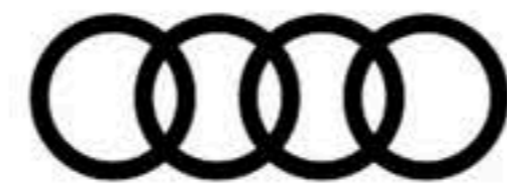


# Brand Identity 2025

WaldBranding Work Cases

bold  
& meaningful  
brand  
experiences.



DAIMLER

PORSCHE



hey car



SCHAEFFLER



share



DKB

O<sub>2</sub>



Gabor



MEDIA - SATURN



Andrea Wald  
**BRAND DIRECTOR,**  
**AI VISUAL DIRECTOR**

Brand Building, Brand Experience,  
Brand Identity across all medias,  
High-end professional, Creative Lead,  
from Strategy to Implementation

*Clients: Share, Audi, Carlsberg,  
Bertelsmann, Tyde & BMW, Renault, Dr.  
Oetker, Lamy, Transdev, Porsche, Vodafone,  
Gabor, Media Saturn, Aldi*

*Agencies: Serviceplan, Mutabor, Uniplan,  
Jung von Matt, Innocean, DDB, McKinsey,  
BCGDV, IXDS/PWC, Diconium, Pacific  
UEG, Monks, Endava, Parasol Islands*

Surfer, Runner, Tennis Player,  
Classic Car Influencer

## MILESTONES

### 2x Audi Brand Identity

- *Two times: Brand Identity Development for the AUDI Brand, on behalf of Strichpunkt and Mutabor Design.*

### Cross-Platform Campaigns

- *e.g. AUDI A1, VW Beetle 360°, Mercedes SUV Digital, Genesis Europe Launch, Audi 100 years, BMW 100 years, Car2Go, Passat CC, Porsche Cayenne, Deutsche Post, Renault*

### Head of Unit for Volkswagen

- *Conception of Brand Campaigns and Product Catalogues: Unit Creative Lead for DDB Berlin*

### Brand Advisor for McKinsey

- *On site with the client Techniker Krankenkasse/ McKinsey, working on “Rethinking the customer experience”: UX/UI Design, Workshops, Customer Journeys, App Design, Customer Surveys*

### Brand Identities for many Startups

- *Designing Brand Identities for Incubators or companies, like German-Tech, PropTech1 Ventures, BCGDV, IXDS PWC, Endava, Bertelsmann, Telekom, BMW/Tyde, Dr. Oetker*

### Fairs, Events, Dealer Conferences

- *Dealer Conferences and Events for Audi, VW, Hyundai, BMW*
- *12 years Experience in Sport Event Communication*
- *Shop Designs, eg. for Audi, Gabor, O2*

### AITO Brand Identity

- *Building the CI for AITO/Huawei, bringing the chinese car manufacturer to the top in China. For GraftBrandlab.*

### Kia Sportage Campaign

- *Product launch campaign in 2022 for Kia's most successful vehicle model – the Kia Sportage – contributing to its best sales year to date. Executed for Innocean.*

# Work Cases Brand Identity

# Kono Brand Identity

for Lamy / direct client

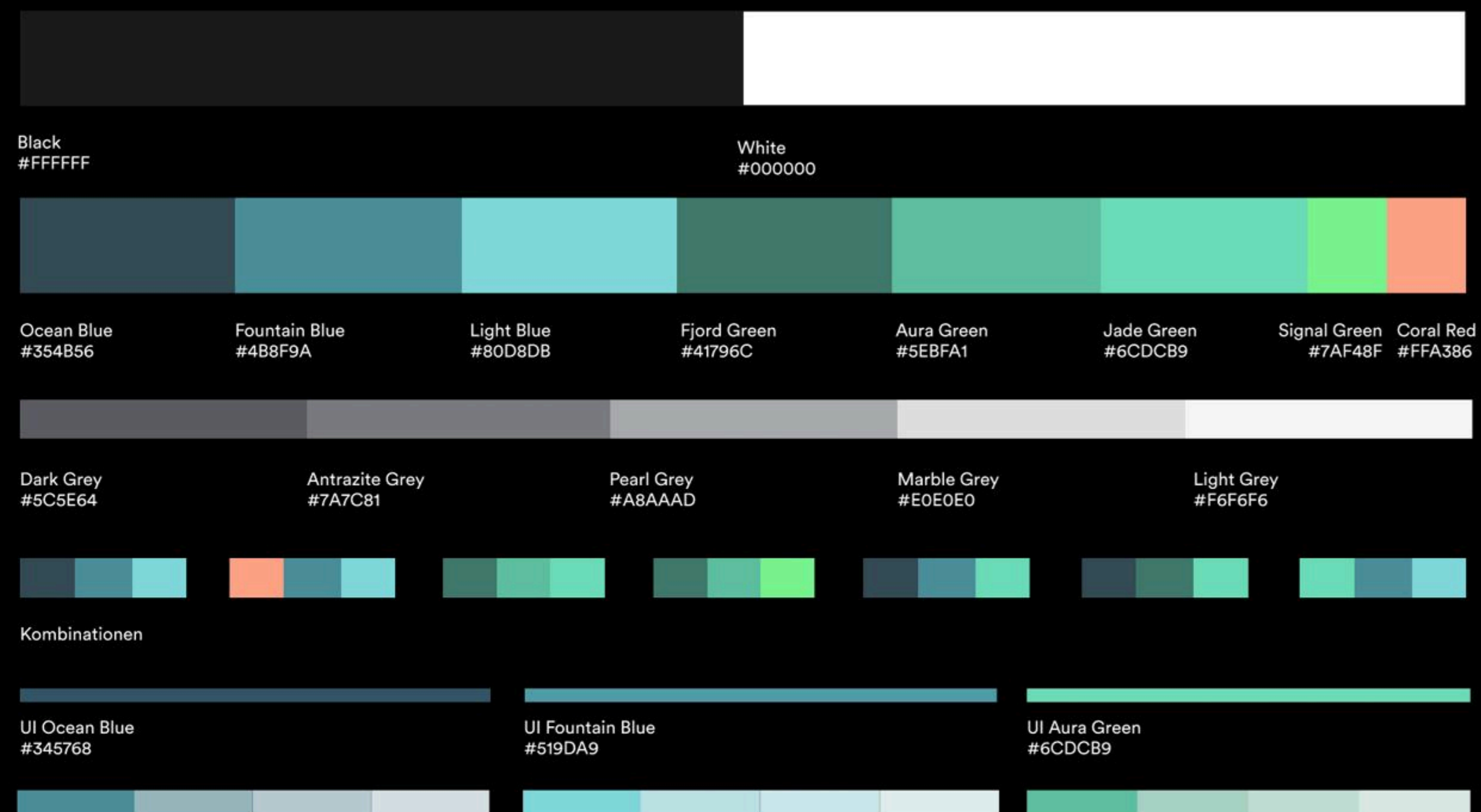
# kōno

# kōno

## Icons

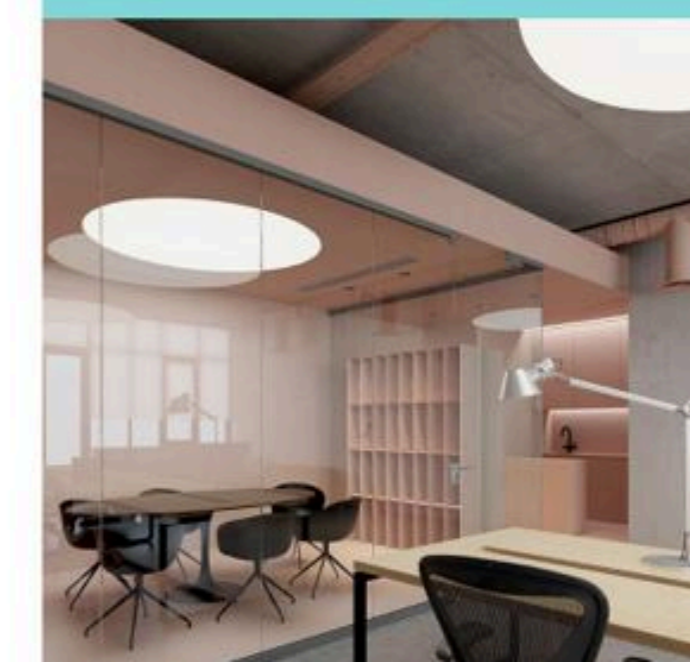


## Colors



## Brand Philosophy

# Meaningful & conscious



# Laser focus to turn inspiration into action.

The kōno System keeps distractions at bay, so you get more done more efficiently.

Start my free trial Tell me [more?](#)

WHAT IS KŌNO

## Greater Presence. Greater Focus. Optimal Productivity.

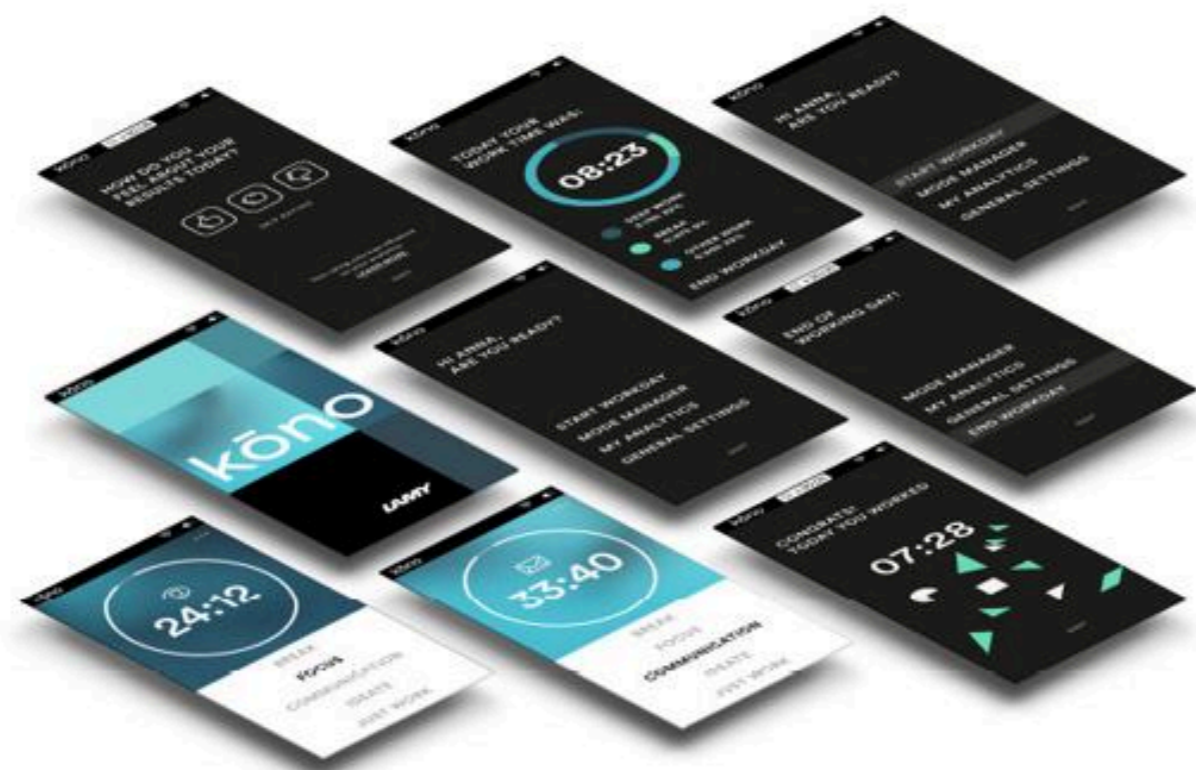
kōno is a productivity system combining the best productivity methods into a single system.

Different tasks require different levels of focus. kōno understands this and keeps you at the right focus level to match your current activity.

Deep focus modes for intense tasks and more relaxed modes for simpler tasks or to recharge and rest.

kōno helps you focus, keeps you motivated, and protects you from time-wasting distractions.

Start my free trial Tell me [more?](#)



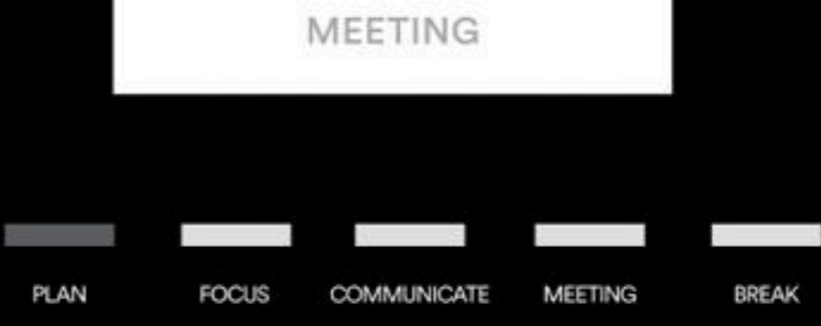
# Make a plan and prepare for the day ahead.



HOW DOES IT WORK

reminder when it's time to wrap up your planning session and move on to your next step.

Start now You want to know [more?](#)

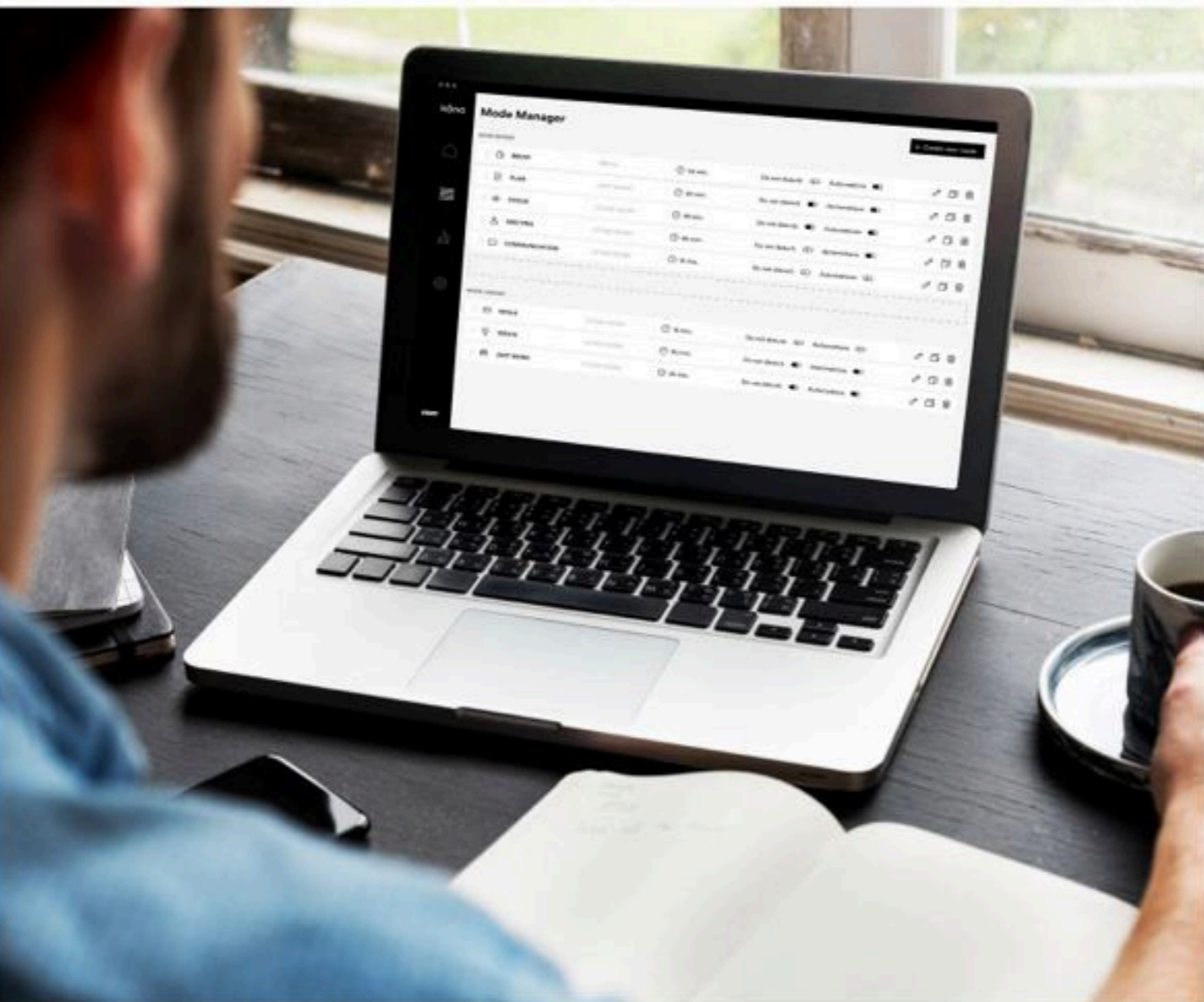


THE BENEFITS

## 1- Intuitive setup and results from day one.

There is no lengthy learning curve to get started. The simple setup allows you to quickly match the right features to your needs and launch your first mode. Experience an immediate shift in your productivity.

