



TANITA SCHNEIDER

Authentic, digital brands that
light up the world.

PORTFOLIO 2025





LIVE, LOVE AND CREATE.

– *MY WHY*

I want to inspire people to live, love and create. To become authentically visible and have the courage to show themselves. I want to support people to give their soul projects a face and to make the individuality, true nature and energy visible to the outside. For me Design is not the prettification and artificial staging of a facade/mask, but a tool to show individuality and create connection. A way to make identity and soul projects visible in the world. I want to inspire people to live their potential and creativity, to stop hiding, and to have fun creating and living.

I combine *brand strategy and design* to
create strong, emotional, holistic brands
in the digital world.



HELLO, I AM TANITA.

– *WHAT DRIVES ME*

I'm Tanita Suhejla Schneider, I'm from Munich and work self-employed as a brand designer. In my work, I combine aesthetic design and communication with marketing-oriented conceptual thinking and strategic brand consulting.

I am convinced that brands today should appear holistically and reach customers at a wide variety of touchpoints. Therefore, I create brands that are fit for the digital age, but also communicate analog via print media or in three-dimensional space. I am optimistic, full of creative energy and always curious in search of new challenges.



I love drinking good coffee, laughing, discovering the world, whizzing around in my vintage VW bus, clearing my head by jogging, cycling everywhere, getting creative and working with interesting people - preferably in our bright creative studio in Munich. I have a weakness for minimalist design, warm Mediterranean colours and Barcelona. I'm especially creative when I'm inspired by modern art in museums, learning about art therapy, relaxing after a yoga session or sitting in the sun with my favourite people over a coffee or glass of wine.





TANITA SCHNEIDER

Brand Strategy, Brand Design, Website Concepts,
Webdesign, Layout, Social Media Concepts



ISABEL WALLACE

Photography, Videography, Editing



MANUEL PROBST

Website Concepts, Programming and Implementation
(Wordpress), Member areas and Onlineshops



MIRJANA MANDL

Layout, Brand applications, Social Media Concepts

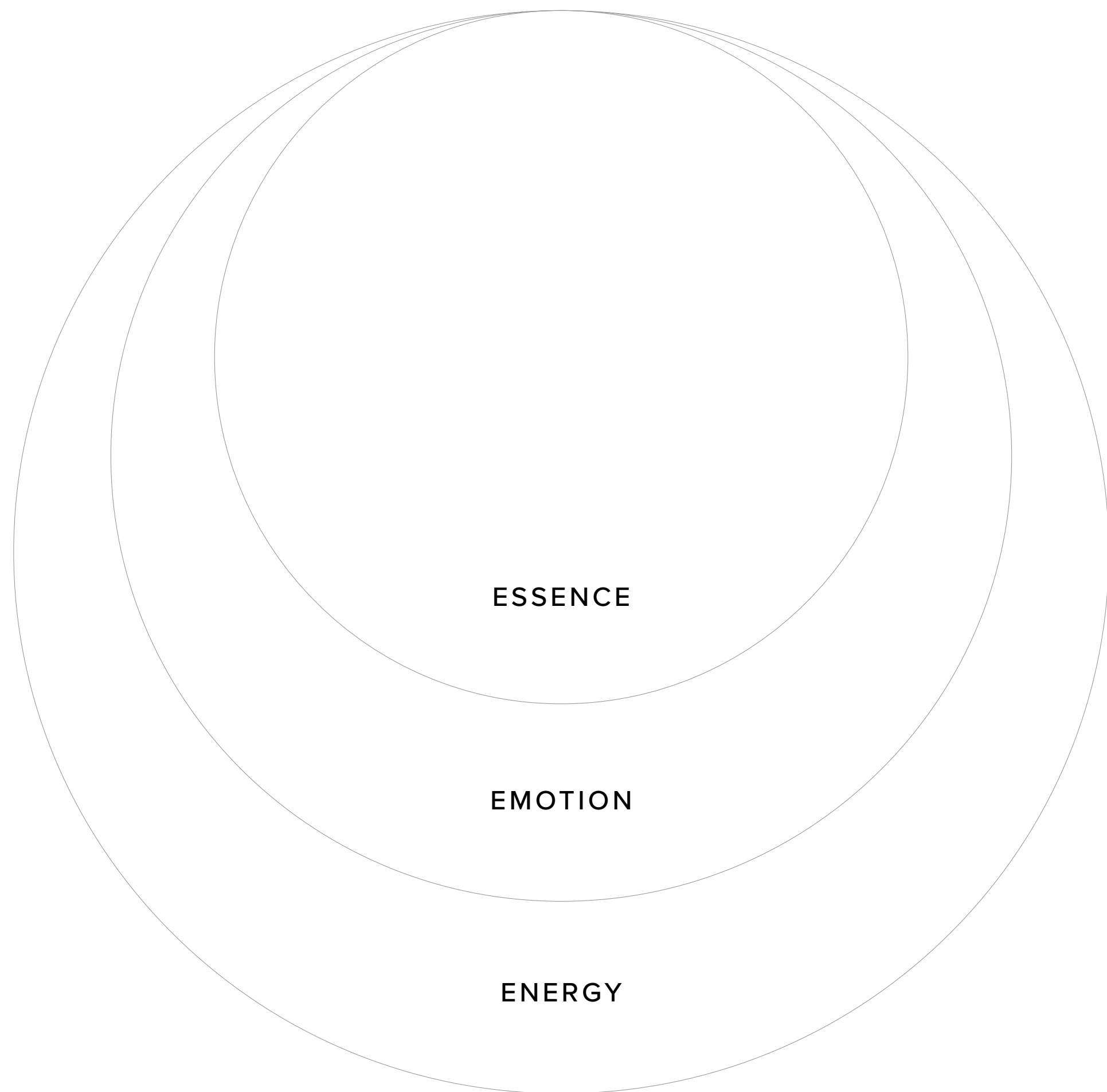


WHAT I HAVE ALREADY DONE AND SEEN ...

– *MY CAREER*

- FIRST IN 2017** SELF EMPLOYED BRAND STRATEGY AND BRAND DESIGN
FULL IN 2019 **TANITA SCHNEIDER**
Brand Development, Corporate Identity/Design, Webdesign
- SINCE 2022** CREATIVE DIRECTION, BRAND STRATEGY & DESIGN
ALIGN STUDIO
Brand Development, Corporate Identity/Design, Webdesign
- 2020** SELF EMPLOYED BRAND STRATEGY AND BRAND DESIGN
ROO:TS TO FRUITS GROUP-MENTORING
Online Mentoring and workshops on the topics of personality/branding
- SINCE 2024** POSTGRADUATE DIPLOMA
METÀFORA ART THERAPY
Art Therapy and Community Arts
- 2018–2019** BRAND DESIGNER
MARTIN ET KARCZINSKI GMBH
Brand Development, Corporate Identity/Design, Webdesign
- 2018** B.A. VISUAL- AND CORPORATE COMMUNICATION
AMD AKADEMIE MODE UND DESIGN
Brand and communication design, average 1.0
- 2017** BRAND DESIGNER
SCHLIESKE MARKENAGENTUR
Corporate Design, Motion Design
- 2016–2017** SEMESTER ABROAD IN MILAN
NABA NUOVA ACCADEMIA DI BELLI ARTI
Art Direction B.A., average 1.0

Based on an intentional identity
I create brands that are fit for the digital
world, and *have an impact*.



ESSENCE, EMOTION, ENERGY

– *MY APPROACH*

Three words that always flow into each other - in my life, in my roots mentoring and in every collaboration with my clients. My concept of holistic branding. Identity, design, impact – essence, emotion, energy.

ESSENCE, THE IDENTITY.

People are always at the core. Regardless of whether it's about my counterpart, myself, customers or companies. What is the vision? What is the why? Which values are lived? What is the unique, the very special message, the essence? Who or what is the core behind it - when everything external is invisible?

EMOTION, THE DESIGN.

Emotions help to paint the essence as a picture. Emotions connect. Emotions pick us up from each other. Emotions tell stories, awaken memories, anchor feelings. Emotions make visible what lies hidden in the core.

ENERGY, THE IMPACT.

Energy allows essence and emotions to be experienced. Energy is intangible, yet it is what draws us. Energy makes us feel, be alive, feel belonging. Energy is what happens when we embody essence and emotion. When we allow individuality and step out with our core. The inspiration and magic that naturally arises, fills the space and stays in the mind.

When everything flows together and develops in harmony, when not individual building blocks but a great whole emerges in flow – I believe this is truth and good branding.

BRAND IDENTITY

Analysis

Positioning

Target group

Why - How - What

Brand Story

Central idea

Value development

Brand concept

Brand codes

BRAND DESIGN

Design concept

Logo

Typography

Colors

Imagery

Illustration style

Design elements

Layout behavior

Brand style guides

BRAND LAUNCH

Basic applications Brand

Business stationery

Print and graphic applications

Styleguides

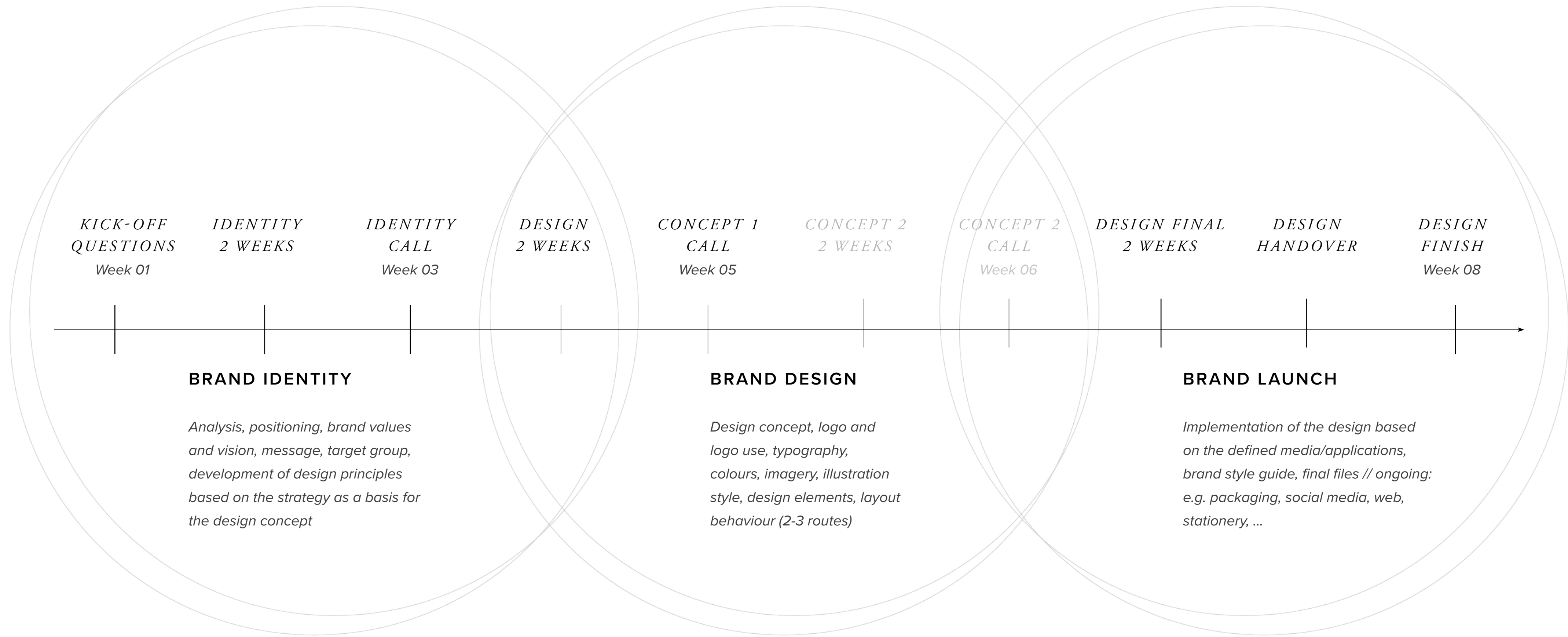
Social media conception

Basic website design

Conception and creation

Implementation Wordpress-Basis

Film & photography (external partners)



„When the roots are deep,
there is no reason to fear *the wind*.“



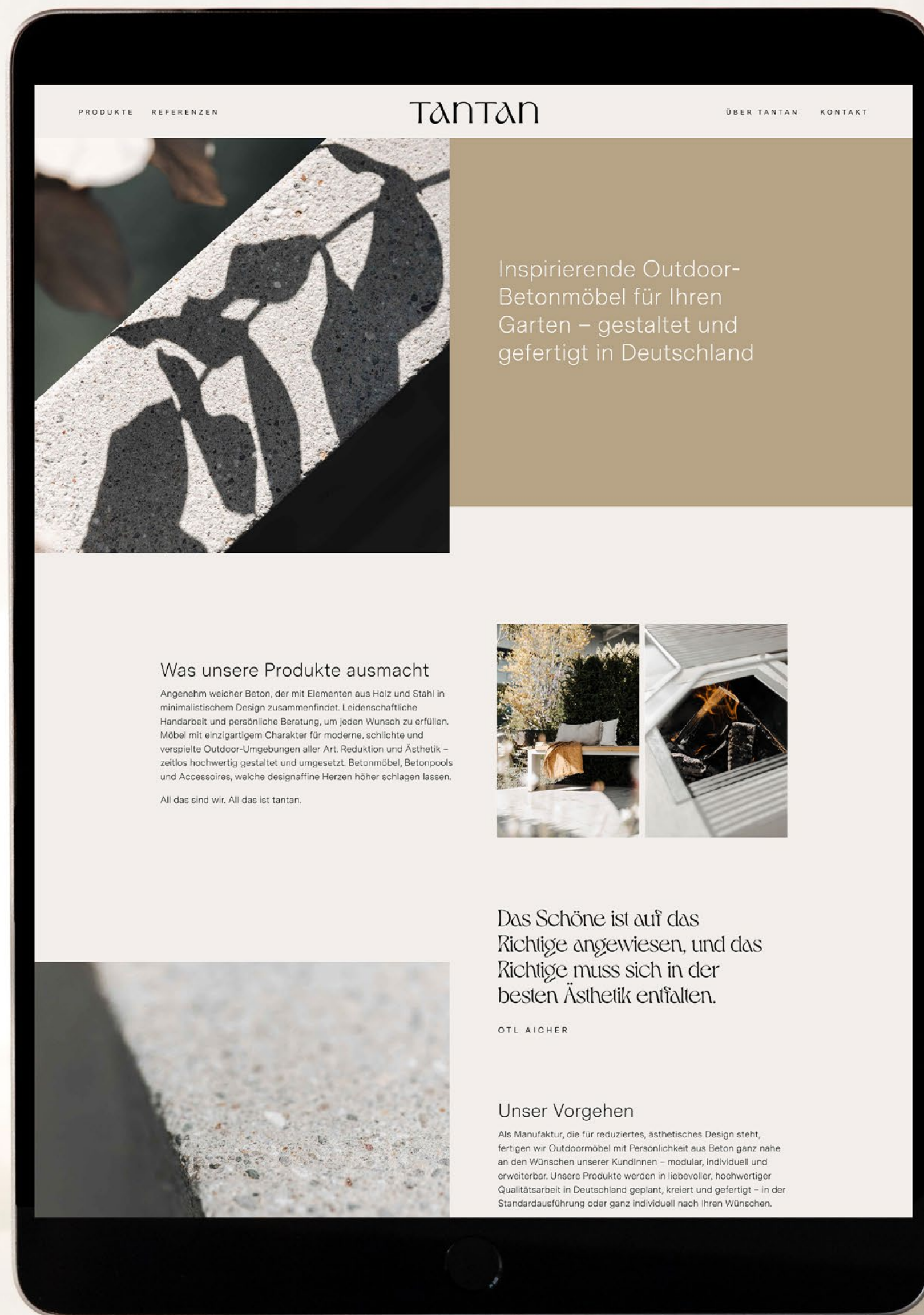
BRANDING AND WEBSITE TANTAN CONCRETE DESIGN

– *BRAND STRATEGY, DESIGN*

Brand strategy, corporate design, style guide for tantan Concrete

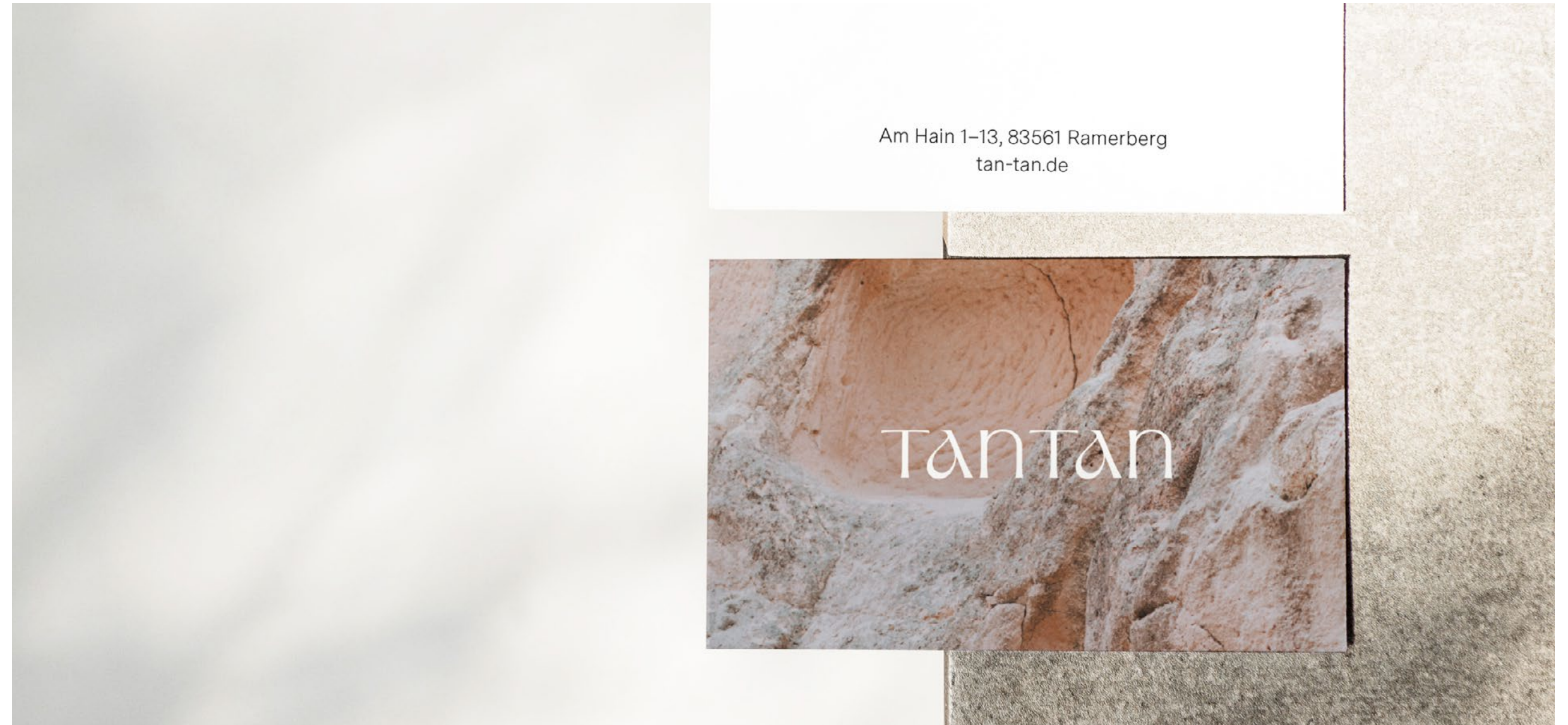
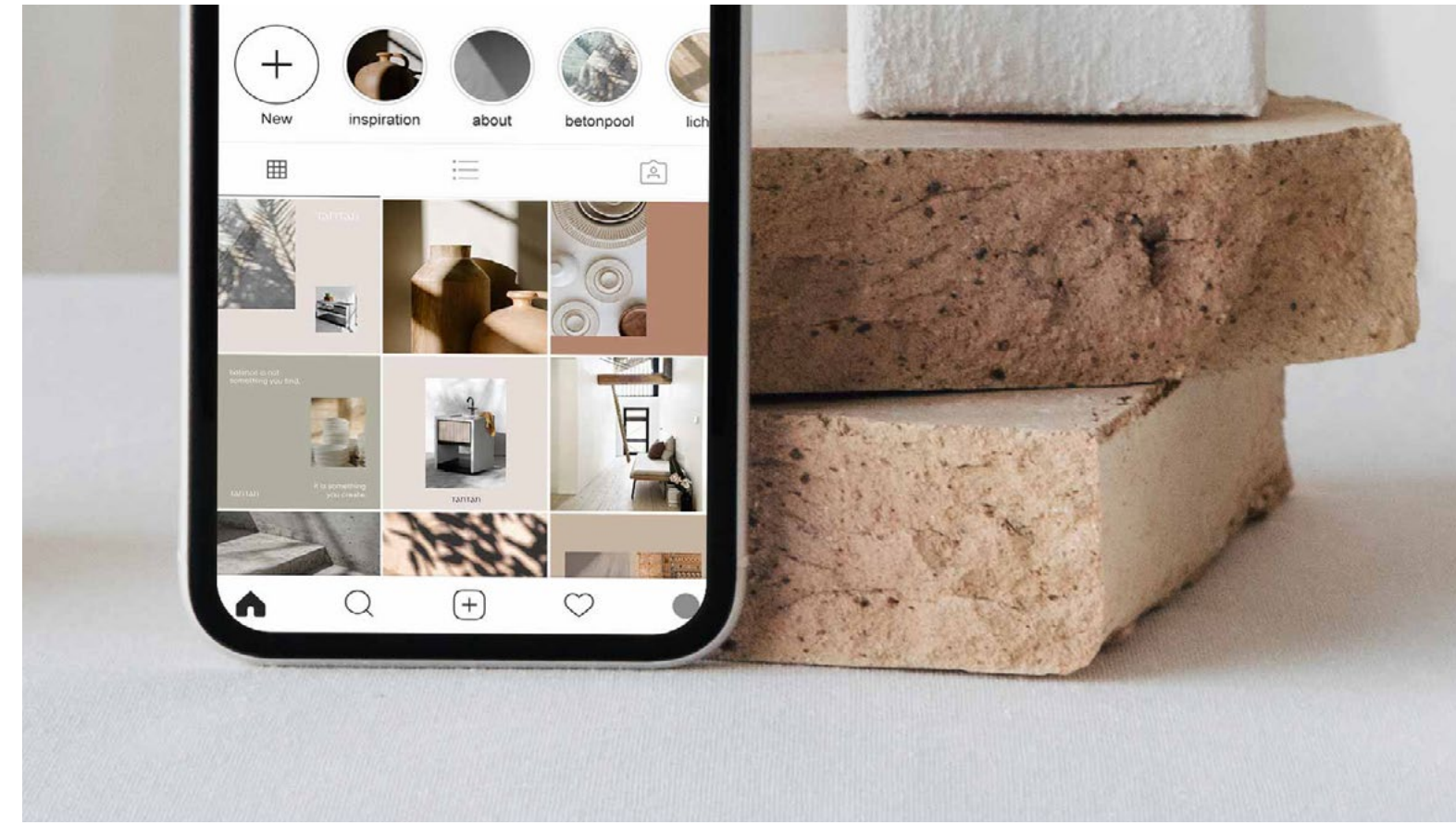
tantan manufactures individual outdoor furniture made of concrete for design-oriented customers – reduced, high-quality and timeless modern.

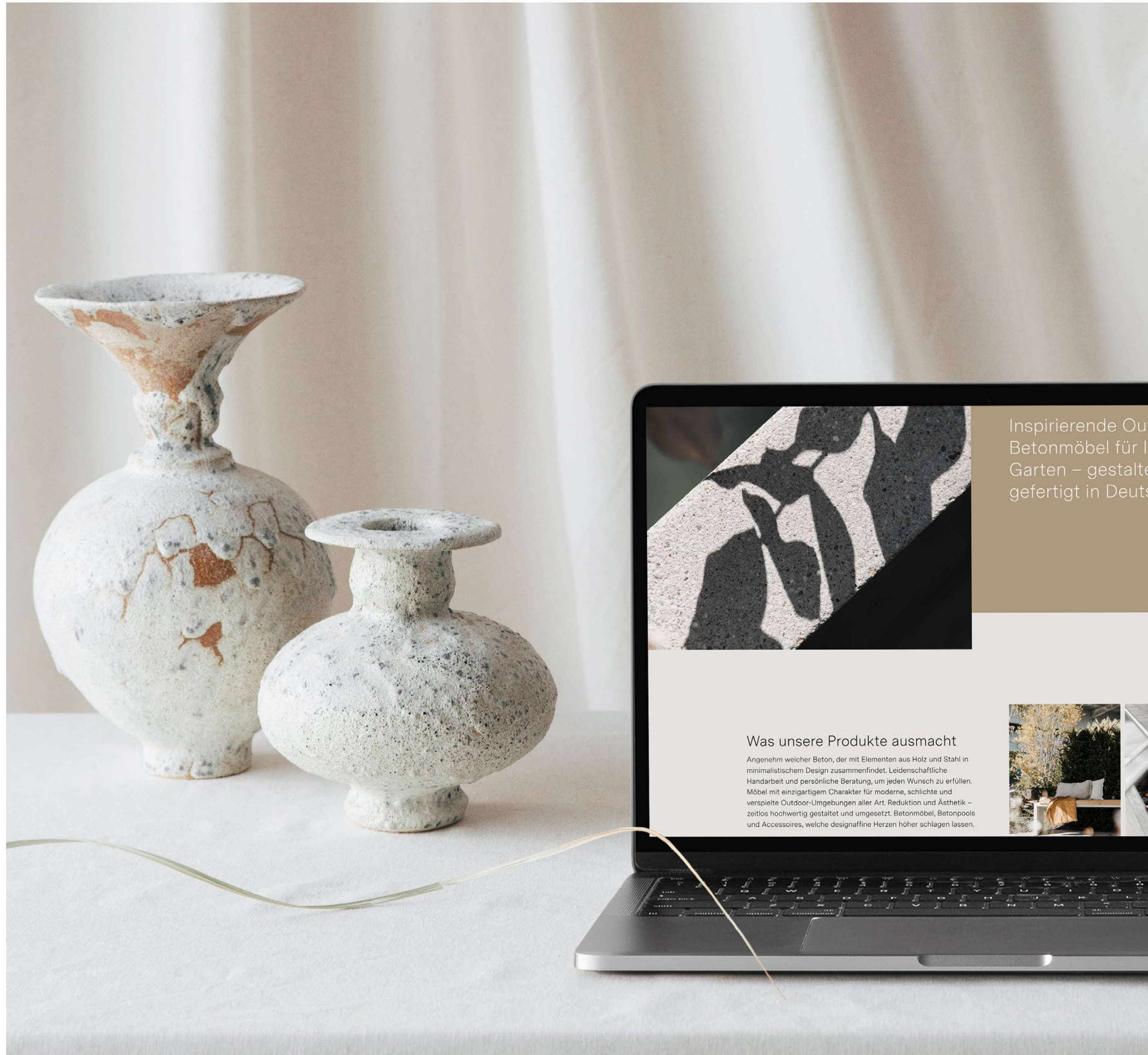
The guiding principle of pure inspiration through reduction of furniture and material is taken up and made visible by the warm, lively design. Earthy, mediterranean colors and the individual use of typeface and layout create an inspiring stage for the reduced, aesthetic furniture itself. The simple wordmark tells the story of tantan – change/inspiration – which comes from an initial idea, a small drop, and spreads far and wide.

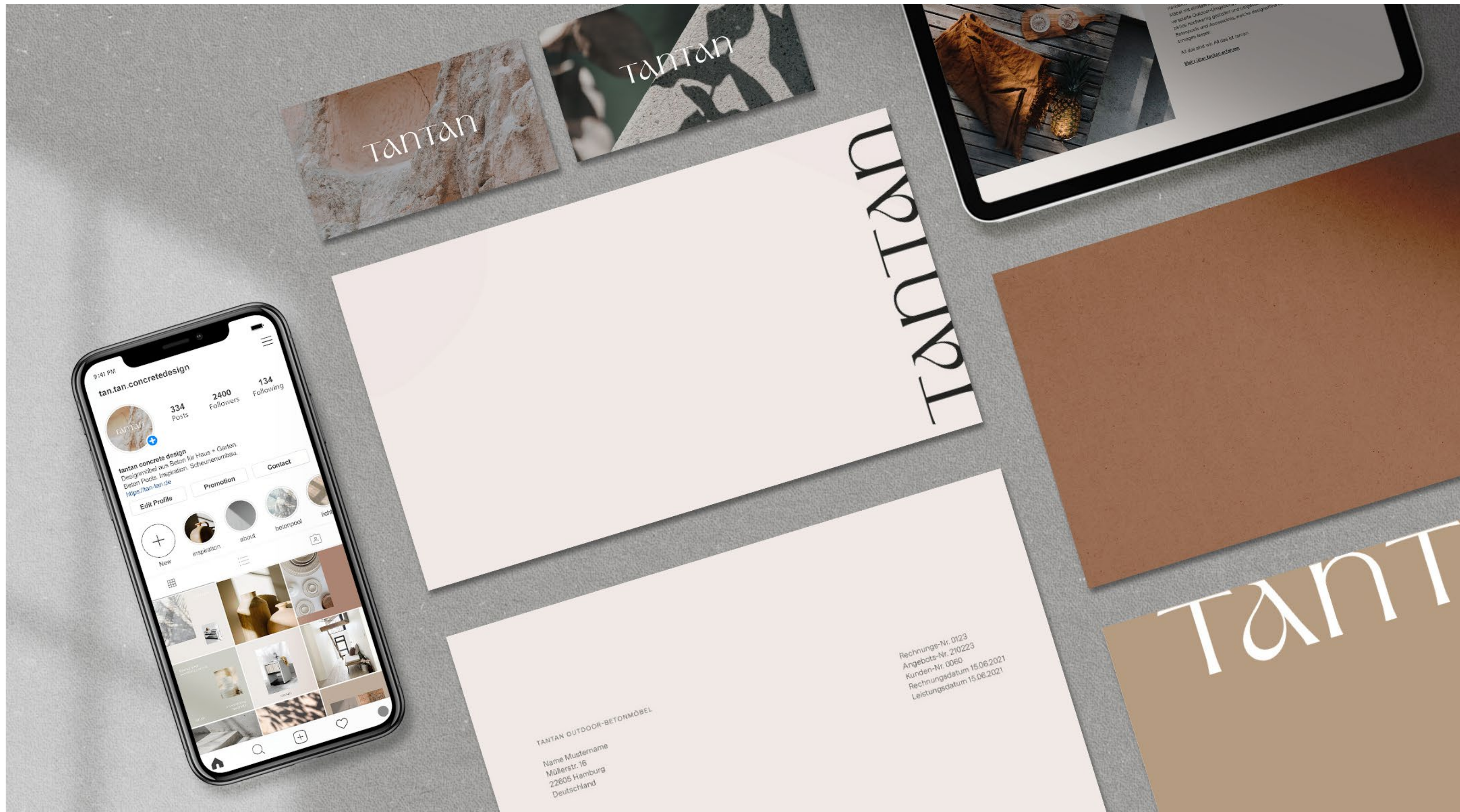
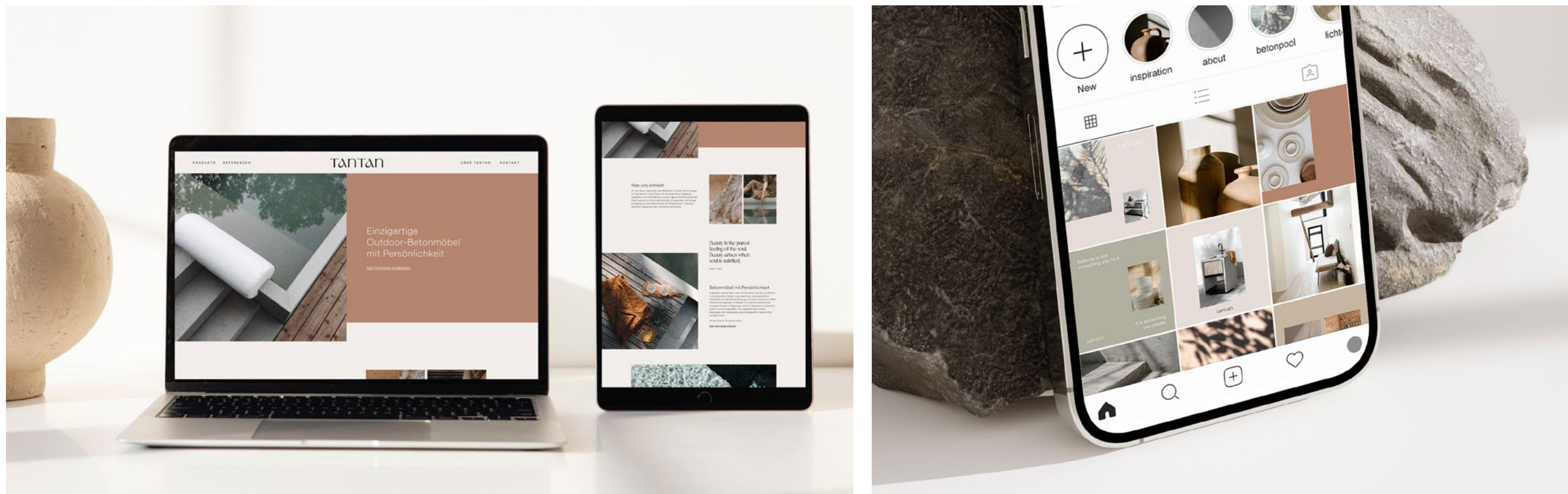


reddot winner 2023











FEEDBACK SUSANNE HAIN

– *FOUNDER TANTAN*

„Our original CI, except for the website, was already finished and we were just about to start when by chance I got hold of a design by Tani. That’s when it really happened to me and it hit me right in the heart. That’s exactly what we were missing, more femininity, more passion and inspiration to better showcase the material concrete and the versatility of our furniture. The collaboration with Tani and Isi was lively and full of creative ideas. The two of them have been a real enrichment for me and I am very grateful for this encounter. I am looking forward to many more projects with you...“



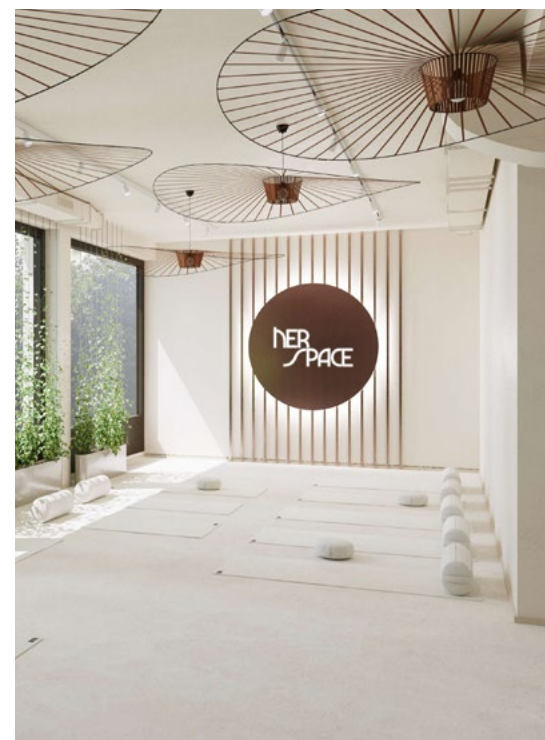
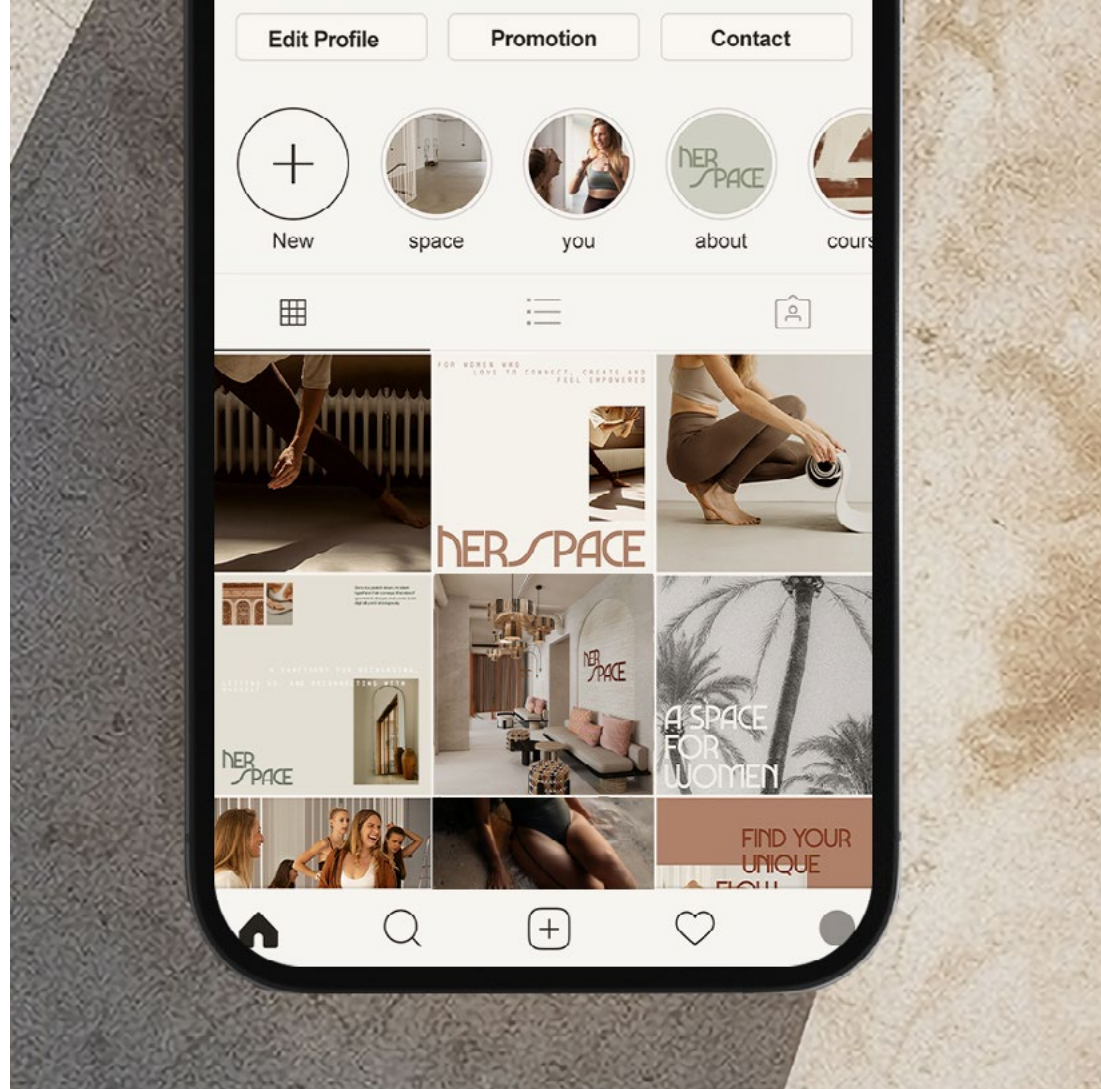
BRANDING AND DESIGN HERSPACE STUDIO

– *BRANDING, DESIGN, WEBDESIGN*

Brand development, corporate design, web design and social media concept for the holistic wellbeing studio HERSPACE in Munich

HERSPACE wants to create more space for the women of this world: HERSPACE is the place where every woman can feel welcome – whether in the healthy café or at the varied course programme. Yoga, boot camp or surf training with friends – There is a programme for every phase of the cycle, every energy level, every mood and every feeling.

