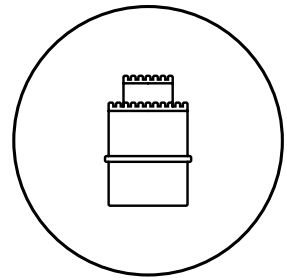
letter T

+



letter H

+



white tower
of thessalonki



the ideation

The initials T and H represent the words thessaloniki and hospitality, and the white tower represents the city of Thessaloniki. The brief was: a simple logo with strict lines, the words Thessaloniki & Hospitality must be included.



logo

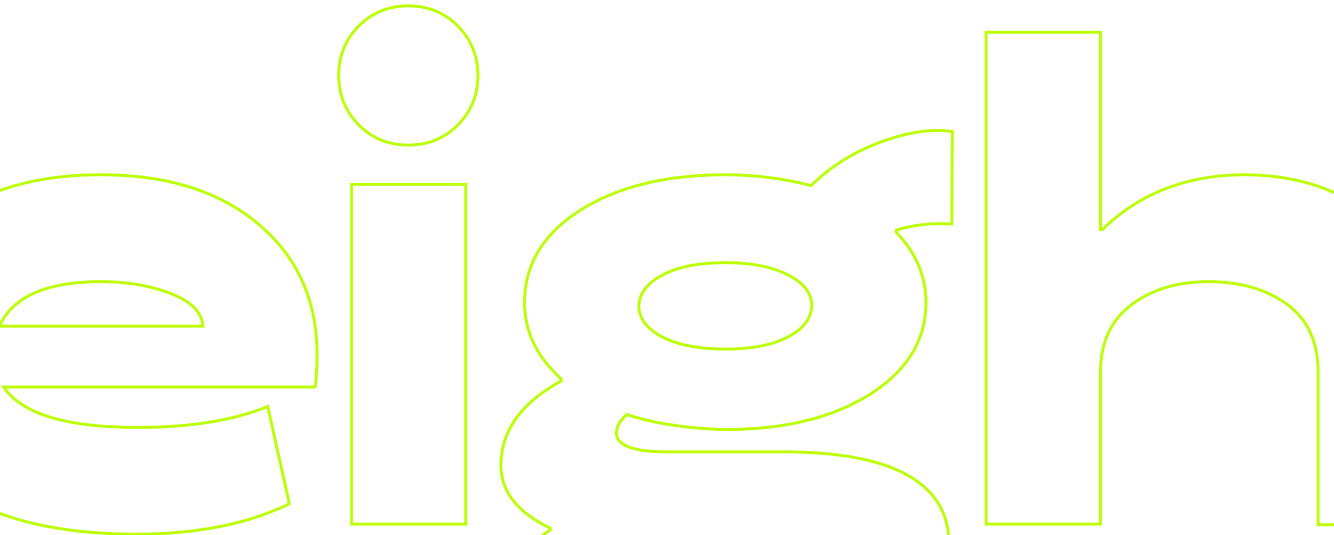
TH THESSALONIKI
HOSPITALITY



business card

TH THESSALONIKI
HOSPITALITY

George Papadopoulos
interior designer
+30 6982940583




Graphics for HUGO BOSS dep. HUGO Womenswear

HUGO BOSS is a German luxury fashion house headquartered in Metzingen, Baden-Württemberg. The company produces clothing, accessories, footwear and fragrances. Hugo Boss is one of the biggest German clothing companies.





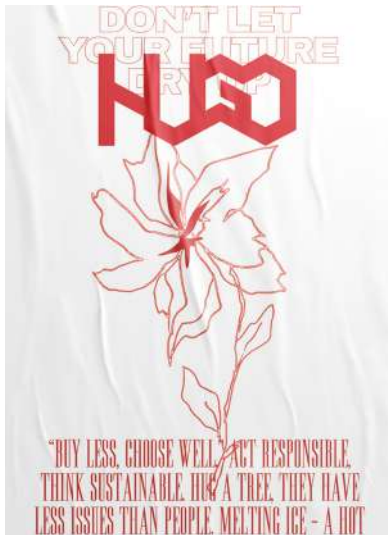
main tasks

- Creating **graphics**
(new logos, placements, prints and all-overs)
 - Finalizing **prints**
for the vendors (size, scale, color)
 - Creating **overviews-presentations**
for the seasonal collections (Internal/External Meetings)
 - Creating **technical drawings**
 - Assisting with the creative process
(updating moodboards)
 - **Research**
(for seasonal trends and products)
 - Organization and participation
for seasonal lookbook shootings
- 

graphics



graphics



prints



prints





Graphics for **MINDYOURSTYLE**

MINDYOURSTYLE is an Athens based fashion brand, designing and producing clothes, accessories & swimwear for fashion-forward young women who wish to dress minimal, modern and contemporary, but also have a flair for shopping.





main tasks

- Creating **graphics**
(new logos, placements)
 - Creating **packaging**
for e-shop orders, for shopper bag, etc.
 - Creating **social media content**
newsletters, instagram posts & stories, etc.
 - Creating **collection journals**
presentations of seasonal collections
 - **Research**
(for seasonal trends and products)
- 

graphics



graphics



newsletter

4 looks to copy on a night out

Summer is all about going out and having nothing to wear! We feel you, girl, that is why we made a guide with four super easy outfits to copy for the most famous occasions of this period. Keep scrolling and don't forget to grab your favourites!



1. Midnight partying

The ultimate look for a wild night out is our favourite ruched maxi skirt and of course its matching top. Accessorize with some gold minimal jewelry, your mini bag and you're good to go, girl! Don't forget to have a sip for us!



newsletter

back to streetstyle looks

September blues is not an issue here, thanks to our most classic pieces that are still fresh off the oven. Pieces that we all loved throughout summer can be worn again with a little sprucing. Add a jacket, your comfy converse sneakers or a pair of combat boots and voila, you've got your new Fall look! Just read below and learn how the coolest celebrities did it.

1. do it like Kenny

Kendal, oh Kendal! She is our forever style inspo, especially when she wears a high-waisted darts pair of trousers, a plain crop top and casually throws on an oversized shirt. You can do it too.



2. Bella's coolness

Who doesn't want Bella's laid back & ultimate classy style? Just wear a cute mini dress paired with your combat boots. Hey, don't forget to accessorize!



thank
you

for further information
or other project ideas
feel free to contact