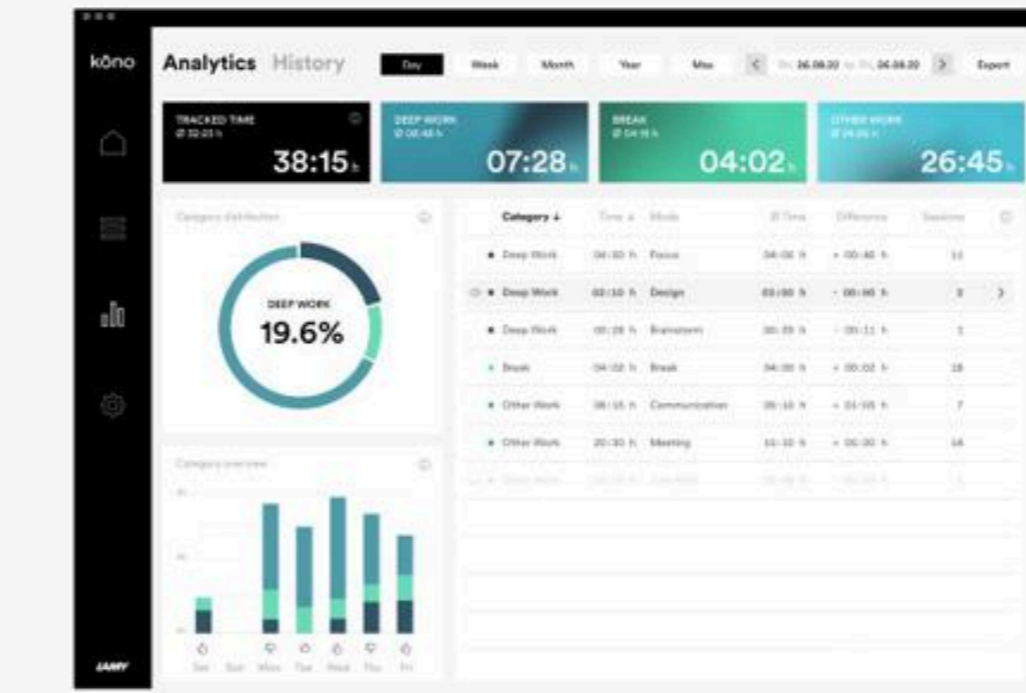
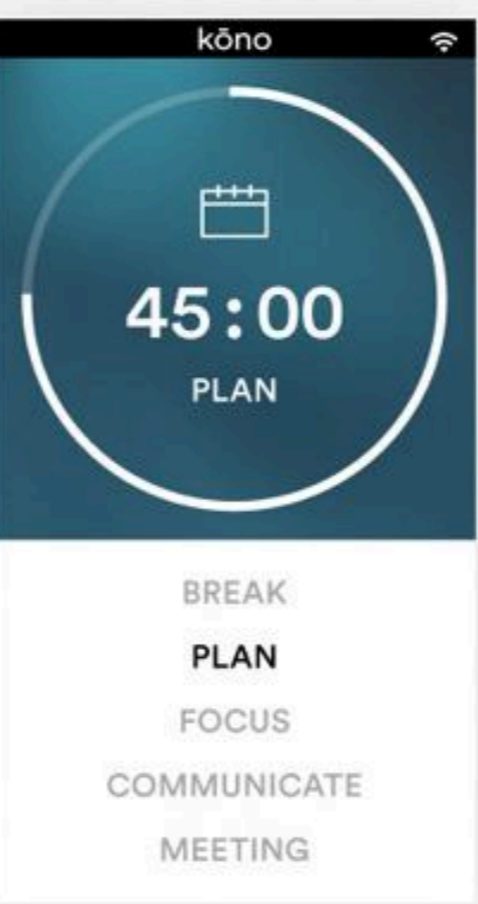
Get kōno now You want to know [more?](#)



## 2- A distraction-free work environment.

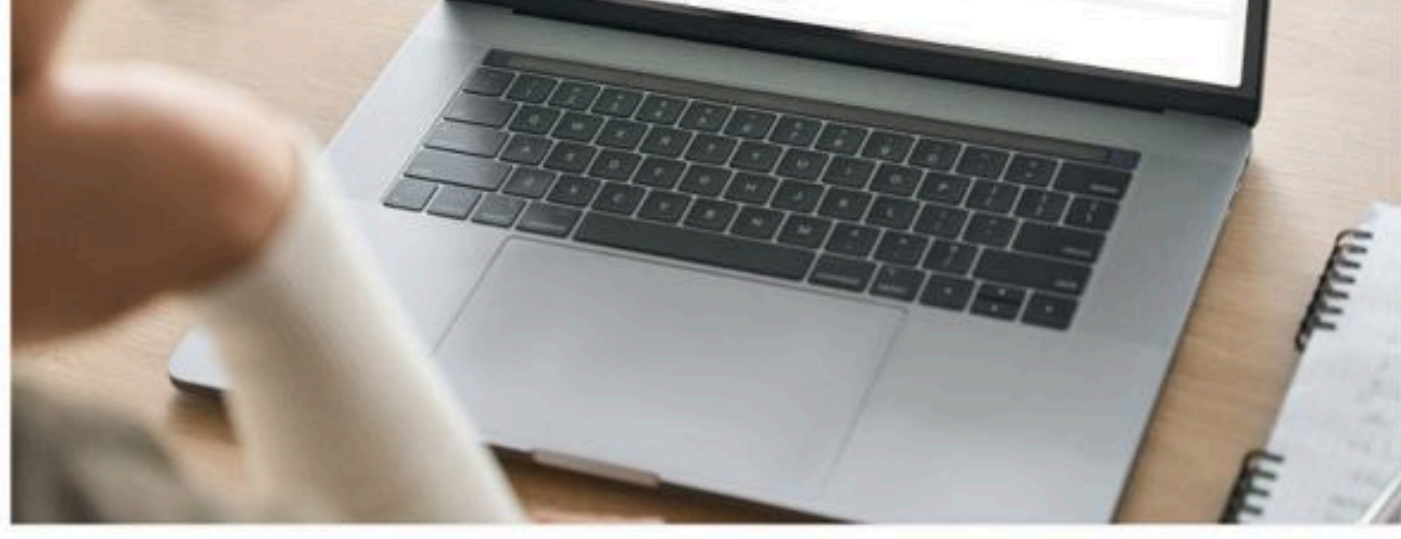
Kōno helps you be instantly present by blocking out your typical distractions. It promotes single-tasking and frees up valuable mental space for creativity and problem-solving.

Get kōno now You want to know [more?](#)



## 3- A system that requires no productivity knowledge.

No need to spend hours researching the most efficient way to work. Kōno includes features from the top productivity methods, and an introductory quiz will quickly pair you with the best modes to get started.



THE FEATURES

## Leading Edge Productivity



Preset and Customizable Modes

Optimize your computer setup and ready your mind for any activity.



Mode Automations

Choose which applications you want to open, close, or hide when a mode is entered.



A Timer

Monitor your time in a mode and get audio or visual reminders when it's over. Set timer to count down/up.



Statistics, Analytics & Personal Discovery

Discover your most productive times of the day and gain insights into time usage and behaviors.



"kōno helped me to reflect, rethink and rebuild my workflow to be more mindful, more convenient and more fun. I'm now more open to an entirely new working experience."

MARCO R. FREELANCE BRAND STRATEGIST  
HYBRID THINKING

## Sign up for our newsletter

Email

☐ kōno may keep me informed via email about our services. All necessary information will be provided within our privacy policy.

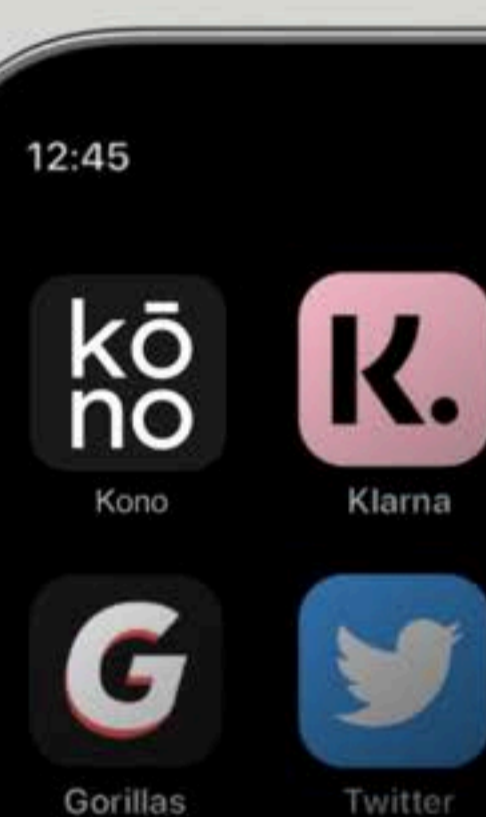
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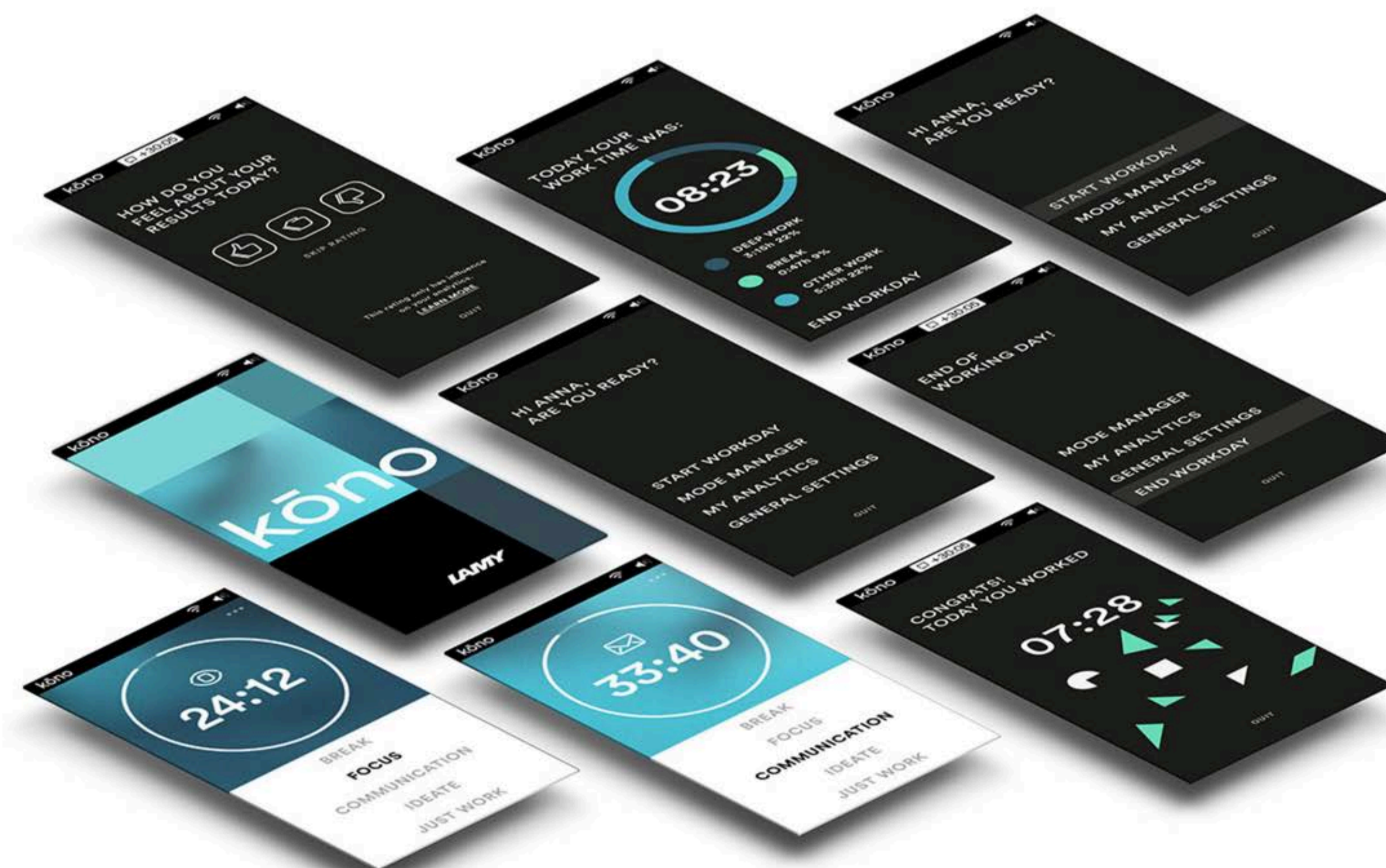
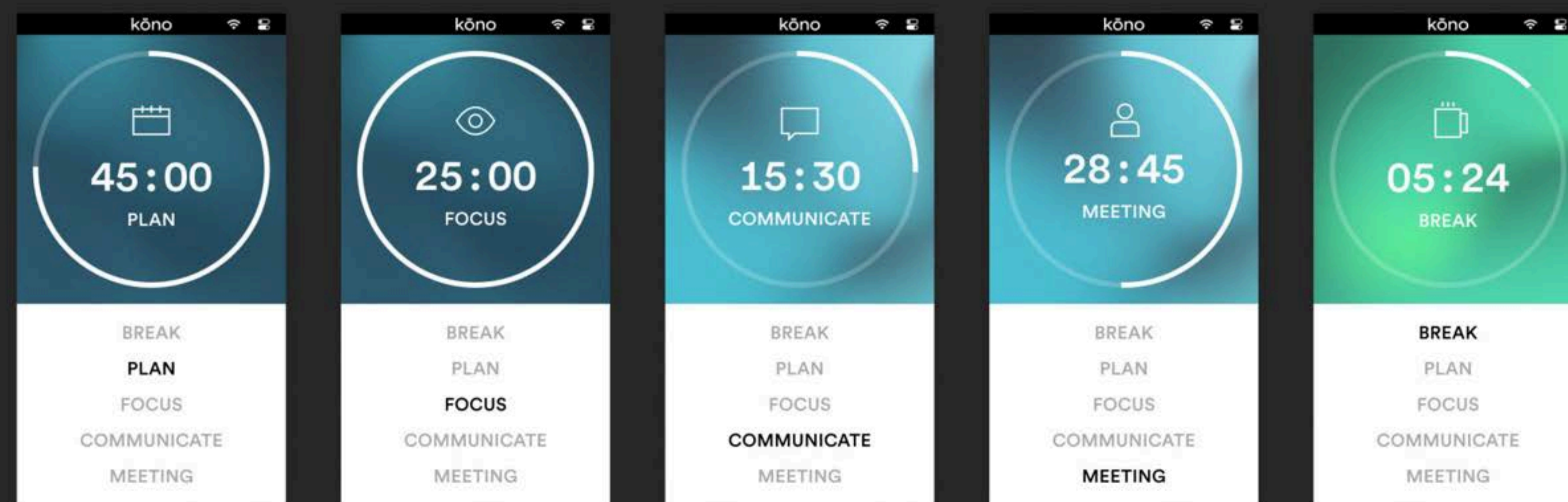
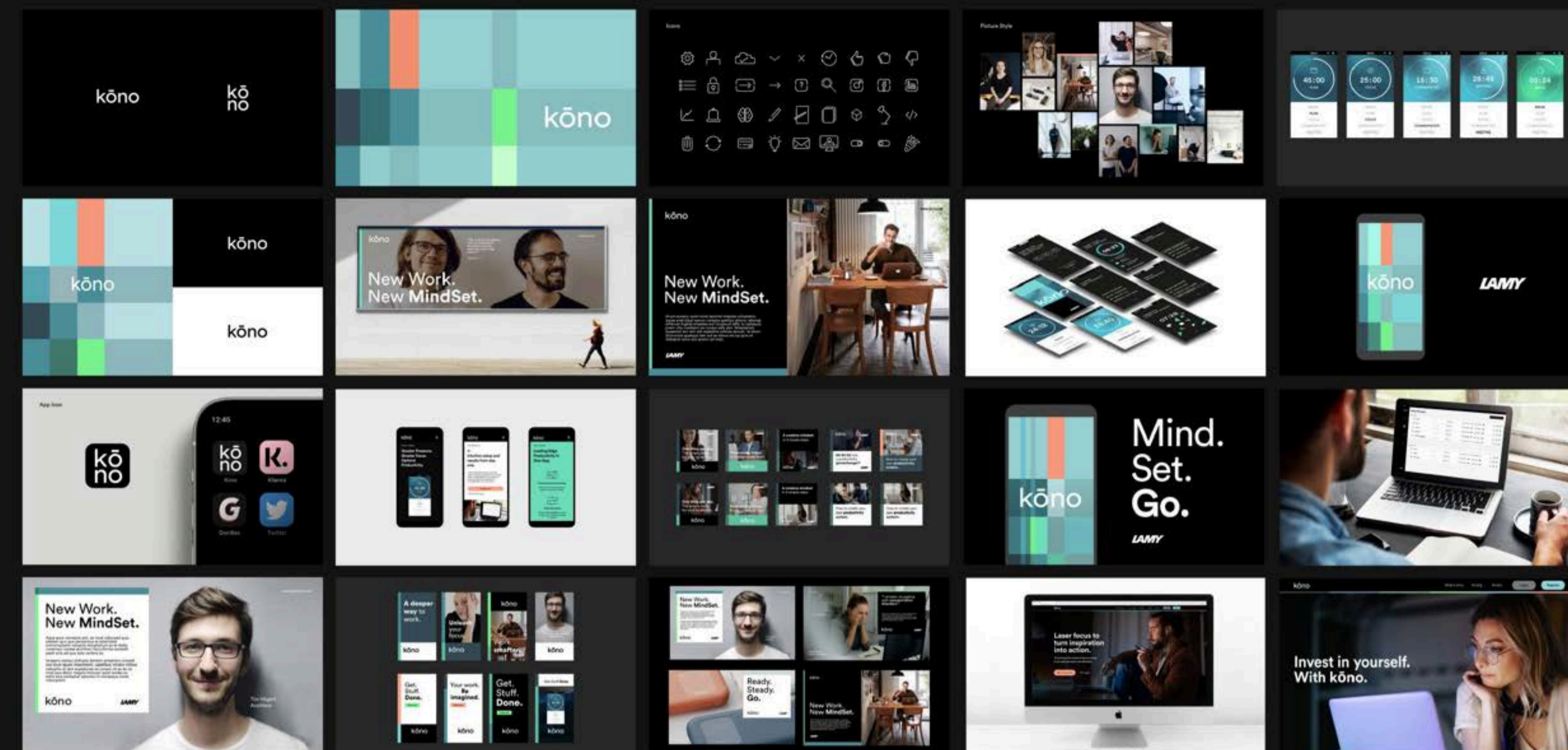
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nō