The design is inspired by the 'Bauhaus meets Surf Magazine' concept, showing flow, the individual life path, energy, connection, unity, harmony, solidarity, dynamism and flexibility. The special design of the 'S' in the word mark emphasises the idea of space, creates space and at the same time connection through the wave shape. The special 'S' emphasises the word part 'Pace', in line with the concept of finding the right offers according to one's own pace and energy.





FEEDBACK BRITTA DEGENKOLBE

– *FOUNDER HERSPACE*

„You have become one of my highlights of 2024. The time before the launch was very tight and without your empathy, your expertise, your creativity and probably also many of the values we share, it wouldn't have worked out or it wouldn't have been as good for a long time. There is a magic in every beginning and I will never forget this magic. I will be forever grateful to you for helping me get HERSPACE off the ground in such a breathtakingly beautiful way. YOU ARE VERY SPECIAL, TANI - thank you!“



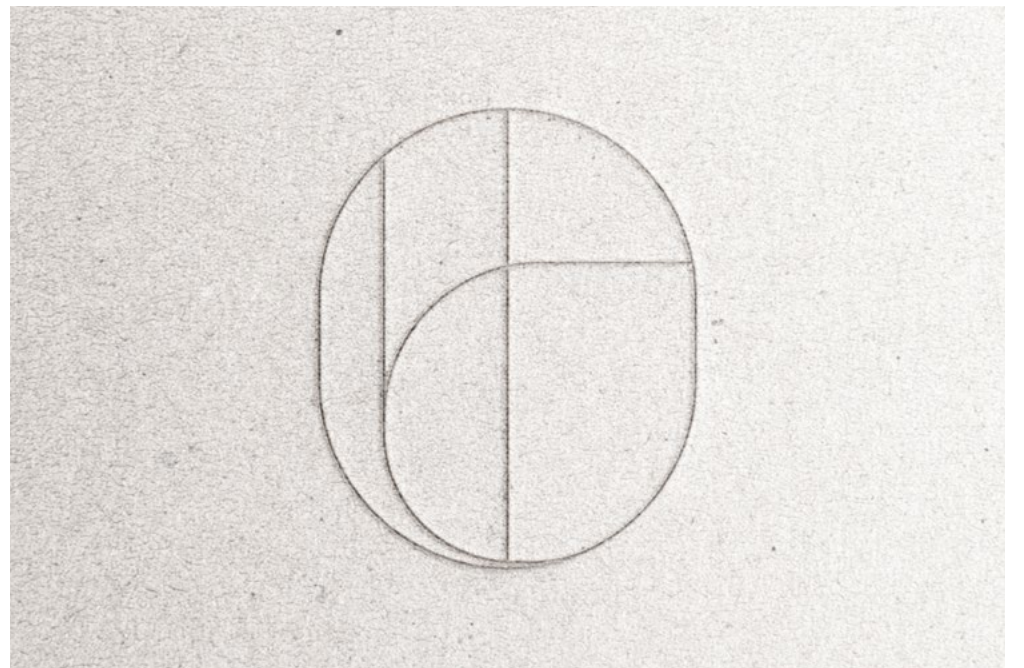
BRAND DESIGN & PACKAGING T'DUA COSMETICS

– *BRAND STRATEGY, DESIGN*

Brand development, corporate design, web design and social media concept for the cosmetics brand T'Dua

'T'Dua' means "I love you" in Albanian and the brand follows precisely this mission: to create an act of self-love from the everyday cosmetic ritual - or to be able to give a gift to loved ones.

The design, like the ingredients of the products, is reduced to the essentials, a retro-inspired font meets flowing shapes, textures and matt white containers in which the purity of the products can take effect.







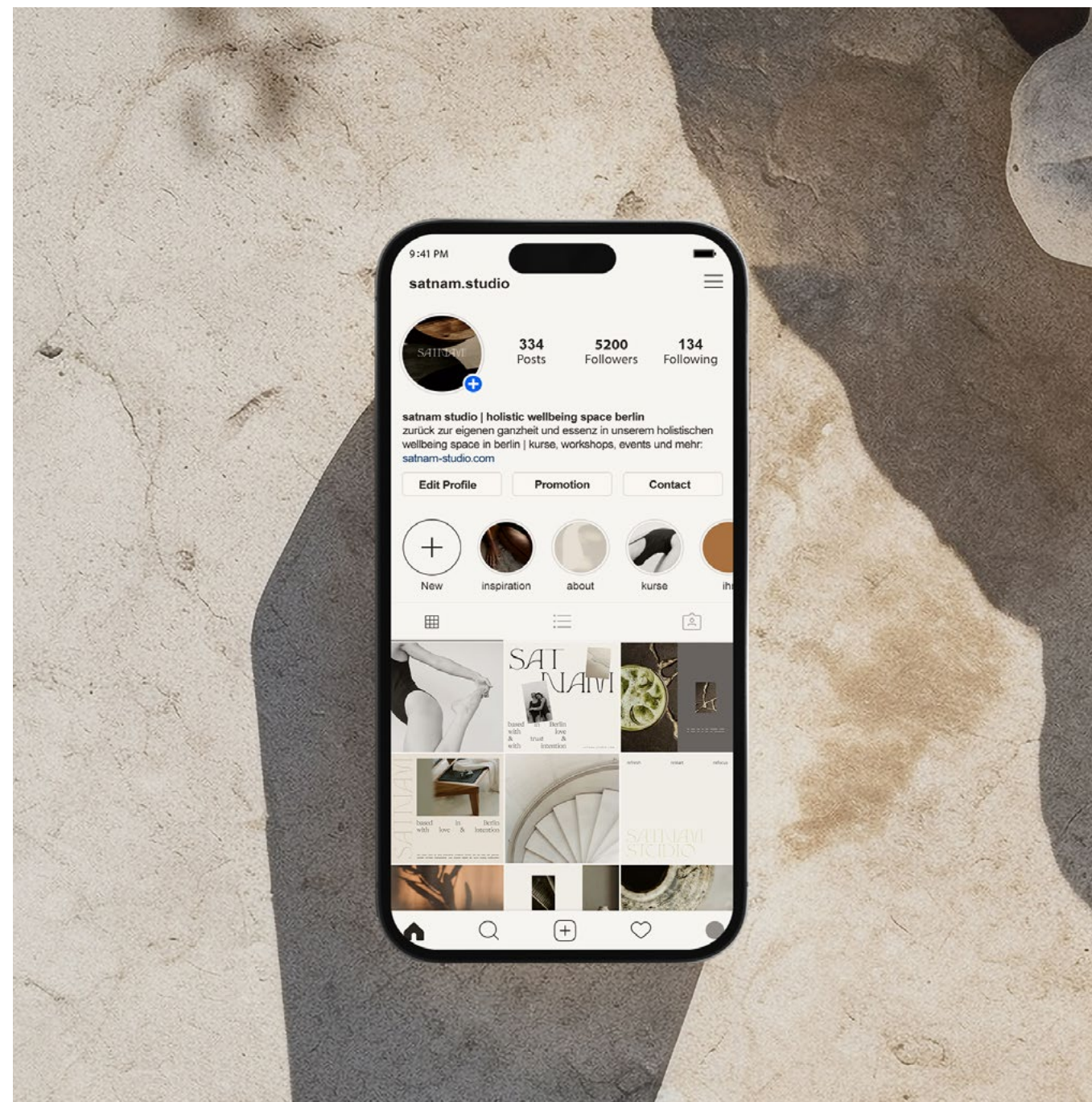
BRANDING & DESIGN SATNAM STUDIO

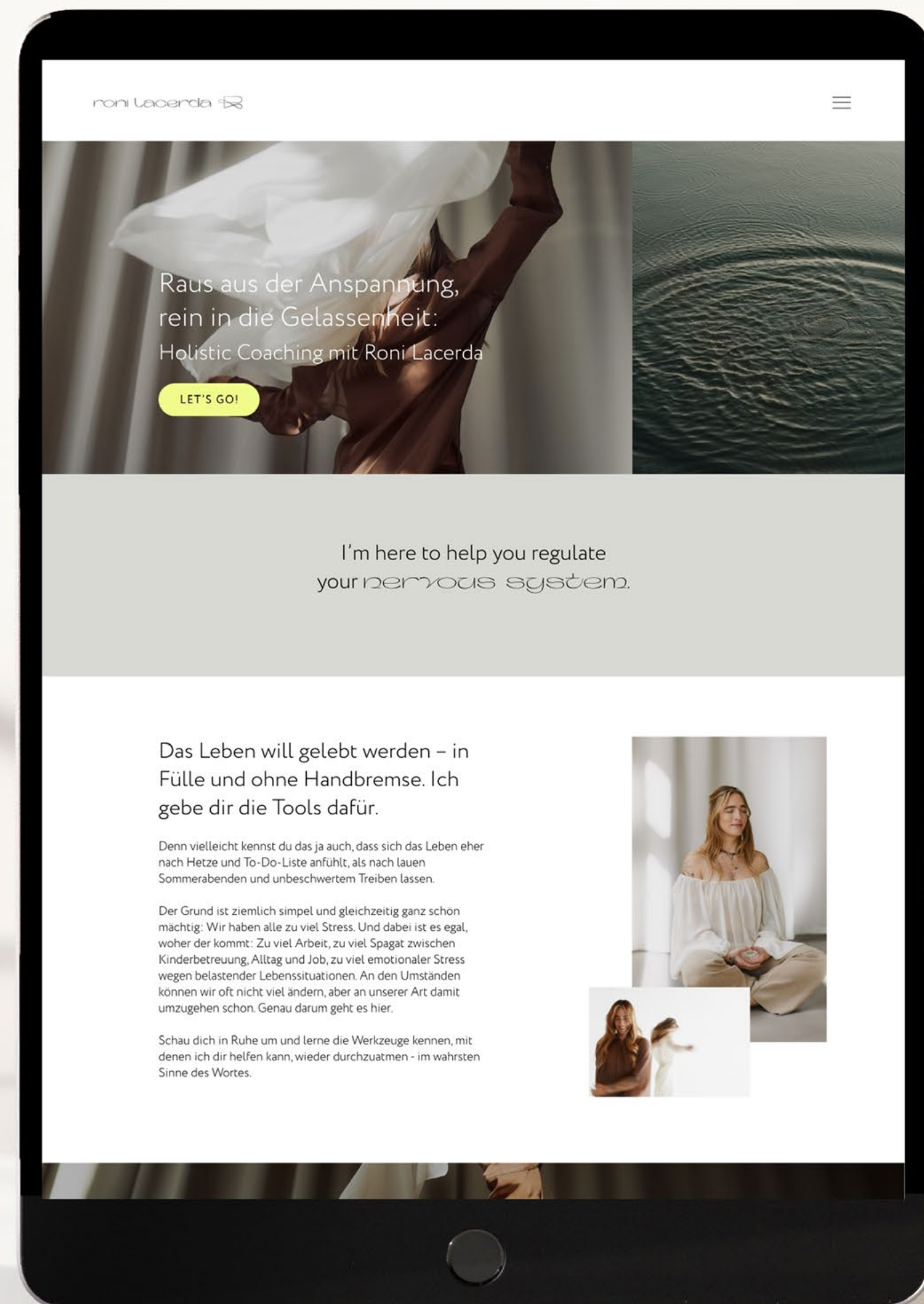
– *BRAND STRATEGY. DESIGN*

Brand development, strategy, corporate design, website, applications for the Holistic Wellbeing Studio Satnam in Berlin

The founders of Satnam Studio are convinced that it is essentially about finding your way back to your own wholeness and essence and that a value-free space is the basis for this. With their SatNam Studio and the conscious selection of coaches/therapists and curated events, they have created such a space.

The design is fluid, light and symbolises the community spirit of the studio, the flow of the experience on site, as well as the dualities of which life is characterised (light and shadow, angular and soft, positive and negative space + the abstract integration of the initials S and N). The font design is a modern interpretation of the Sanskrit scriptures that inspired the name of the studio. 'Sat Nam' = "Truth is my name".





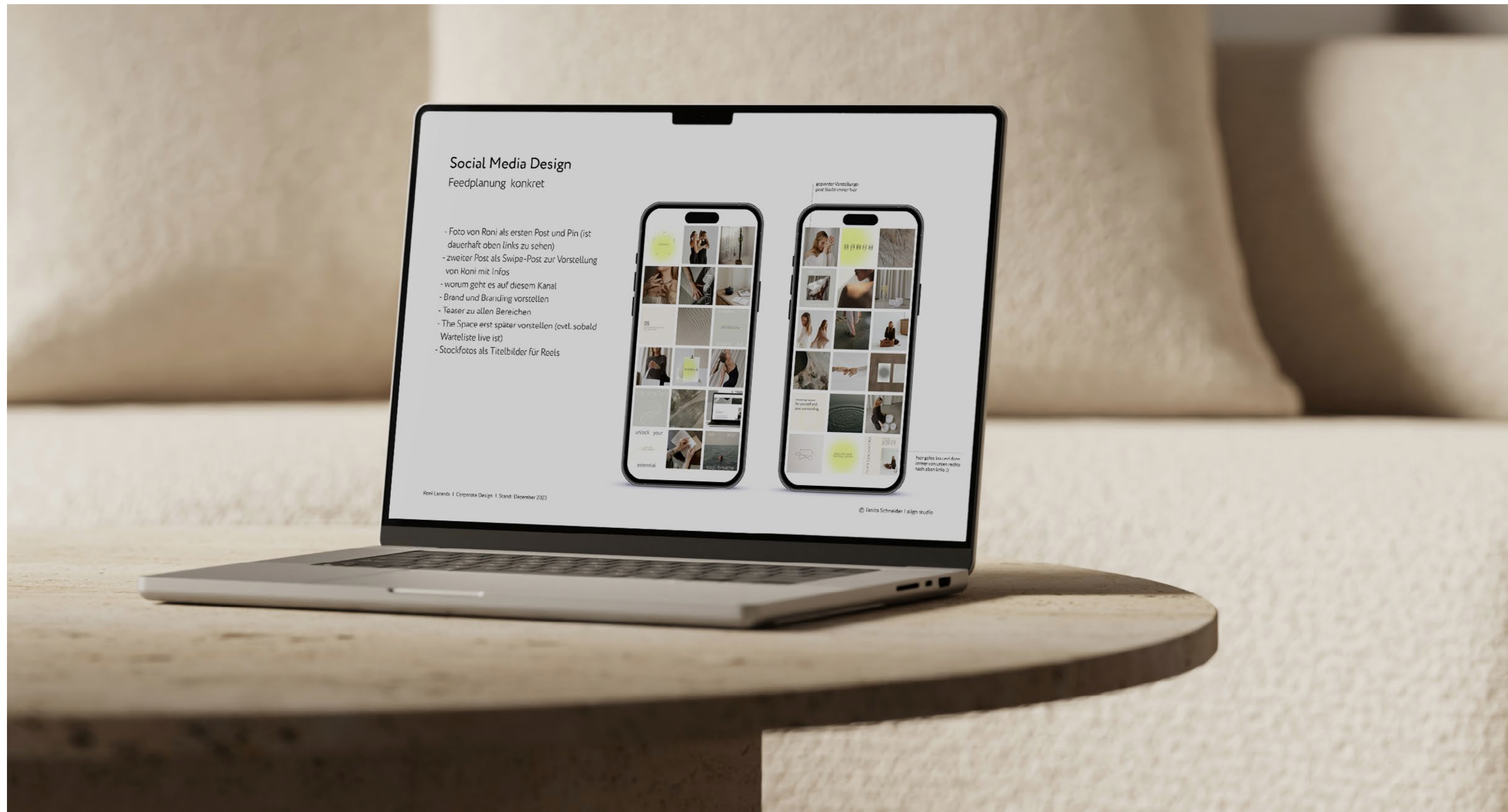
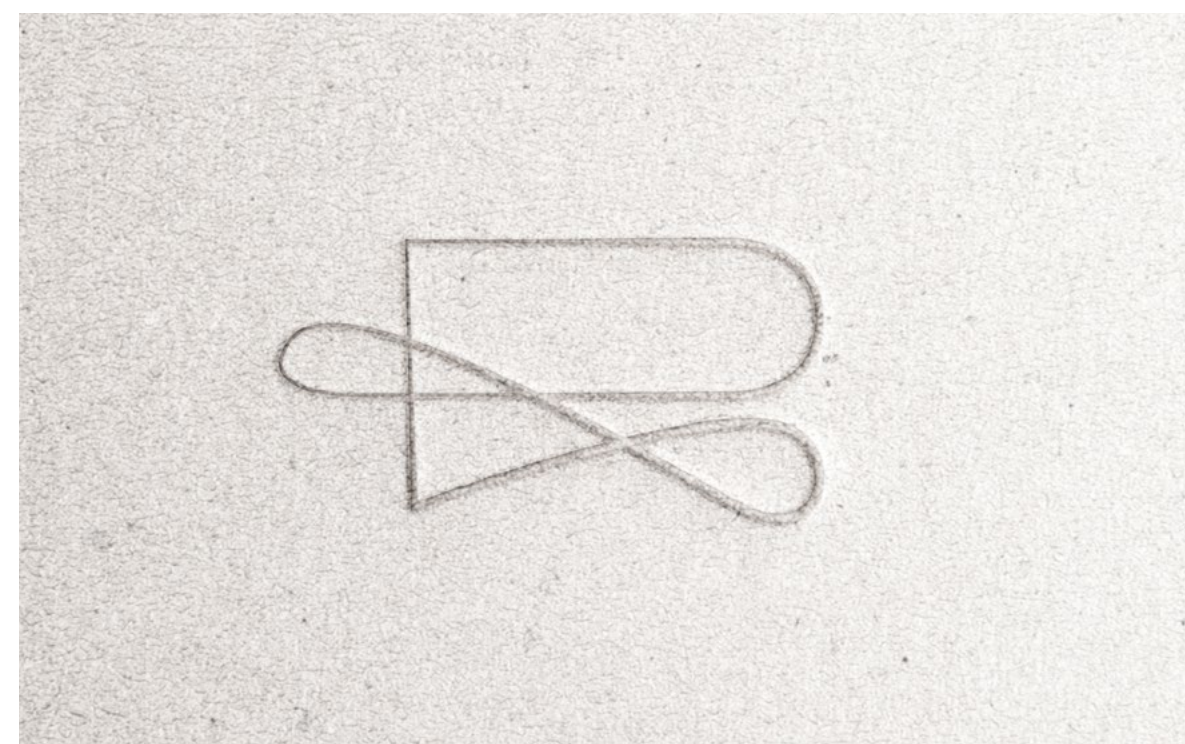
BRANDING AND WEBSITE THE SPACE BY RONI LACERDA

– *BRAND STRATEGY, DESIGN, WEBSITE*

Brand strategy, corporate design, style guide, social media concept, stationery, brand shoot and website for Roni Lacerda

Roni is convinced that we need space in order to recognise ourselves and that we can develop and realise ourselves through precisely this created space. As a holistic coach, she creates this space for issues that are currently present with her yoga studio The Sanctuary and with her programme „The Space“, in which the 5 facets of yoga, coaching, voice, mind and breath are combined and tools are offered that are easy to integrate.

With the design and realisation of the website, we have also digitally and visually created this „space“ digitally and visually and created a wellbeing experience around the brand. The logo and the chosen design elements reflect the dynamic flow and energetic movement. The initials R and L can be found in the logo in the form of an infinite cycle.



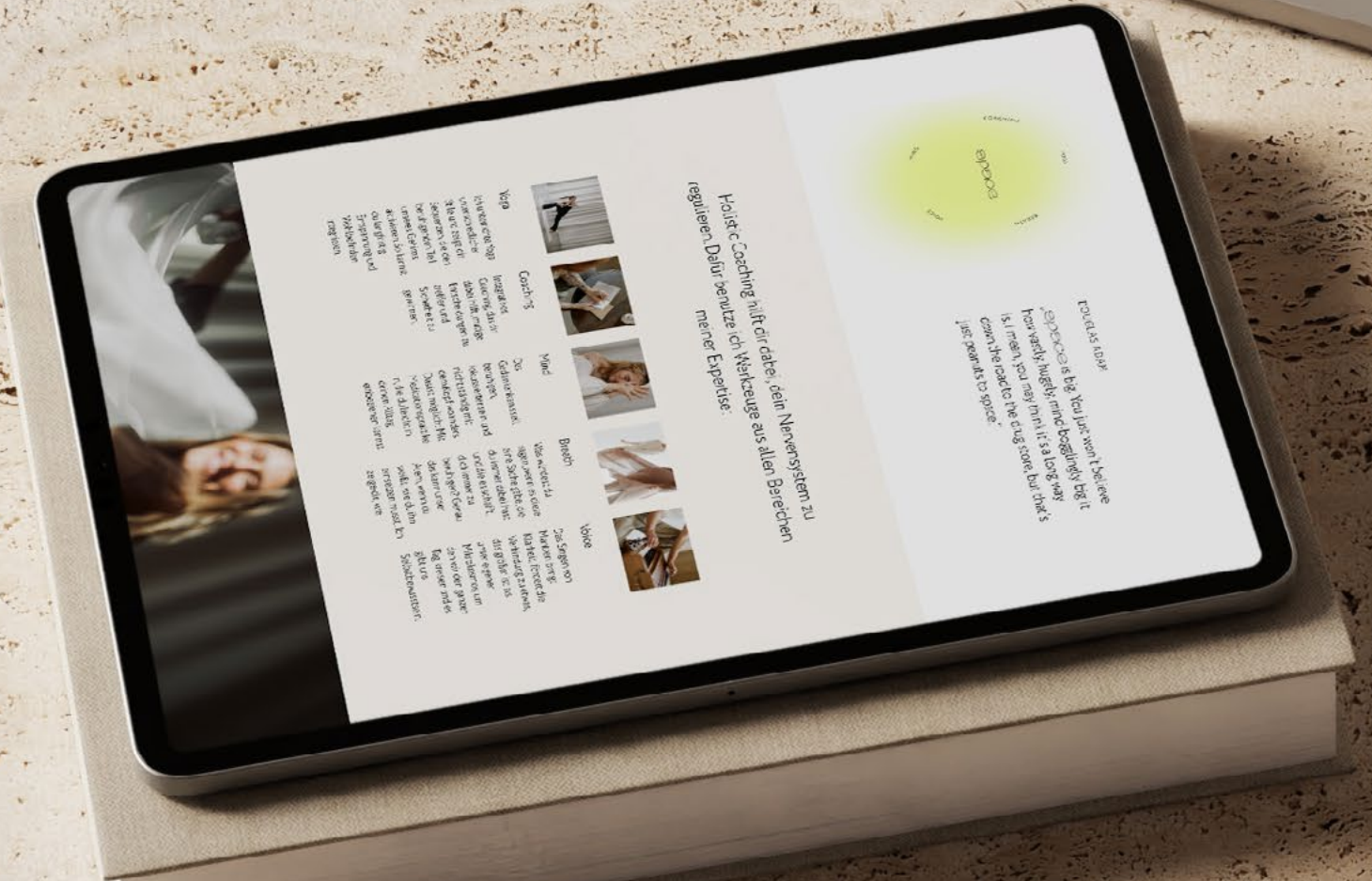




The true measure of success is a calm nervous system

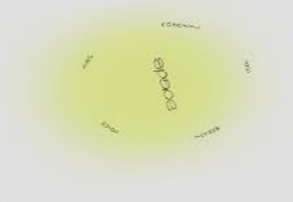
Nimm dir neun Monate Zeit, um langfristig in einen ausbalancierten Zustand zu kommen. Durch den du in der Lage bist, klar zu erkennen, was du willst und wie du dort hinkommst.

DARÜBER MOCHTE ICH MEHR WISSEN

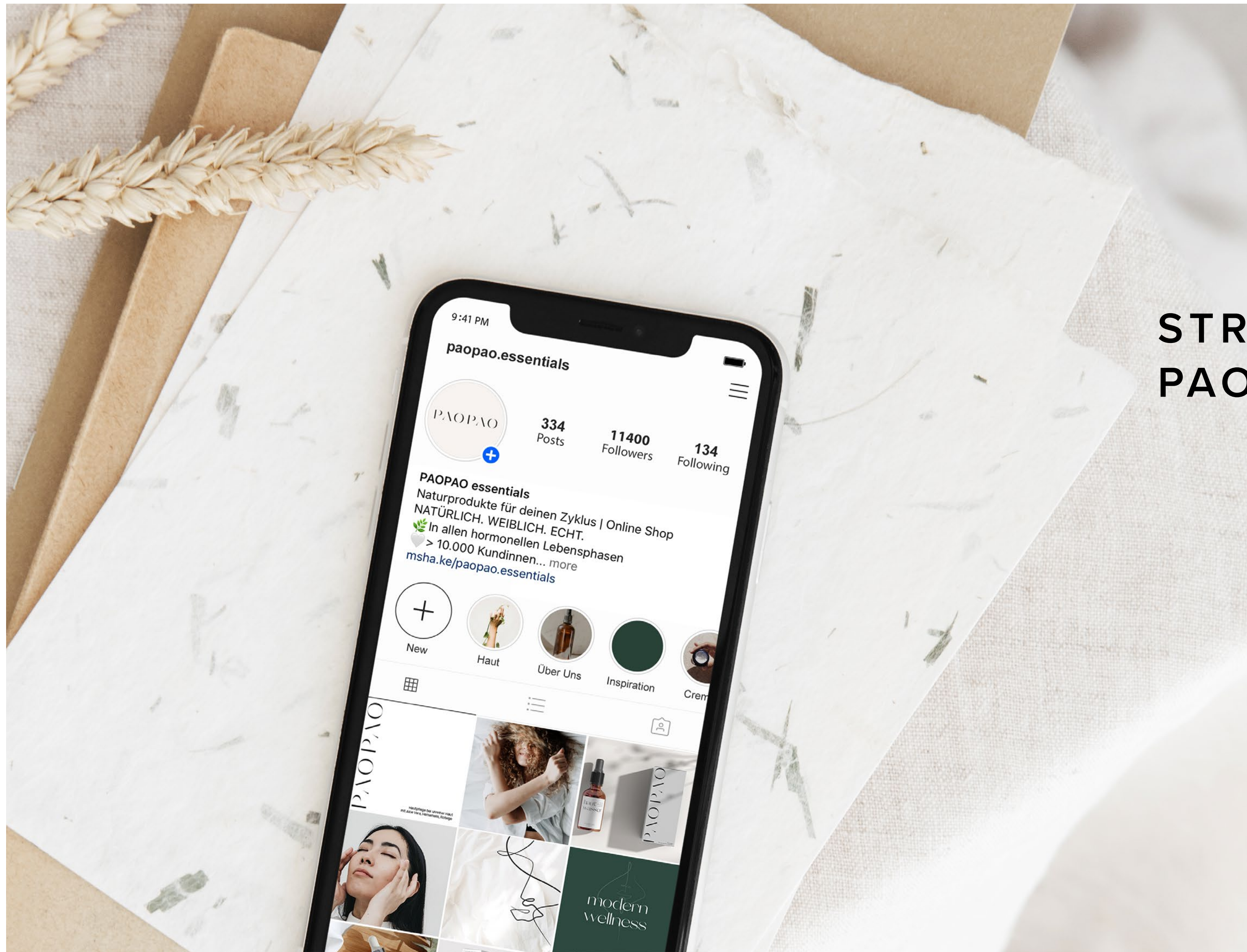


Heiliges Coaching hilft dir dabei, die Normen zu regeln. Dabei setzen wir dich auf allen Ebenen mehr Empfinden

- Coaching:** Coaching ist ein Prozess, bei dem du mit einem professionellen Coach zusammenarbeitest, um deine Ziele zu erreichen und deine Leistung zu steigern. Es ist ein Prozess, bei dem du die Verantwortung für deine eigenen Entscheidungen übernimmst.
- Einzel:** Einzel bedeutet, dass du alleine arbeitest und deine eigenen Entscheidungen triffst. Dies ist eine gute Möglichkeit, um deine eigene Identität zu entdecken und deine eigenen Ziele zu setzen.
- Video:** Video bedeutet, dass du über Videos mit einem Coach zusammenarbeitest. Dies ist eine gute Möglichkeit, um deine eigenen Entscheidungen zu reflektieren und deine eigenen Ziele zu setzen.



Find out what you want to do and how to do it. We help you find your path and support you on the way.



STRATEGY AND REBRANDING PAOPAO ESSENTIALS

– STRATEGY. DESIGN. PACKAGING

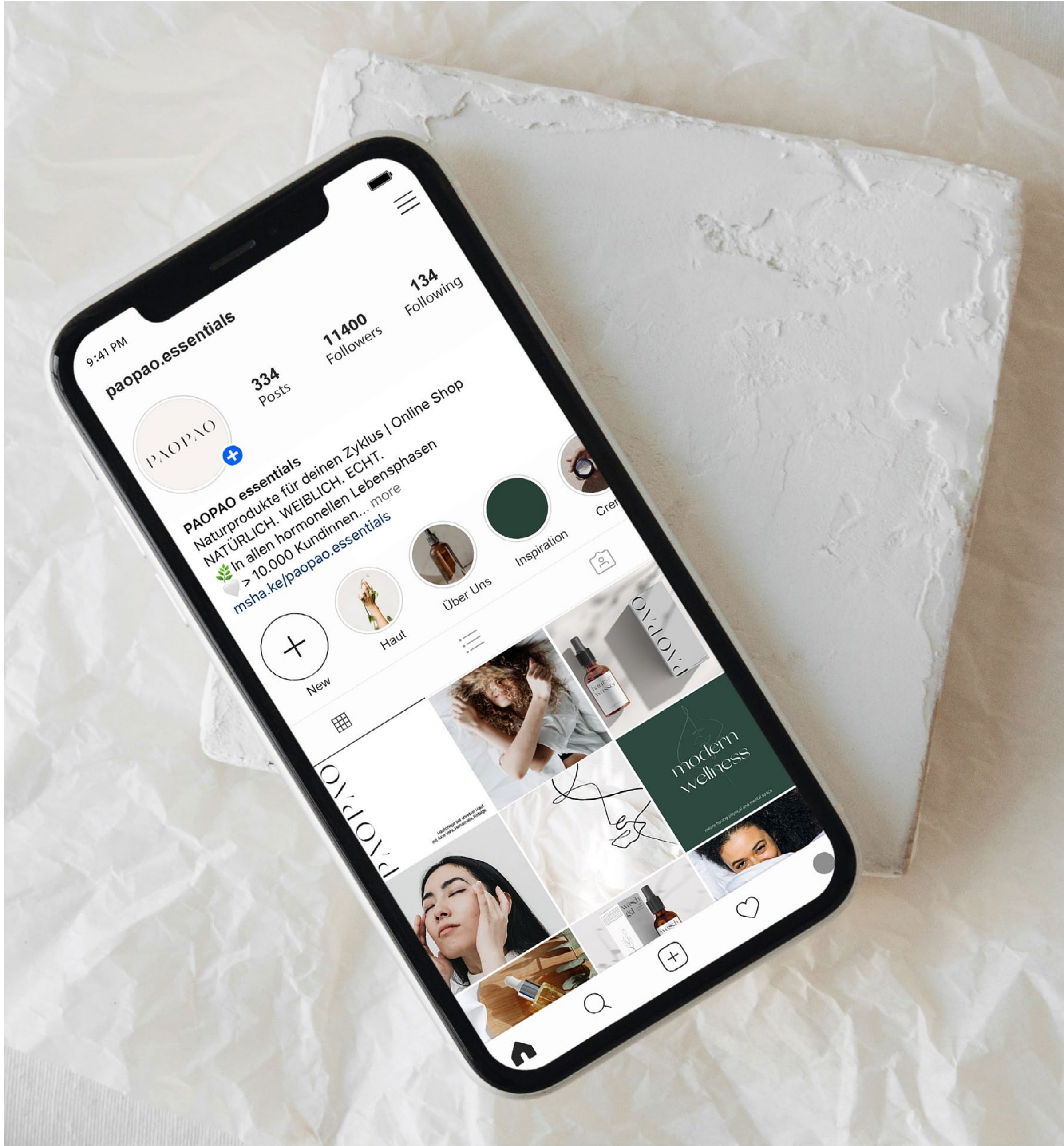
Brand development, corporate design, social media concept and packaging for the natural cosmetics brand paopao essentials

paopao stands for vitality and well-being in every phase of life. With vegan, animal-free natural products, paopao accompanies women on their way to more lightness, well-being, serenity and intuition. The design is light, feminine and natural and reflects the values of the brand and its founders.

In addition to the further development of the brand strategy, the entire brand design was reworked, the product range was redesigned and online and offline media were adapted to the new branding.









FEEDBACK PAOPAO ESSENTIALS

– *SINA AND LAURA*

„Tanita accompanied us during a phase when a lot of change was coming to PAOPAO. We are still incredibly grateful that we had Tanita by our side when choosing a new design concept. She exuded so much ease and calm that we just trusted. The result is fantastic and we feel very comfortable with our new design. The feedback from our clients has also been great. Tanita works super effectively and creatively at the same time. She was super fast in all elaborations and always on point. We are sure that Tanita will continue to accompany us on our PAOPAO journey and we are grateful to have found such a great designer.“

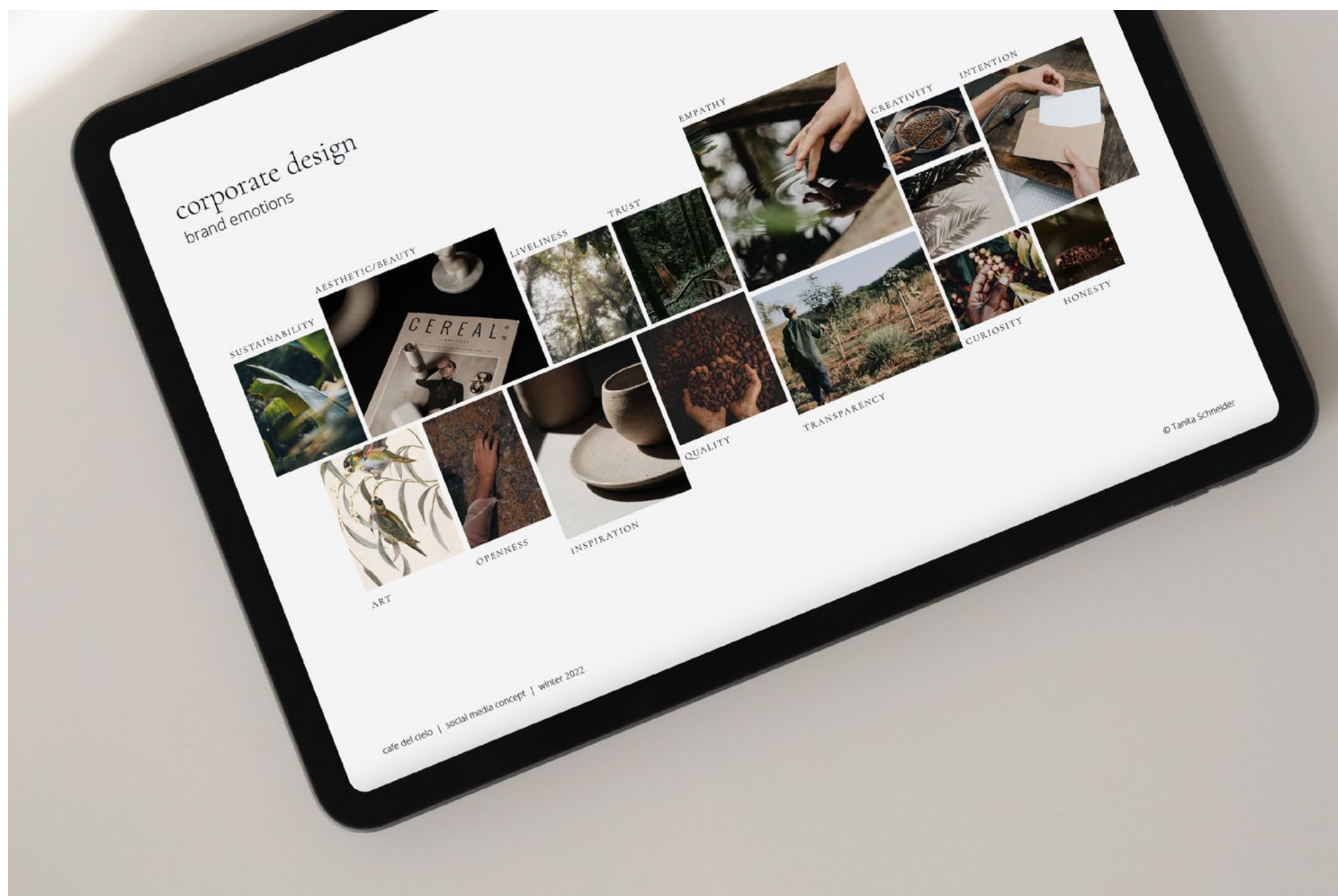
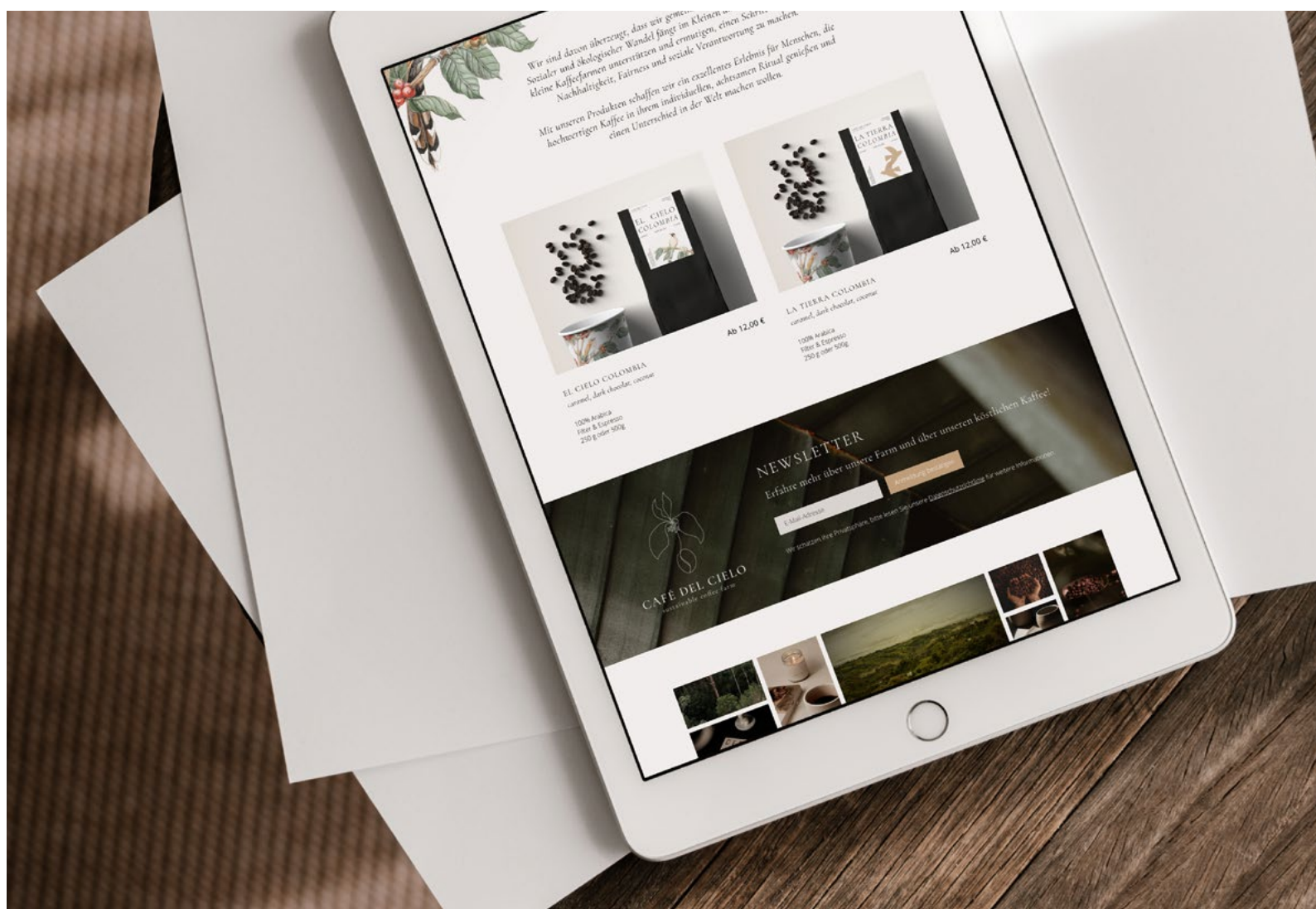
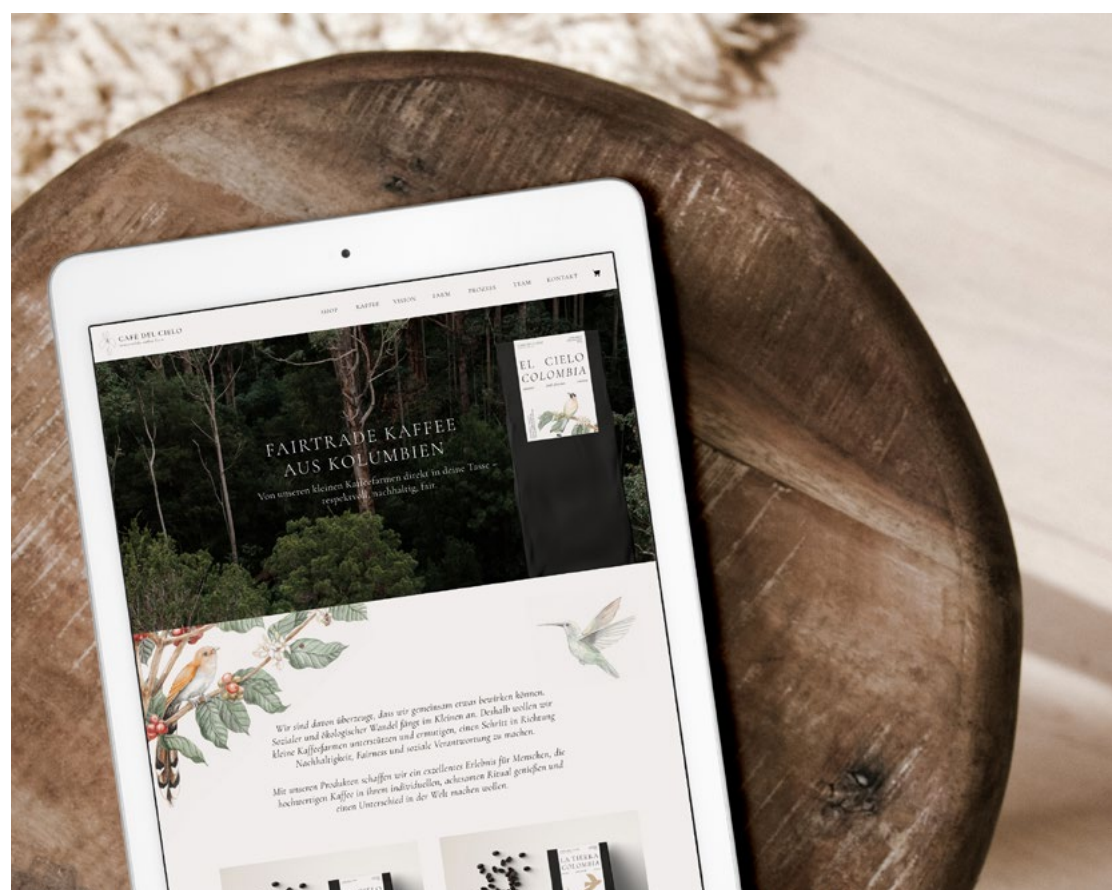
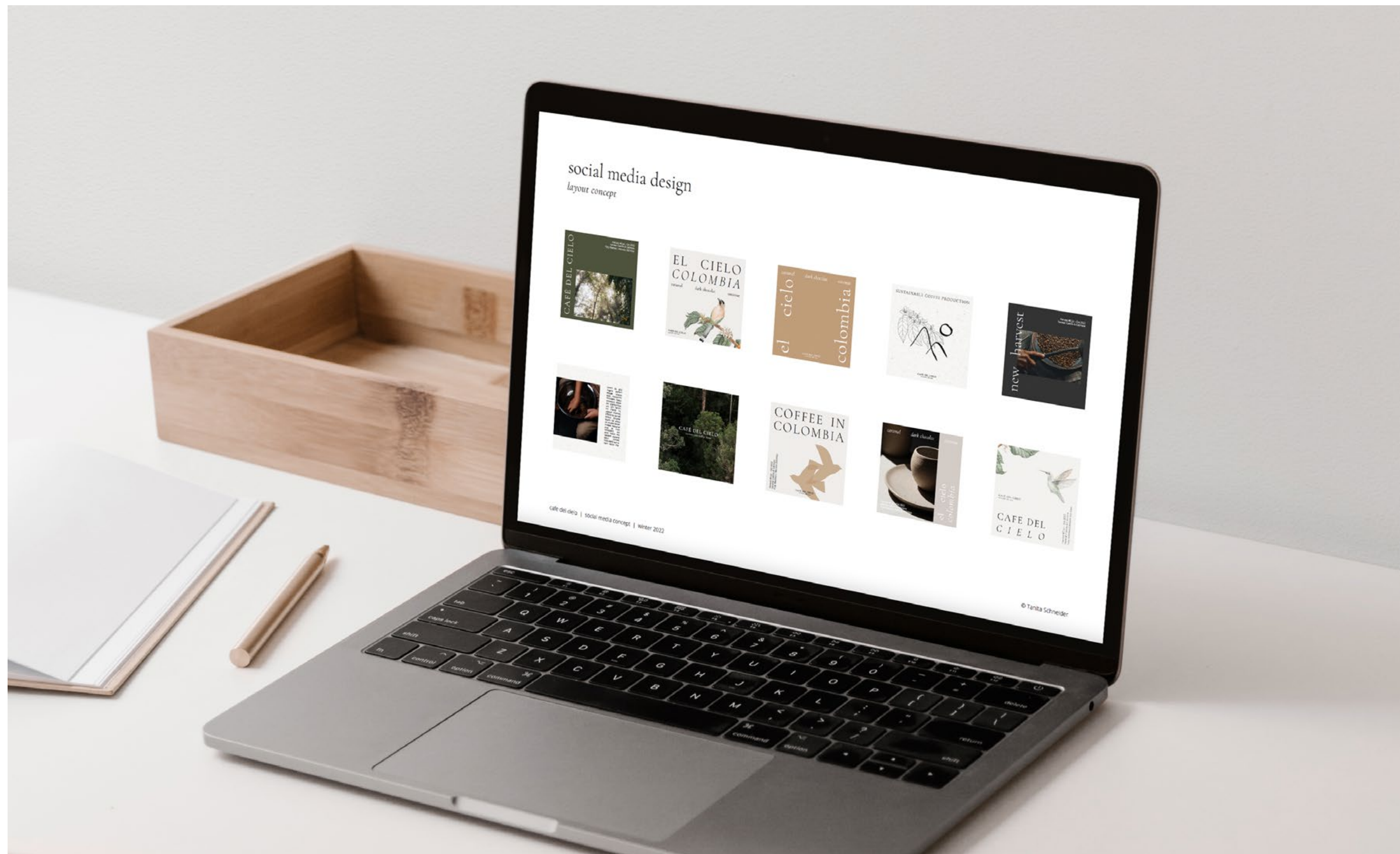


BRANDING AND PACKAGING DESIGN CAFÉ DEL CIELO

– *BRAND DESIGN, PACKAGING*

Brand refresh, imagery, style guide, social media concept and packaging for the fair trade coffee brand Café del Cielo

Cafe del Cielo is a small coffee farm at 1800m altitude in the Colombian Andes. The name „coffee from heaven“ or „heavenly coffee“ therefore says it all. Cafe del Cielo produces high-quality speciality coffee - ethically, sustainably, fairly, consciously. The supply chain is radically shortened so that the coffee is delivered to your home in the quickest way possible, without cumbersome middlemen and detours. Because there are many actors behind every cup of coffee: the coffee farmers who lovingly care for each individual coffee plant and earn a fair wage for their work, but also a balanced ecosystem with an incredible diversity of insects and birds that must be preserved and protected.







FEEDBACK LUISA MEIJA

– *FOUNDER OF CAFÉ DEL CIELO*

„Working with Tanita doesn't feel like work at all, it feels like entering into an adventure. She supported me on elevating all preexisting elements of design in my brand into a unified work that feels evocative of nature, that feels elegant but at the same light and simple. Tanita started the creative process from a place of deep empathy, and she quickly understood the essence of my brand: inspire people to take action through the beauty of nature and be curious and intentional about the way consume coffee. We both resonated through our common love for this magic black beverage. I knew Tanita would be on fire to make my project happens. And so she did, Tanita puts all her energy and goes beyond into creating something amazing. The complete process was clear, structured yet full of creativity and joy. I am very grateful to have worked with her and I am delighted every time my customers tell me how happy they feel when they receive my beautiful coffee. They feel completely inspired and identified with the brand.“



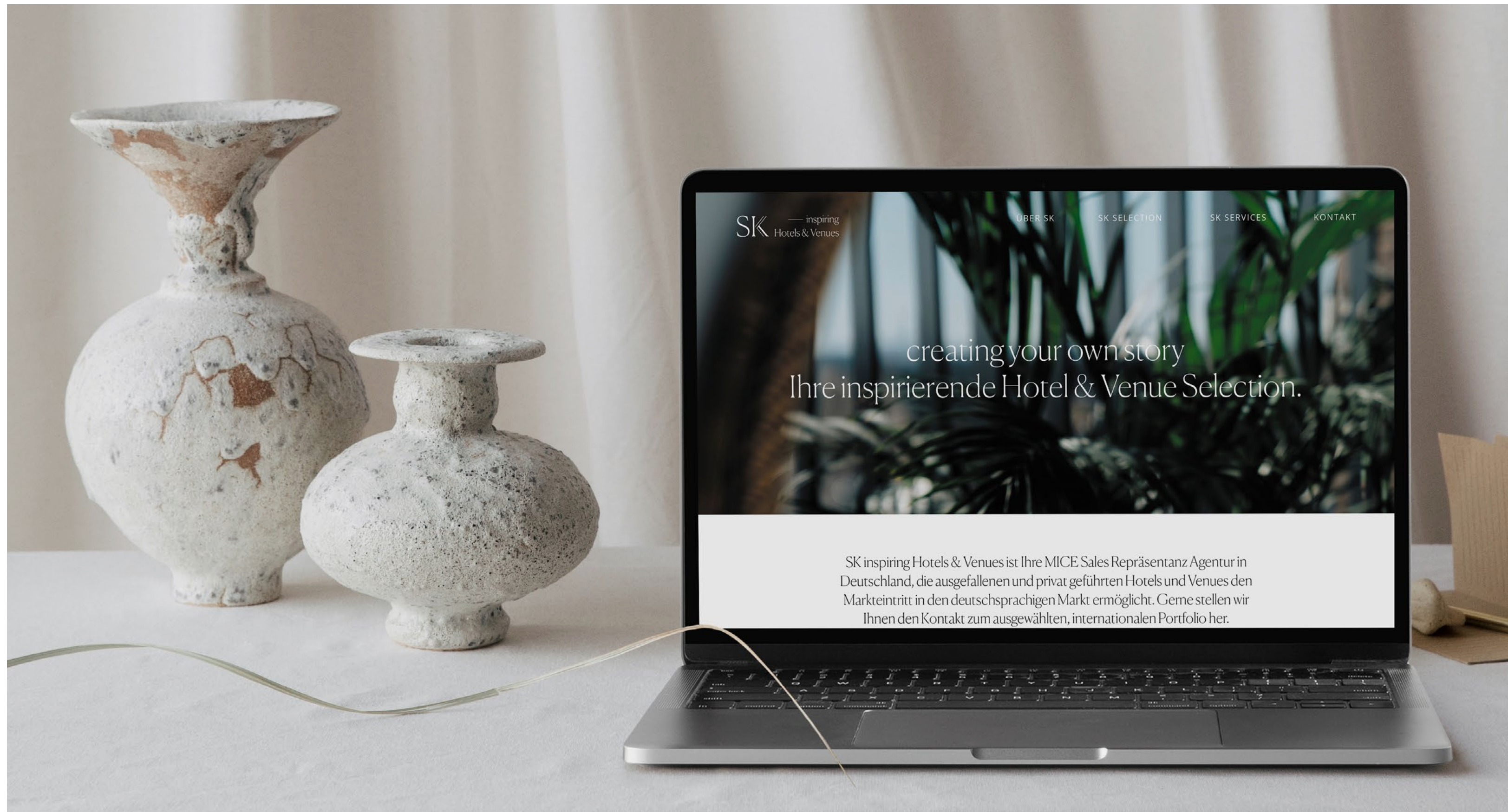
BRANDING AND WEBSITE SK HOTELS & VENUES

– *BRAND STRATEGY. DESIGN. WEBSITE*

*Brand strategy, corporate design, style guide, social media concept,
business stationery, trade fair design, website*

SK Hotels & Venues supports companies and event agencies in creating events that will be remembered for a long time – true to the motto „creating your own story“. Stephanie Kubik supports with her hotel portfolio in the location search and arranges inspiring venues that perfectly match the companies' goals.

The design is inspiring and of high quality and is intended to convey the same feeling to the viewer that this person experiences when visiting the selected event locations, boutique hotels and family-run hotels. The playfulness in the initials of the wordmark picks up on the symbolism of a guiding arrow as well as traditional patterns (in association with the worldwide partner locations).



SK — inspiring Hotels & Venues

ÜBER SK SK SELECTION SK SERVICES KONTAKT

creating your own story
Ihre inspirierende Hotel & Venue Selection.

SK inspiring Hotels & Venues ist Ihre MICE Sales Repräsentanz Agentur in Deutschland, die ausgefallenen und privat geführten Hotels und Venues den Markteintritt in den deutschsprachigen Markt ermöglicht. Gerne stellen wir Ihnen den Kontakt zum ausgewählten, internationalen Portfolio her.

Creating your own story. Feel diversity in your company.
Sollant praescipis secibus ut volupta nonsequi audam
Itat veribusam et dolor apidebitat inis ipsandandam qui.

creating
Ihre inspirierende Hotel &

SK inspiring Hotels & Venues ist Ihre MICE Sales Repräsentanz Agentur in Deutschland, die ausgefallenen und privat geführten Hotels und Venues den Markteintritt in den deutschsprachigen Markt ermöglicht. Gerne stellen wir Ihnen den Kontakt zum ausgewählten, internationalen Portfolio her.

SK SELECTION

SK SERVICES

— create your own story

Was uns antreibt? Das Leben.
Geschichten und Erlebnisse. Erfahrungen, die im Kopf bleiben.
Der Morgenkaffee in der Sonne auf der Dachterrasse.
Die funkelnden Augen nach einer gelungenen Präsentation.
Das ehrliche Lächeln bei einem Cocktail am Abend.
Gemeinsam erleben und kreieren statt nur allein.
Inspirationen aufsaugen, statt Leere und Langeweile fühlen.
Von Mensch zu Mensch als Team gestalten.
Effizienz und Kooperation, Mut und Initiative.
Erfolge feiern, Potenziale leben, gemeinsam wachsen.
Erlebnisse, die im Kopf bleiben. Erlebnisse, die verbinden.
Erlebnisse, die uns wachsen lassen. Creating your own story.

JETZT KONTAKTIEREN



inspiring hotels and venues

SK
— inspiring
Hotels & Venues



FEEDBACK STEFANIE KUBIK

– *FOUNDER SK INSPIRING HOTELS & VENUES*

„Tanita can very quickly get to grips with your customers' requirements and understands exactly what their needs are. She immediately understood my values & philosophy and got to the heart of it with the new CI. I really enjoyed working with her and she exceeded my expectations.“



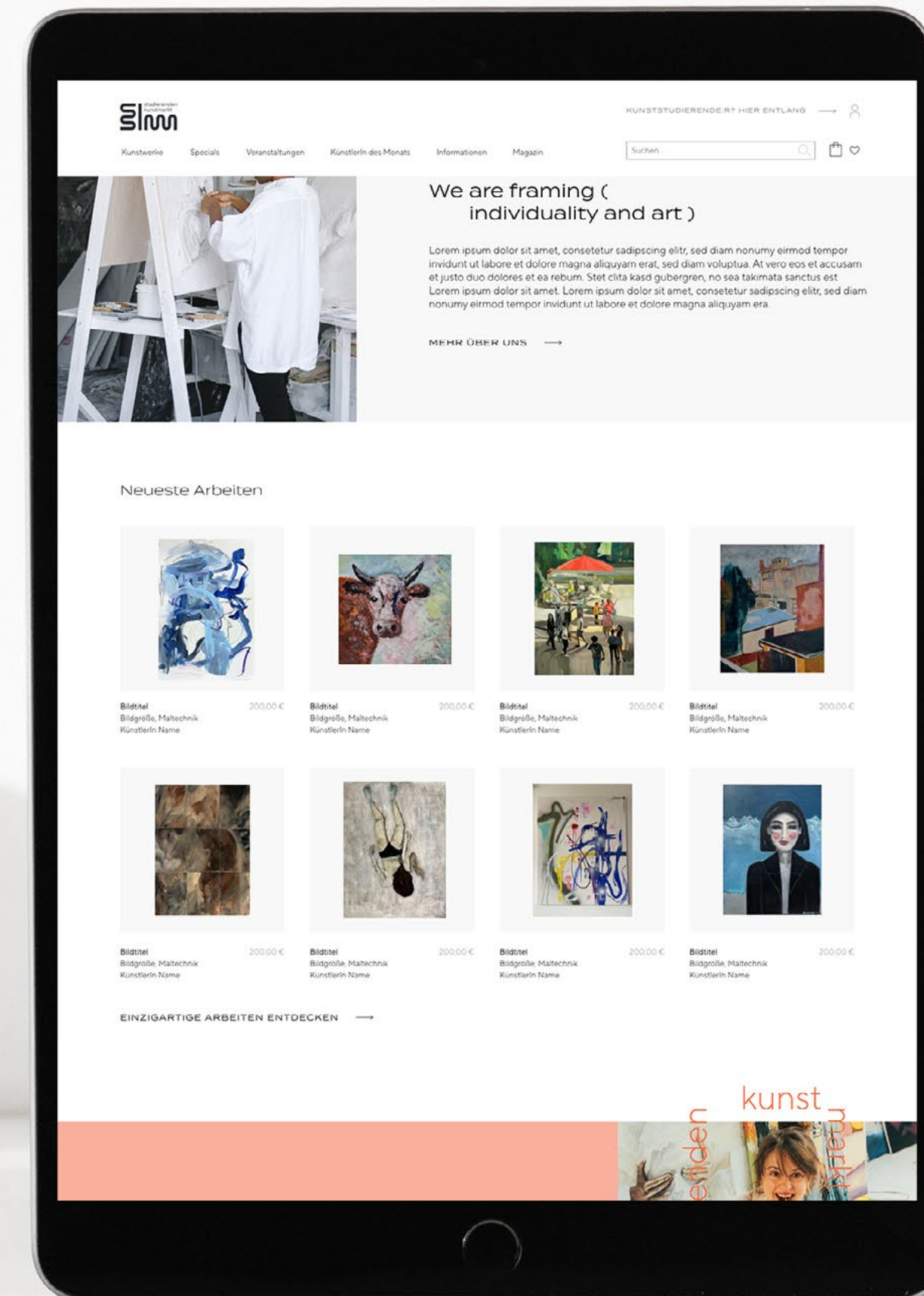
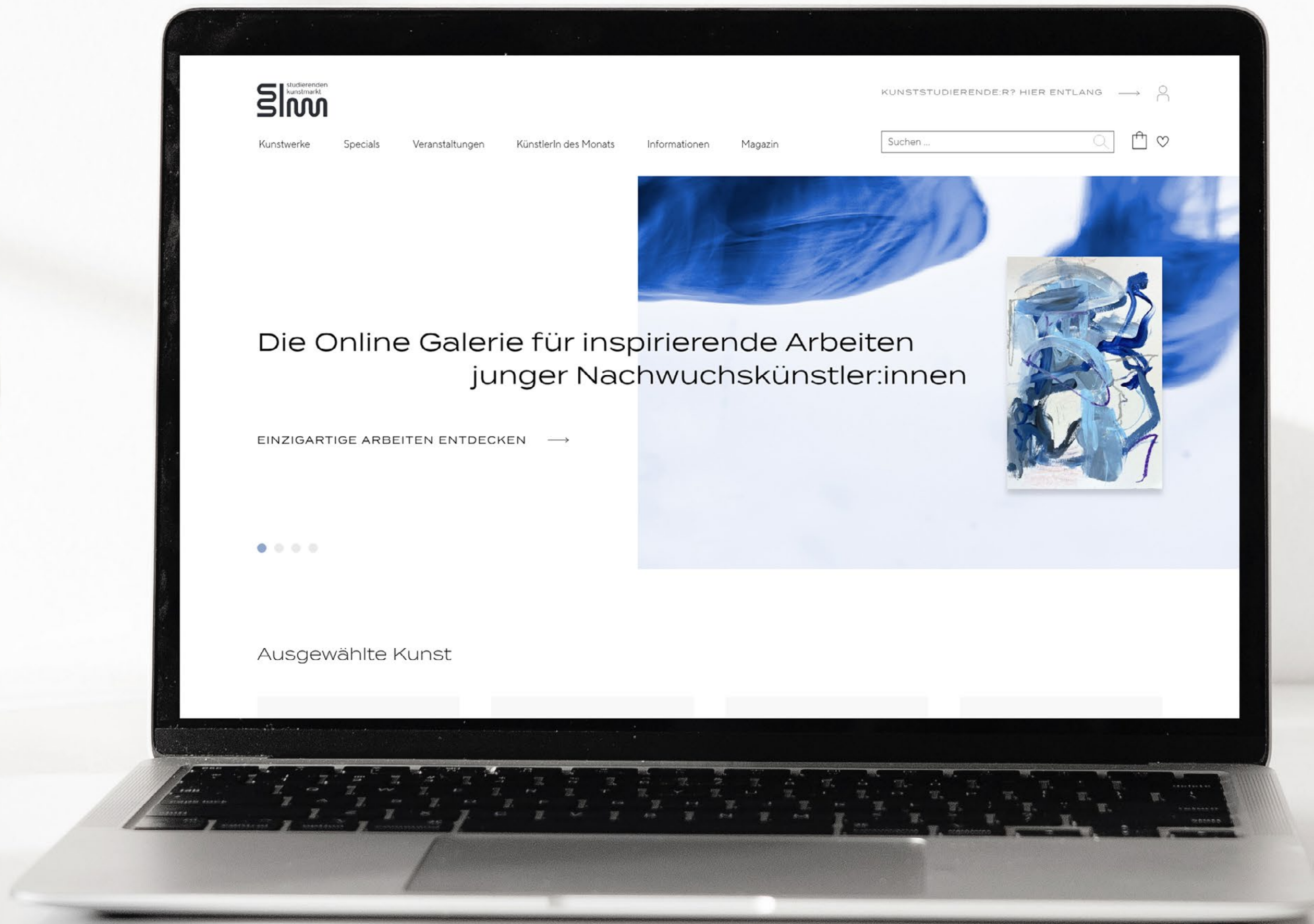
BRANDING AND WEBDESIGN STUDIERENDENKUNSTMARKT