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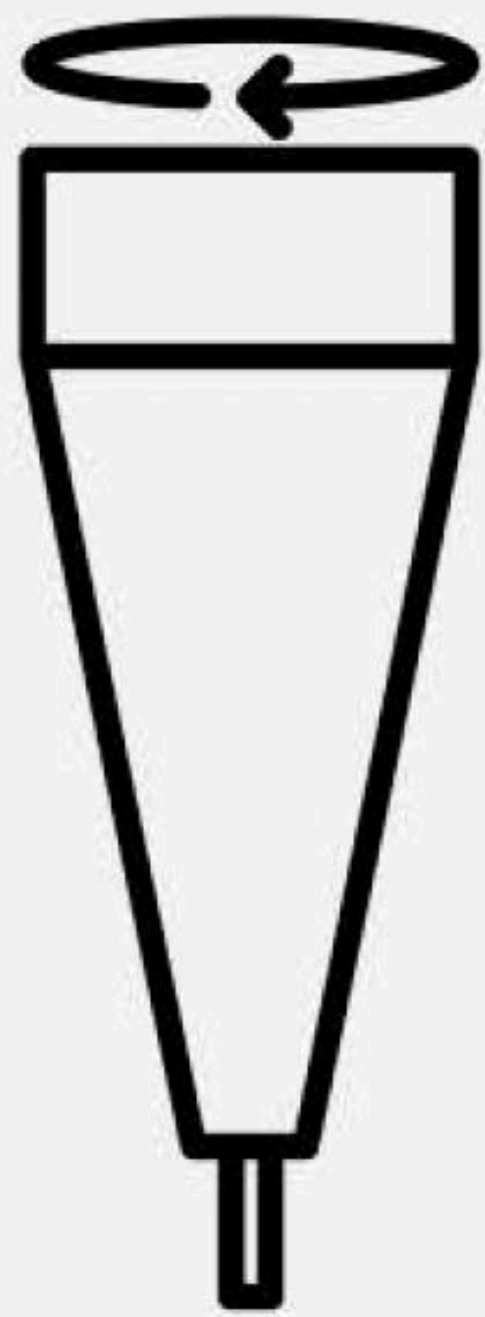


## The KONO Brand



# Lamy Brand Architecture

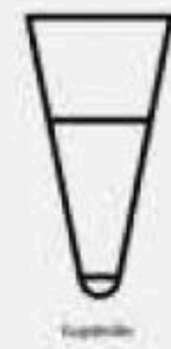
for Lamy / direct client



Drehbleistift



Digital writing



Kugelschreiber



Füller



Kugelschreiber



Druckbleistift



Druckbleistift



Digital writing



Kugelschreiber



Füller



Kugelschreiber



Druckbleistift



Mehrsystem



Kugelschreiber



Füller



Kugelschreiber



Druckbleistift



Druckbleistift



Digital writing



Kugelschreiber



Füller



Kugelschreiber



Druckbleistift



Mehrsystem



Kugelschreiber



Füller



Kugelschreiber



Druckbleistift



Druckbleistift



Digital writing



Kugelschreiber



Füller



Kugelschreiber



Druckbleistift

**LAMY**

Manifest

Inspiration

Stories

Business Customers

Shop



Füllhalter



Tintenroller



Digitales Schreiben



Kugelschreiber



Drehbleistifte



Druckbleistifte



Mehrsystemschrreiber

Sarah / ALEX

Thinking Tools  
from LAMY.

Surprisingly  
practical

# Safari / AL Lx



LAMY

# Safari / AL Lx

Klare Form, große Vielfalt. Sein zeitloses Design und seine hohe Funktionalität machen ihn zu einem verlässlichen Begleiter in allen Situationen rund ums Schreiben. Mit abgefedertem Stahl- bzw. Kunststoff-Clip. Druckmechanik mit integrierter Clip-Drücker-Einheit. Mehr erfahren unter [www.lamy.com](http://www.lamy.com)

# Live Deluxe.

LAMY



# Safari / AL Lx



# Live Deluxe.

Klare Form, große Vielfalt. Sein zeitloses Design und seine hohe Funktionalität machen ihn zu einem verlässlichen Begleiter in allen Situationen rund ums Schreiben. Mit abgefedertem Stahl- bzw. Kunststoff-Clip. Druckmechanik mit integrierter Clip-Drücker-Einheit. Mehr erfahren unter [www.lamy.com](http://www.lamy.com)

LAMY

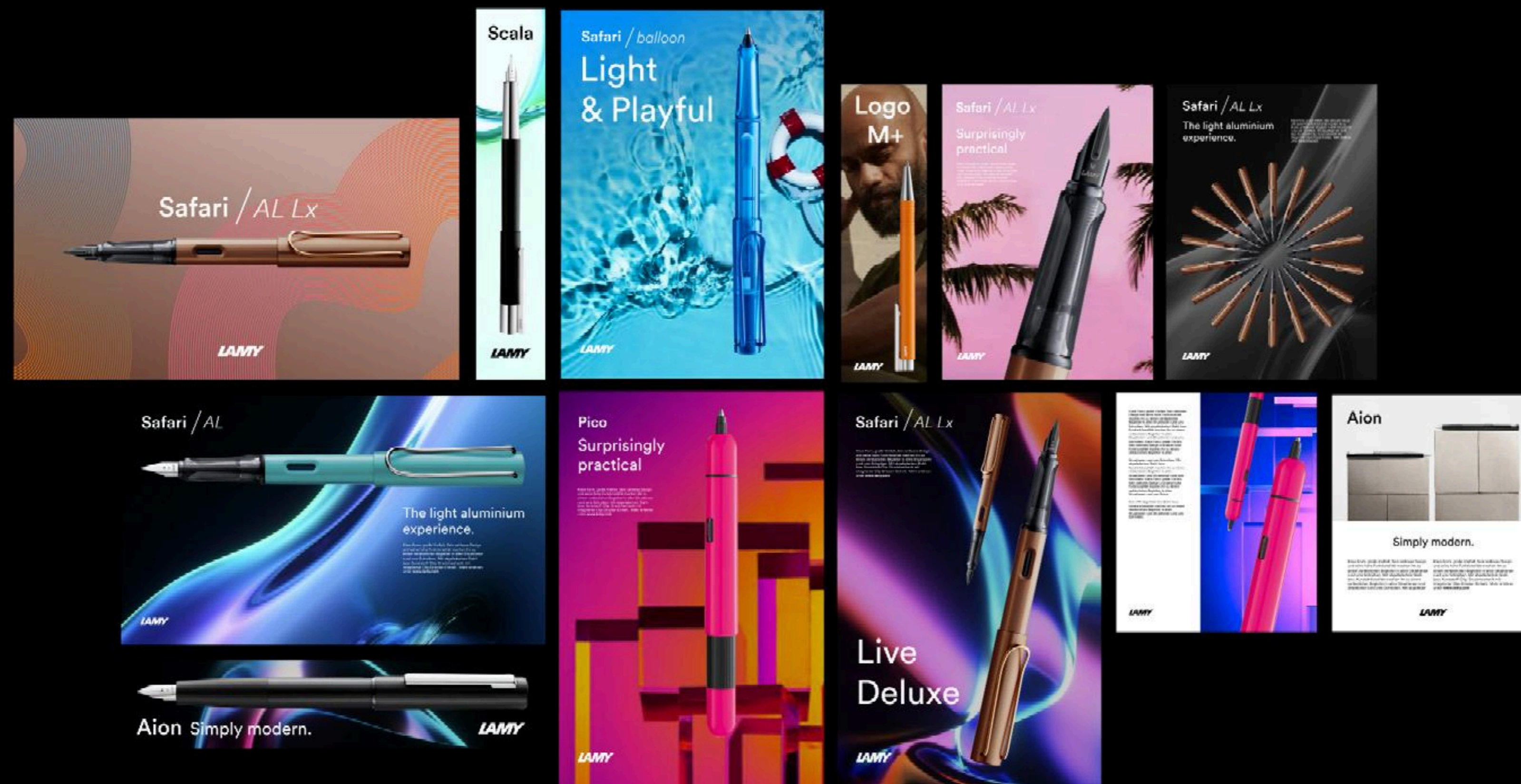
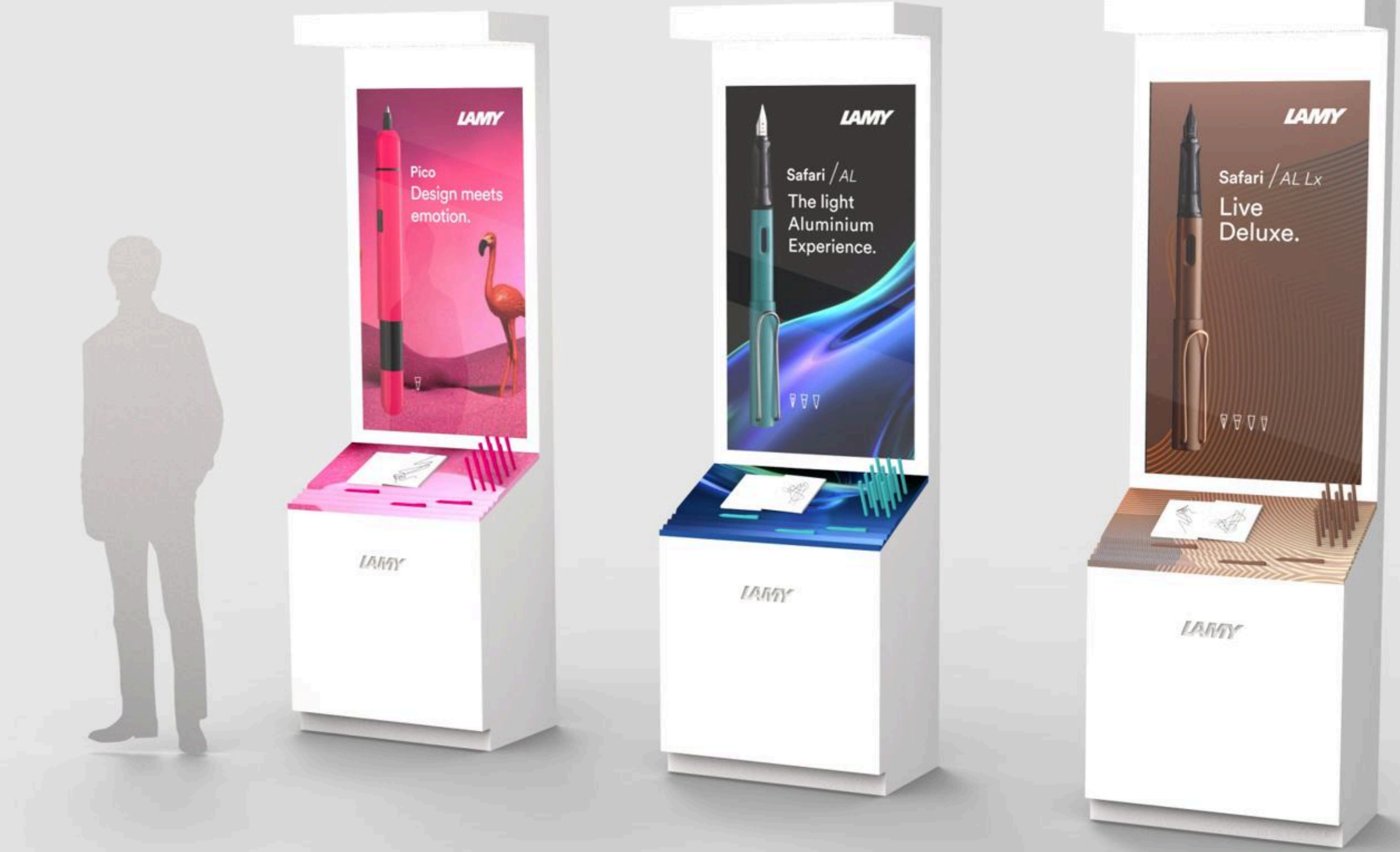
LAMY