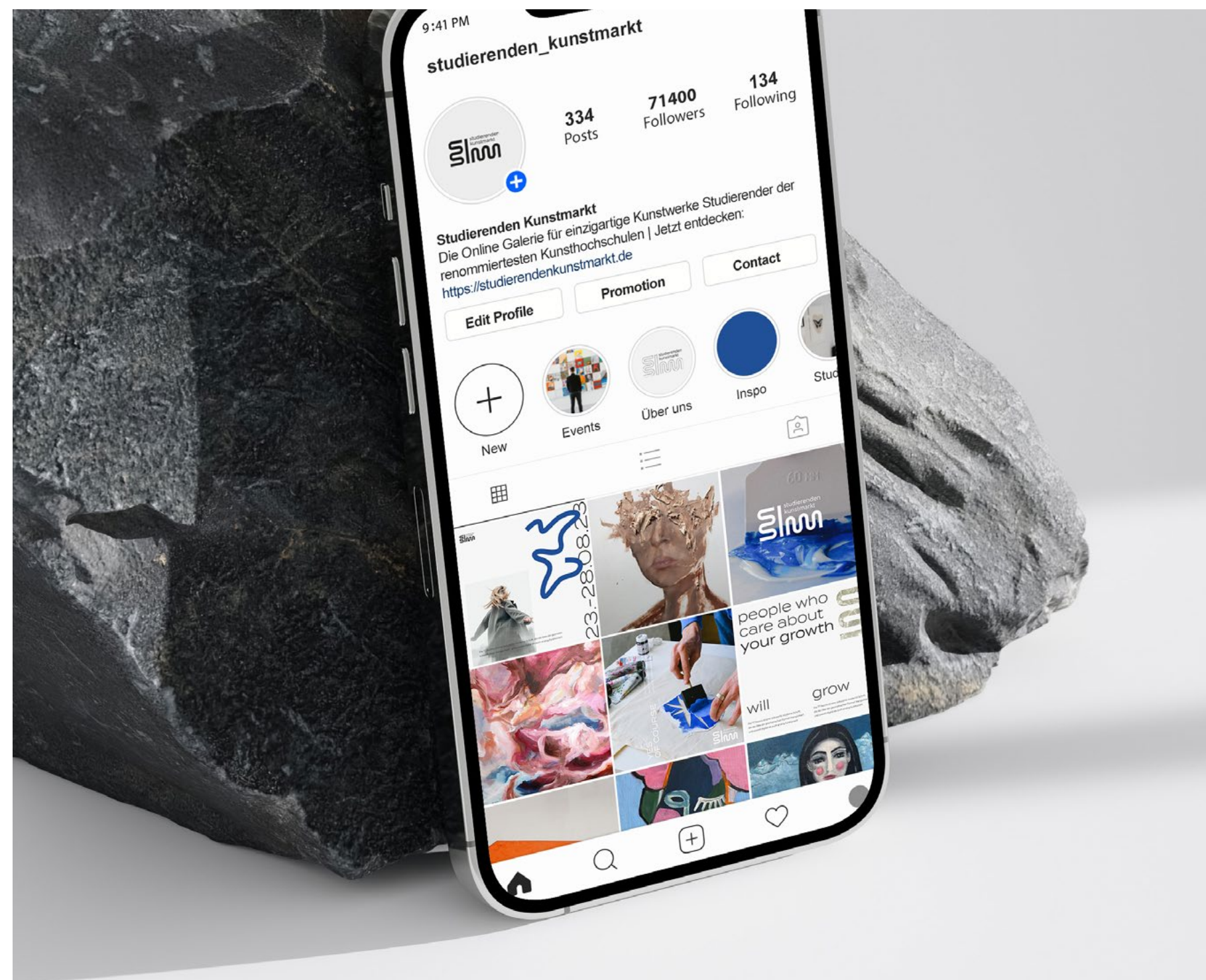
– *BRAND STRATEGY, DESIGN, WEBDESIGN*

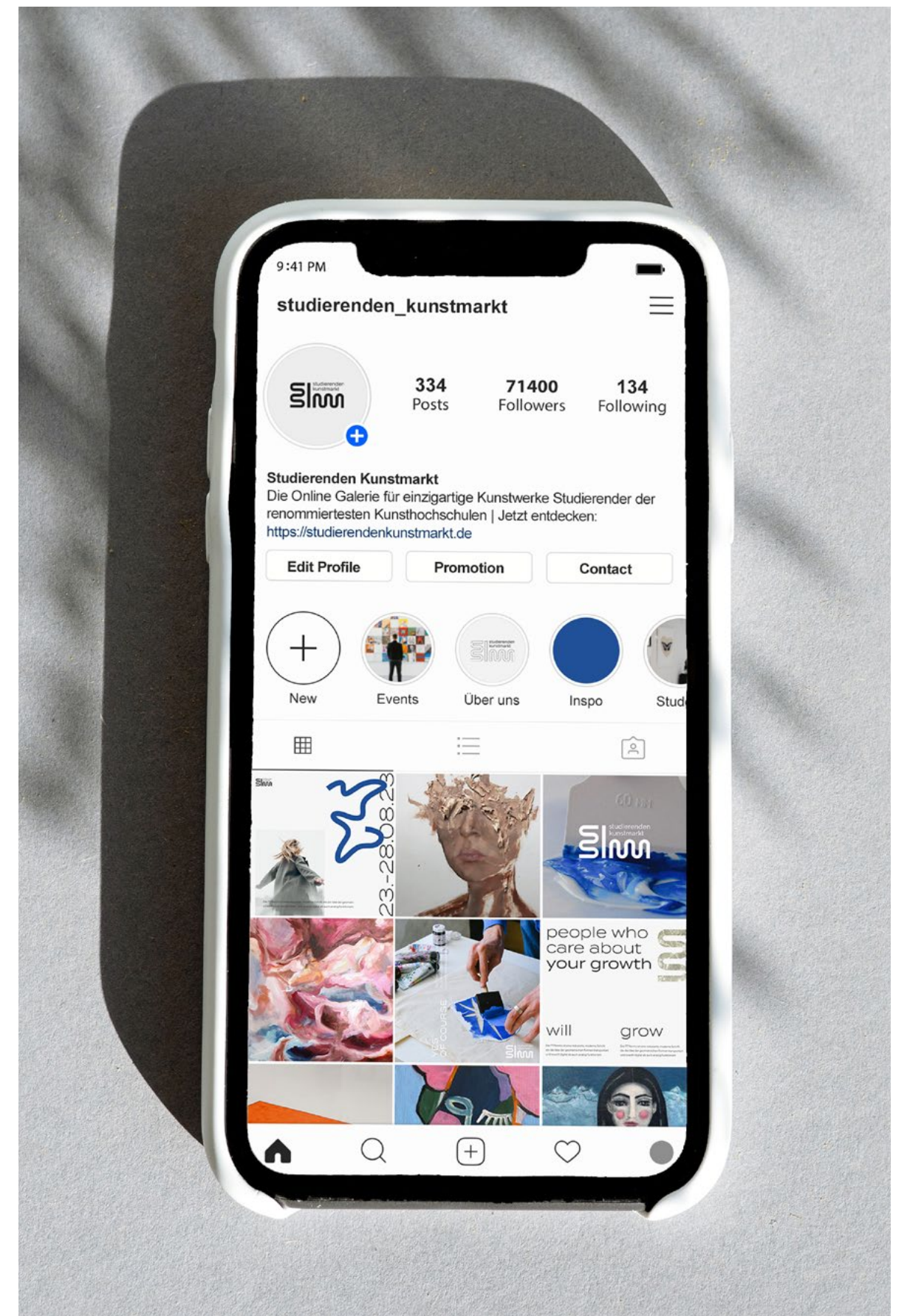
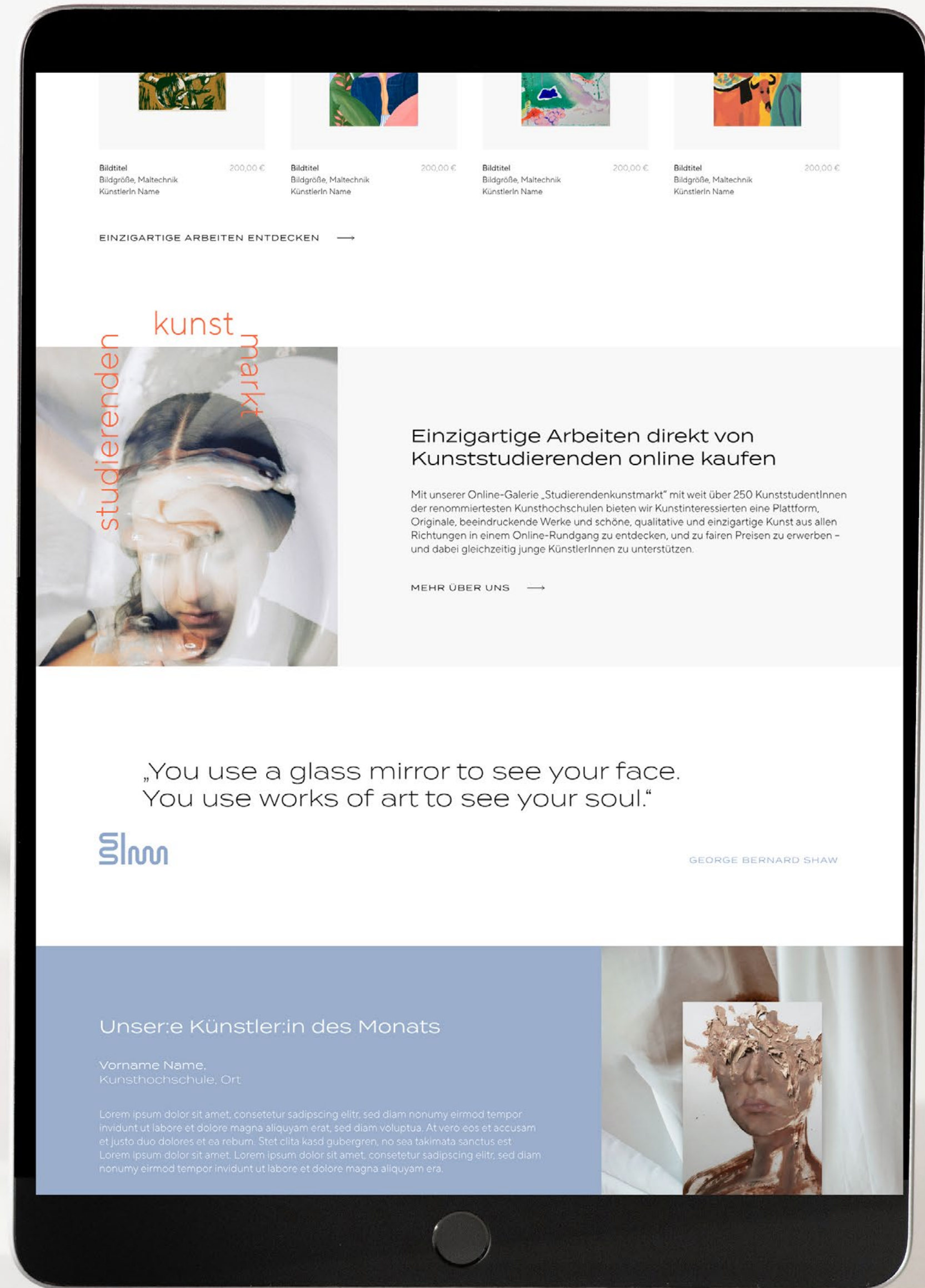
Brand strategy, corporate design, style guide for the student art market

The SKM opens up opportunities for art students to show, sell and gain visibility and exposure for their art. Equally, art enthusiasts are helped to get started in buying art, acquiring quality and unique art from all directions at fair prices - while supporting the next generation of artists.

The idea of creative flow is taken up in the abstract-artistic word mark and offers flexible application possibilities from website to exhibitions and print media. In addition to the brand strategy and the implementation of the corporate design, the online gallery was conceived and designed.









FEEDBACK STUDIERENDENKUNSTMARKT

– *ERICH REICH, FOUNDER*

„The collaboration with Tanita went smoothly. The process was personal and professional at all times. She responded to all our wishes and circumstances and developed a corporate design for us that conveys and reflects our brand and company values on all levels. In every aspect of the collaboration, you can see how much dedication and attention to detail she puts into her work. We would work with Tanita again at any time and would like to take this opportunity to say a huge THANK YOU.“



BRANDING MAPRESSO COFFEEGUIDE

– *BRAND STRATEGY. DESIGN*

Brand development, CI manual and applications of the individualized, cross-media café guide „Mapresso“

Mapresso focuses on individual preferences and the taste of each individual coffee lover. With the help of an interactive café test, the consumer receives a product or café selection individually adapted to his or her personal preferences. All cafés are selected according to defined criteria to guarantee the best possible quality and fair trade conditions. The logo shows a coffee cup in which an abstract map of the city „floats“ in the form of latte art, which on the one hand takes up the theme of coffee and on the other the idea of a travel guide. The claim „Trust your taste“ alludes to the idea of a personalized café guide and emphasizes not only trust in one's own taste, but also trust in the brand and the associated individual café selection.





VERMASSUNG DES LOGOS

Sowohl die Gestaltung der Bild- als auch die der gesamten Wort-Bild-Markte werden ausführlich hergestellt und vermittelt, um eine harmonische und das Auge ansprechende Gesamtkomposition des Logos zu erzielen.

„Es ist nicht nur die Qualität des Strichs, des Drucks oder die Raffinertheit irgendeiner Technik, die die Qualität des Zeichens gewährt, es ist ebenso der Weißraum innerhalb des Zeichens oder zwischen den Zeichen, der die Ausdruckskraft eines Zeichens bestätigt.“
- Adriaen Frutiger

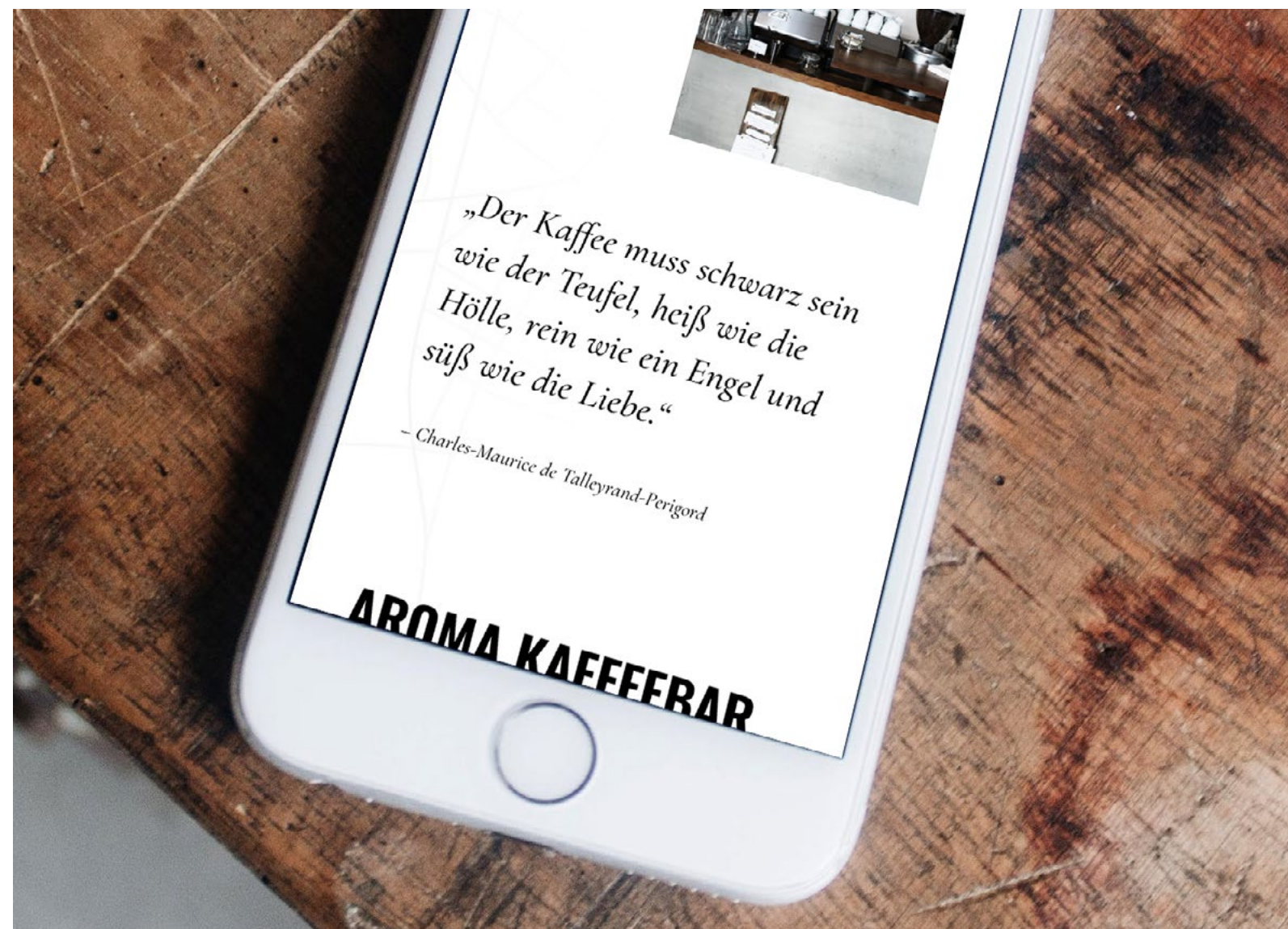


Wird die Bildmarke einer Wortmarke verwendet, können sie einem individuellen Schweregrad, der rund herum der festgelegten e-Länge entspricht.

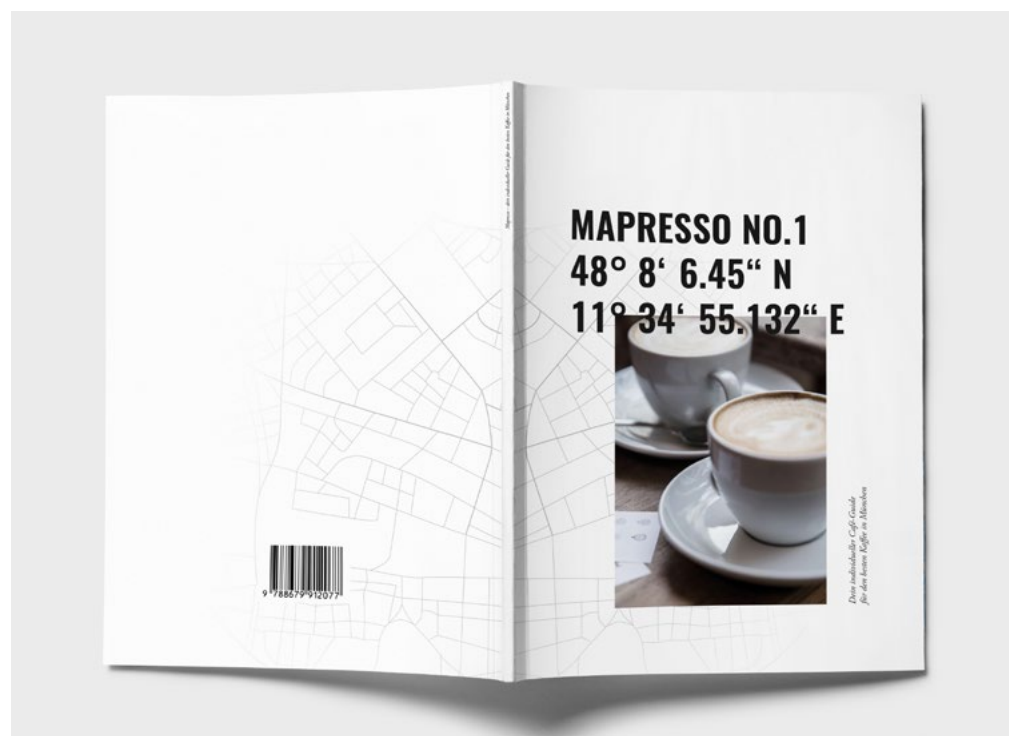
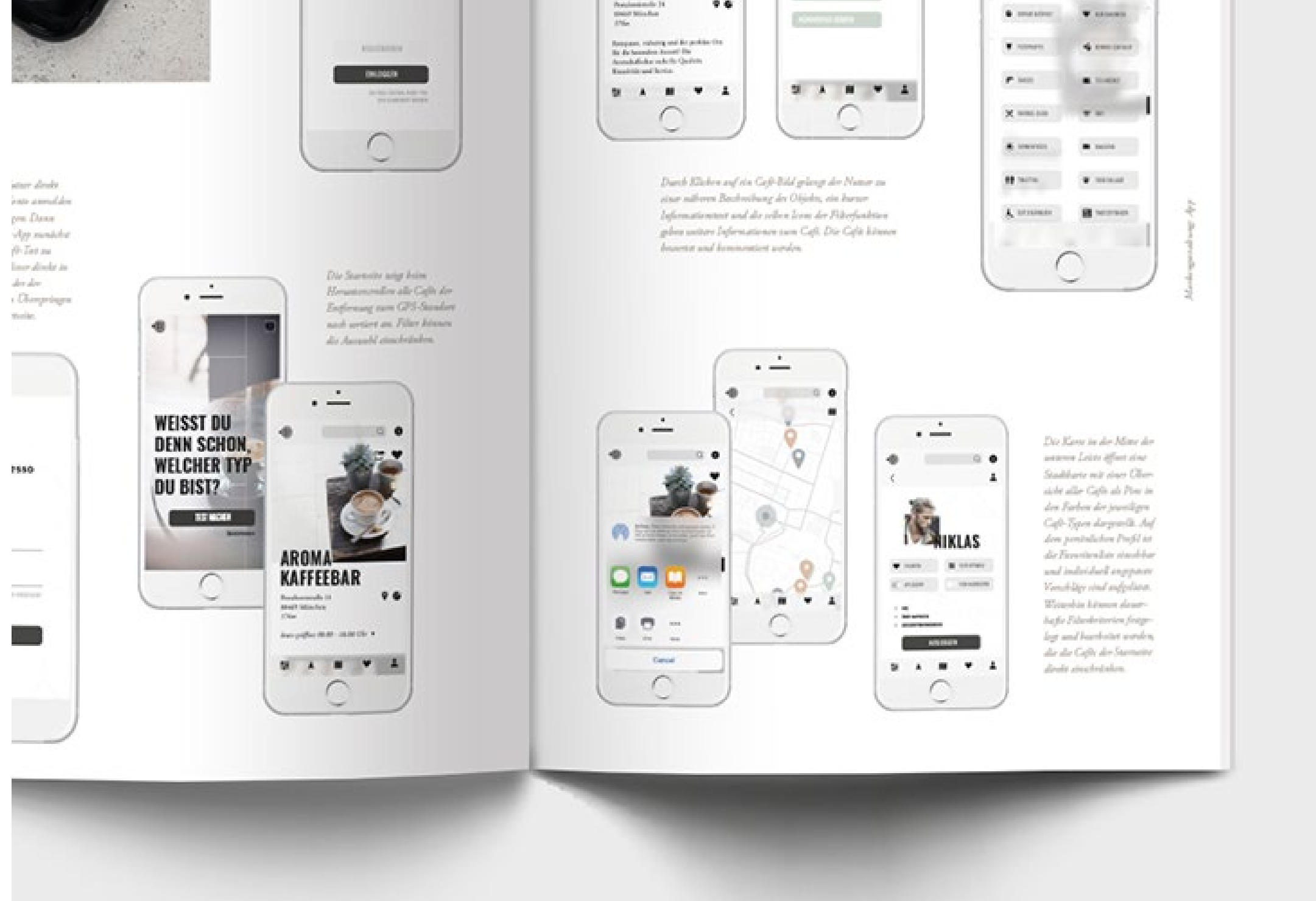


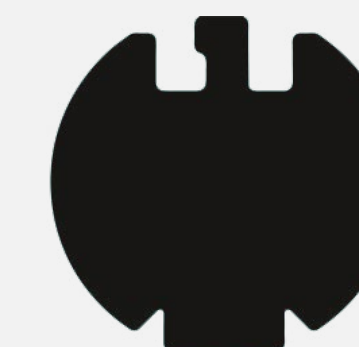
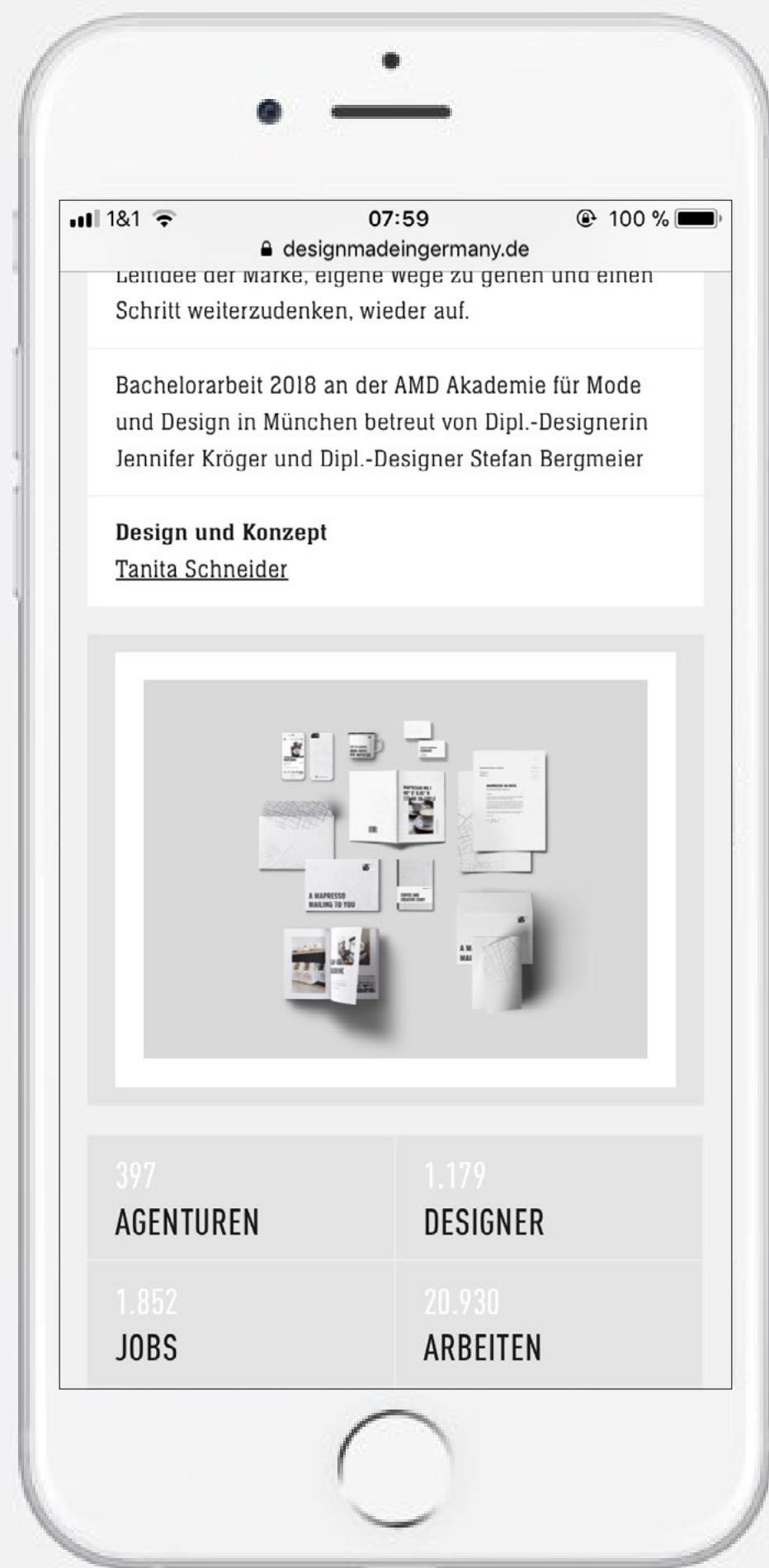
Als Symbol für Perfektion wird der Kreis gesehen, weshalb die Kontur der Tasse eine ausgeglichene Kreisform aufweist. Die „Streifen“ innerhalb der Tasse sind bis auf eine individuelle Linie, welche aus dem Faser ausstricht und für den Markensinn Selbstverwirklichung steht, alle horizontal, vertikal oder im 19°-Winkel und dazu senkrecht stehenden 199°-Winkel angeordnet. Der schräge 19°-Winkel entspricht dem anfangsüblich gestellten Querhalten des „E“-Buchstaben der Wortmarke. Die Dichte des Außenraums, bzw. der Tasse, entspricht der mittleren Buchstabenbreite des „M“ der Wortmarke. Weiterhin ist die individuell gebogene Linie innerhalb der Tasse nach den Regeln des goldenen Schnitts angelegt.

Markengestaltung Logo









Design made in Germany

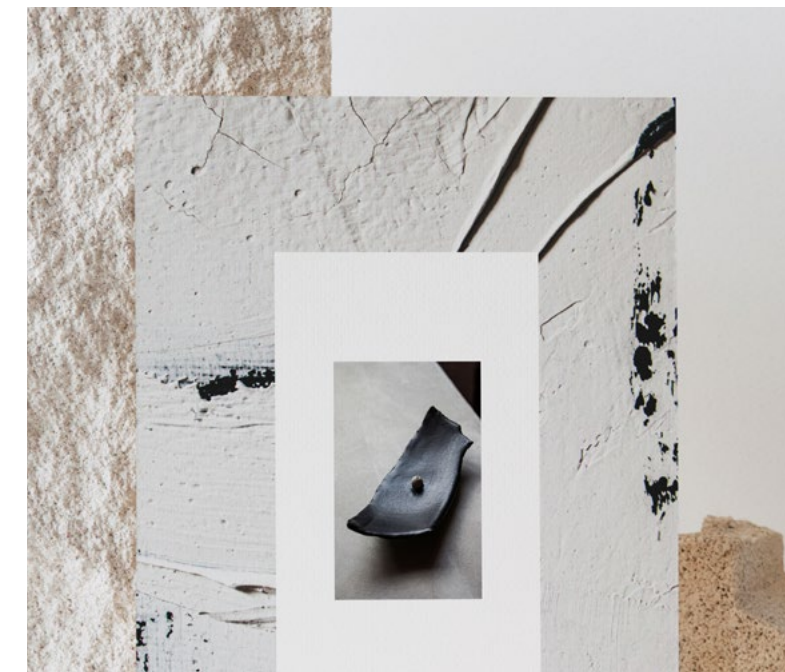
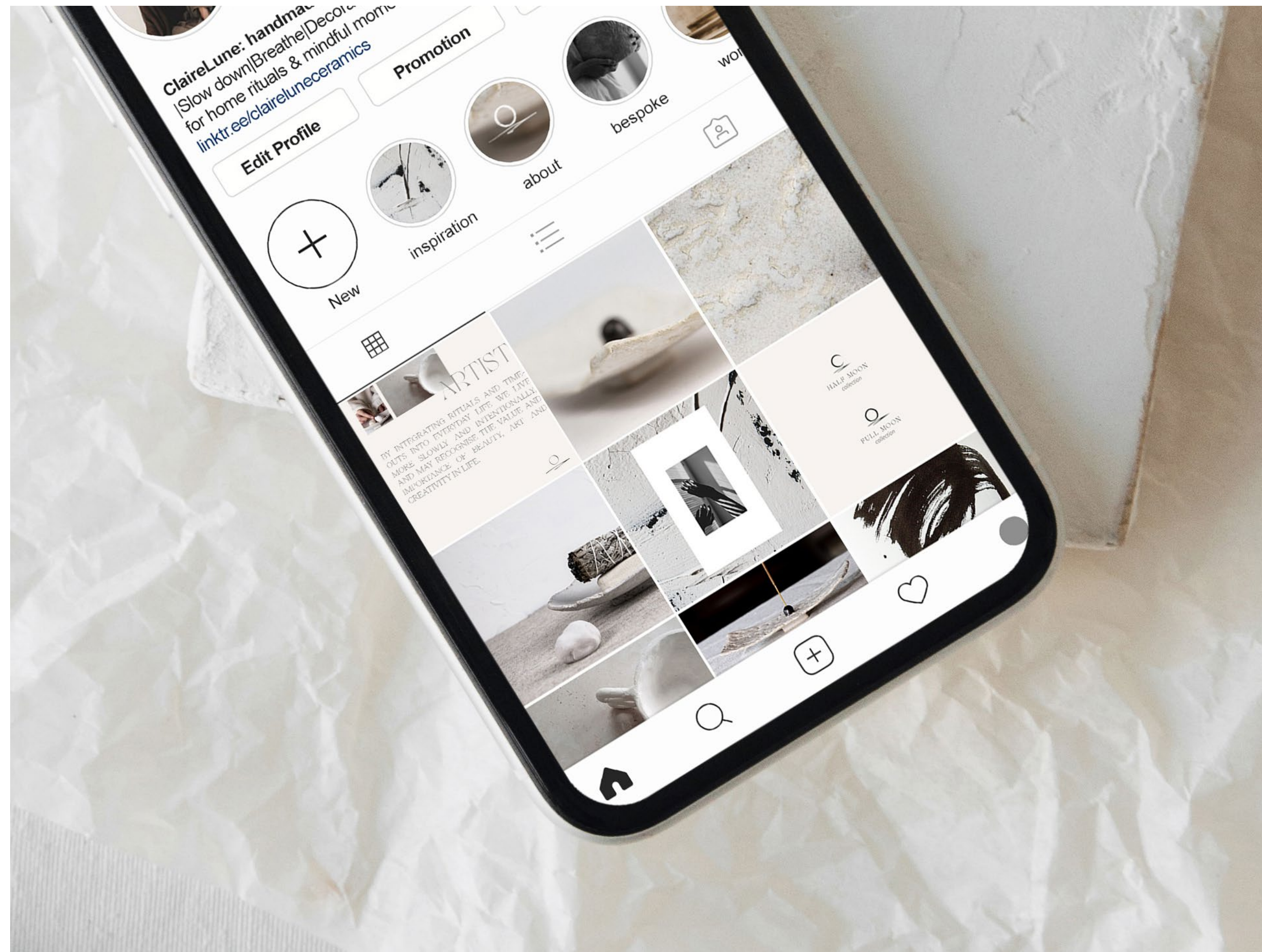


BRAND STRATEGY & DESIGN CLAIRE LUNE CERAMICS

– CORPORATE DESIGN

Corporate design, social media concept for the ceramic brand Claire Lune Ceramics

Chiara della Santina creates individual, high-quality ceramic pieces for private individuals and companies. She draws inspiration from the phases of the moon, nature and her native Tuscany, creating a holistic design experience through this combination and the link with her abstract art.





FEEDBACK CHIARA DELLA SANTINA

– *FOUNDER „CLAIRE LUNE CERAMICS“*

„Tanita is a very talented designer and an absolutely wonderful person! Brilliant, visionary, cheerful and extremely dedicated are just a few of her remarkable qualities. Working with her was an absolute pleasure and a journey where I felt seen and supported the whole time. Thanks to her individual approach and incredible talent, she immediately understood my concerns and managed to highlight some aspects of my brand that I didn't even know were there, helping me to achieve even more clarity. Tanita is a passionate listener and I always felt that she was genuinely interested in my story and message. She has a wonderful sense of aesthetics and incredible attention to detail, which translated into a delivery that exceeded my wildest expectations! She was always available and engaged, and I never felt like I was her client, but rather a „partner in crime“. I highly recommend her and look forward to our next project together!“



SAN
NAÉ

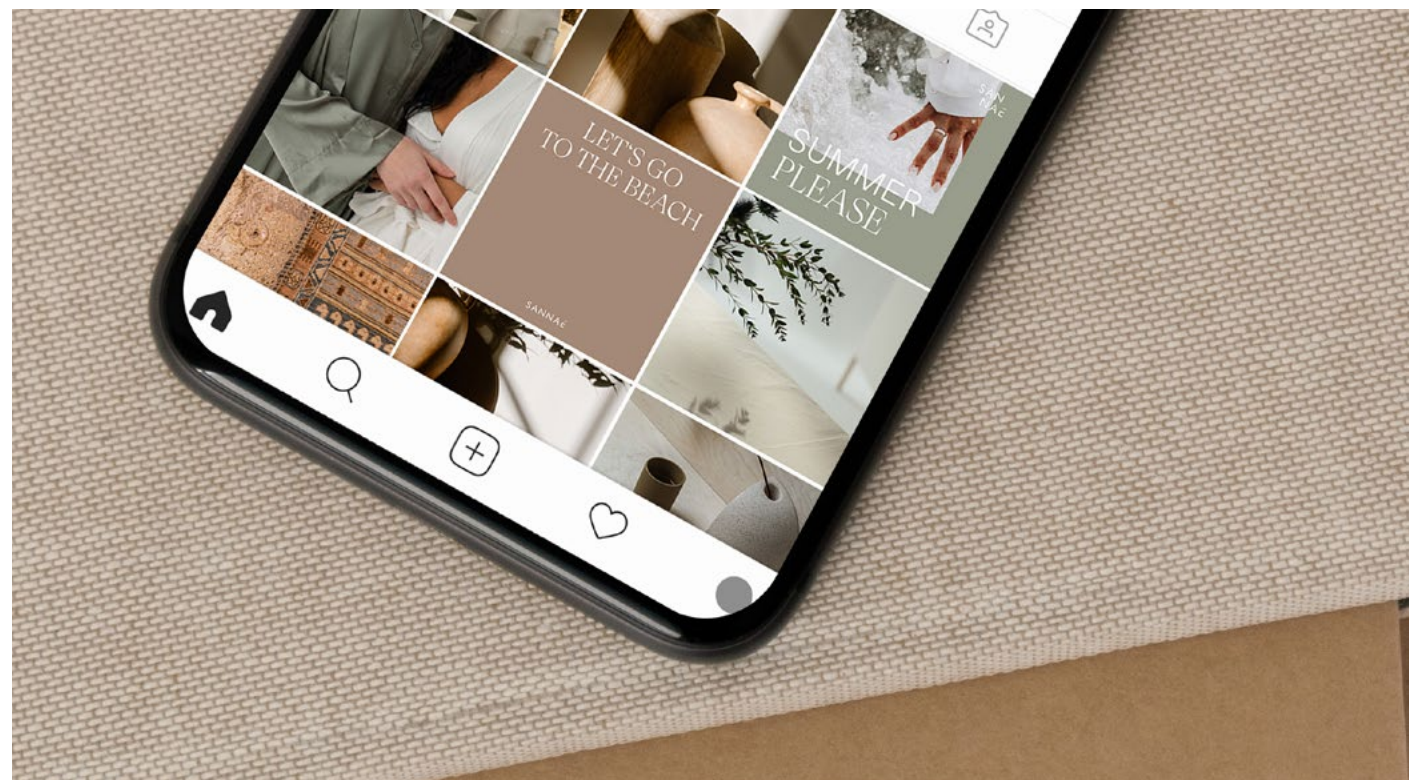
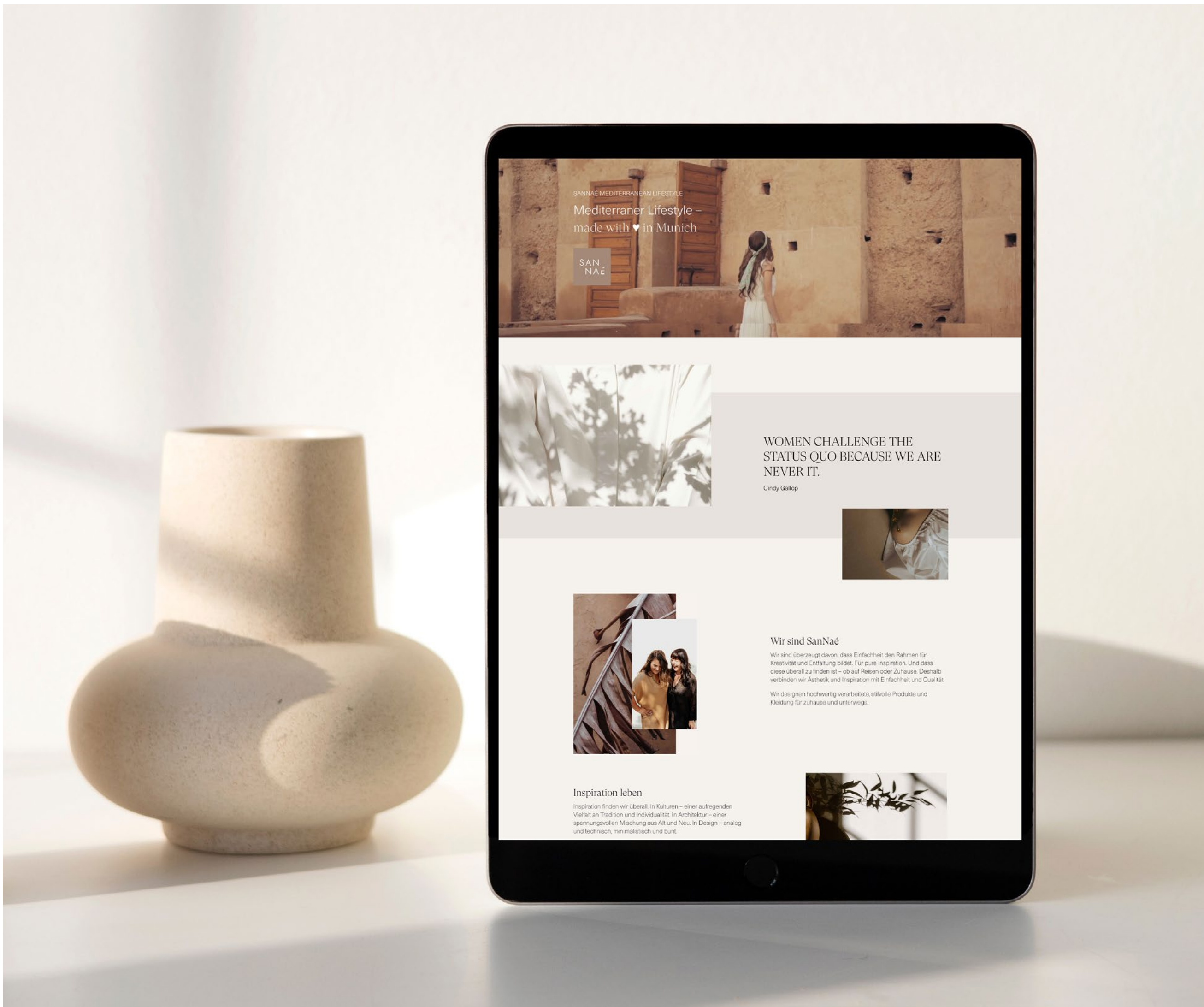
BRANDING AND WEBDESIGN SANNAE LIFESTYLE

– *STRATEGY. DESIGN. WEBDESIGN*

Brand development, corporate design, social media concept and webdesign for the lifestyle brand Sannaé

Sometimes less is more and exactly the simple, aesthetic is what we need. When nature and design, materials and forms merge and space for senses and expression is created. When colours, shapes, textures, facets flow together and create a great aesthetic whole. When simplicity forms the framework for creativity and development. For pure inspiration.

Sannaé is a brand by women for women. In addition to the brand strategy, the corporate design and print applications, we also created a small website that gives a first insight into the brand philosophy and products.



SAN
NAE

einfachheit und kreativität

tradition und individualität

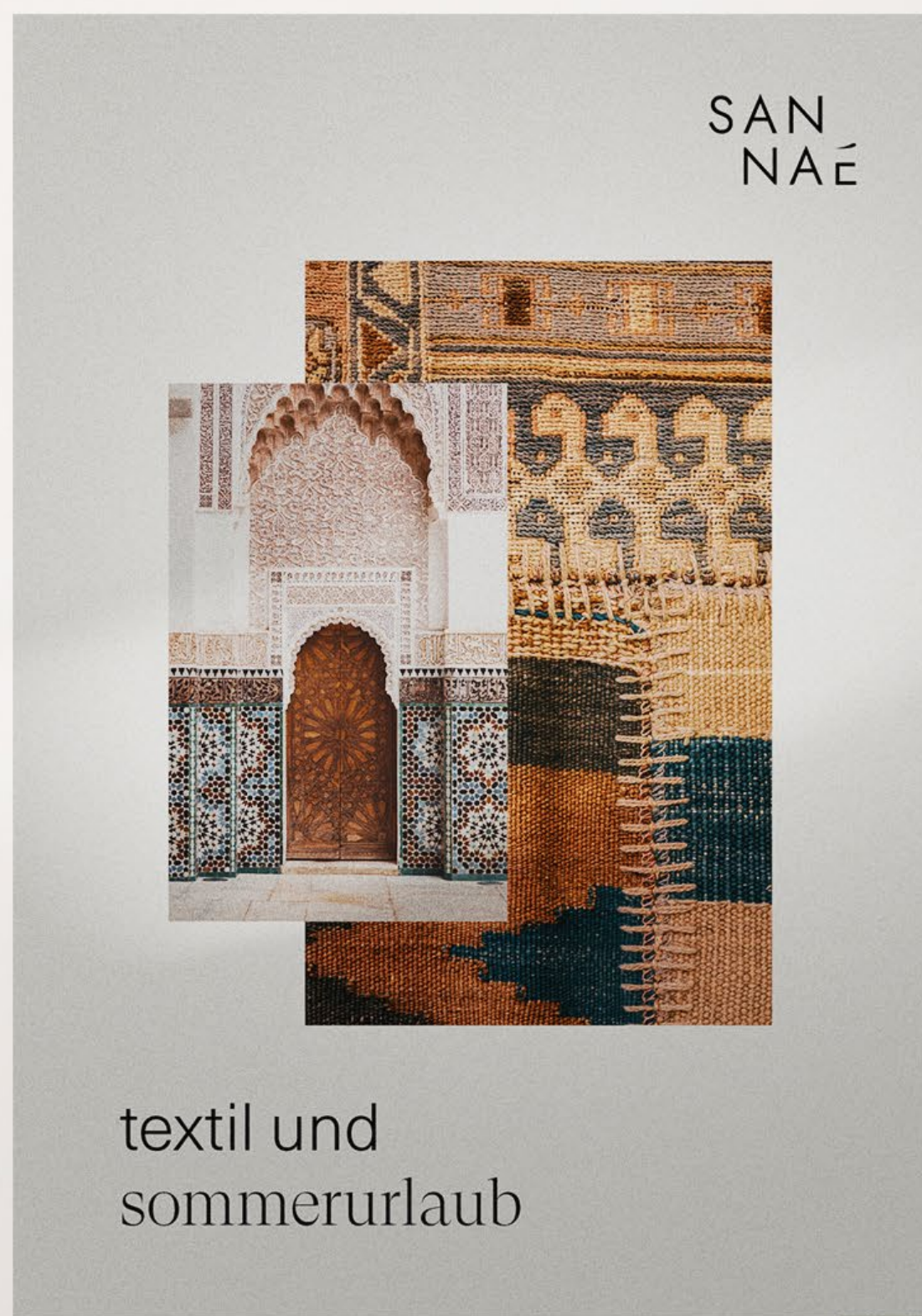
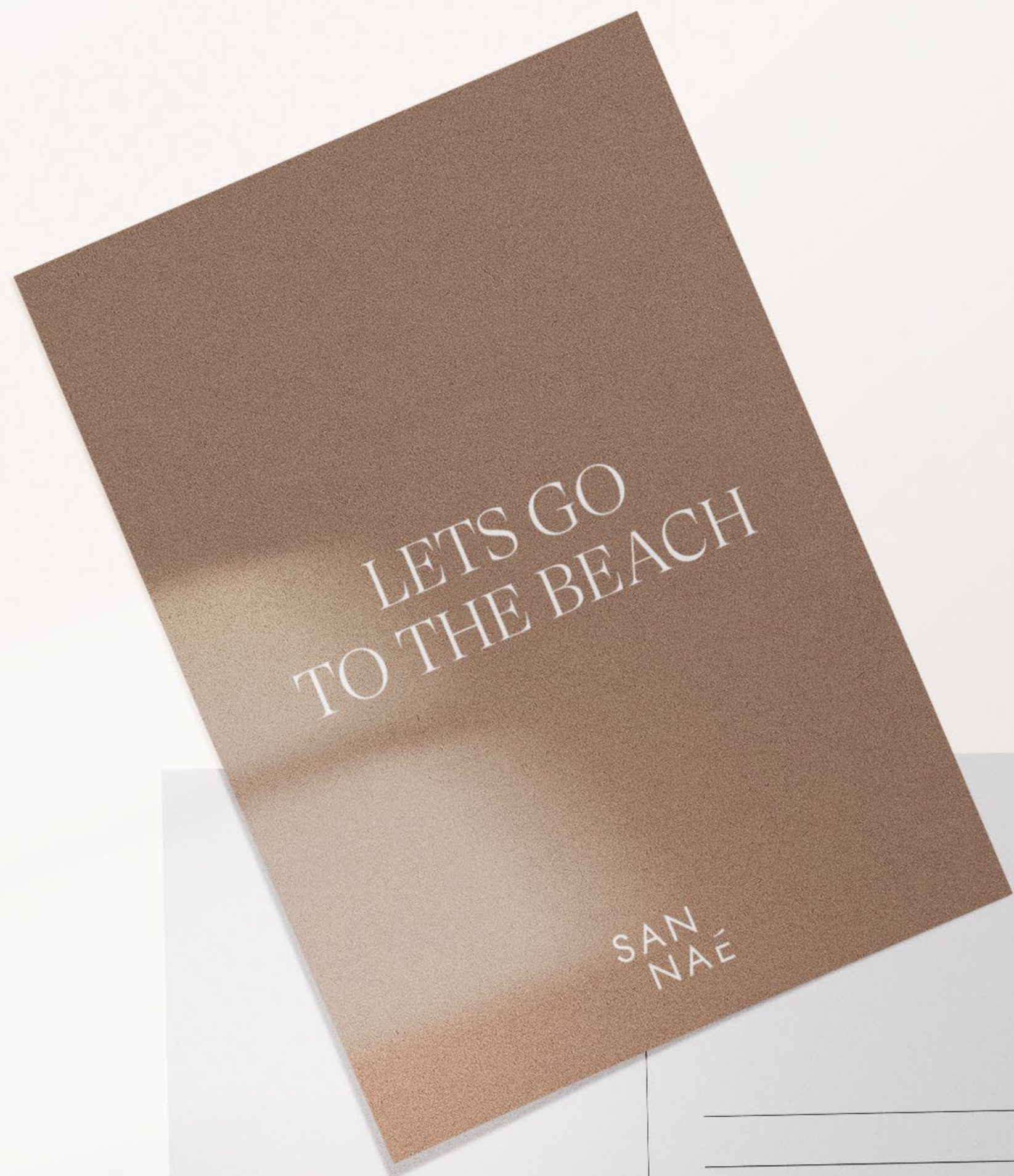


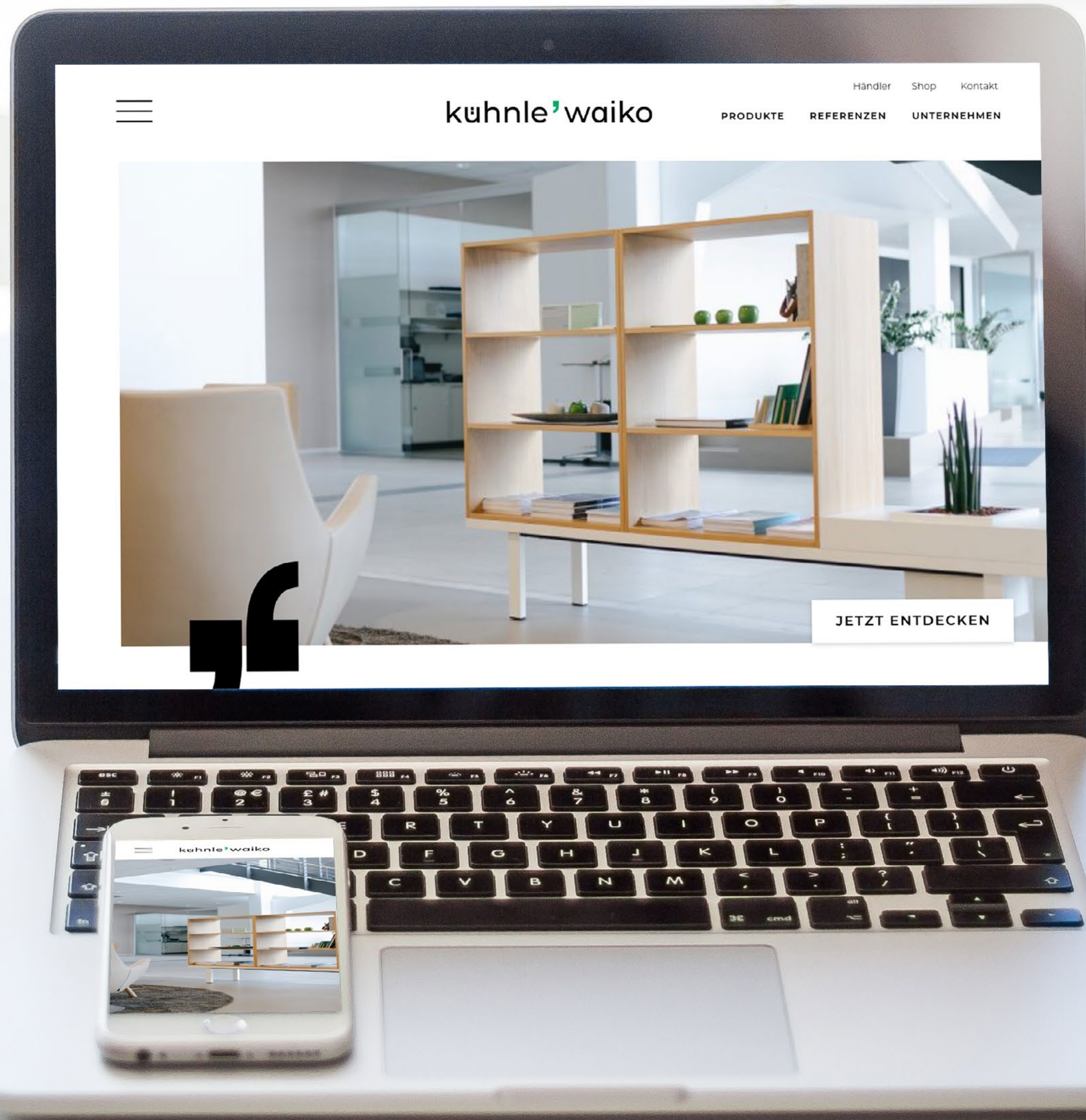
minimalismus und farbe

SAN
NAE









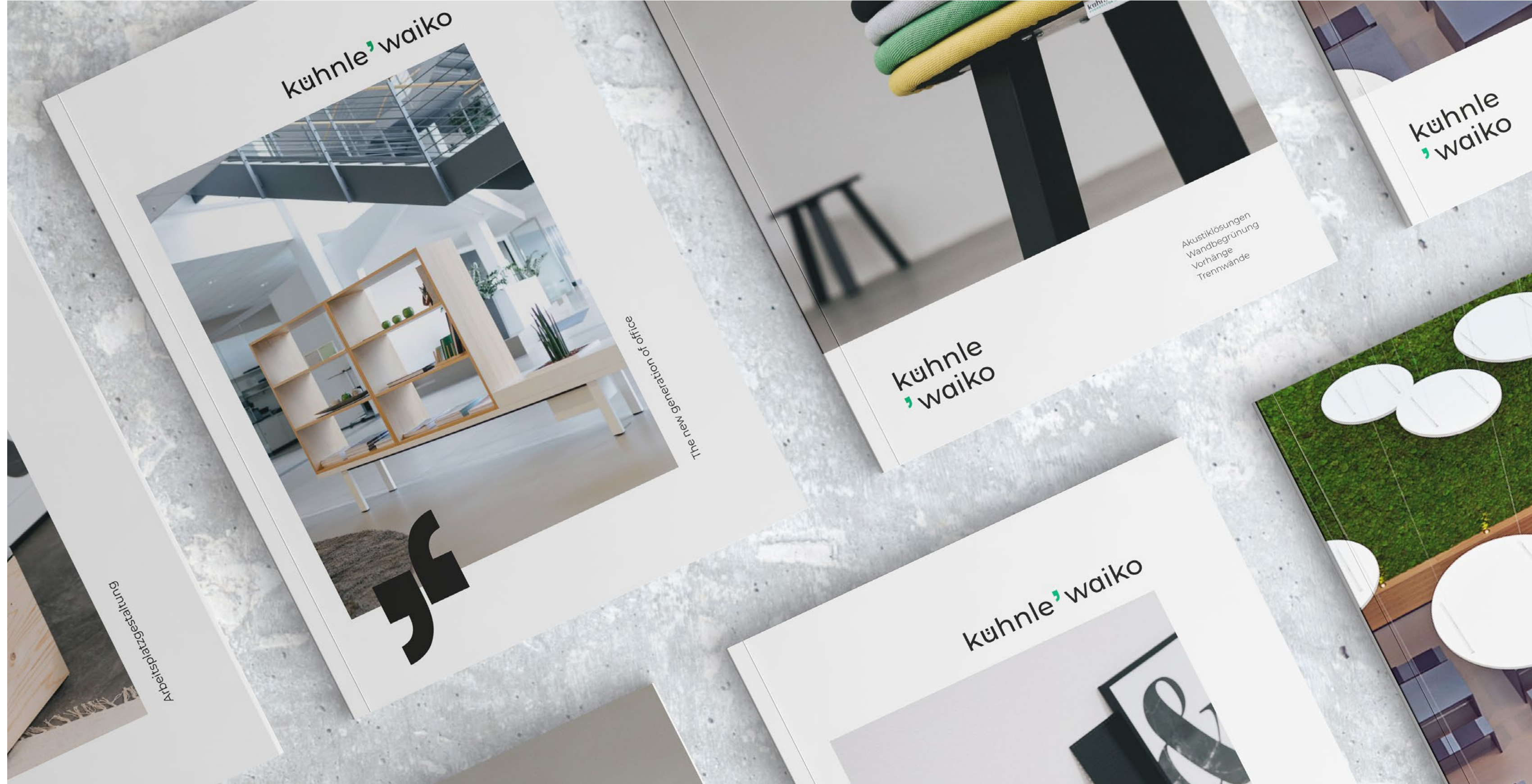
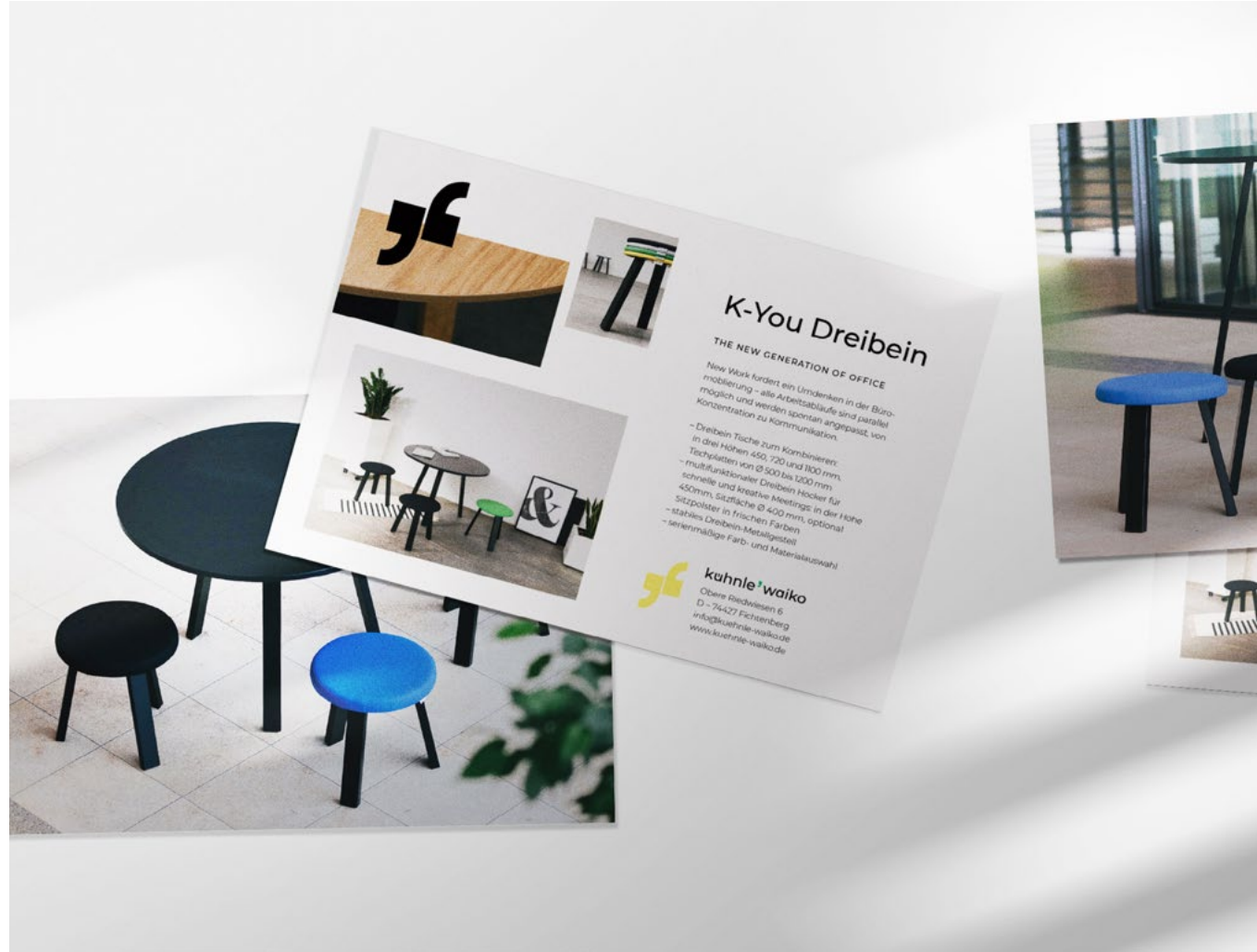
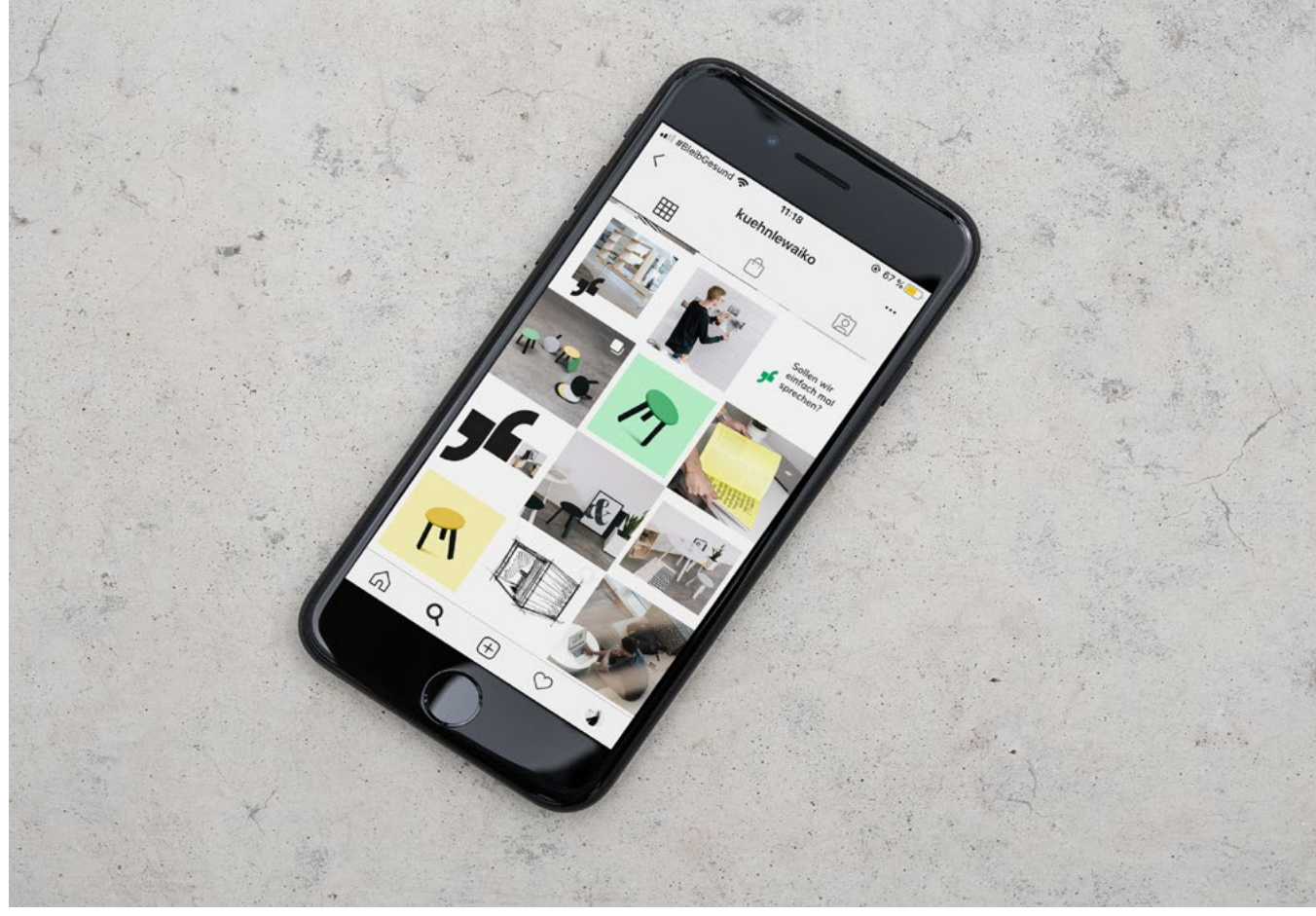
REBRANDING KÜHNLE'WAIKO

– *BRAND STRATEGY. DESIGN*

Brand development, corporate design, applications and layout of different media, brochure, social media concept

kühnle'waiko is an independent, owner-run company, which stands for office furnishing of the highest quality, with modern design as well as innovative technology.

The design is reduced and clear. The double apostrophe shows a further development of the original figurative mark of waiko and visually transports the idea of dialogue, exchange and closeness to people to the outside – which is the USP of the company.



kuhnle'waiko

Maximo Mustermann
Obere Riedwiesen 6
D-74427 Fichtenberg

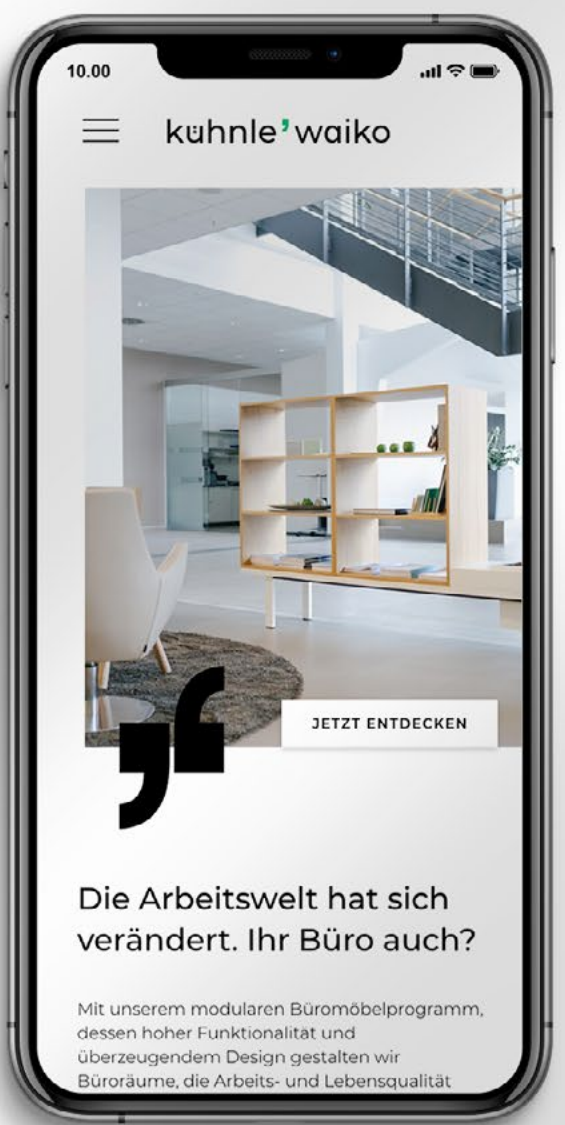
Tel.: +49 7971 26090-0
info@kuehnle-waiko.de

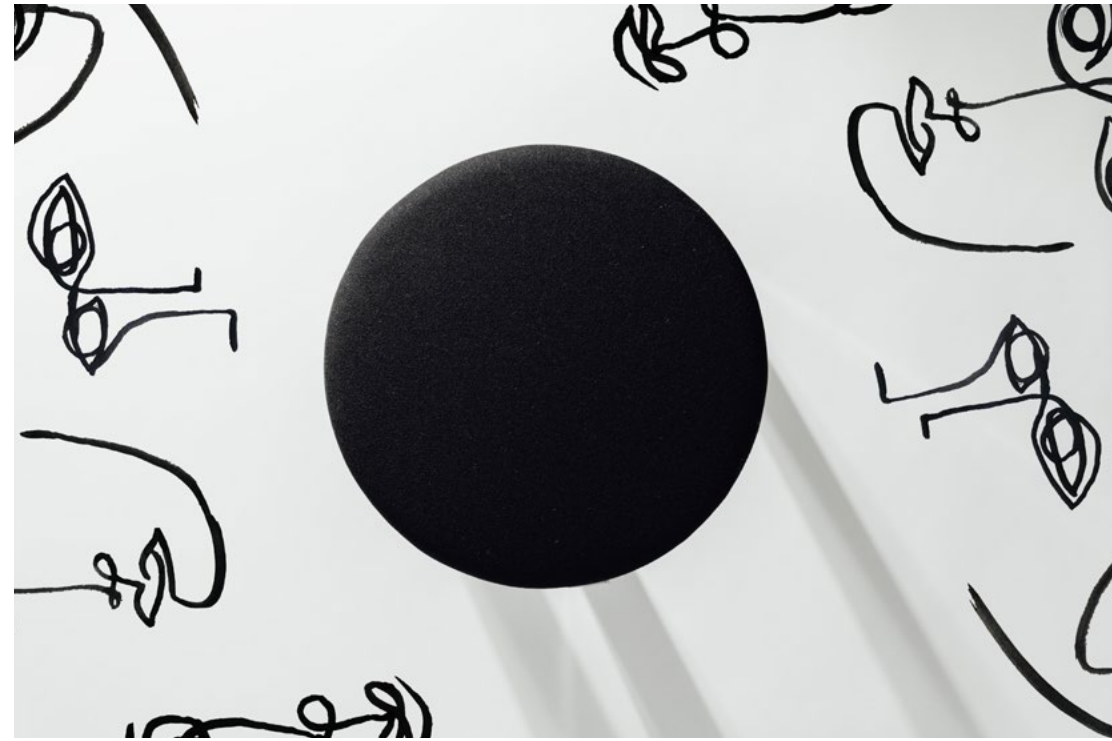
Datum: 24.08.2020
Kunden-Nr.: 13462020



kuhnle'waiko

Maximo Mustermann
Auszubildender
Obere Riedwiesen 6
D-74427 Fichtenberg
Tel.: +49 7971 26090-0
max@kuehnle-waiko.de





joint christmas giveaway via instagram -
kühnle'waiko x stool illustrated by Tanita



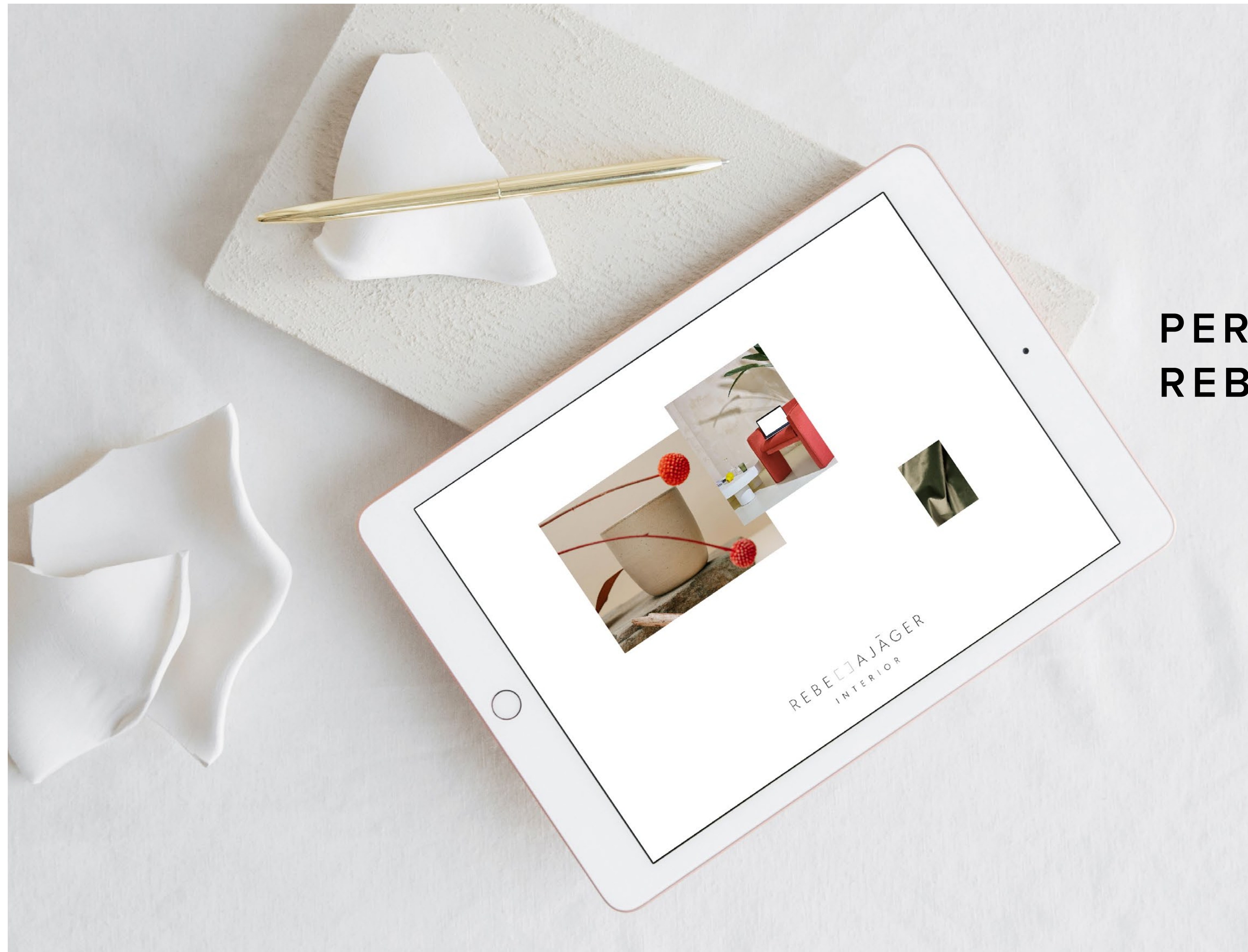




FEEDBACK ANNIKA KÜHNLE

– *MARKETING, KÜHNLE·WAIKO*

„Together with Tanita, we revised our kühnle‘waiko brand identity and gave the long-standing company logo and brand design a contemporary update. Tanita was able to perfectly transport my ideas and our corporate values into the brand design. Tanita worked out the new styleguide and the logo update with a lot of heart. The collaboration was super uncomplicated and a lot of fun. Many thanks for that.“