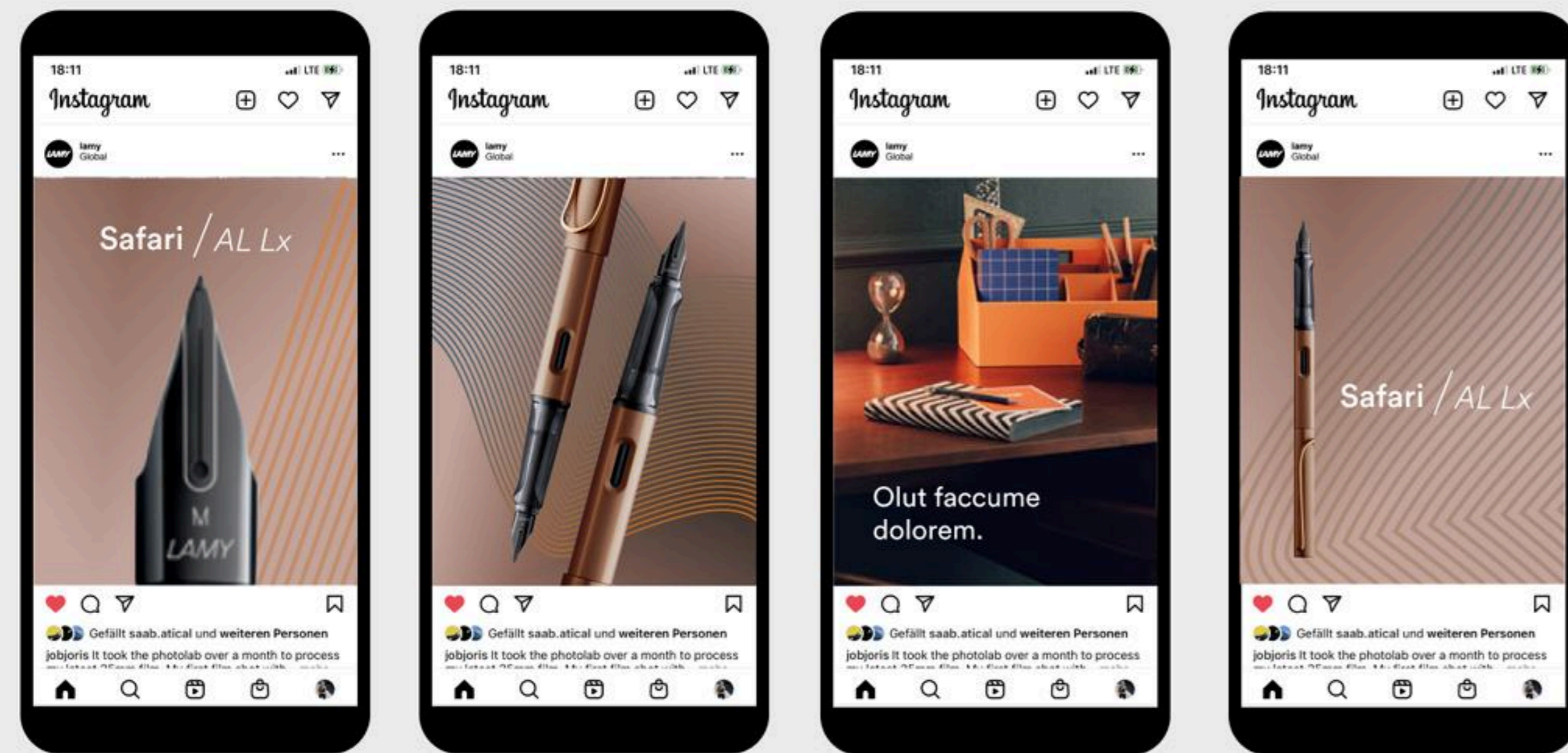
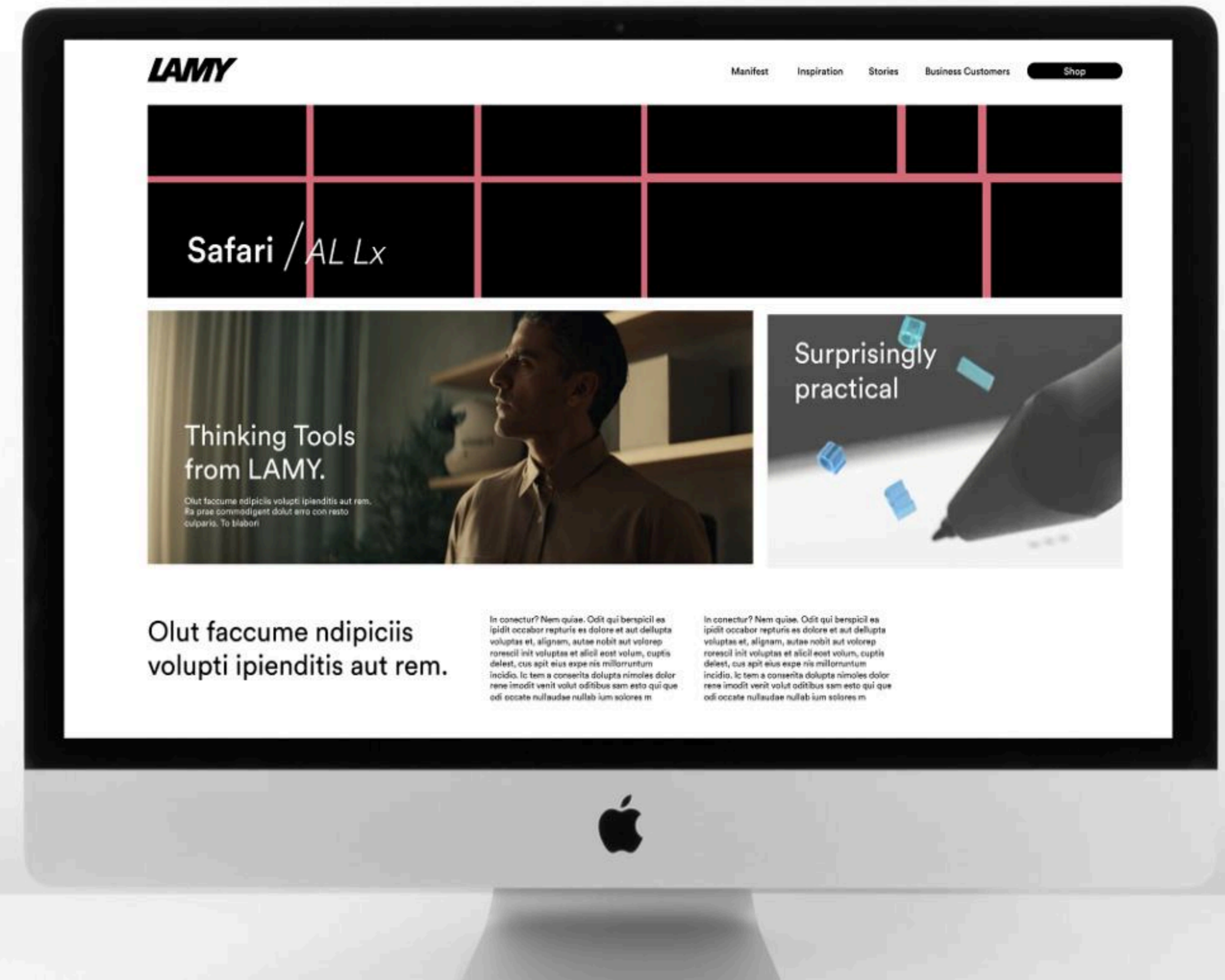
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# Safari / AL Lx





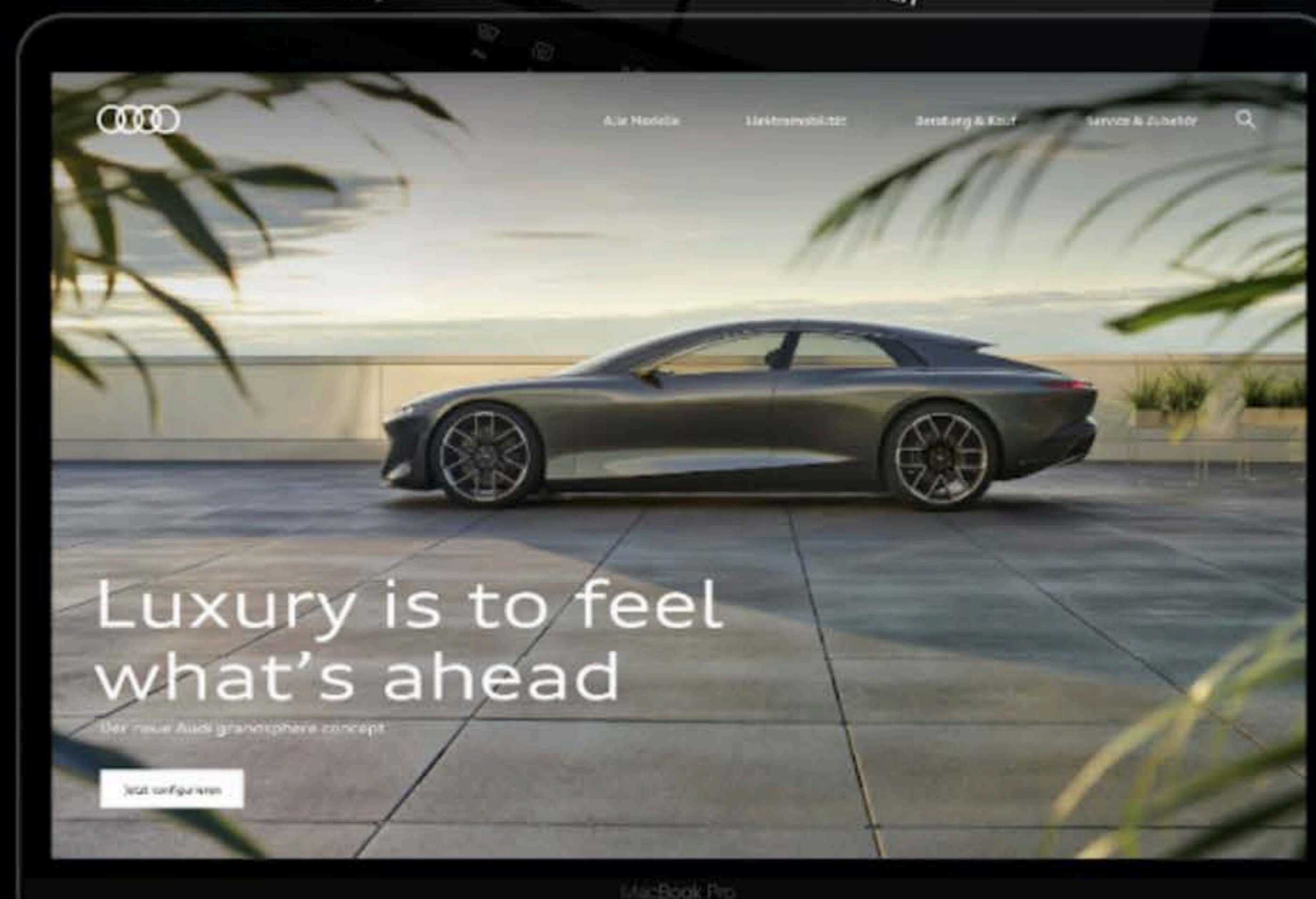
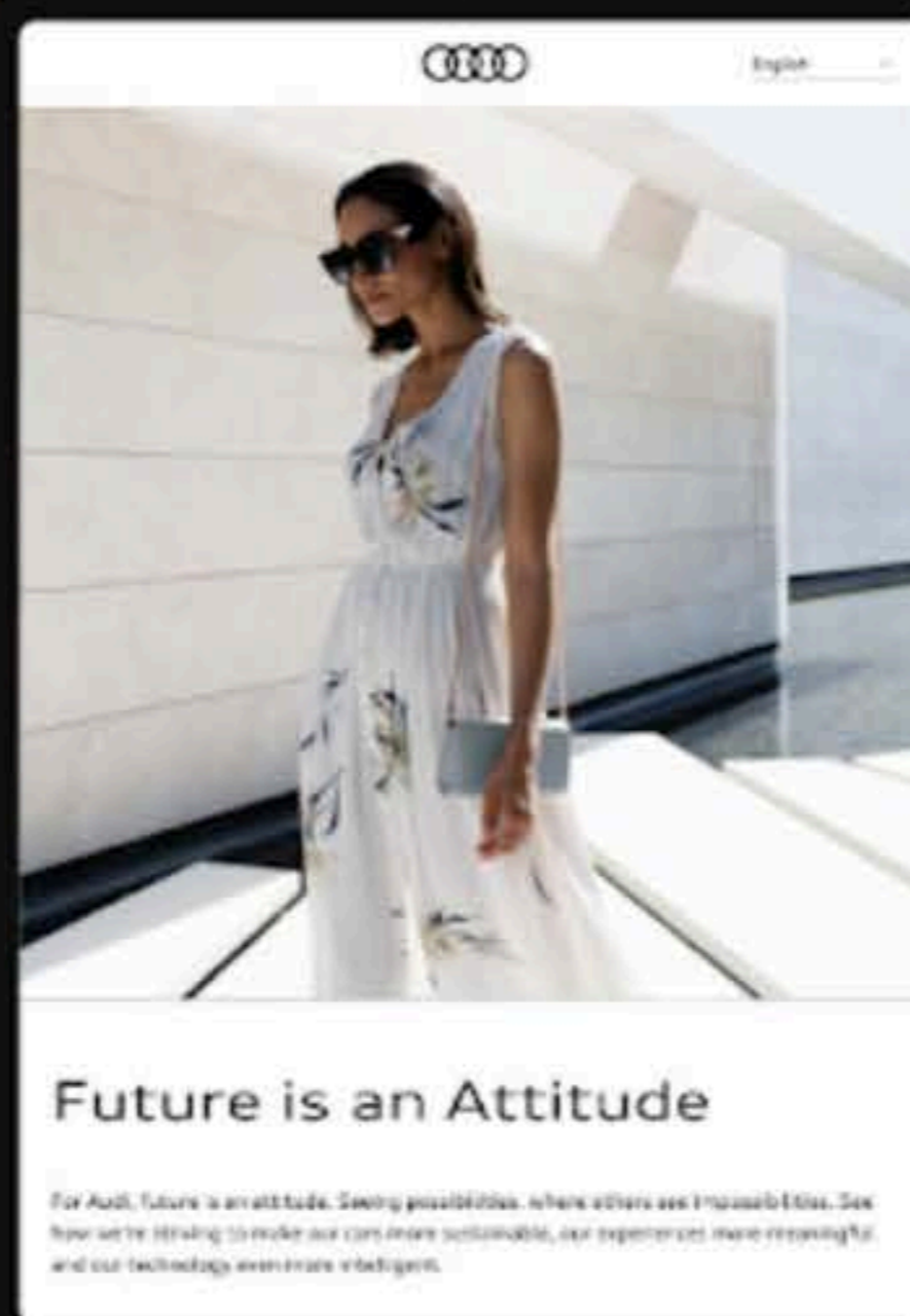