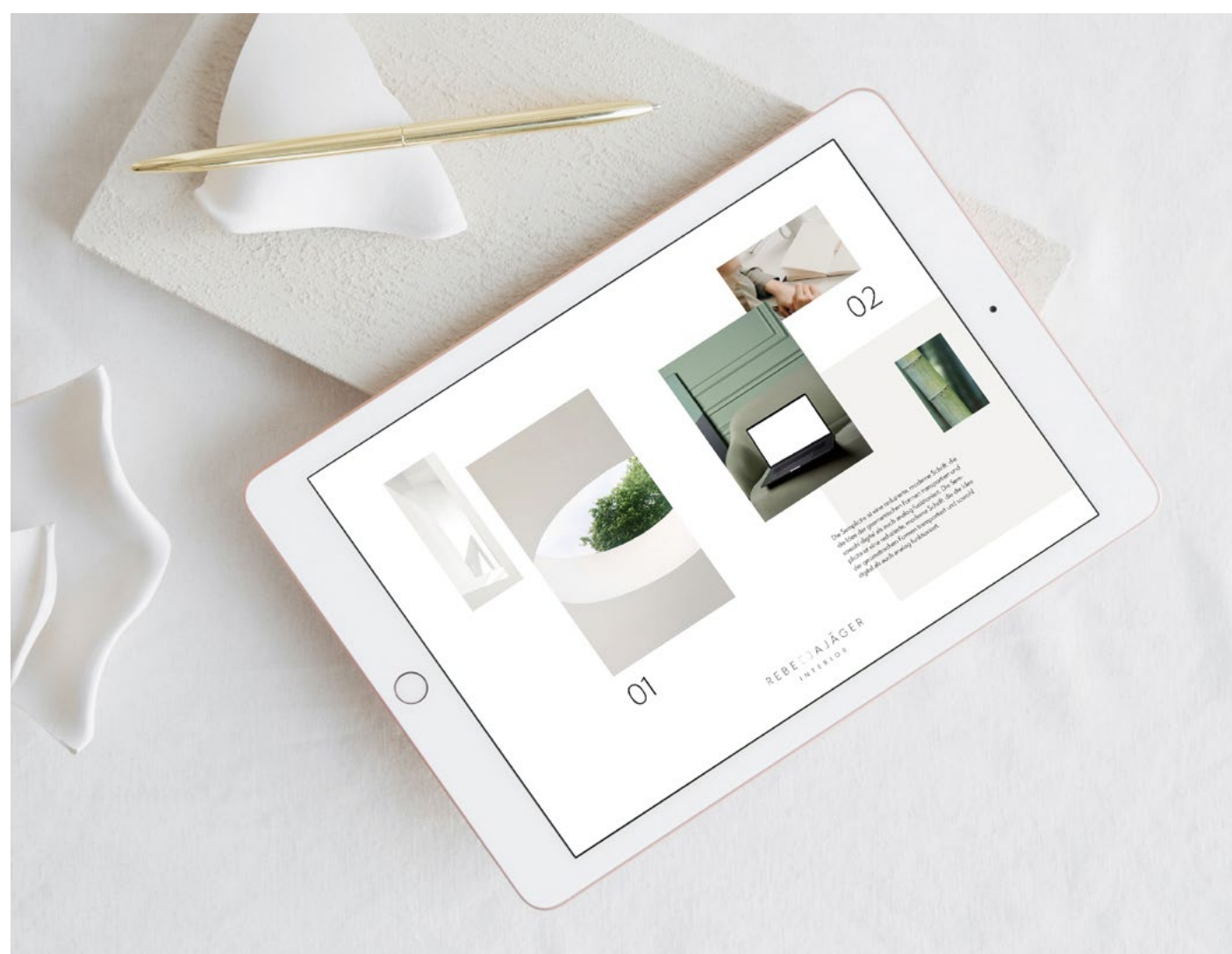
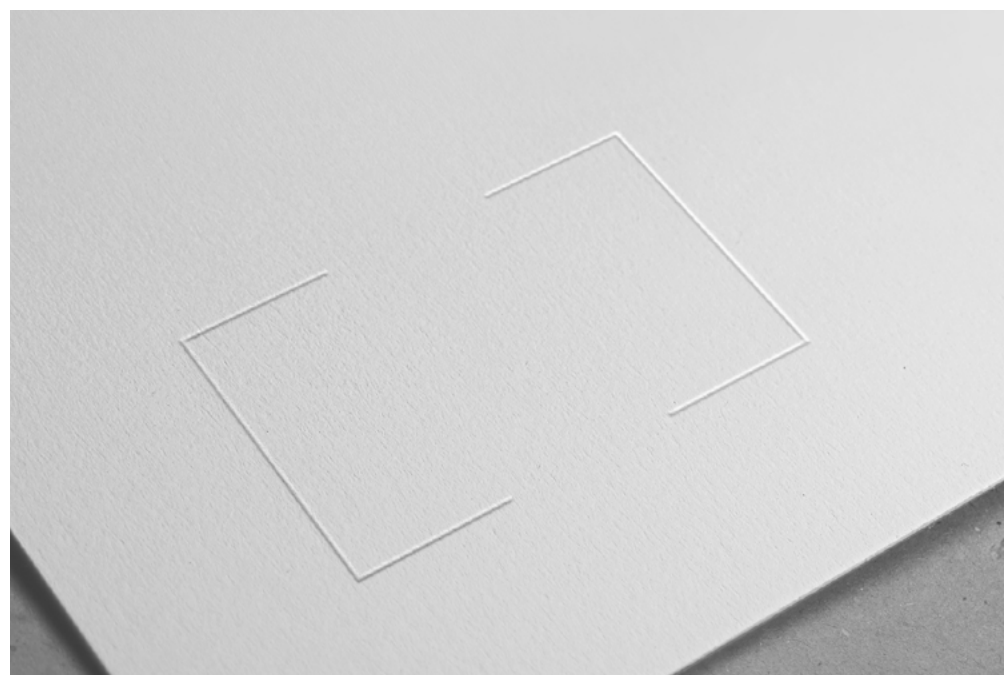
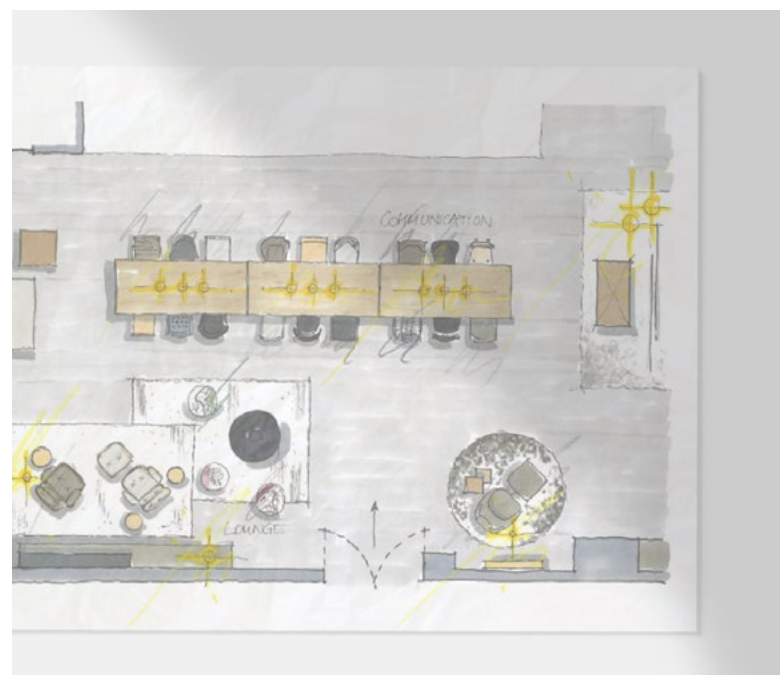
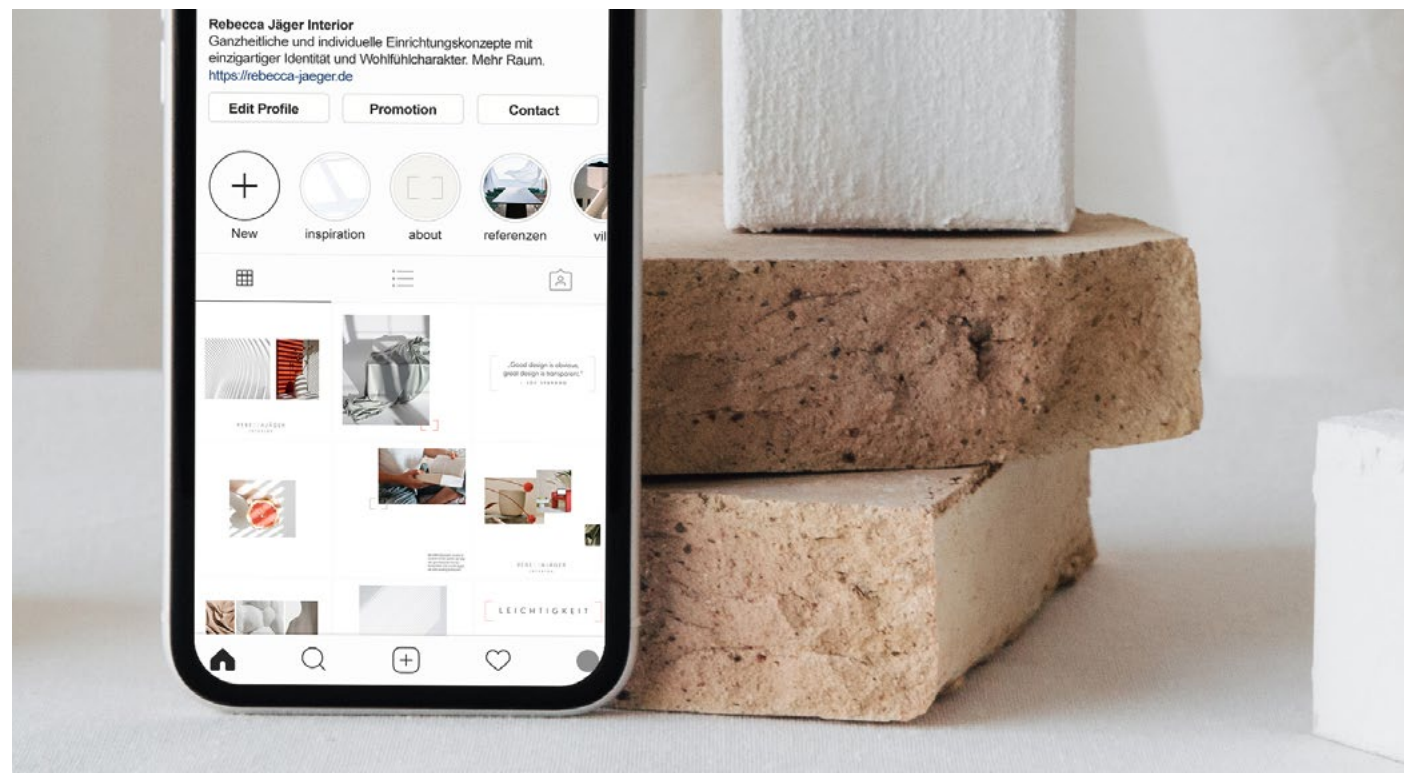
PERSONAL BRANDING REBECCA JÄGER INTERIOR

– *BRAND STRATEGY. DESIGN. WEBSITE*

Brand development, corporate design, social media concept and Website for interior designer Rebecca Jäger

Rebecca Jäger creates holistic, individual interior design concepts for clients in the luxury segment and accompanies them individually in creating their place of well-being.

Following the approach „more space“, the abstract outlines of a room floor plan were integrated into the logo's word mark and navigate as a recurring design element through various digital and analog media.





REBEKA JÄGER
INTERIOR



MEHR RAUM

Was, wenn der Raum, der uns umgibt, nicht nur ein Raum ist?
Mehr als ein Zimmer, ein Wohnraum, ein Haus.
Was, wenn wir einen Raum schaffen, der mehr ist als das?



FEEDBACK REBECCA JÄGER

– *INTERIOR DESIGN, RJ INTERIOR*

„By a funny and happy coincidence I came across Tanita. Her work and her „handwriting“ appealed to me directly and after the first contact it was also immediately clear: I would like to develop my corporate design with her. In our collaboration I especially like the mixture of professionalism, competence, fun and cordiality. Tanita always has a clear opinion, is demanding and detail-oriented with high standards for her work. She is a sensitive and patient listener, has creative ideas and always works efficiently and on time. With a lot of passion and sensitivity, she created a corporate design that perfectly fits me, my personality and my brand. The collaboration was an absolute pleasure at every moment. Therefore, from the bottom of my heart: absolute recommendation! I am proud to continue on my path with her and her support.“



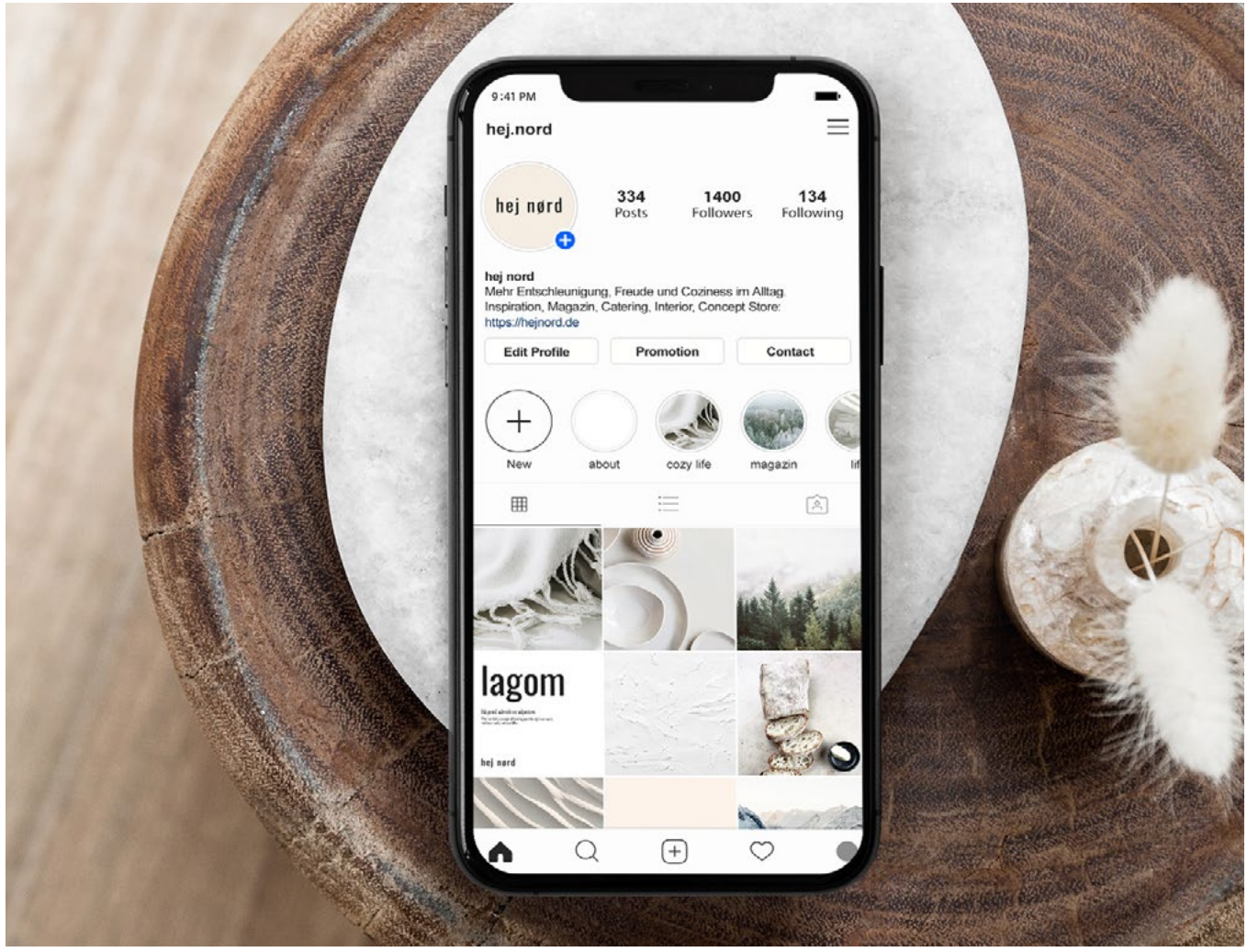
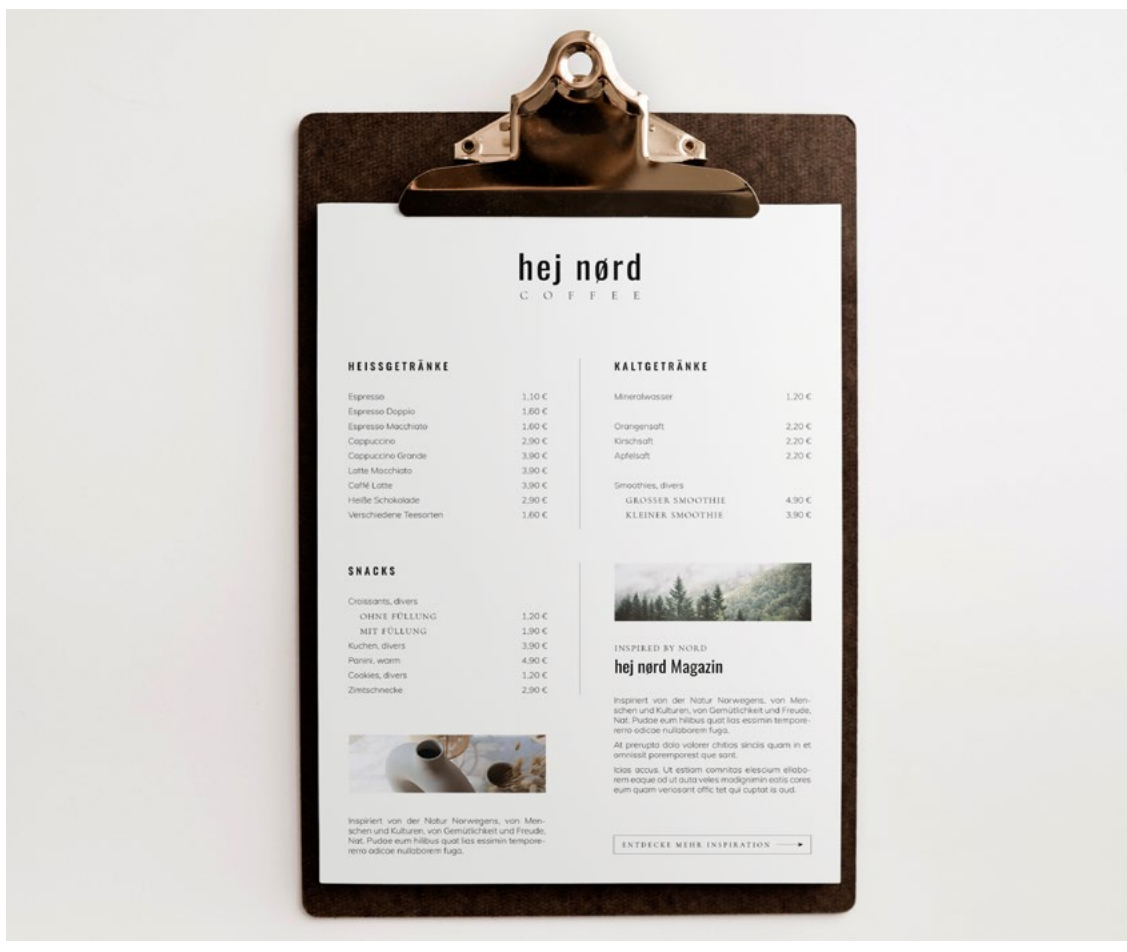
BRANDING AND CORPORATE DESIGN HEJ NØRD

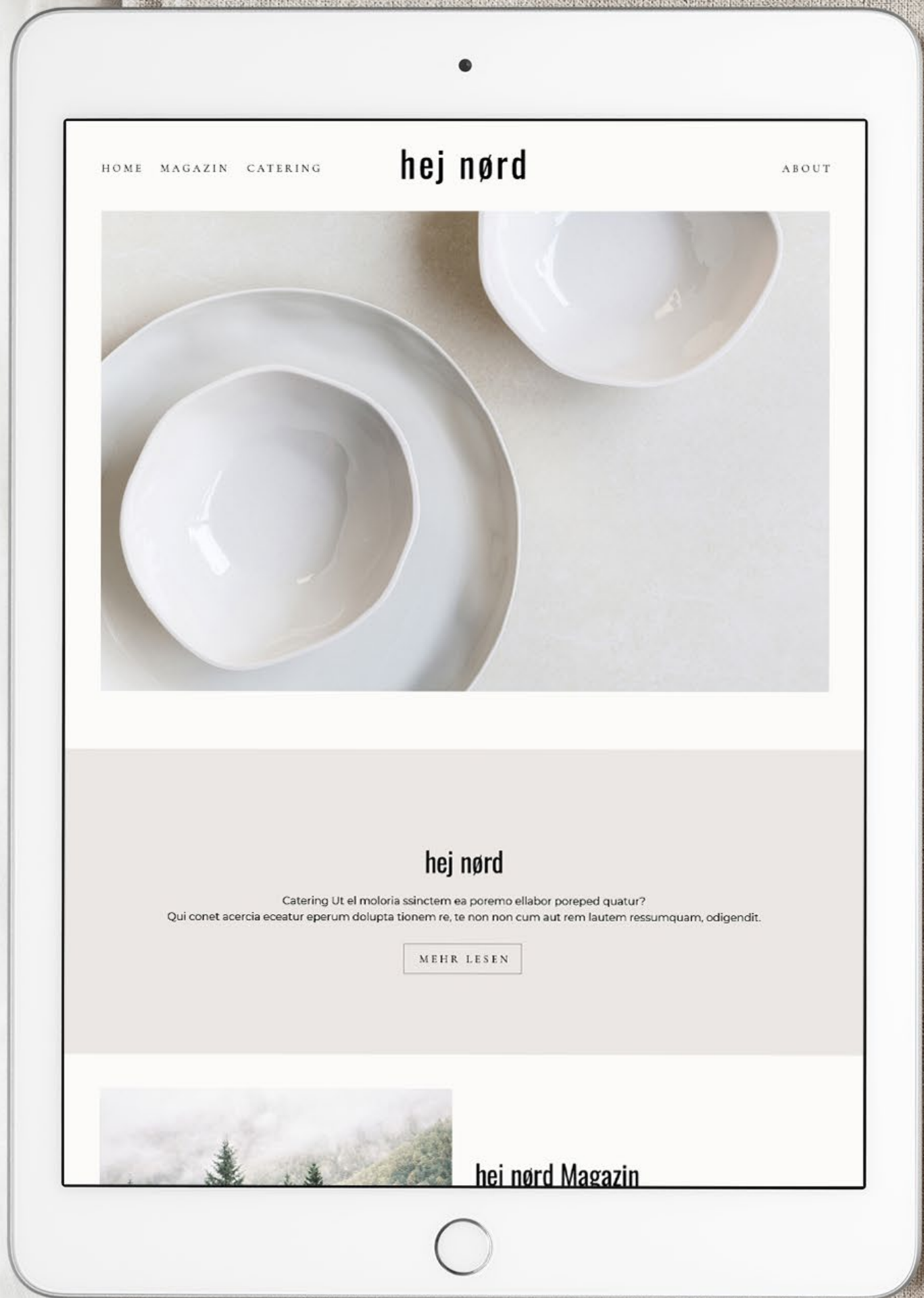
– *BRAND STRATEGY. DESIGN*

Brand development, strategy, corporate design, social media design for hejnord

With her brand hej nörd, Maria wants to contribute to more deceleration in everyday life and inspire people to a simpler, Nordic lifestyle. The brand was developed based on a holistic overall concept and includes a resilience coaching program, a blog, online shop and café in the Zurich area.

In addition to the strategic direction of the brand, the corporate design, visual language, communication and various applications were implemented.





HOME MAGAZIN CATERING

hej nörd

ABOUT



hej nörd

Catering Ut el moloria ssinctem ea poremo ellabor poreped quatur?
Qui conet acercia eceatur eperum dolupta tionem re, te non non cum aut rem lautem ressumquam, odigendit.

MEHR LESEN



hej nörd Magazin

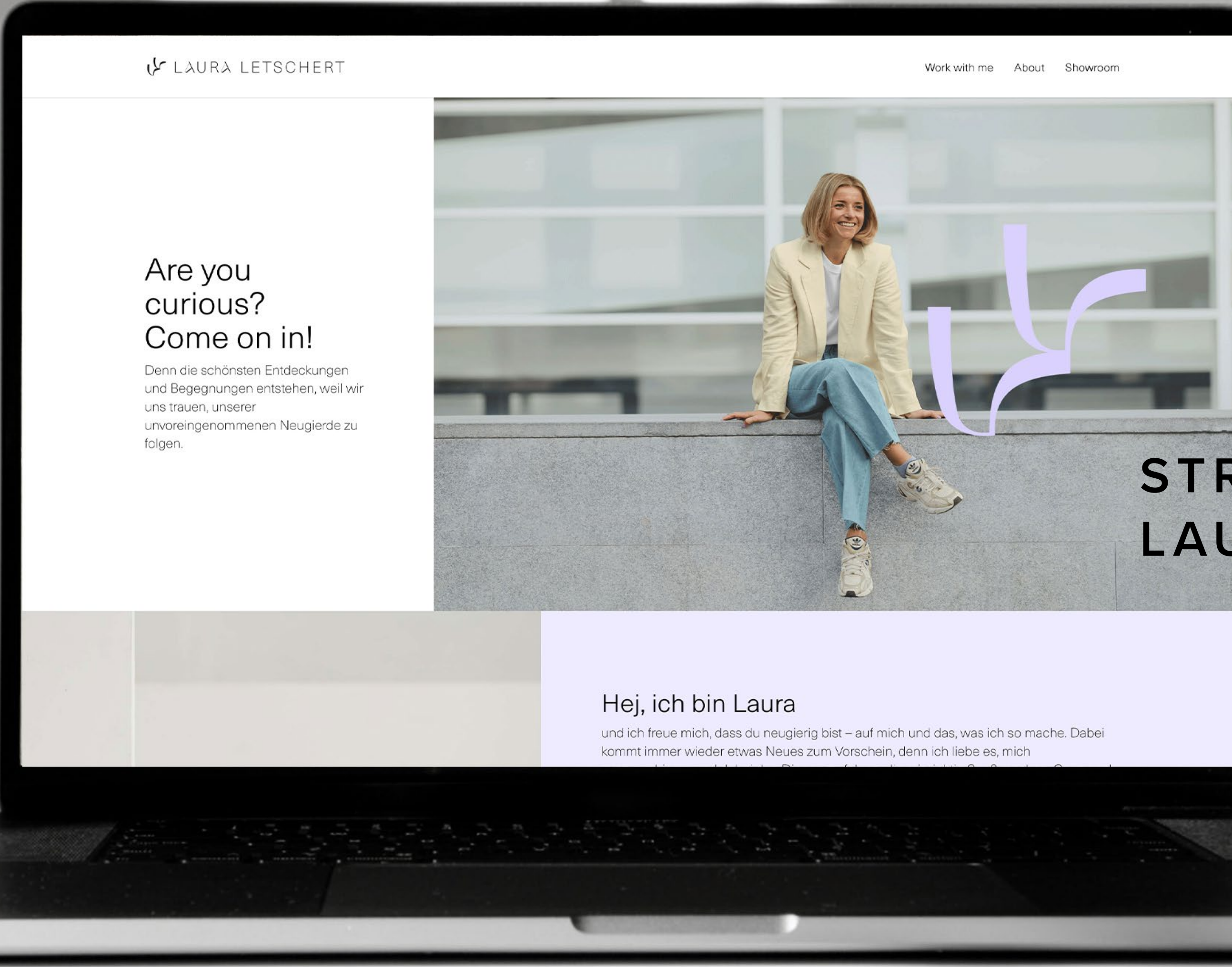




FEEDBACK MARIA TARANTINO

– *FOUNDER HEJ NØRD*

„Tanita, with her fine sense, packed my ideas into an incredibly beautiful design and concept that reflects the Nordic lifestyle. She managed to trigger emotions with the design and the chosen visual language in a way I couldn't have wished for otherwise. I especially appreciate her competent and structured approach, which made me feel at ease from the very beginning. She knows how to guide, accompany and inspire me on my way like a compass with her calm and sensitive manner. You can feel that she is passionate about what she does, which makes working with her even more enjoyable. I can highly recommend Tanita and am proud to be one of her clients. I look forward to continuing to work with her and sharing the success of hej nørð.“



LAURA LETSCHERT

Work with me About Showroom

Are you curious?
Come on in!

Denn die schönsten Entdeckungen und Begegnungen entstehen, weil wir uns trauen, unserer unvoreingenommenen Neugierde zu folgen.



STRATEGIE, DESIGN, WEBSITE LAURA LETSCHERT

Hej, ich bin Laura

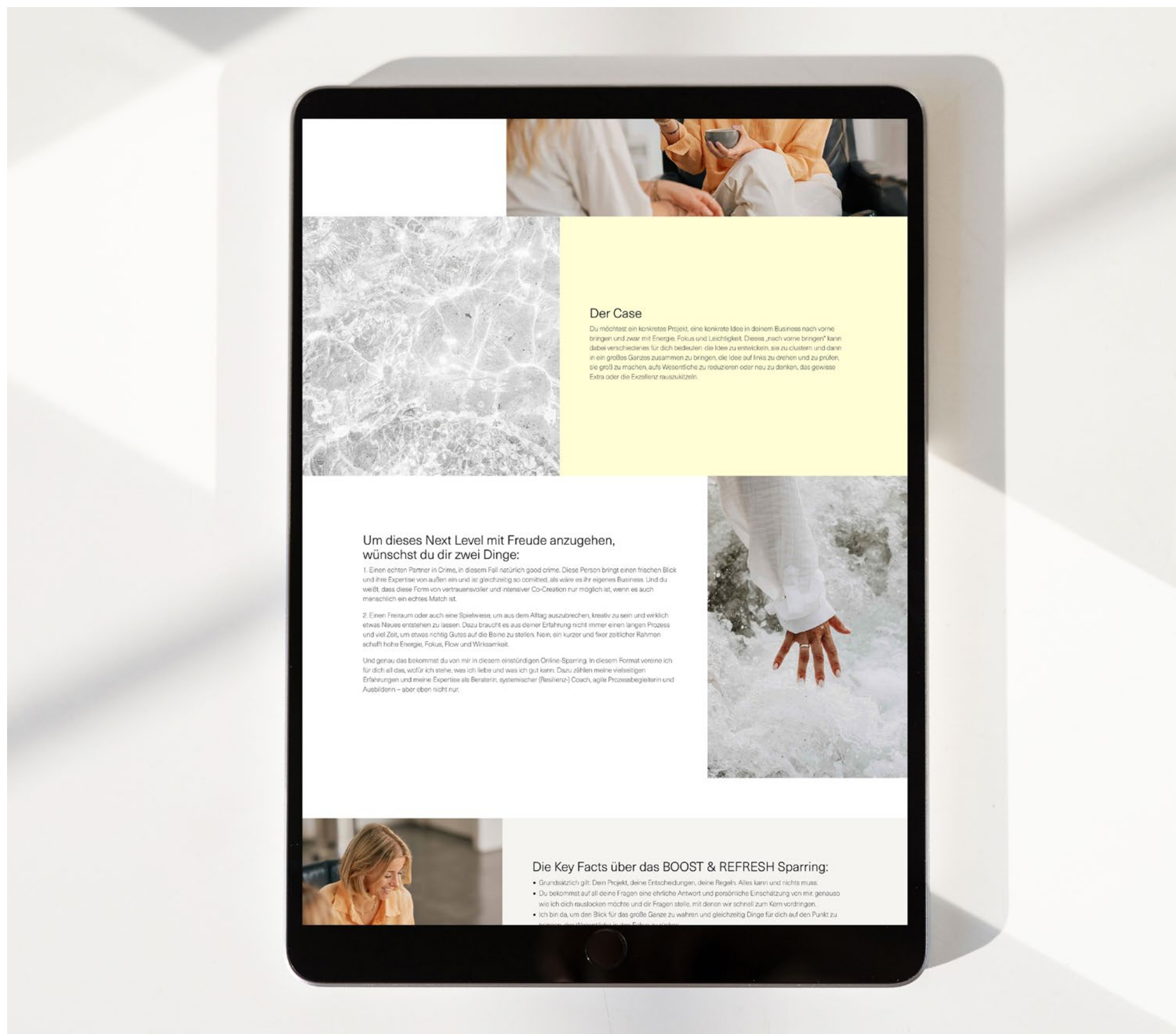
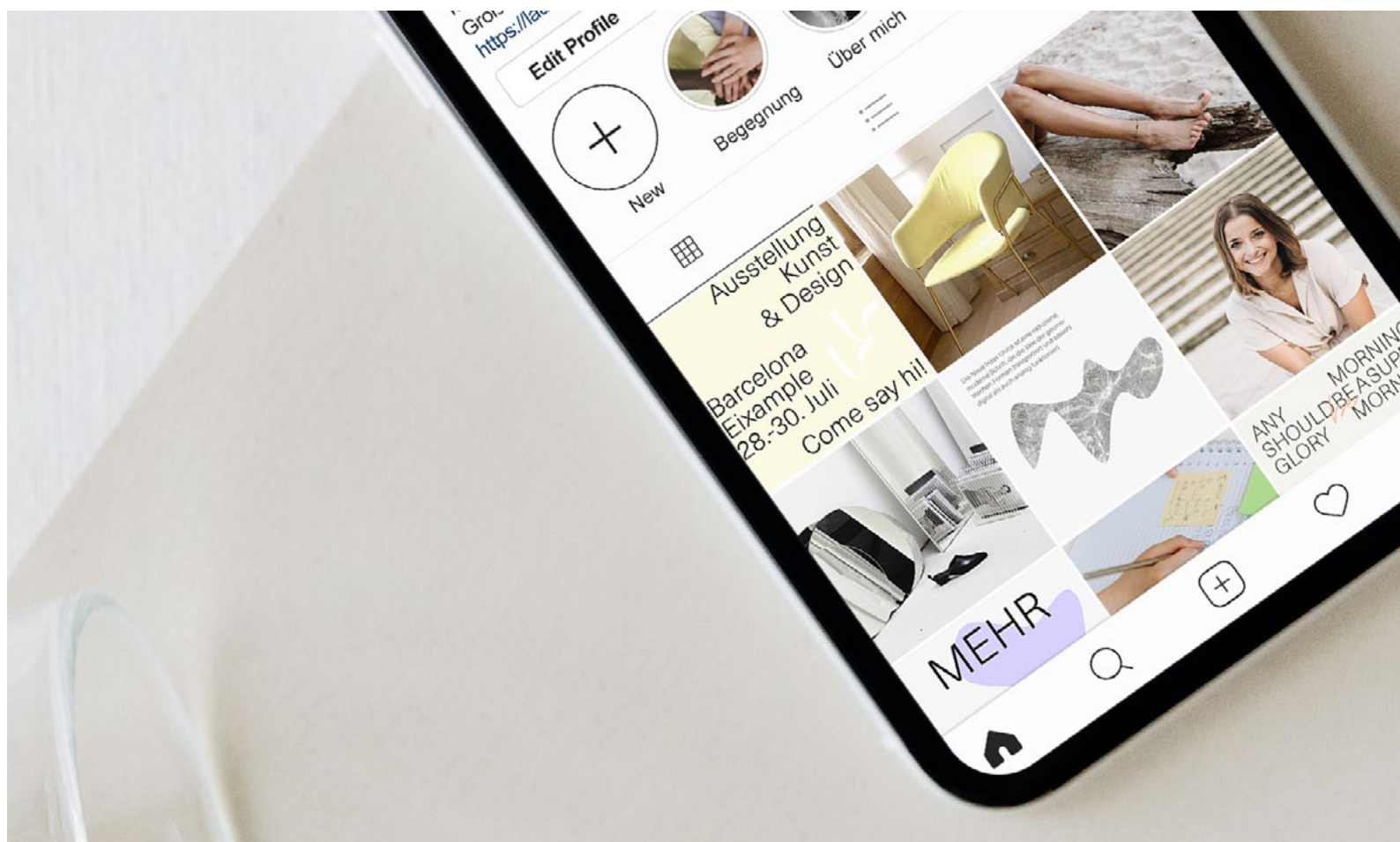
und ich freue mich, dass du neugierig bist – auf mich und das, was ich so mache. Dabei kommt immer wieder etwas Neues zum Vorschein, denn ich liebe es, mich

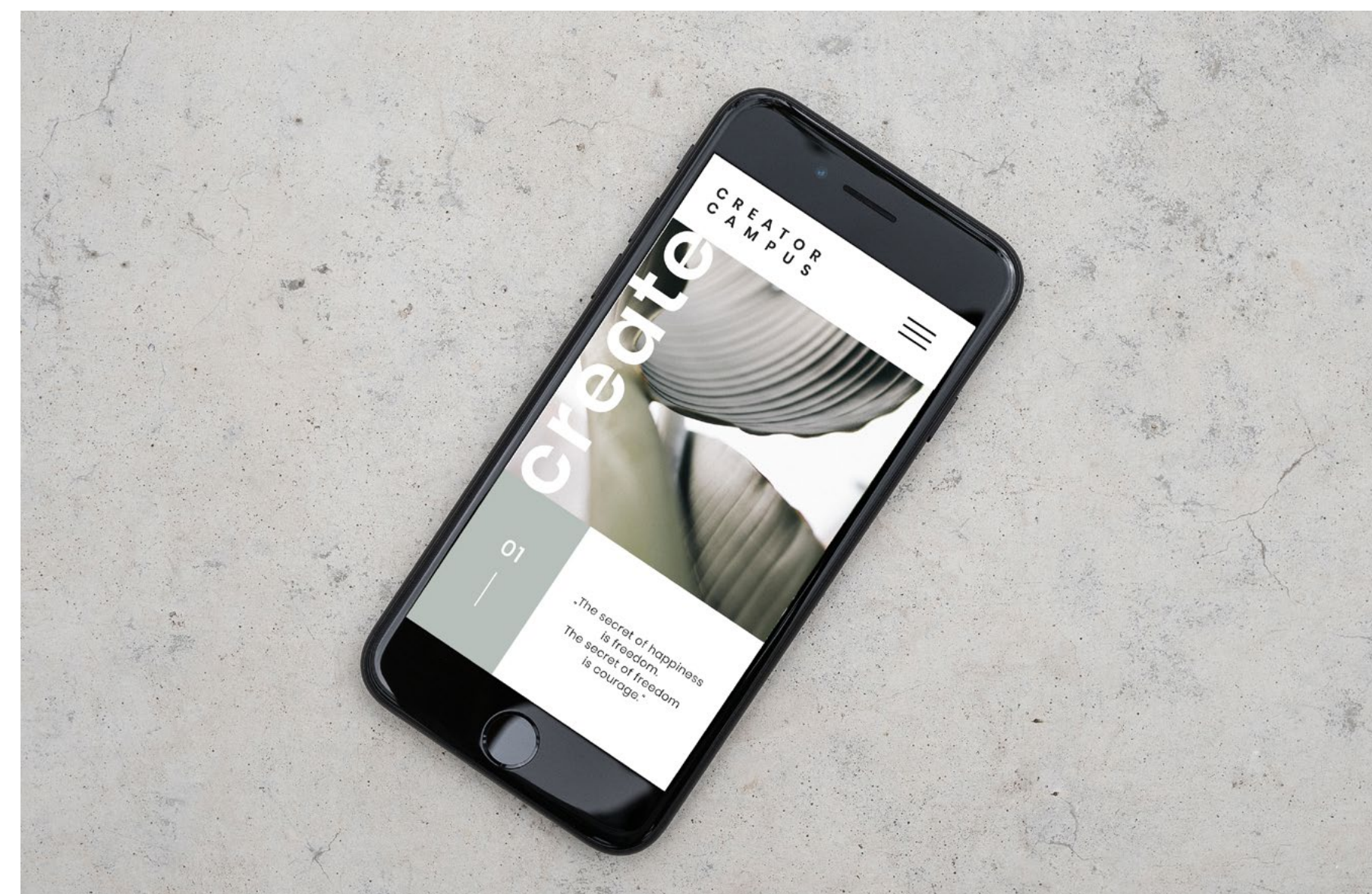
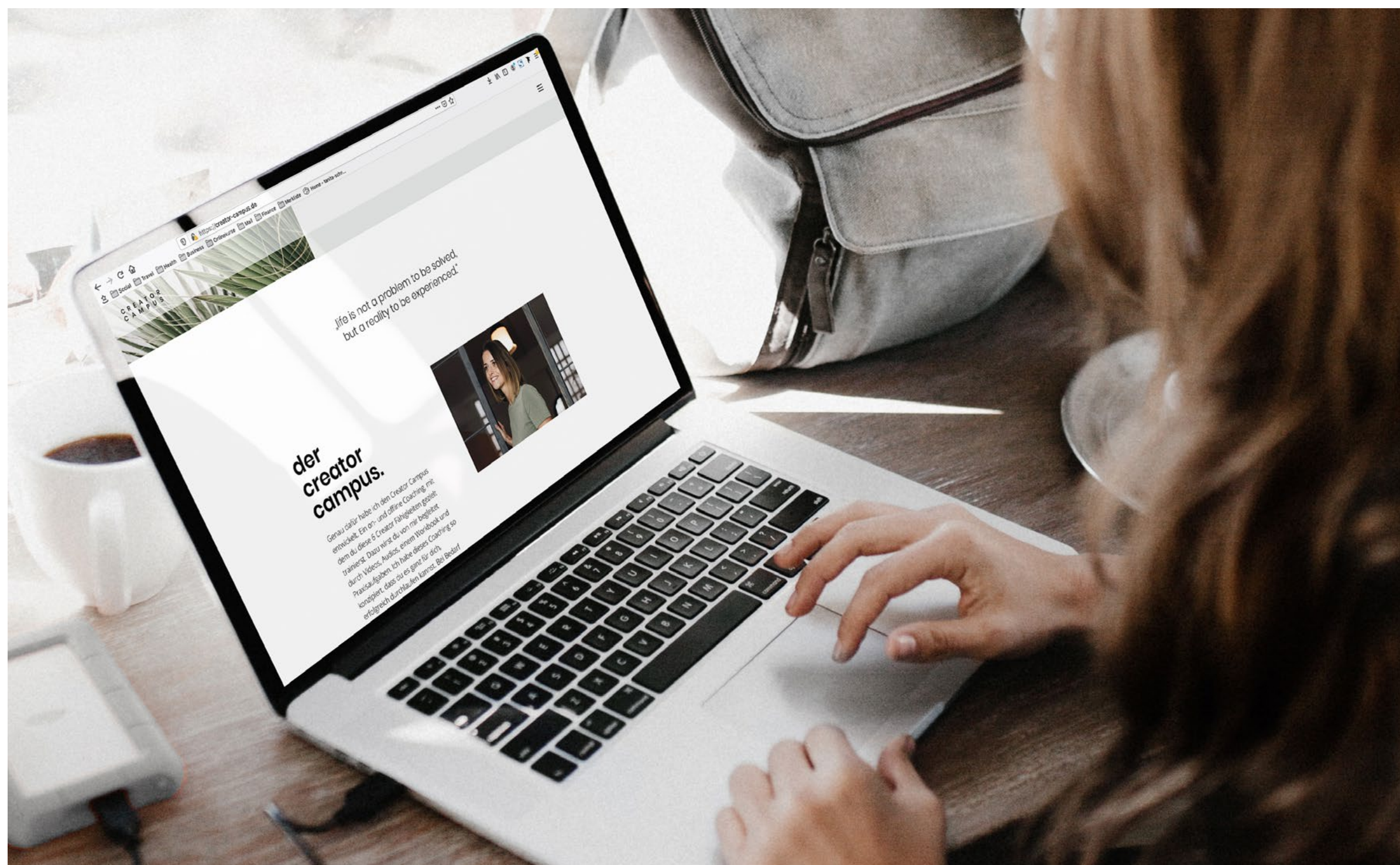
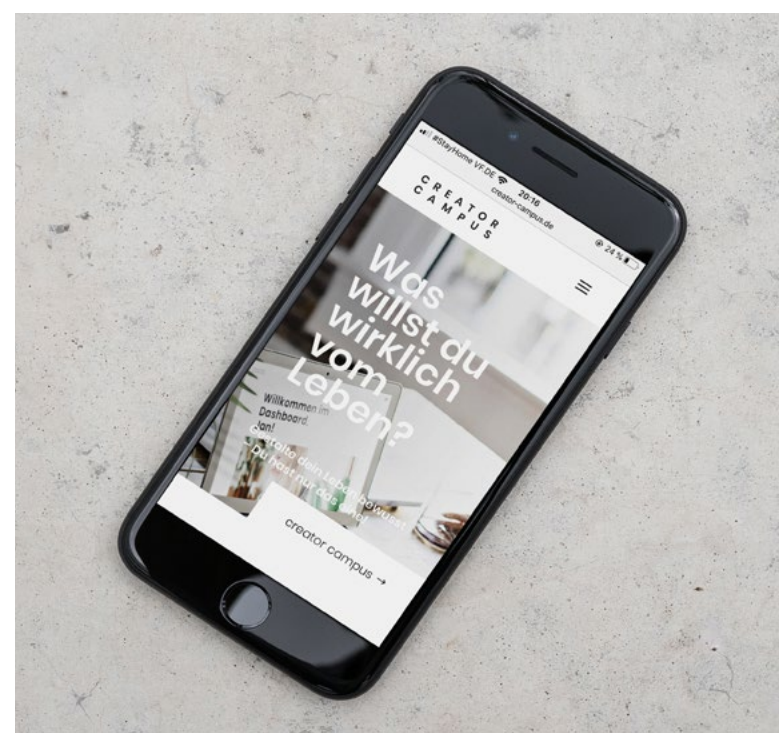
– STRATEGY. DESIGN. WEBSITE

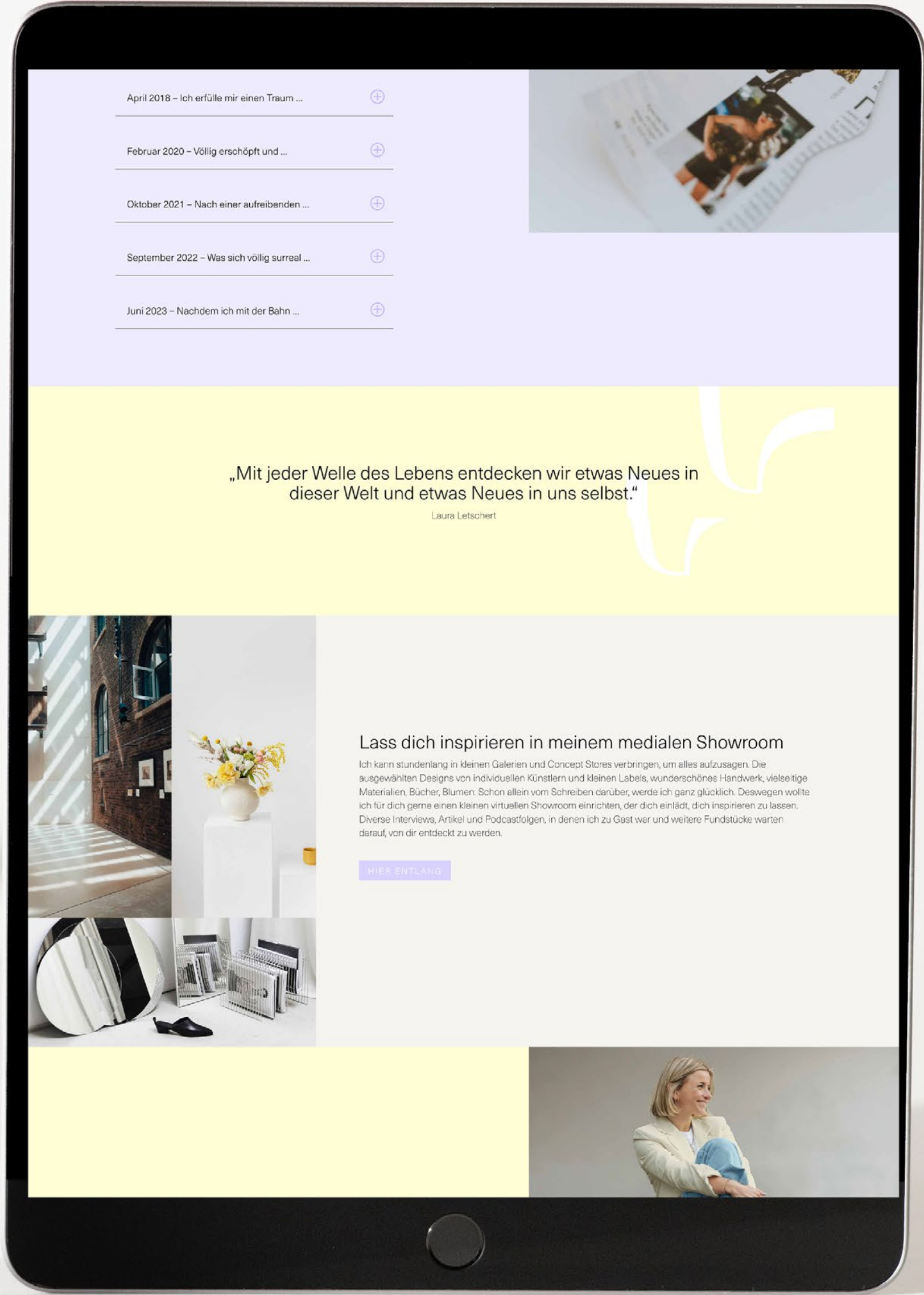
Brand development, corporate design, website, brand shoot, as well as concept and workbook for the „Creator Campus“ online course on personal development

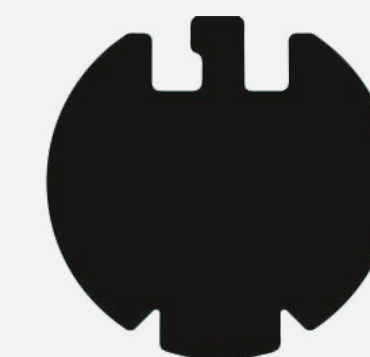
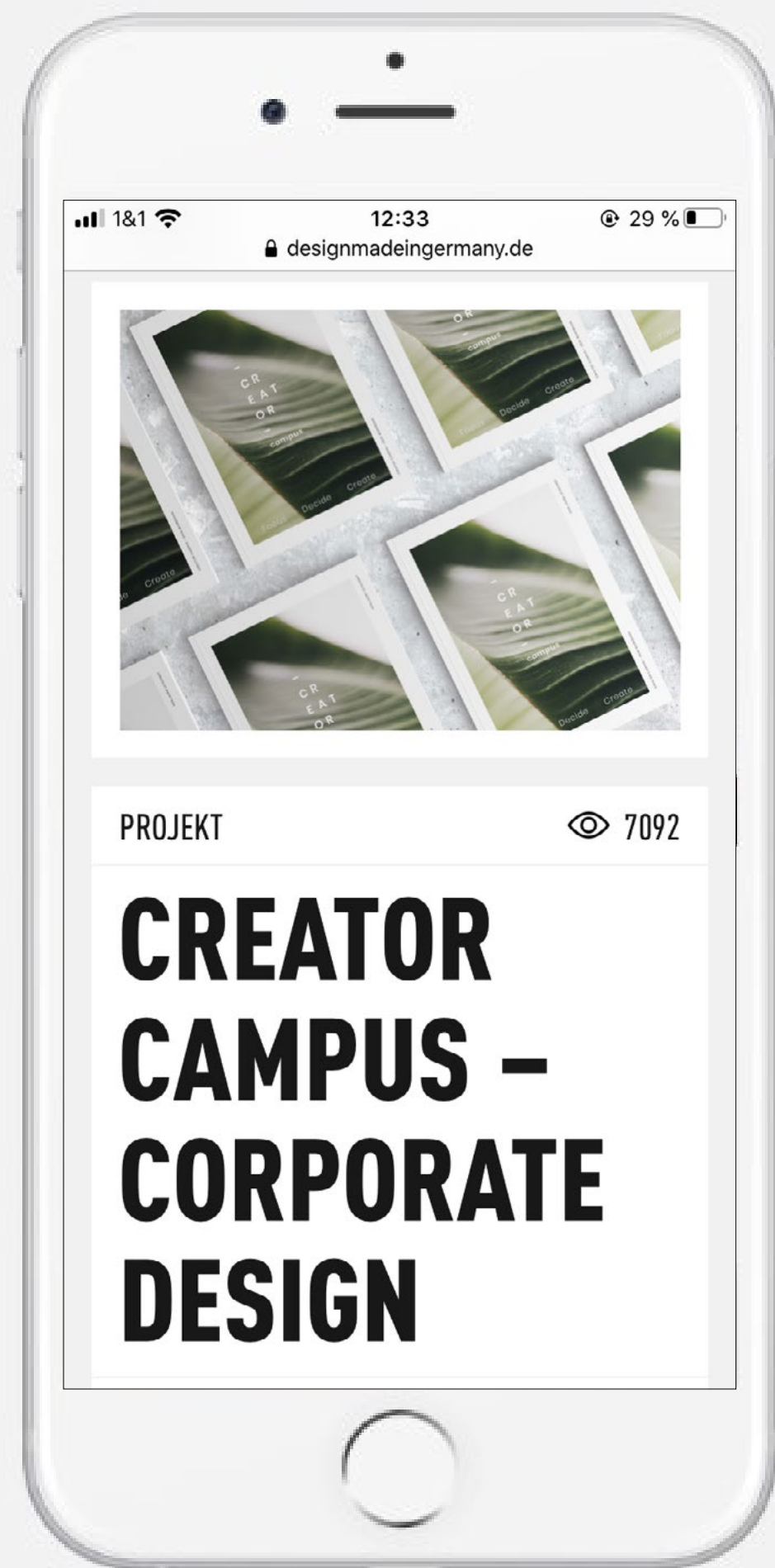
Laura Letschert helps people to take their lives into their own hands, dissolve blockages and start realising them. To become the „creator“ of their own lives, so to speak.

The design is reduced, clear and bold, and works with simple, concise design elements to create recognisability while still placing a clear focus on the content. The fresh colours bring vibrancy to the design. The logo shows two connected „L „s - the initials of the name - which simultaneously represent two abstract birds and solidarity.









Design made in Germany



FEEDBACK LAURA LETSCHERT

– *LIFE-COACH. FOUNDER CREATOR CAMPUS*

„Appreciative, passionate, to the point, artist, lightness – this is how I would like to describe Tanita. I never felt like a client with Tani, but a human being who is seen holistically by her. She listened to me patiently, carefully examined and questioned my answers and sometimes shook me awake – always with the goal of being a valuable companion and driving force for me and my vision and to realize it with me! Thank you, dear Tani!“



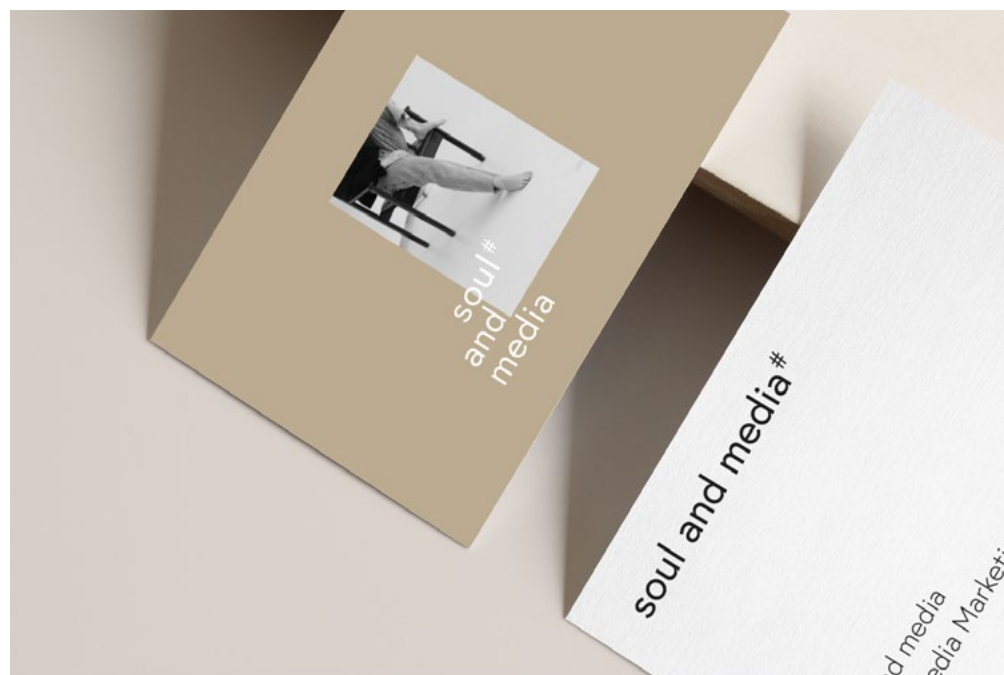
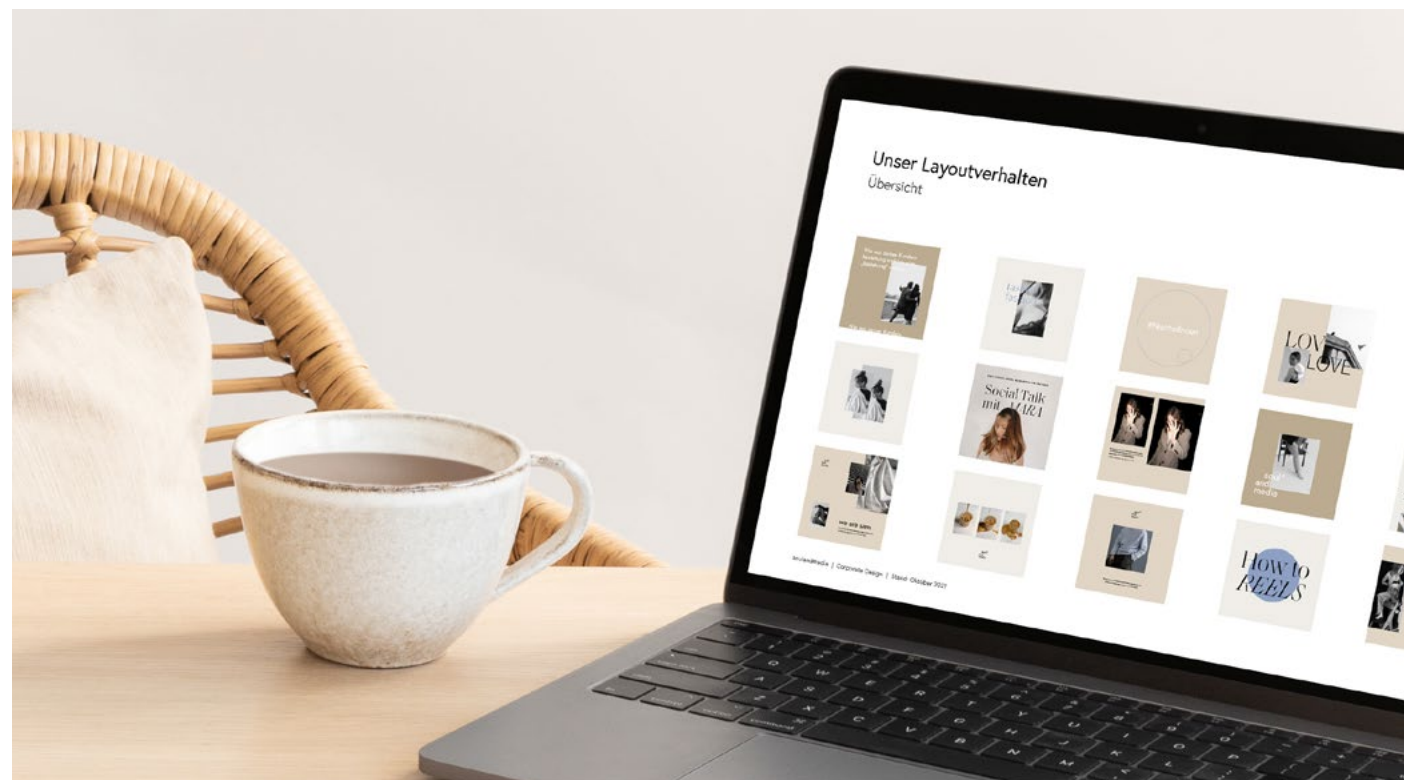
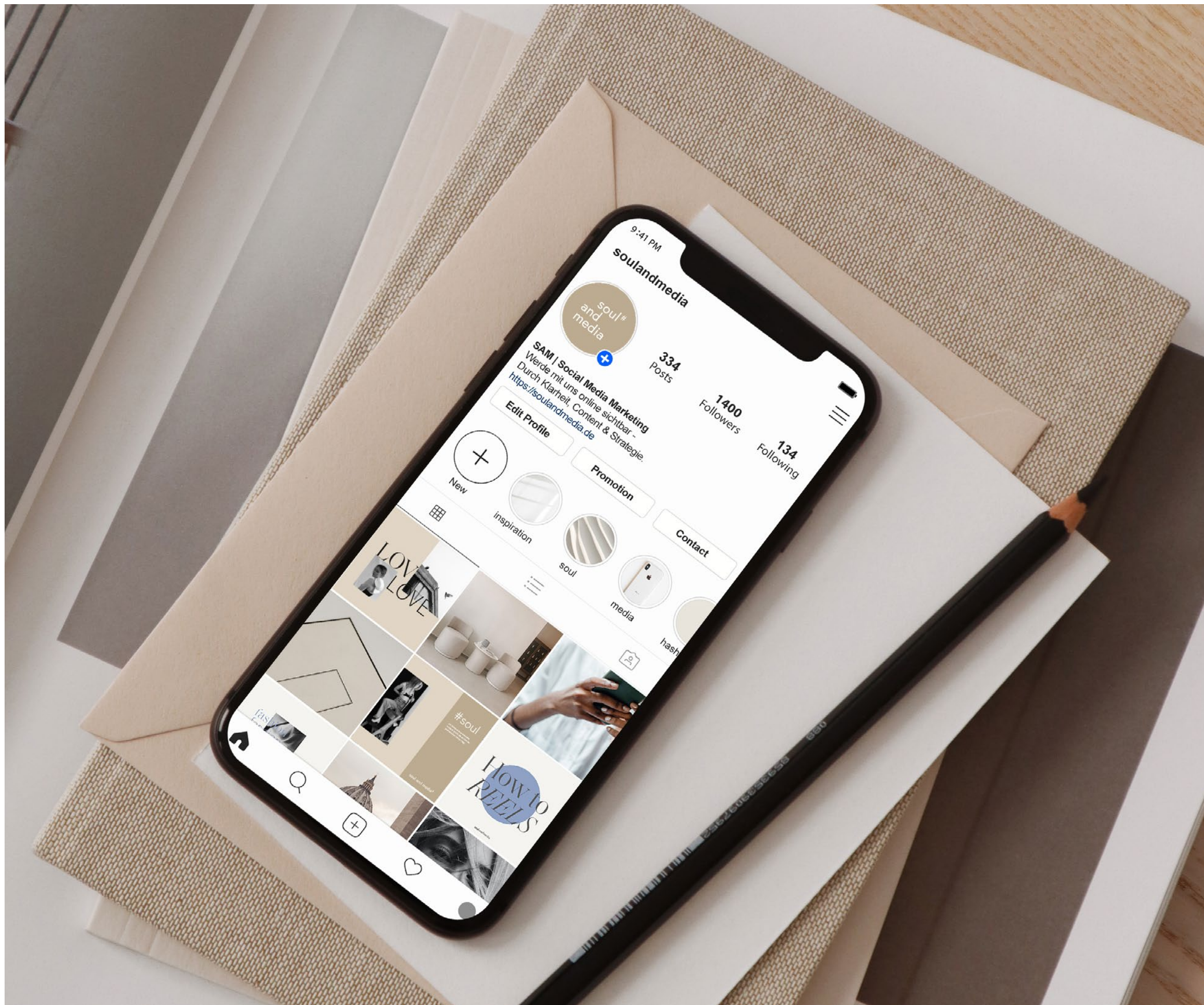
BRANDING SOUL AND MEDIA

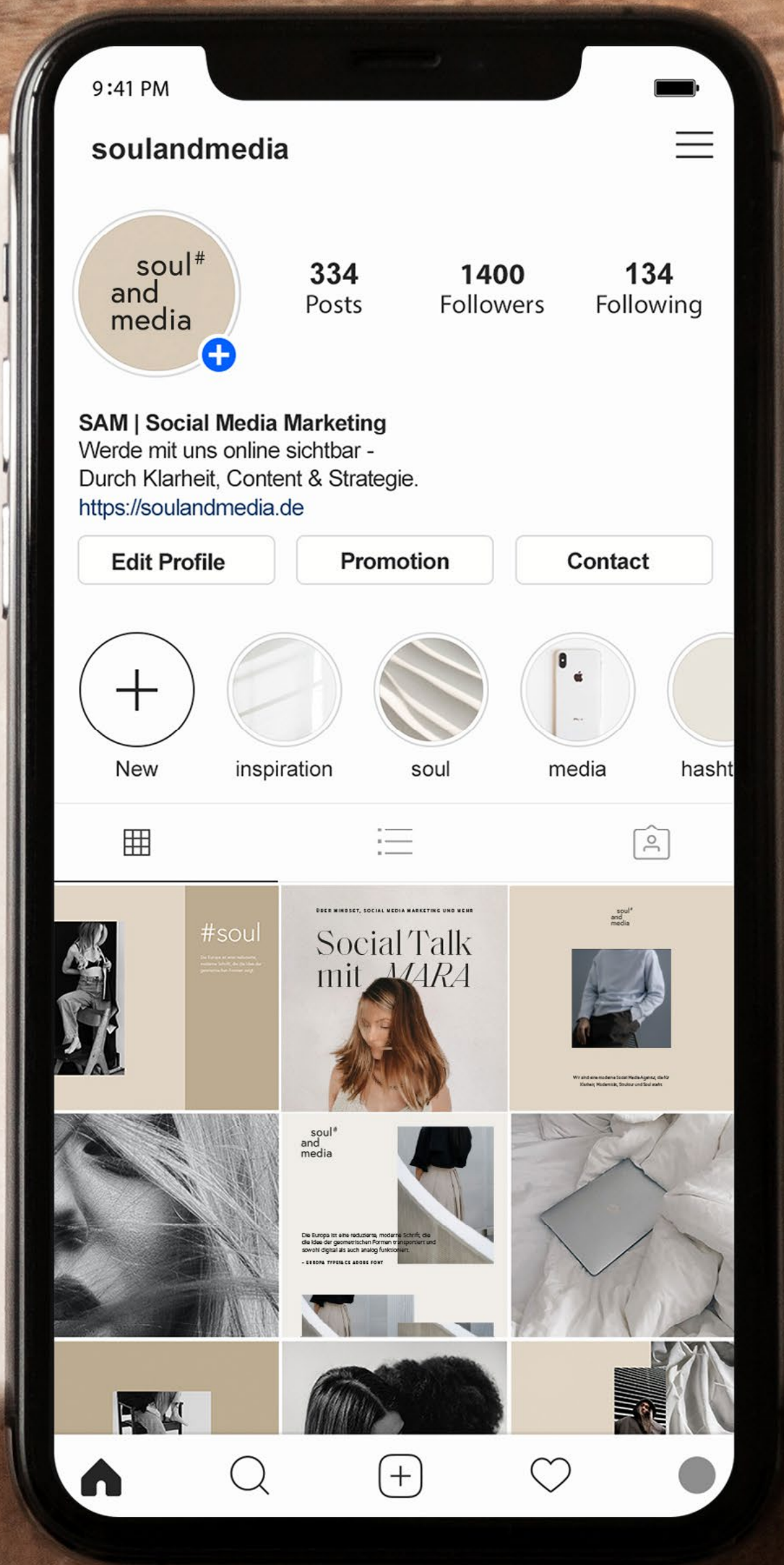
– *BRAND STRATEGY. DESIGN*

Brand development, corporate design, social media concept and applications for the social media agency soul and media

soul and media combines clarity on the inside aka „soul“ and clarity on the outside aka „media“ and thus creates the basis for more simplicity, success and satisfaction in business – and successful online visibility on social networks.

The design is clear and modern at the same time – a touch of retro and fashion brought together in a digital context.