# AUDI Brand Identity

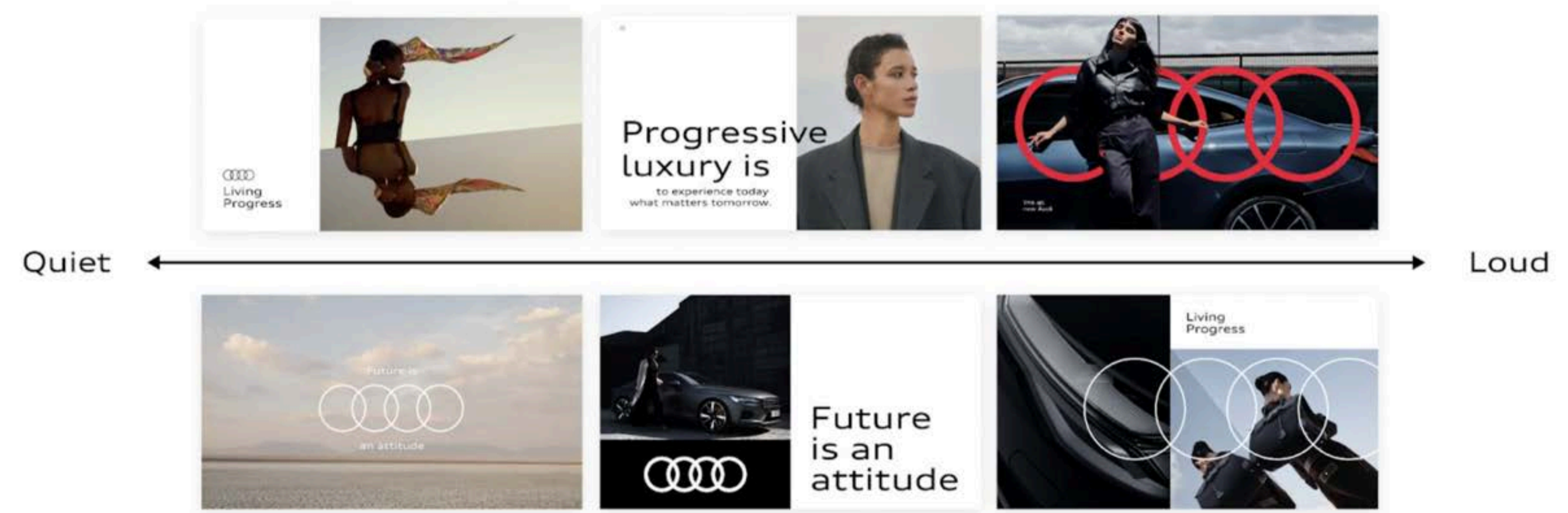
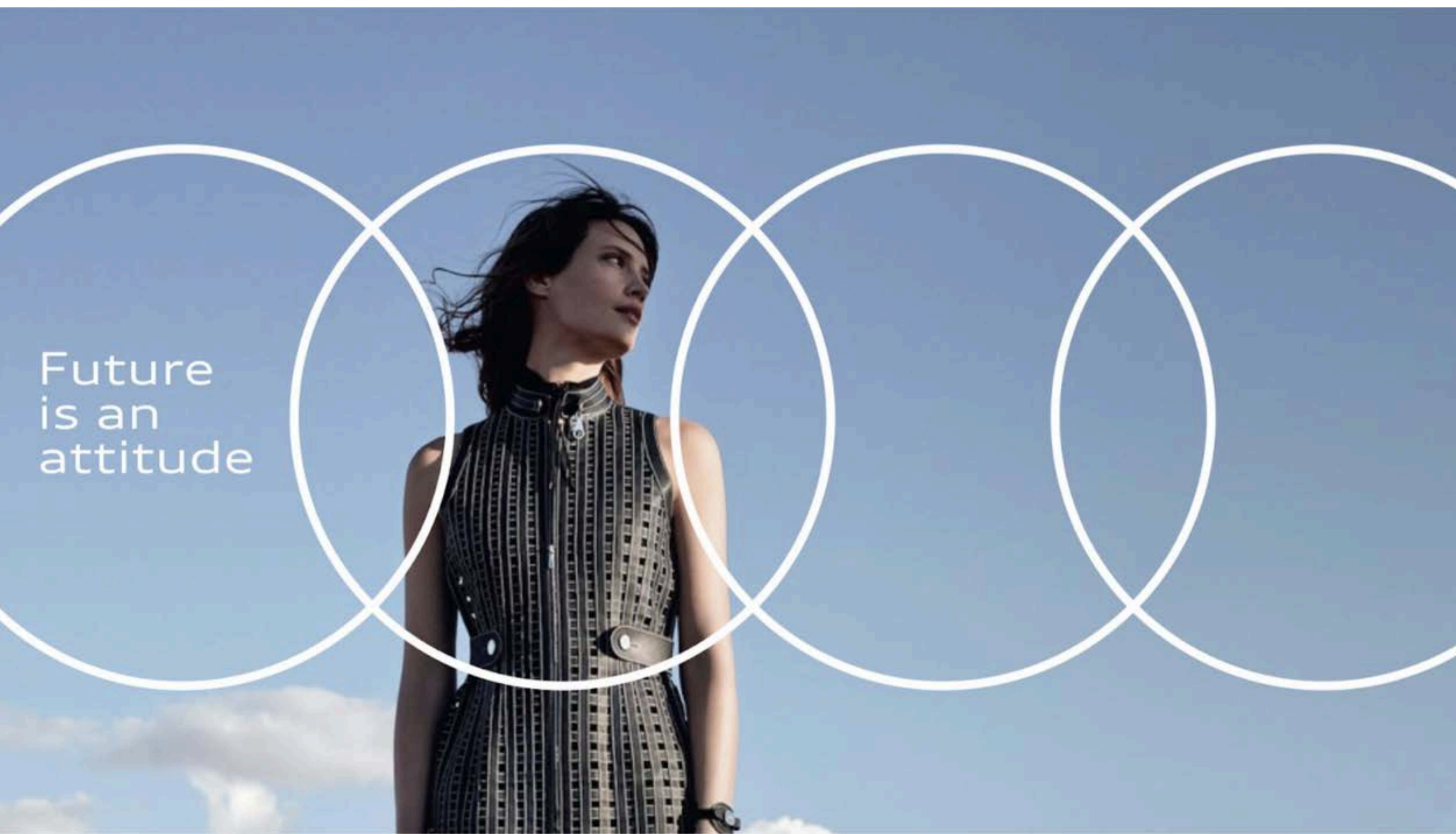
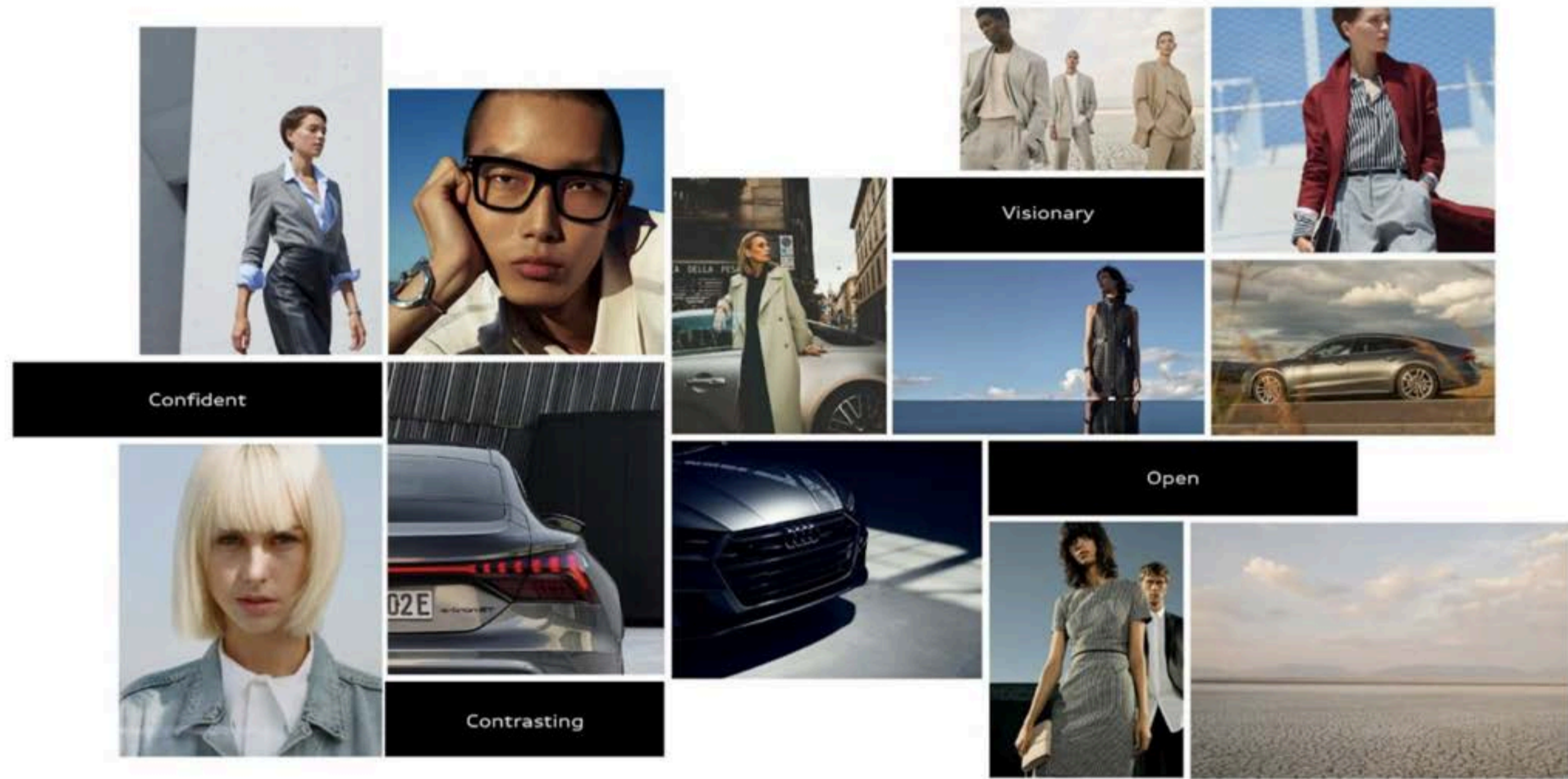
for Strichpunkt Design

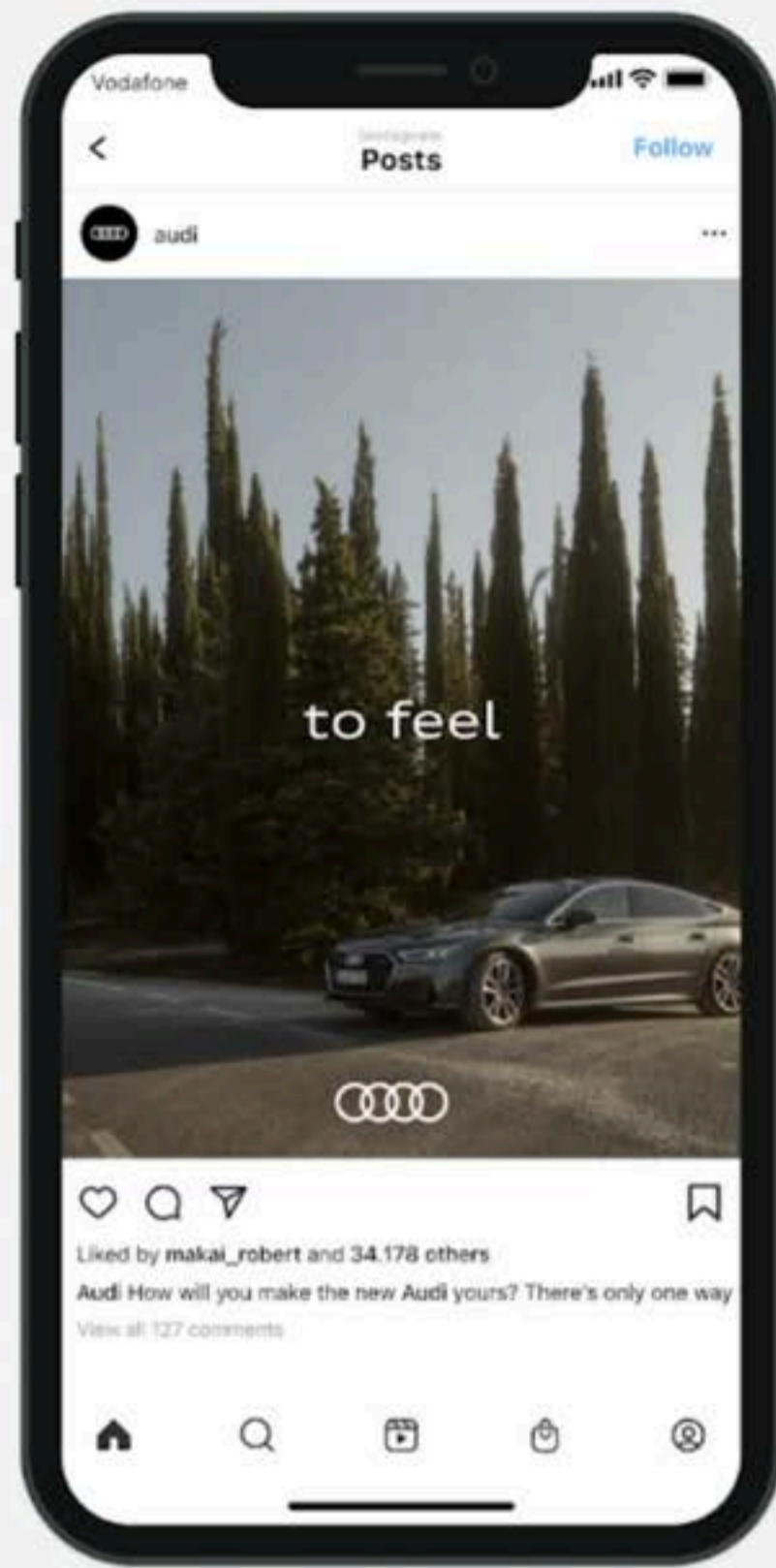
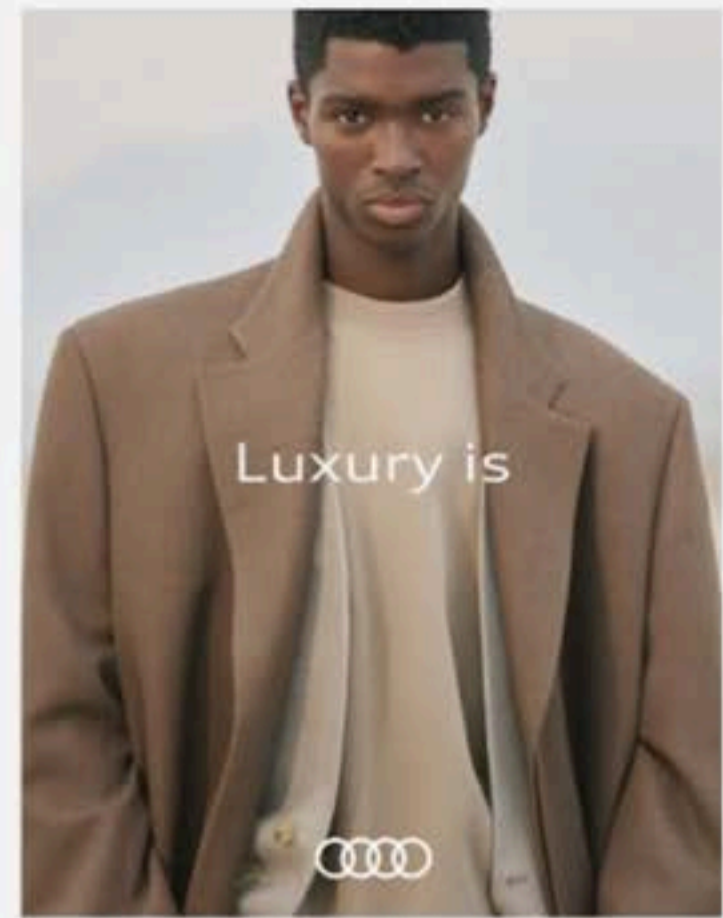
Der neue Audi grandsphere concept

Luxury is to  
experience  
what's ahead

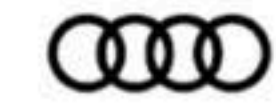


## Die neue Audi Bildsprache

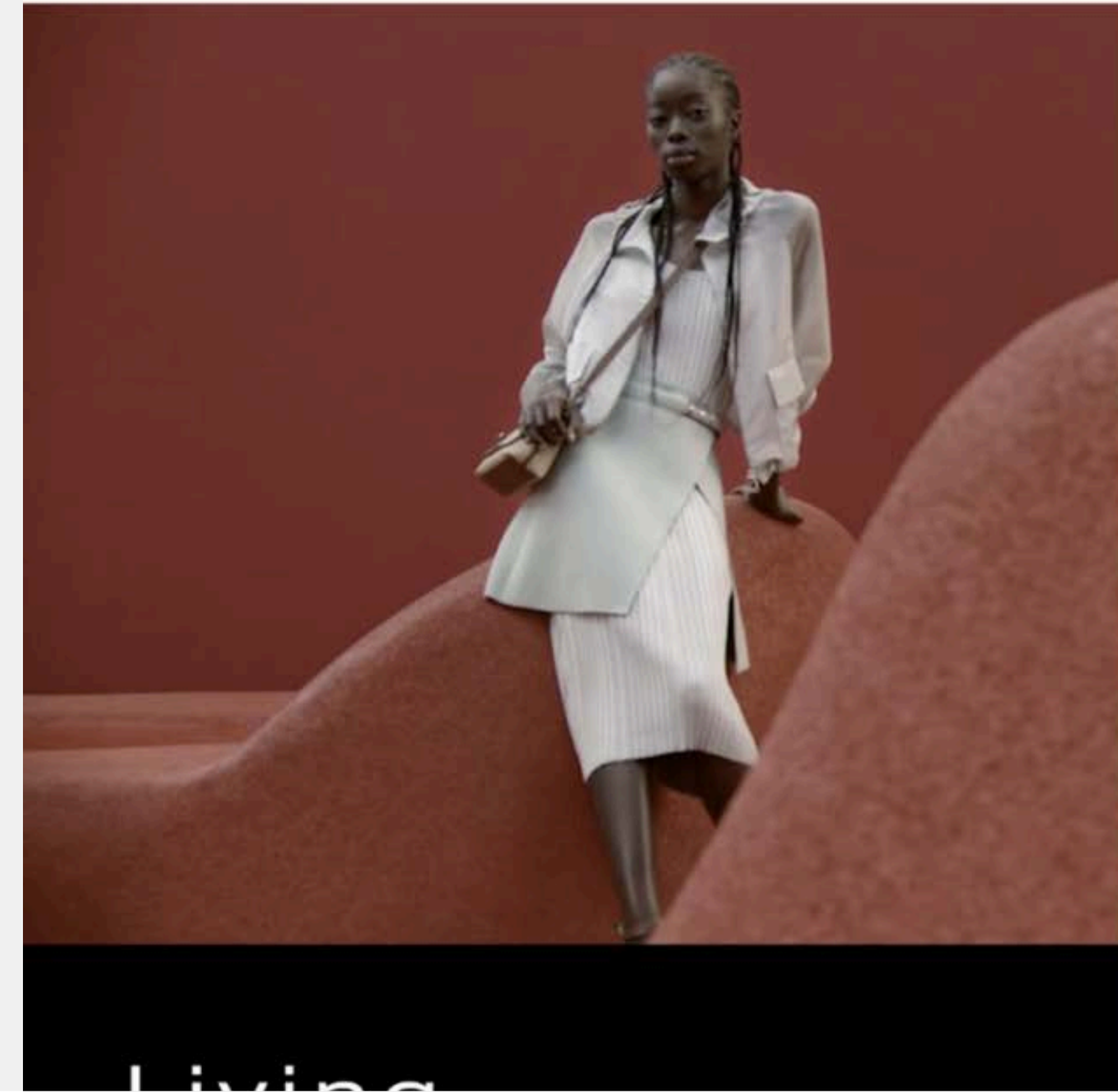




Menu



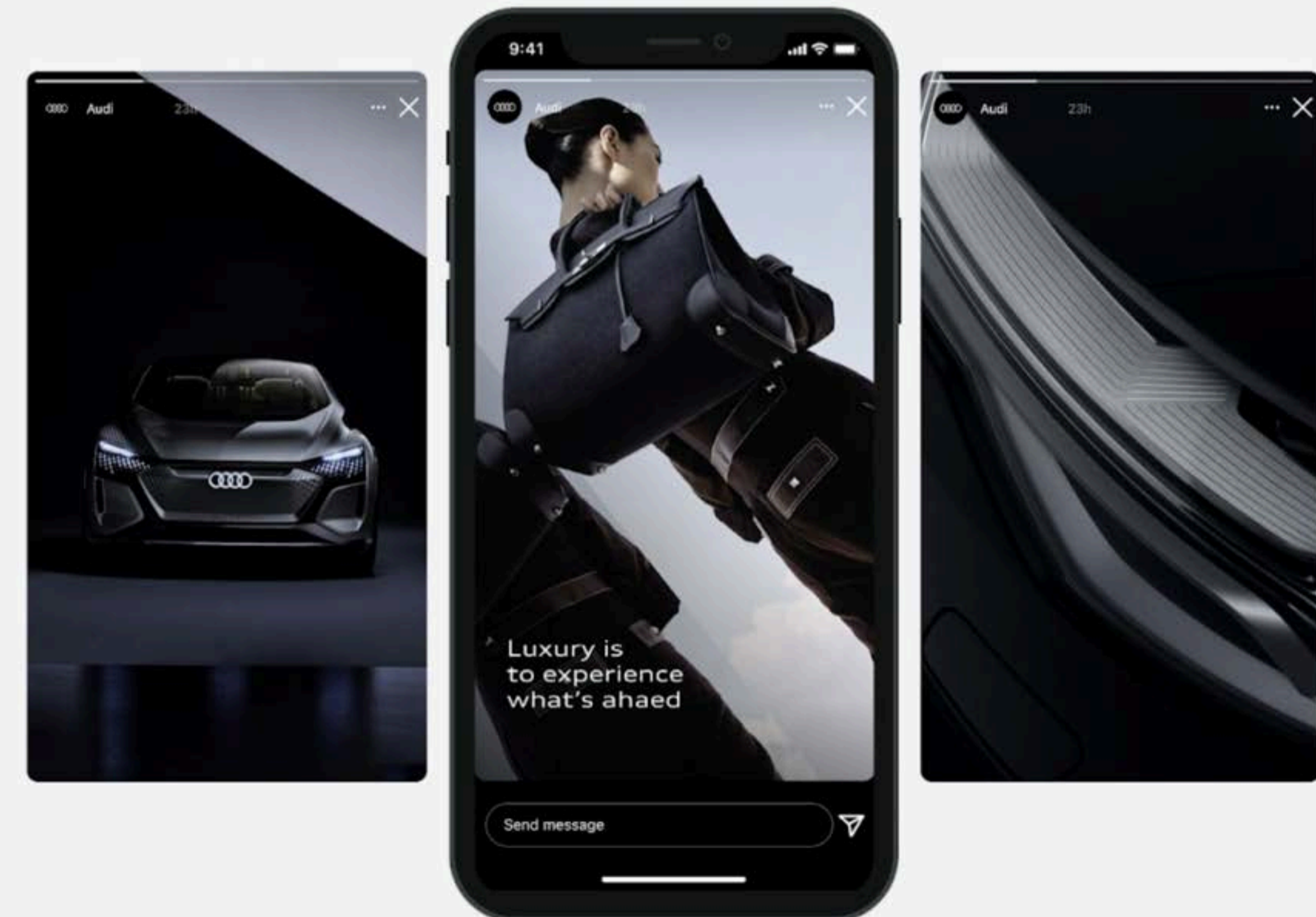
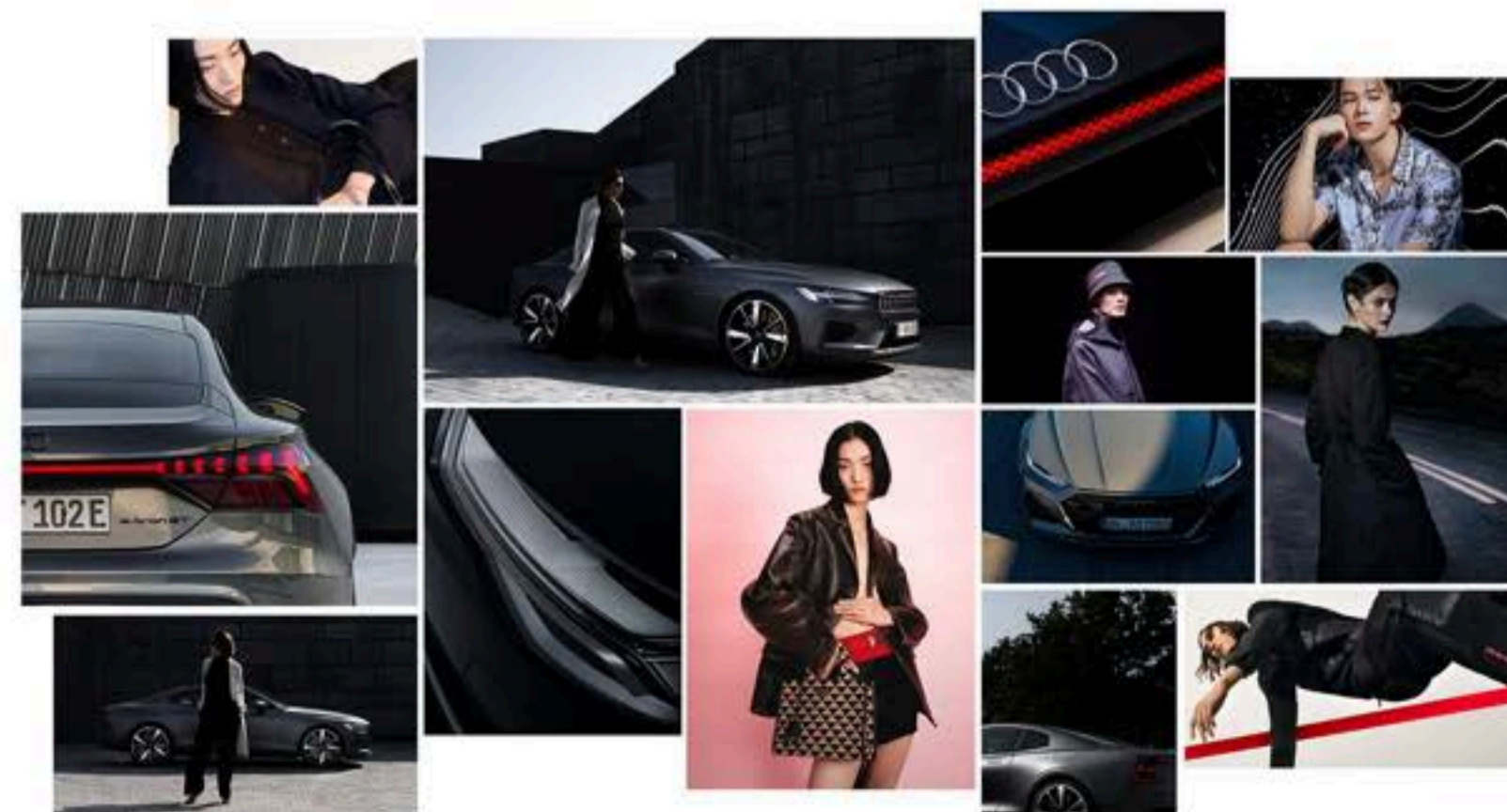
myAudi Login