9:41 PM

soul# and media



334 Posts

1400 Followers

134 Following

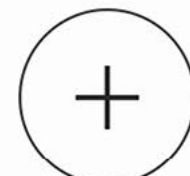
SAM | Social Media Marketing

Werde mit uns online sichtbar -
Durch Klarheit, Content & Strategie.
<https://soulandmedia.de>

Edit Profile

Promotion

Contact



New



inspiration



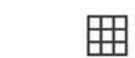
soul



media

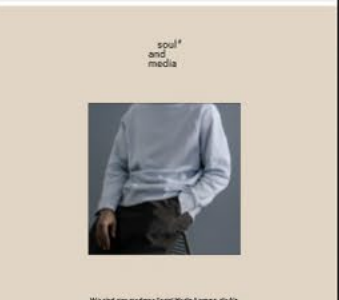


hasht



#soul

Social Talk
mit MARA

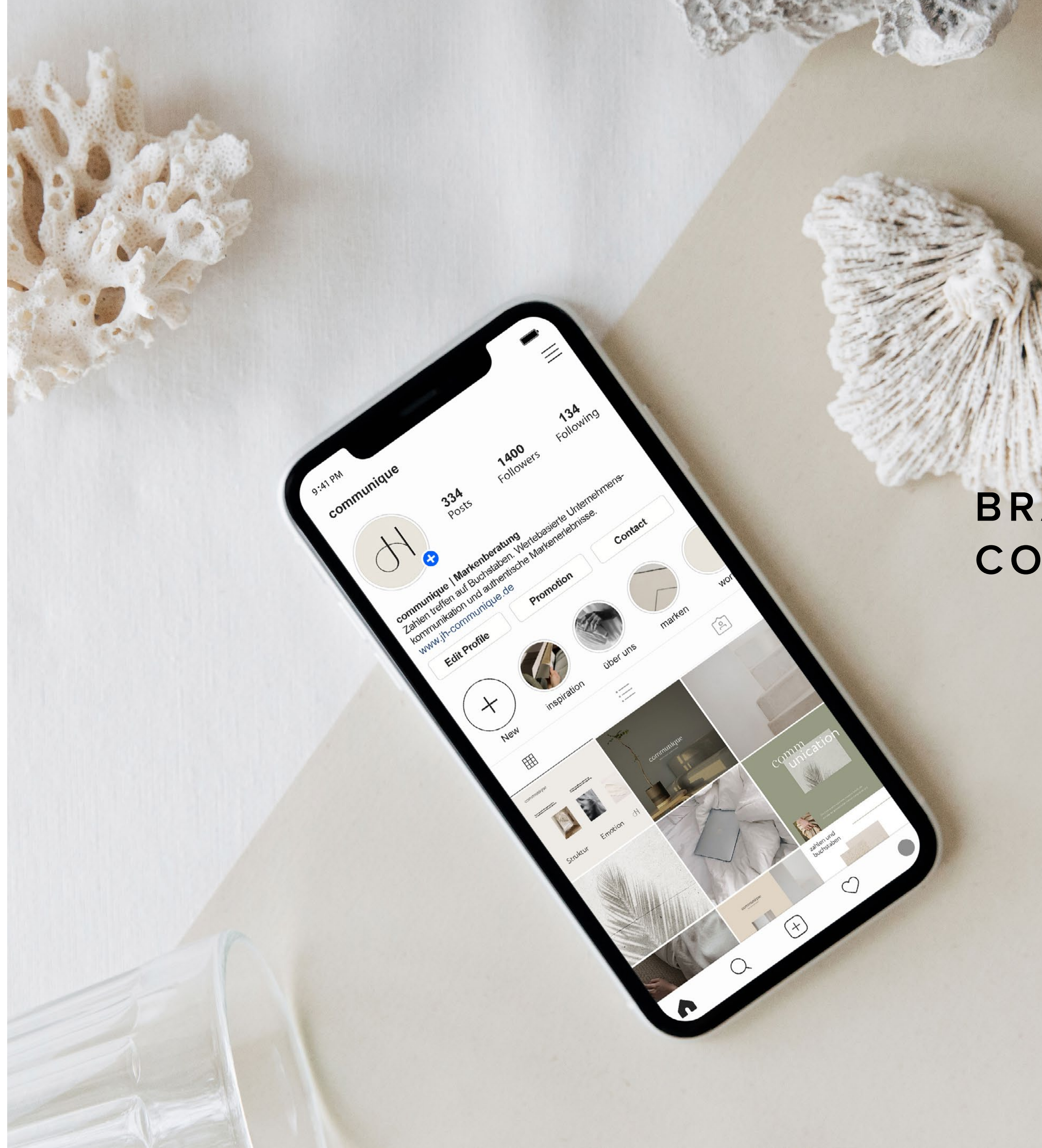




FEEDBACK MARA BLOUMIS

– *FOUNDER SOUL AND MEDIA*

„Tanita in four words: creative, appreciative, positive and simply brilliant! In short: everything you need, to know your new brand is in the best hands! Our collaboration was not only full of ease, but also always on a friendly level and full of inspiration. Tani managed to work out and create my corporate design so beautifully that I feel reaffirmed in my choice of designer every time. This way, founding is not only fun, but also makes me want to do a lot more! I am more than grateful for this valuable experience and look forward to future projects we can tackle together.“

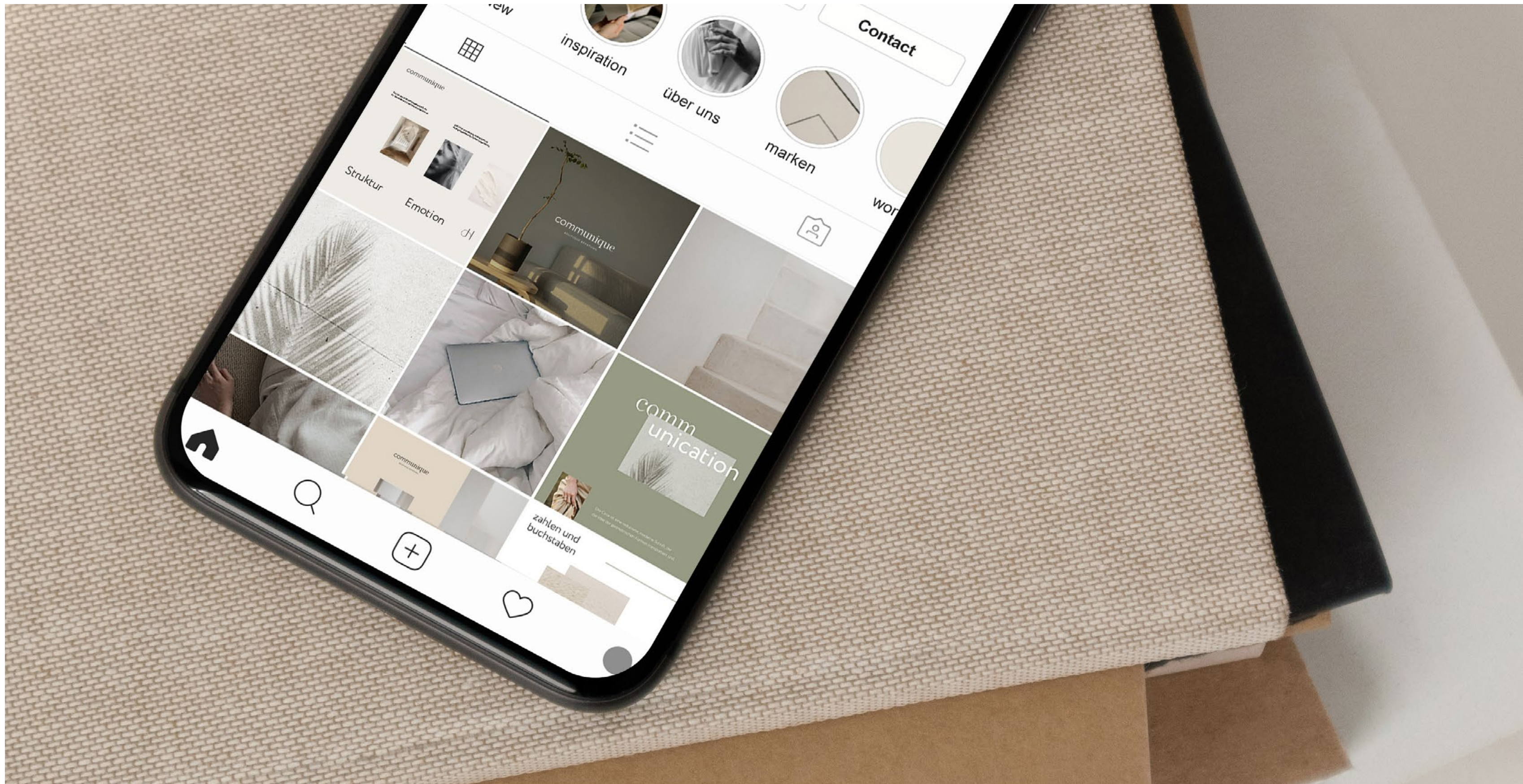


BRANDING & WEBSITE COMMUNIQUE

– CORPORATE DESIGN & WEBSITE

Brand development, naming, strategy, corporate design, website, applications for the communication agency JH communicue

Julia Heinz combines strategy and PR communication in her communications agency. The figurative mark abstractly picks up the initials J and H and conveys the interpretation of the idea of structure x flow, letters and numbers, contrasts and opposites, which in turn are taken up in the word mark. The name „communicue“ reflects the brand essence of „unique communication experiences“.



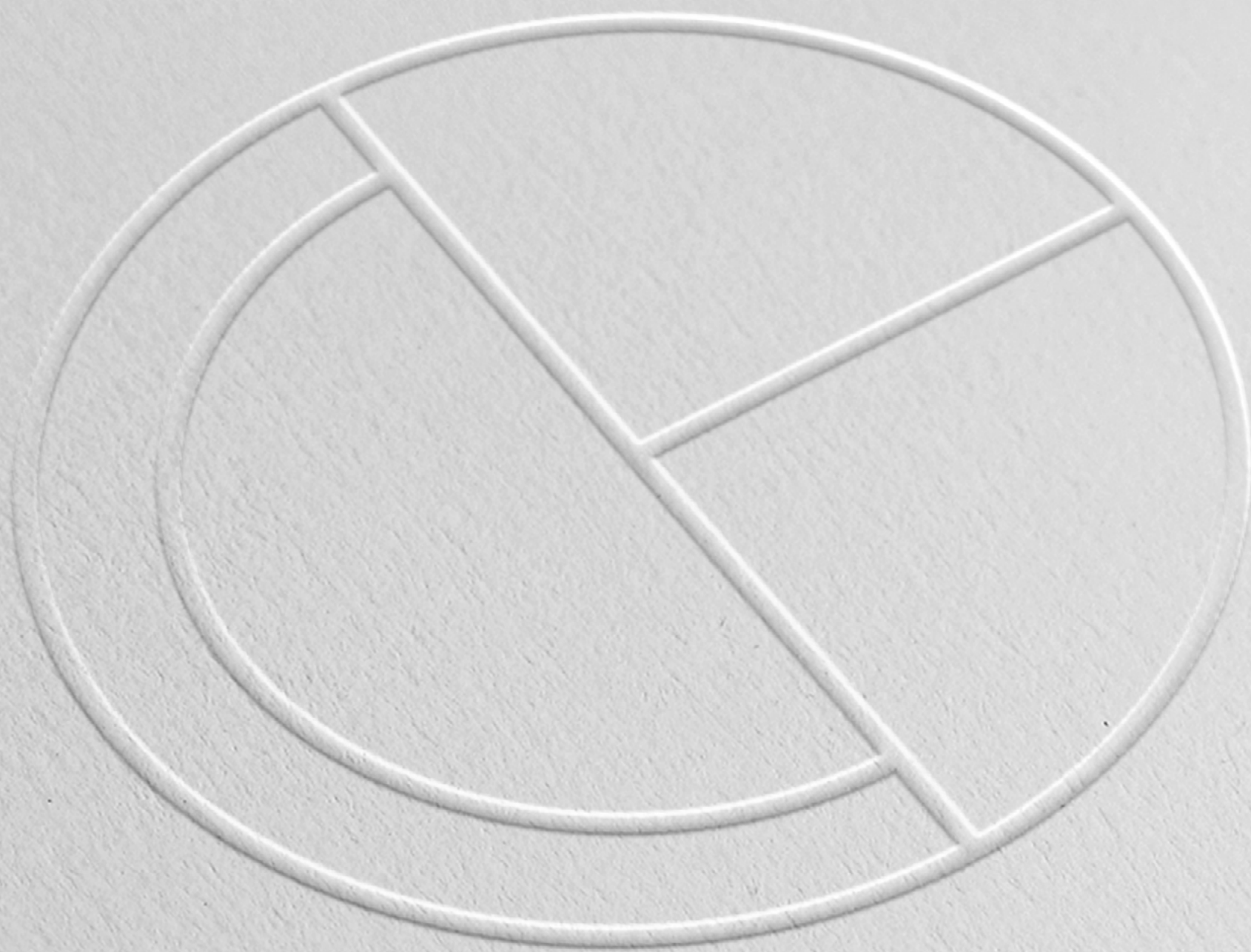




FEEDBACK JULIA HEINZ

– *FOUNDER COMMUNIQUE*

„Tanita and I met over 8 years ago and ever since she sent me a coffee magazine she had designed (at that time still a study project) – it was clear that she would take over the corporate design if I ever started my own business. Tanita has an incredible sense for people, colours, shapes and moods. She intuitively recognises individual strengths and translates them into expressive designs. Tanita is bubbling over with creativity and it was not easy for me to decide on one of her concepts - because they were all simply fantastic. Tanita inspires, creates and designs. Tanita is design. Through and through. Emphatic and professional. Thank you for this beautiful journey. And for being you.“



PERSONAL BRANDING CAROLINE HESS

– *PERSONAL BRAND, DESIGN*

*Brand development, strategy and corporate design for life coach
Caroline Hess*

Caroline combines coaching and yoga in her offer. The logo, in addition to the initials C and H, picks up the strategic central ideas of „connection“ in the form of the circle, „optimism“ in the form of aspiring and round shapes and shows in the individual parts the versatility of the offer, which result in a large whole.



Es geht nicht
 darum, was
 dir in deinem
 Leben passiert,
 sondern wie
 du darauf re-
 agierst.

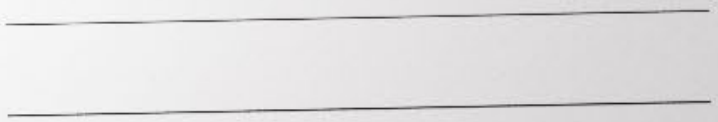
EMICIFUS

INSIDE
 INSIDE
 INSIDE
 INSIDE

YOU
 YOU
 YOU
 YOU
 YOU
 YOU
 YOU



life that you
 ud to live.





FEEDBACK CAROLINE HESS

– *YOGA AND COACHING. MINDFUL LEADERSHIP*

„From the very beginning, I had the feeling that Tanita knows exactly what suits me and my brand. What you can't put into words yourself, she puts into her designs with ease. The results of her work exceeded my expectations – an all-around happy package that I was able to start with immediately. If you're looking for someone who understands you and makes everything happen with love and detail, Tanita is the designer to go.“

FACE THE STU DIO — ING

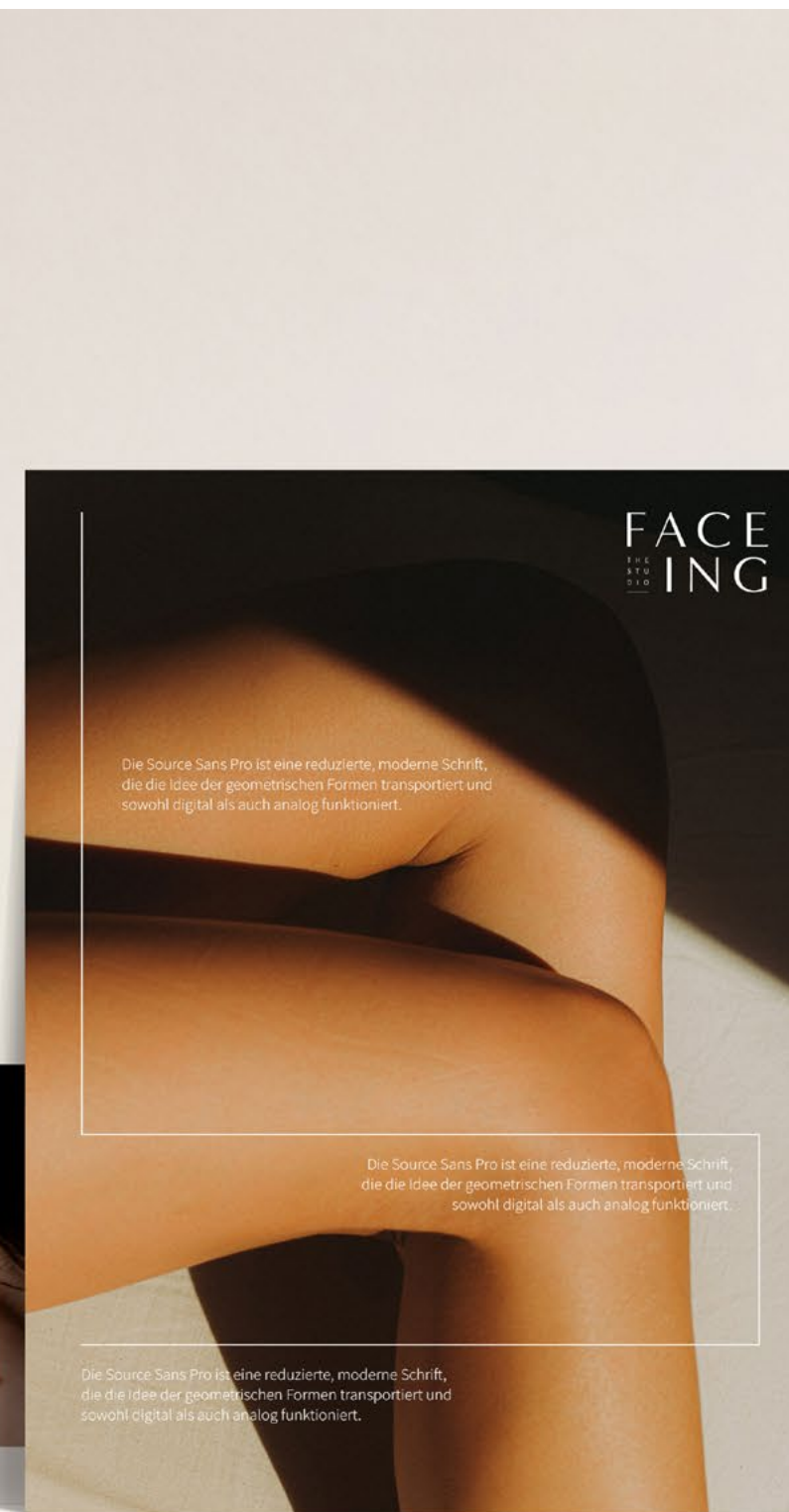
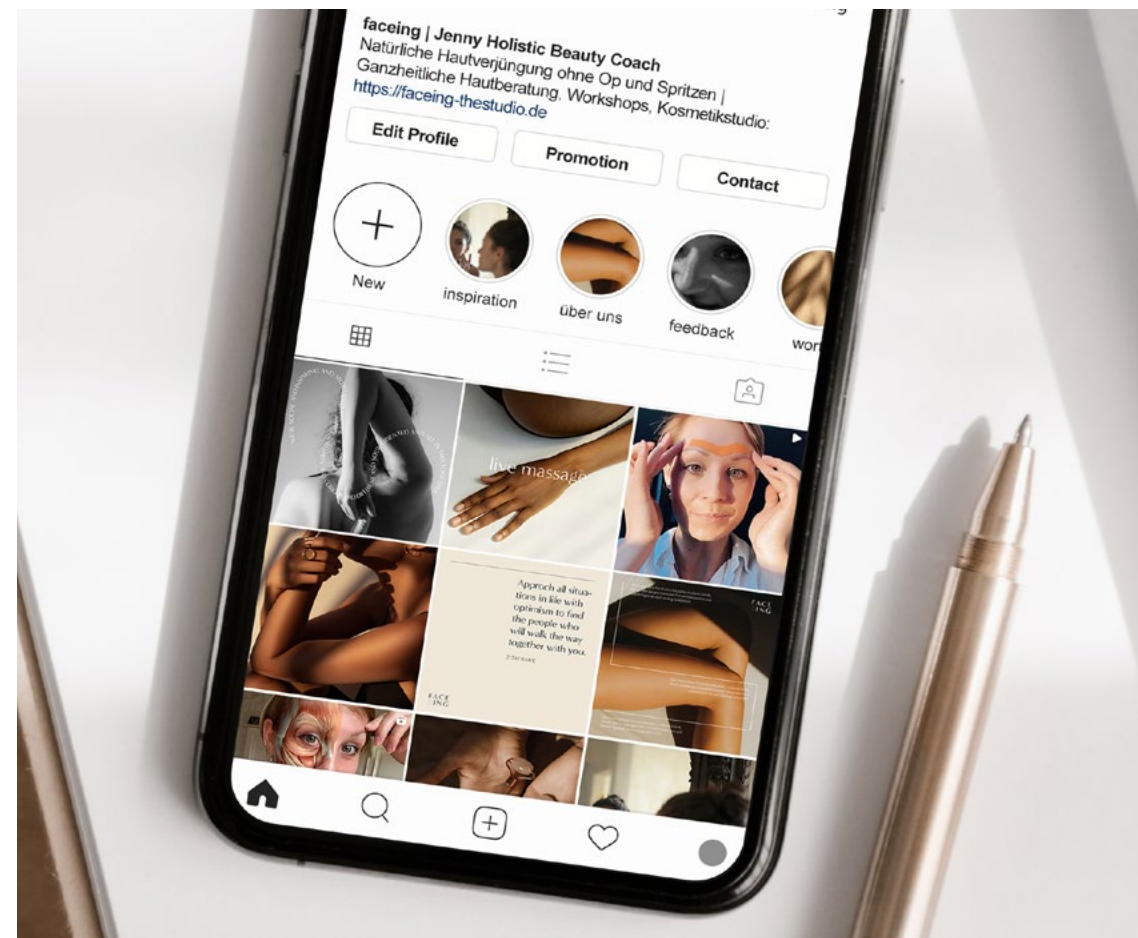
BRAND STRATEGY, DESIGN AND WEBSITE FACEING

– *STRATEGY. DESIGN. WEBDESIGN*

Brand development, strategy, naming, corporate design, website for faceing

Jennifer accompanies people in their holistic cosmetic studio faceing and various offers to achieve vitality and resulting beauty and offers sustainable and natural alternatives to fast and unhealthy forms of treatment.

In addition to the strategic orientation of the brand, the brand name, corporate design, visual language, communication, website and various applications such as brochures and business stationery were implemented.



FACE THE FINE

inspired by skin

Ich glaube an gesunde und schöne Haut in jedem Alter. Mit meinen Angeboten begleite ich Menschen dabei, Vitalität und daraus resultierende Schönheit zu erreichen und diese ihren nachhaltigen und natürlichen Alternativen zu schenken und ungesunden Behandlungen zu vermeiden.

In jedem Menschen steckt eine einzigartige Energie, eine einzigartige Schönheit. Manchmal vergessen wir sie. Manchmal können wir sie selbst nicht sehen.

Was, wenn wir uns in jeder Lebenslage wohl in unserer Haut fühlen? Wenn wir unser Alter, unsere Erfahrungen und Erlebnisse als Geschenk betrachten und aufhören, gegen uns selbst zu kämpfen? Was, wenn wir beginnen, uns selbst liebevoll zu begegnen? Wenn wir unsere Haut als das Wunder sehen, das sie ist? Wenn wir von innen strahlen, statt Veränderung zu erzwingen? Wenn wir uns annehmen und lieben lernen, so wie wir sind?

Dann kommt Schönheit wie von selbst. Dann können wir durch unsere einzigartige Energie und Schönheit inspirieren. Können Menschen bewegen und ermutigen.

FACE FORMING

KOSMETIK

FACEING



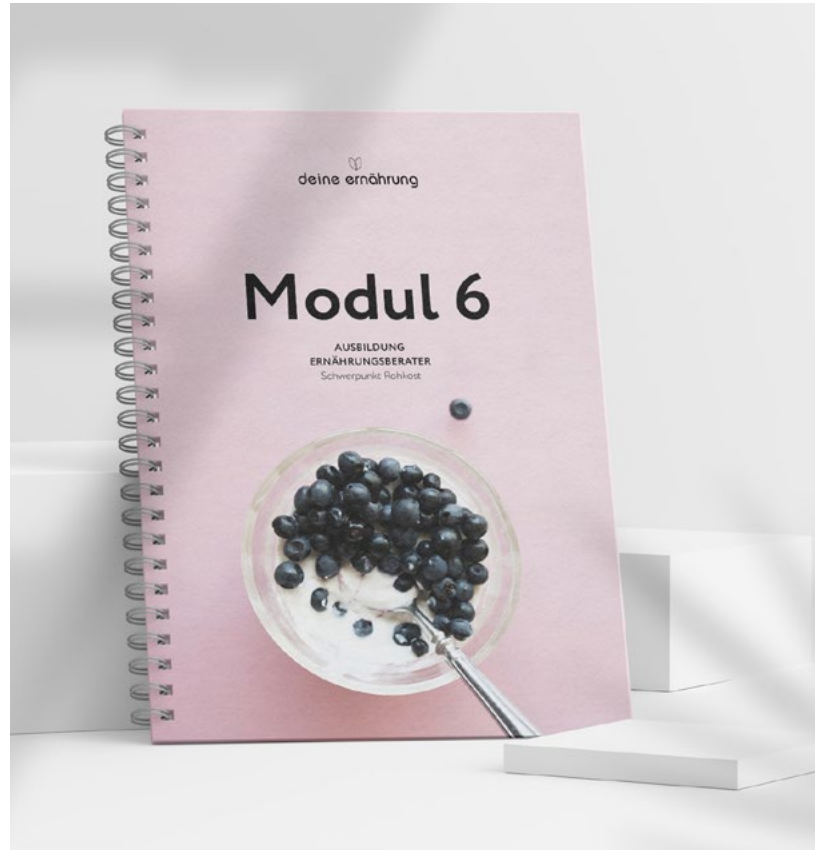
BRAND DESIGN DEINE ERNÄHRUNG

– *BRAND IDENTITY, DESIGN*

Corporate design and creation of training materials and a cookbook for the „Deine Ernährung“ nutritionist training program

„Deine Ernährung“ shows people how the raw food diet can bring more enjoyment and health into their lives. „Deine Ernährung“ combines the most nutritious foods into delicious dishes and paves the way for health, beauty, sustainability and happiness. With distance learning to become a certified nutritionist, raw food enthusiasts can turn their passion for nutrition into their profession.

TANITA SCHNEIDER – MARKENENTWICKLUNG & DESIGN







FEEDBACK ULRIKE & JÜRGEN EDER

– *DEINE ERNÄHRUNG*

„A real stroke of luck for us. Tanita created a sustainable brand design from our specified corporate values. In the case of the training documents that are so important to us, she managed to get right to the heart of our very demanding layout and design requirements. Our customers unanimously say: „It’s a great pleasure to work with the lovingly designed documents.“ On top of all that, even with a tight schedule, the expected results were always exceeded, thanks to her incredibly effective working style. THANK YOU!“



REBRANDING STIFTUNG REHABILITATION HEIDELBERG

– *BRAND DESIGN, STYLEGUIDE*

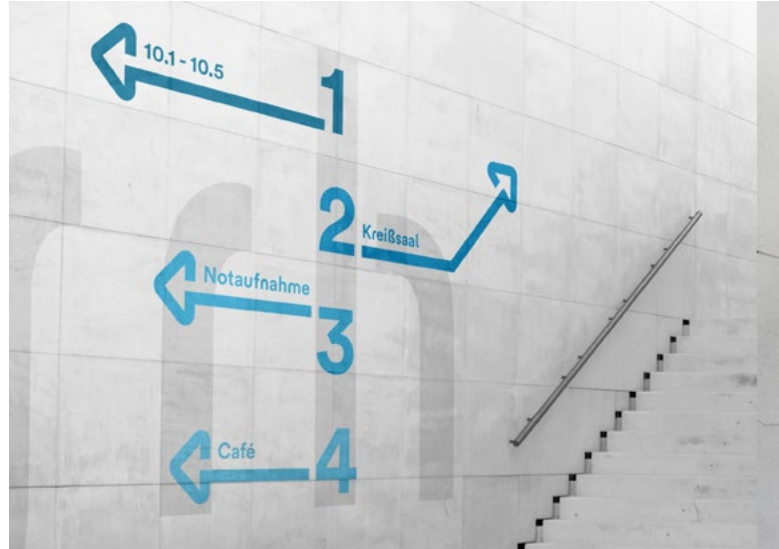
Brand development, brand story, corporate design, house font, cross-media applications, image brochures, visual language, photo shoot, board presentation

*Project developed in the team of Martin et Karczinski with Susanne Dunkel and Heiko Dertinger, own responsibility: storytelling and concept of the final design route, logo design, font design, development of the design constants, board presentation, implementation of the corporate design on different media

The SRH Stiftung Rehabilitation Heidelberg is a private company with the aim of improving people's quality of life and life opportunities. SRH actively shapes the education and healthcare sectors with its offerings. As a non-profit company, SRH combines entrepreneurial action with social responsibility. The trademark tells the story of the common path of different areas, people and stages of life. The flowing design language runs through the entire design.



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**Never stop learning, because
life never stops teaching.**

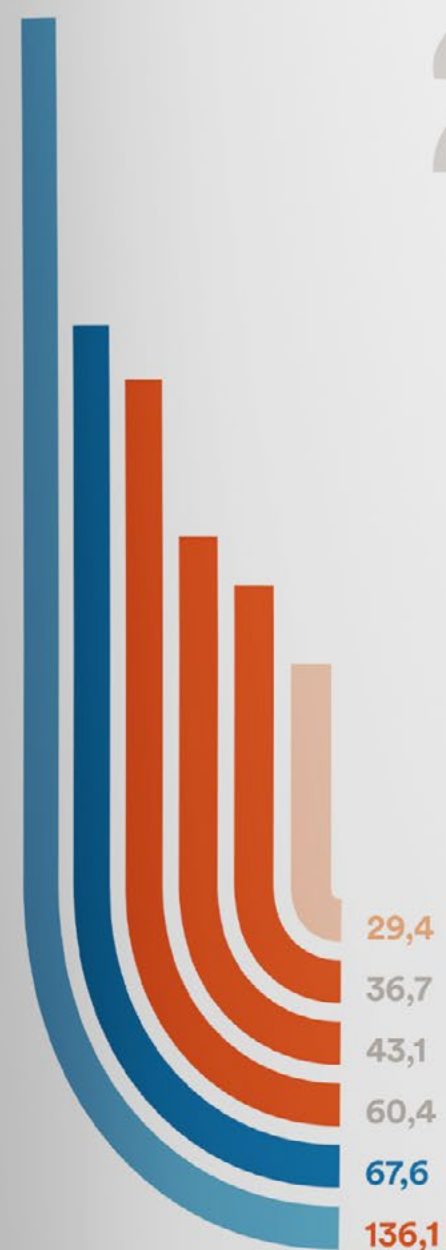
– SRH Hochschule Heidelberg



Wir sind ein privates Unternehmen, mit dem Ziel, die Lebensqualität und die Lebenschancen der Menschen zu verbessern. Als Stiftung sind wir von Kapitalinteressen unabhängig und wirtschaften nachhaltig.

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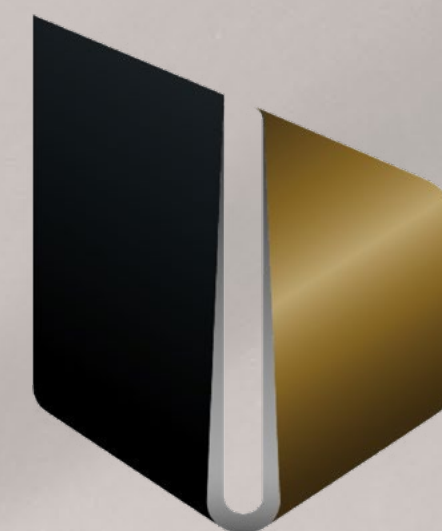
Patienten im Jahr 2019



2



srh



german
brand
award
'21
winner



INTERIORDESIGN ICEDATE VEGAN ICECREAM MUNICH

– ONLINE CONCEPT, STOREDESIGN

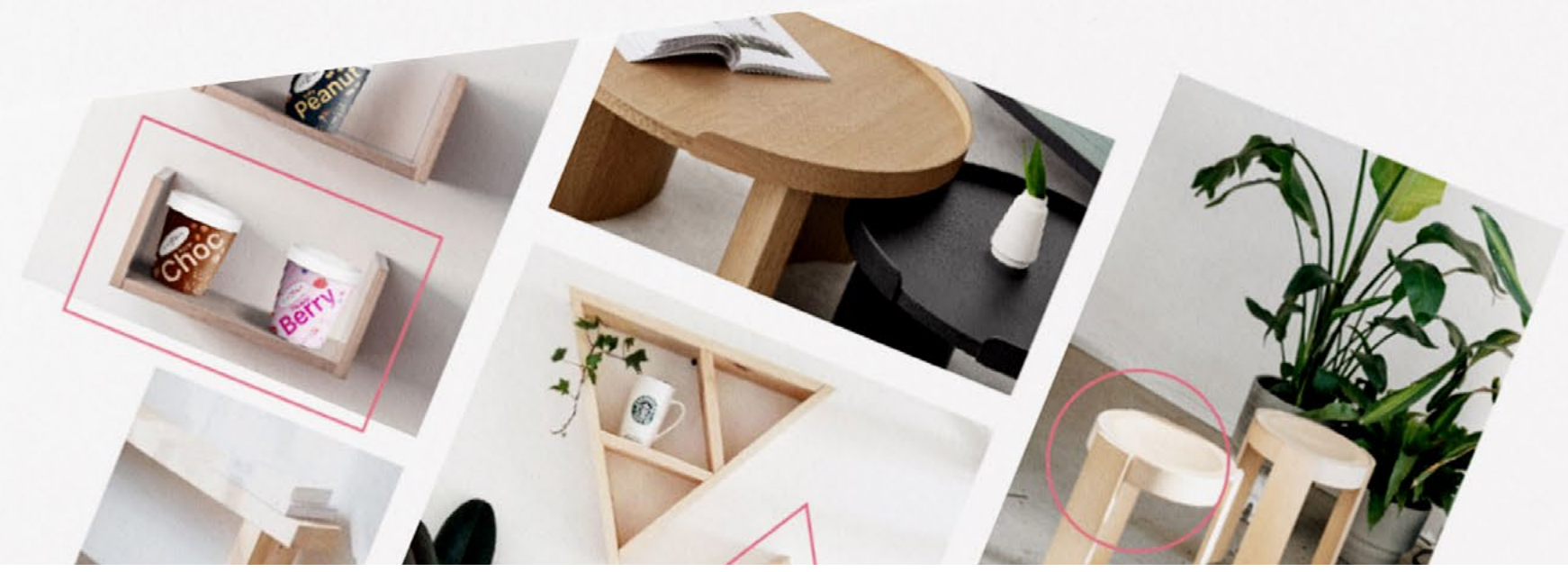
Website concept and store concept for the ice cream parlor in Munich

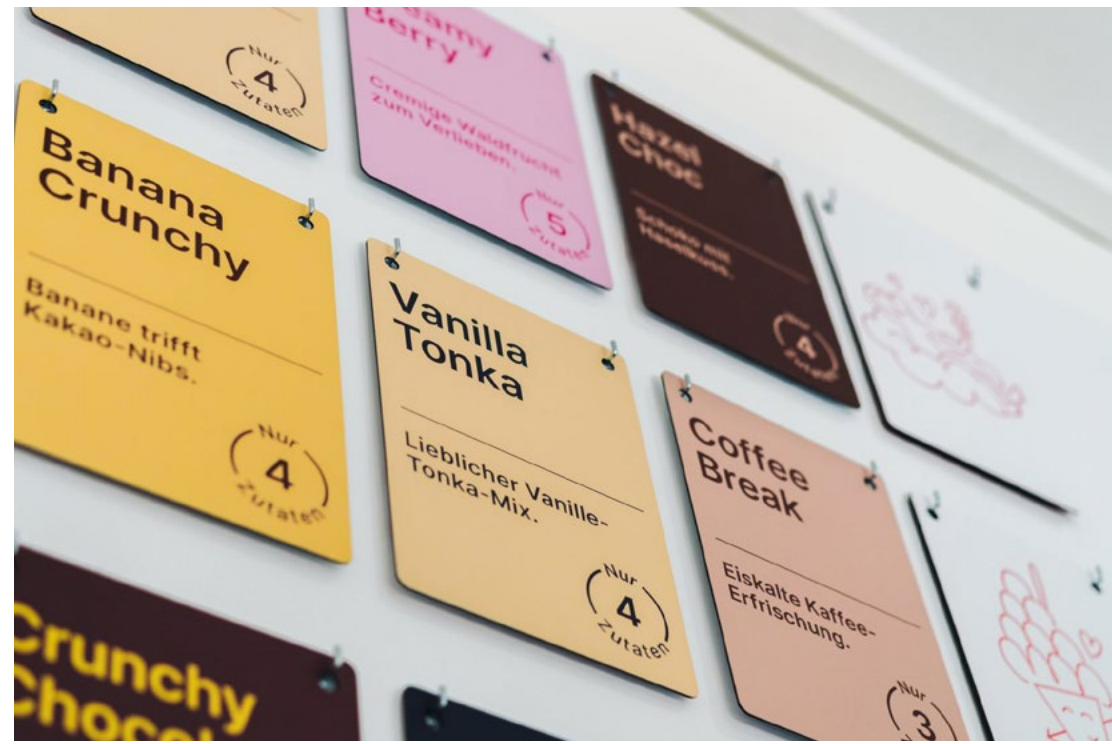
*Project developed in the team of Neue Formation with Stefan Bergmeier and Thomas Deser. Own responsibility: website concept and language, communication in space, store interior concept.

Since 2014, Gunther Nann has been making unique, vegan ice cream from the basic ingredients dates and cashews. He has already made a name for himself with his ice cream parlor „iceDate“ in Munich. This was refurbished in the design process and designed according to the new corporate design.

MATERIALIEN: HELLES HOLZ, RECYCLE-
KUNSTSTOFF, METALL, TEXTIL
>> FOKUS AUF PRODUKTINSZENIERUNG

ROUTE 02: WENIGER IST MEHR





Head over to:

www.tanita-schneider.de

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