The Audi skysphere concept

# Pure Luxury Performance

Mehr lesen

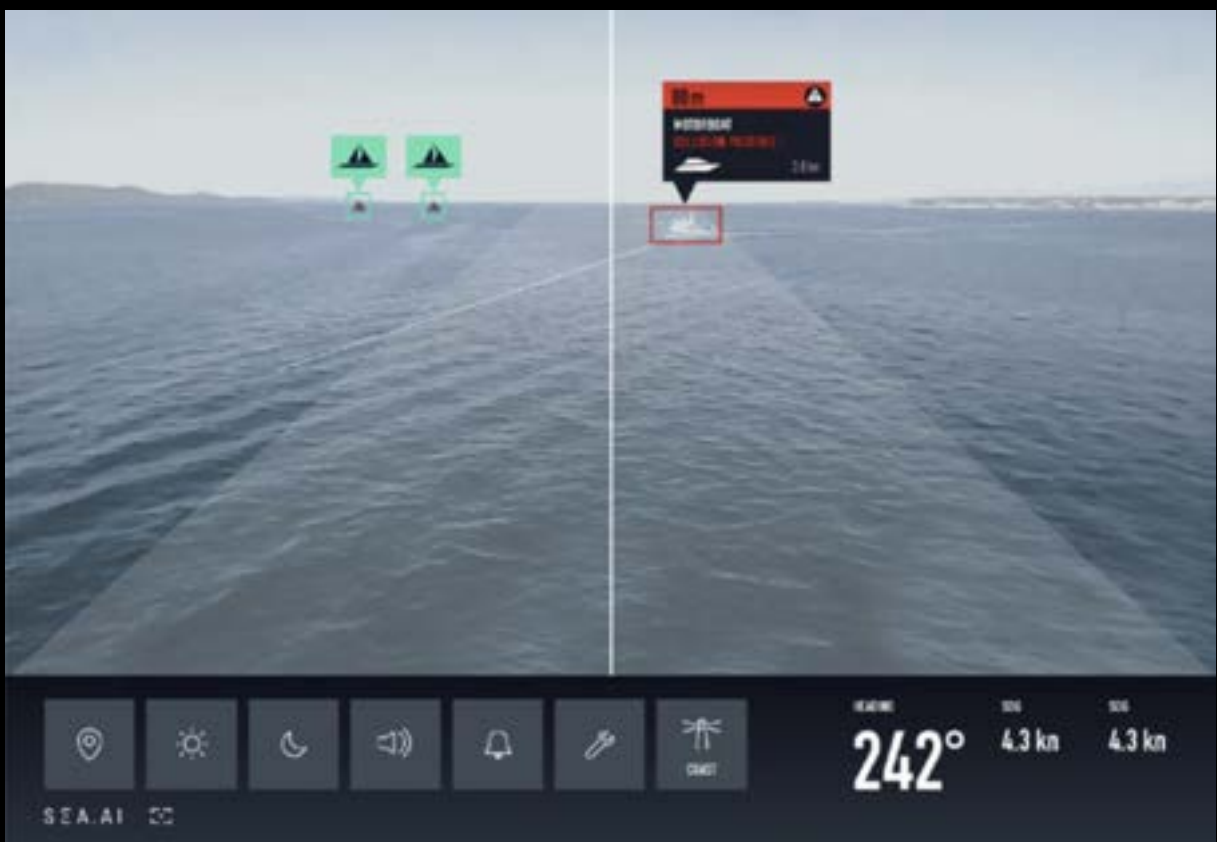
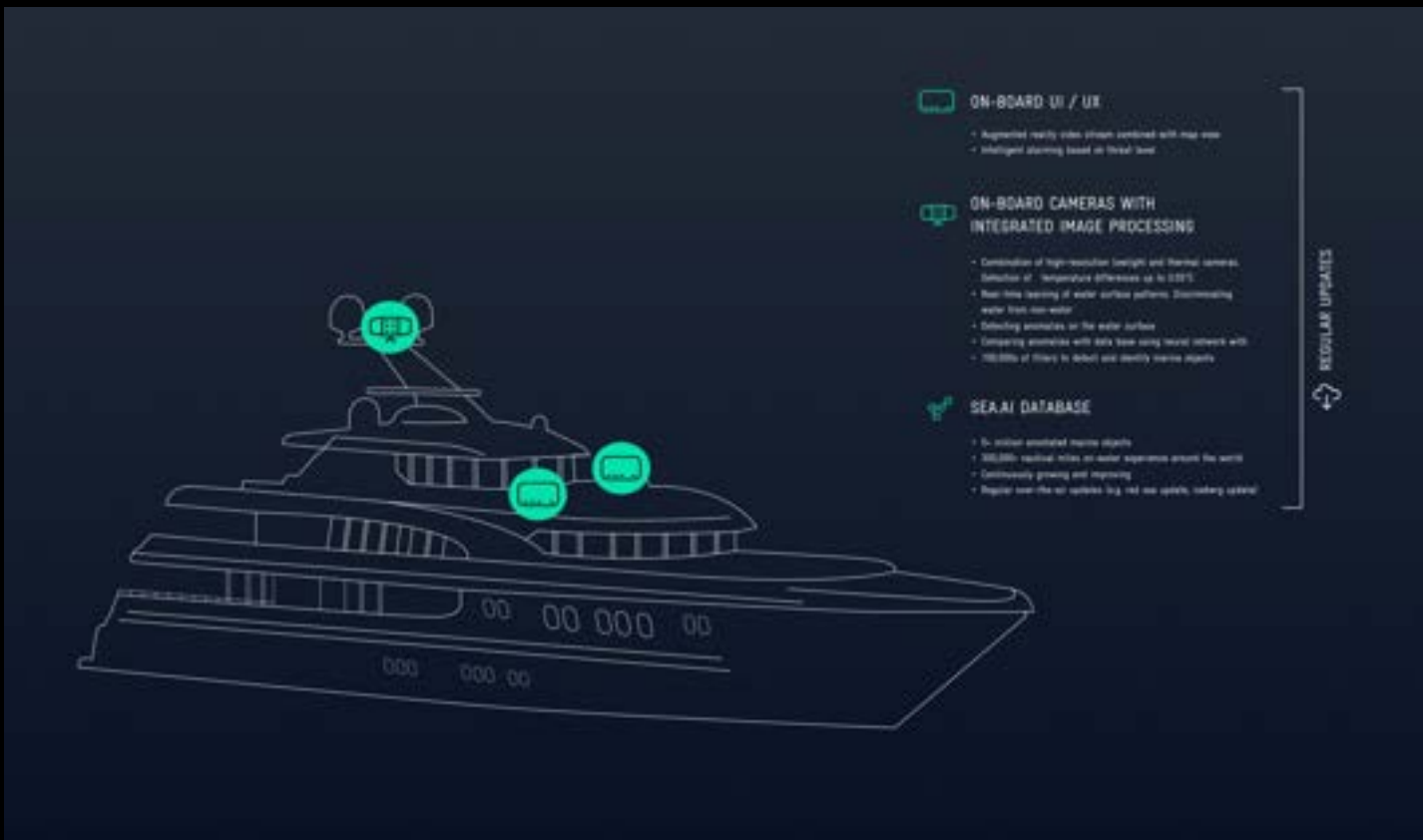
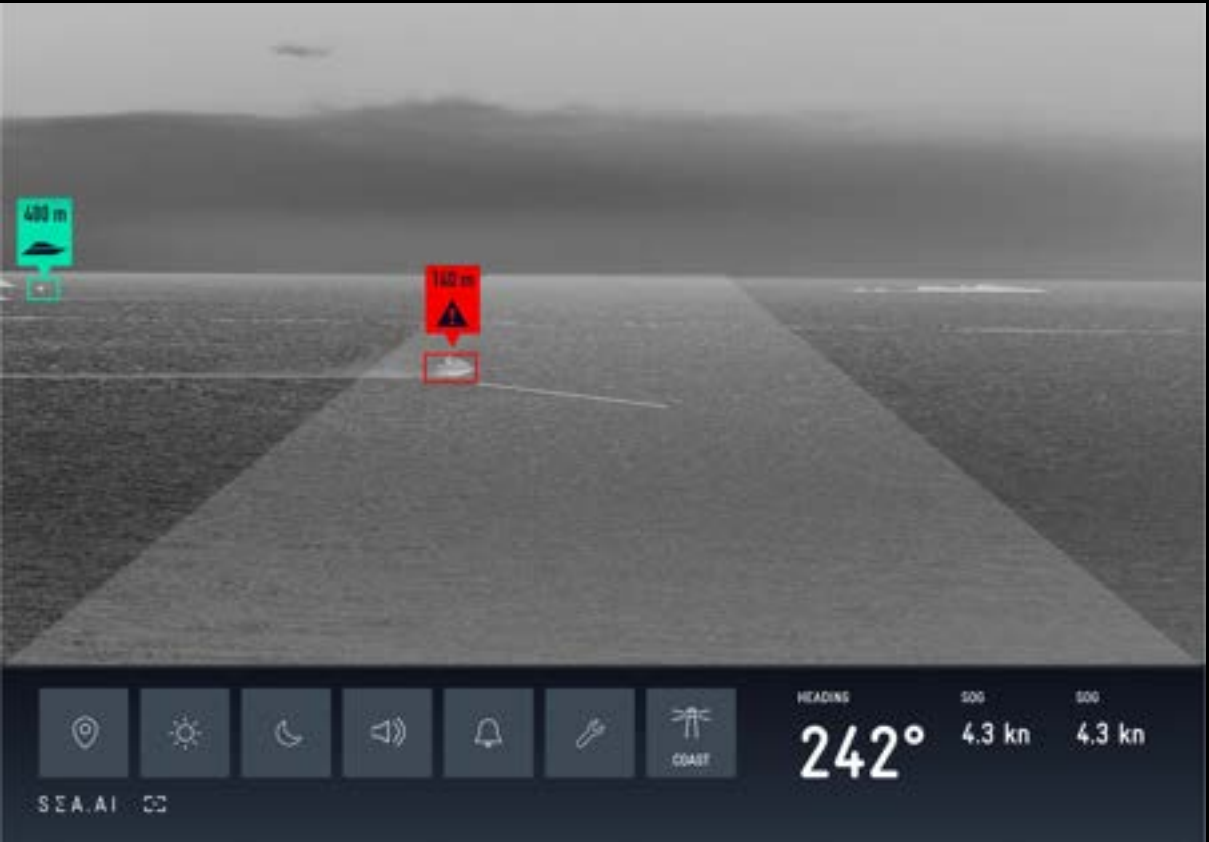
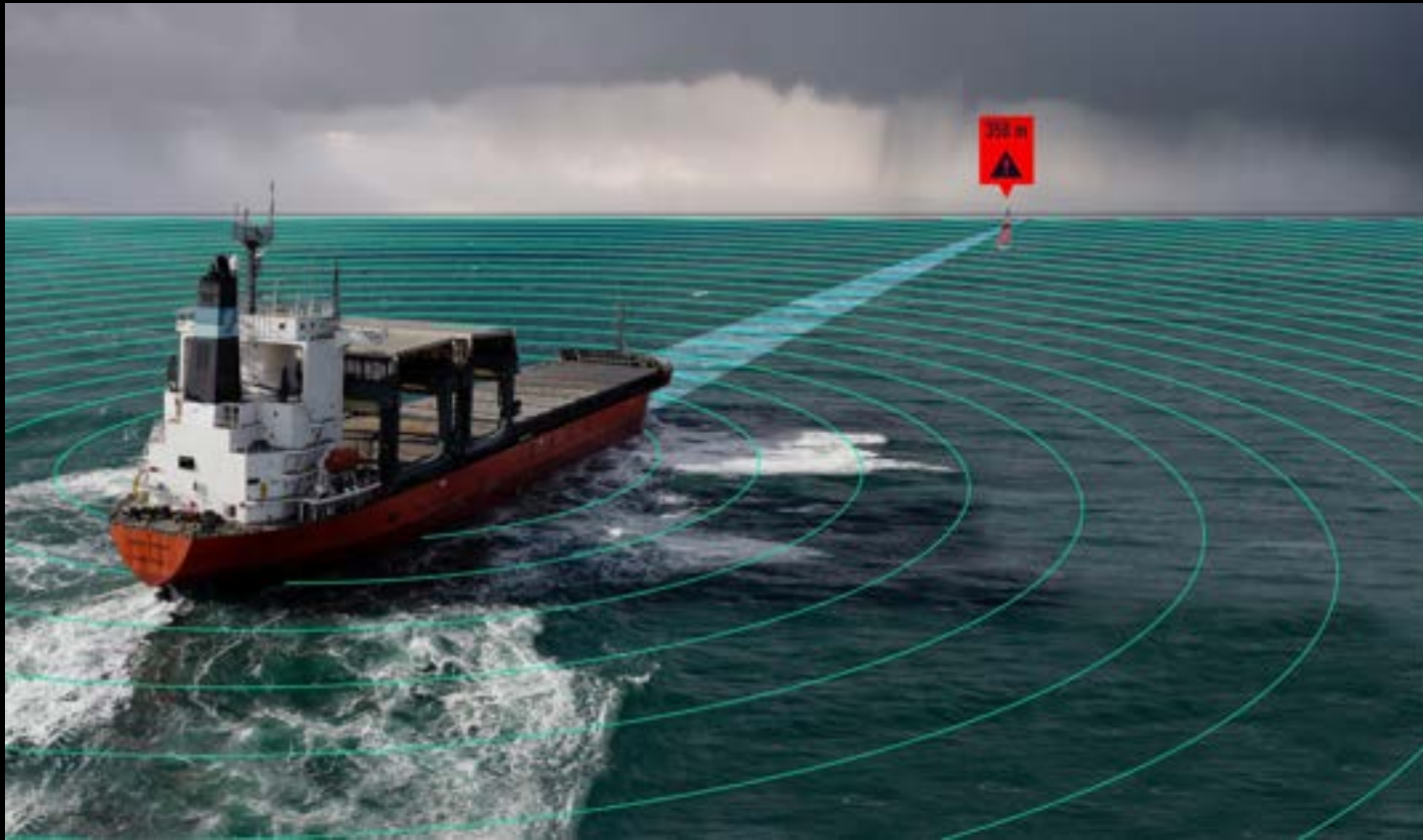
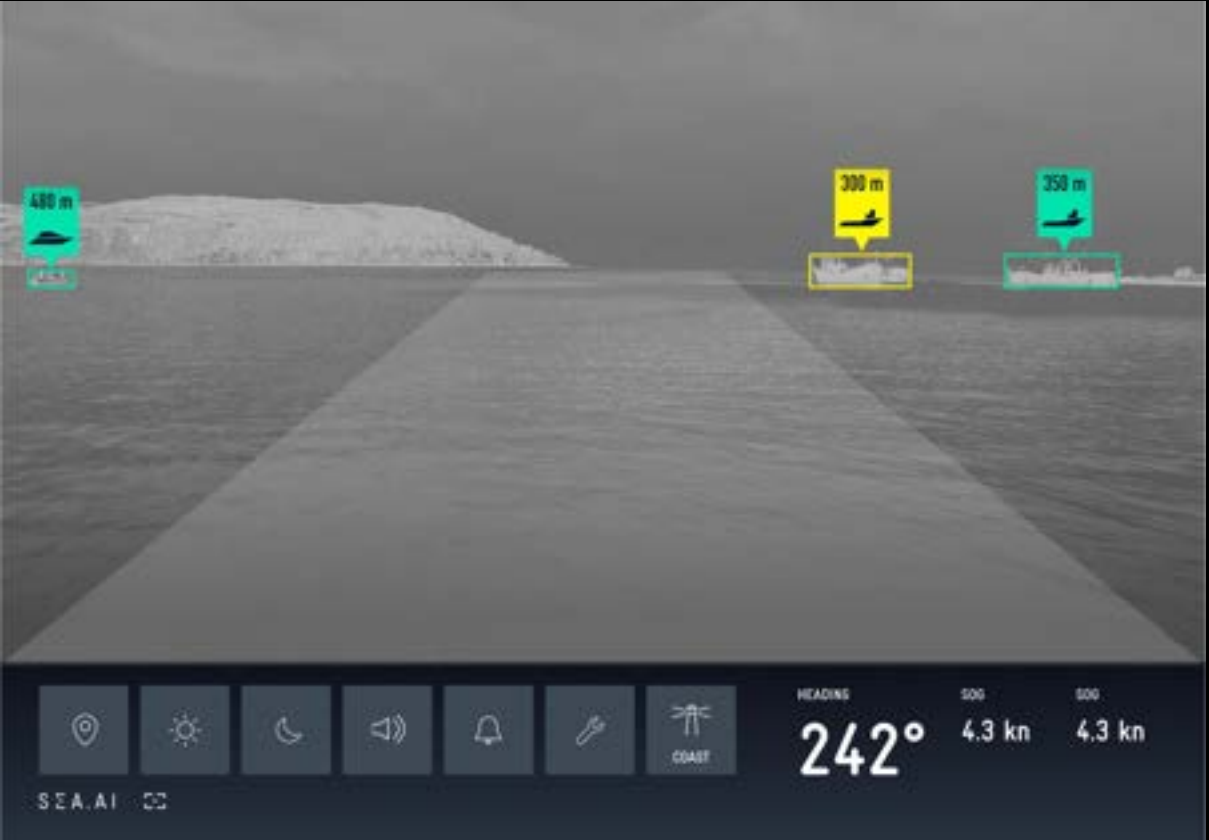


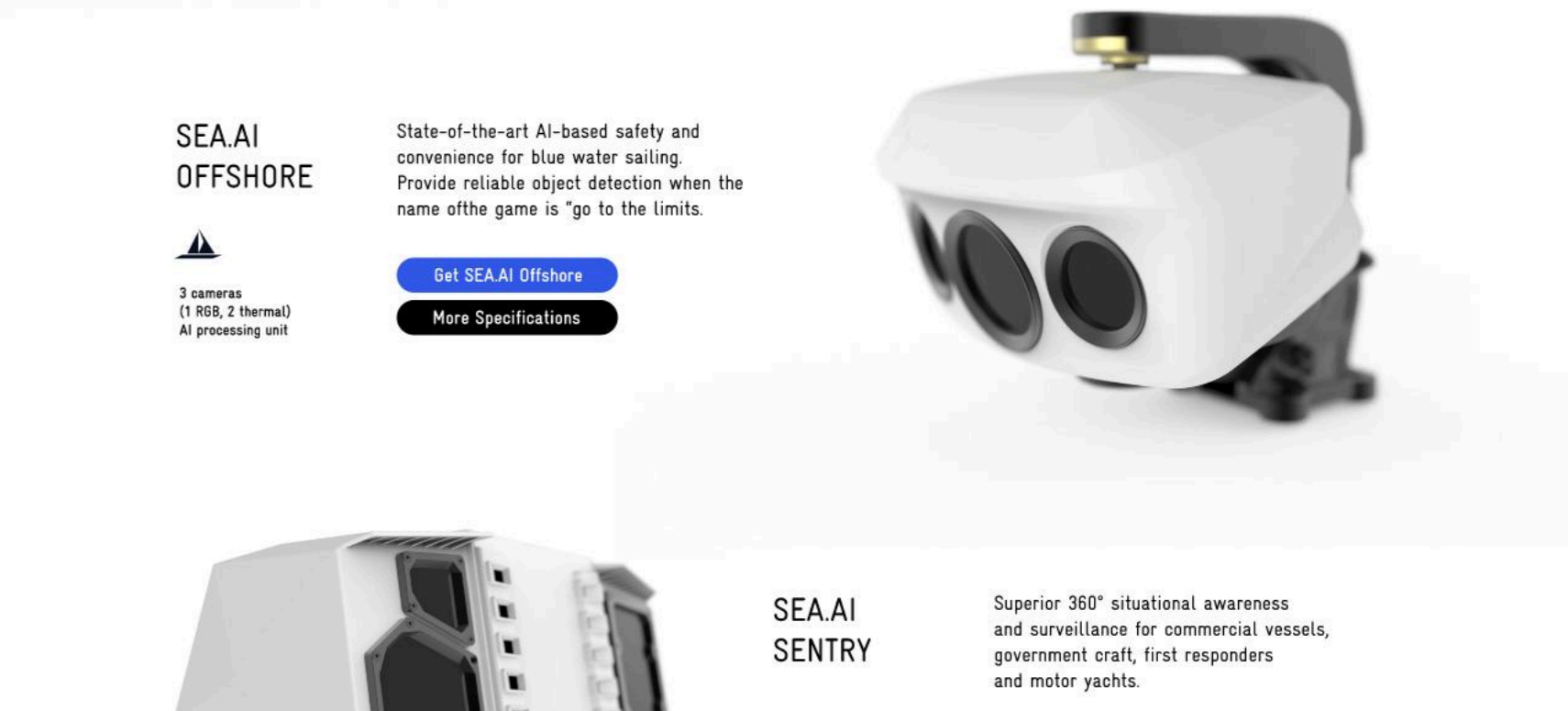
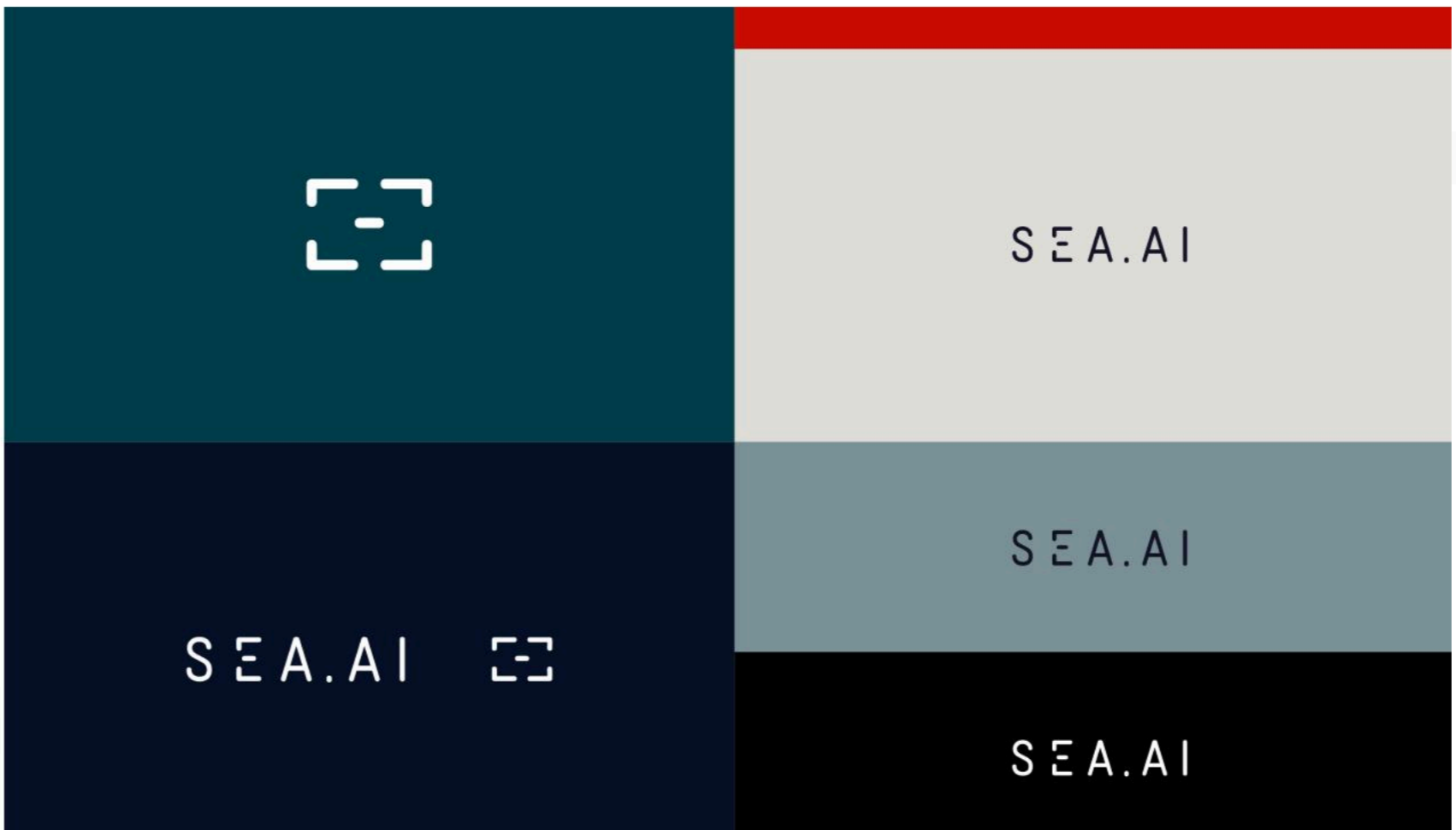
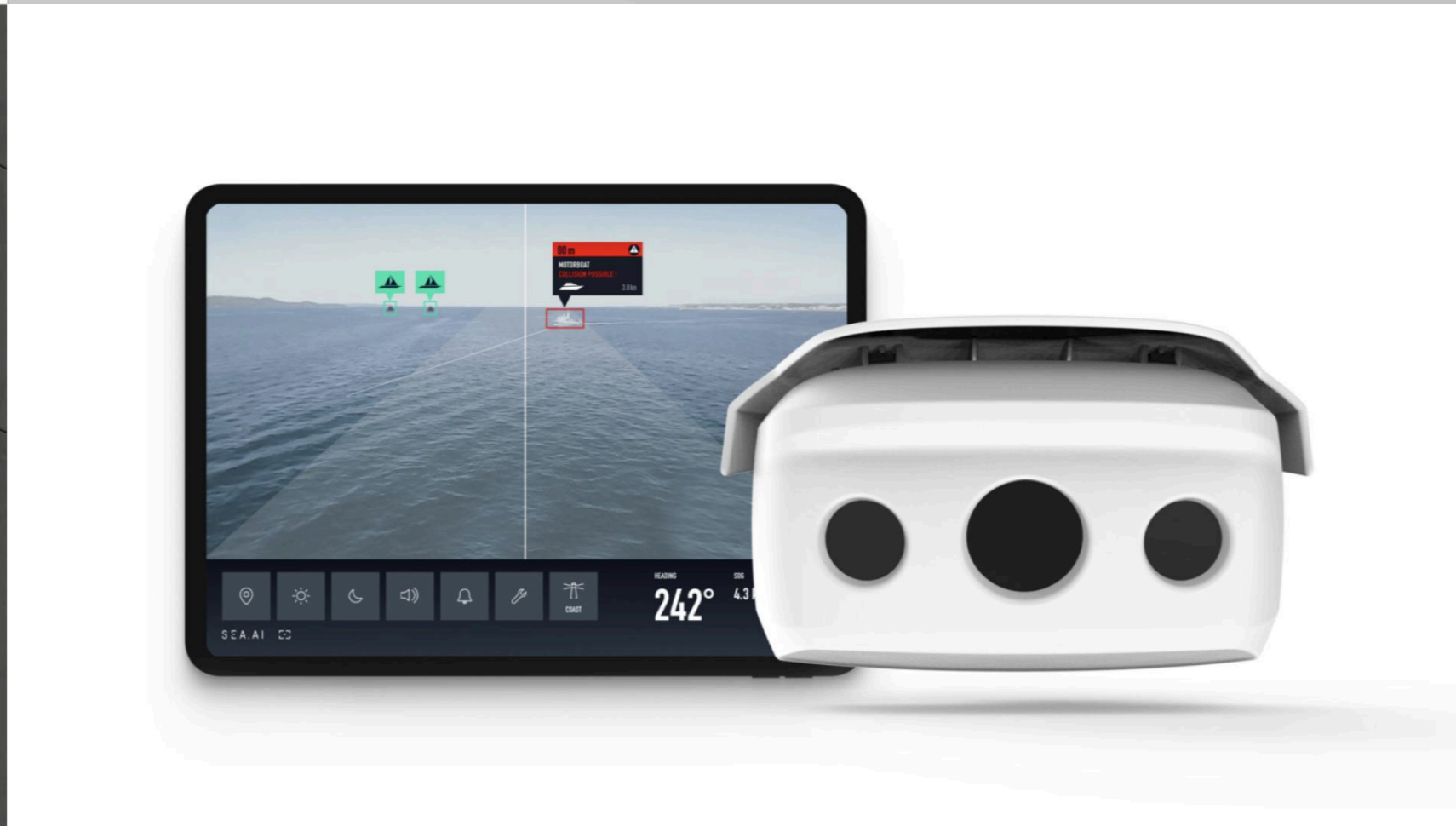
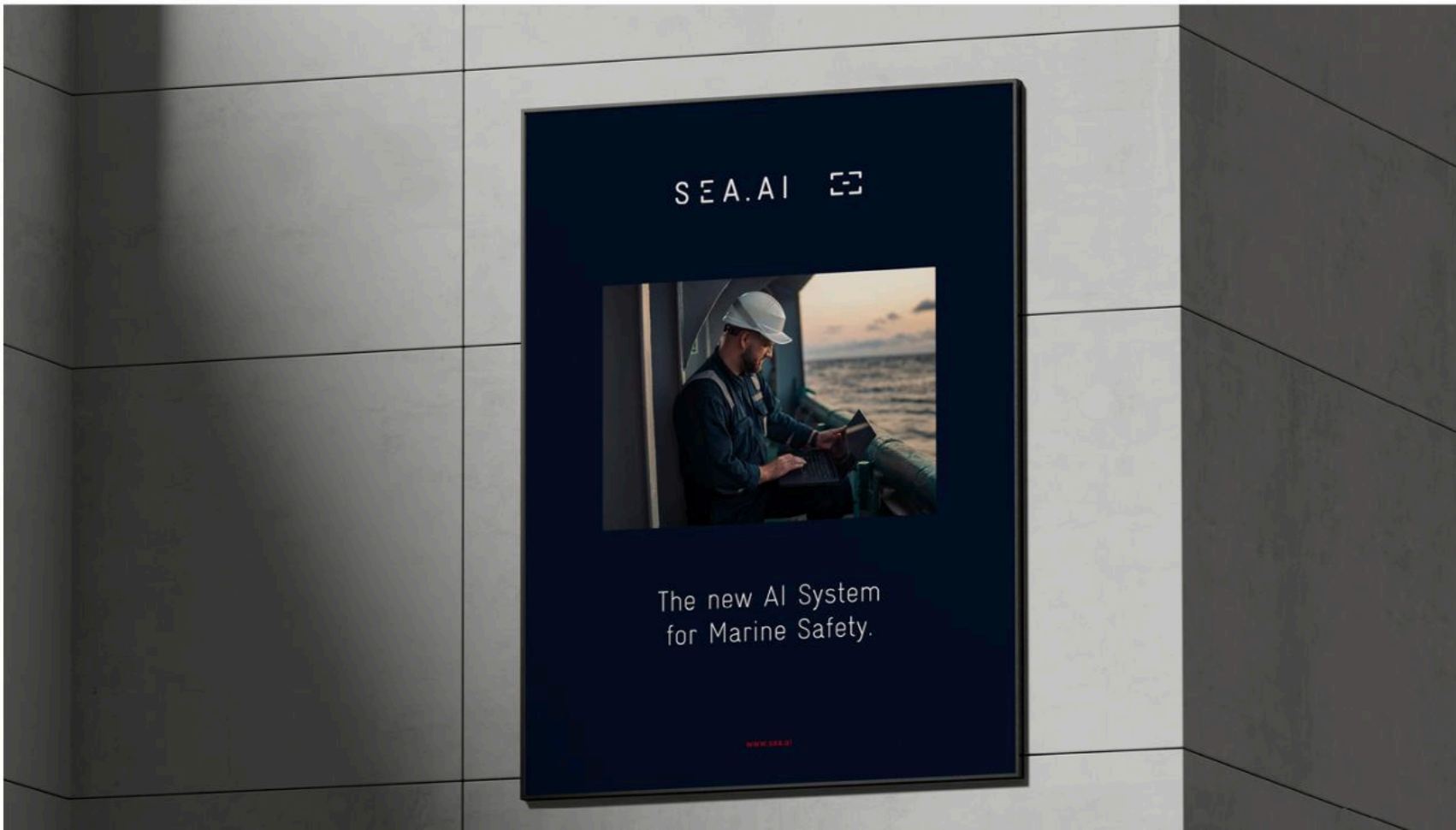
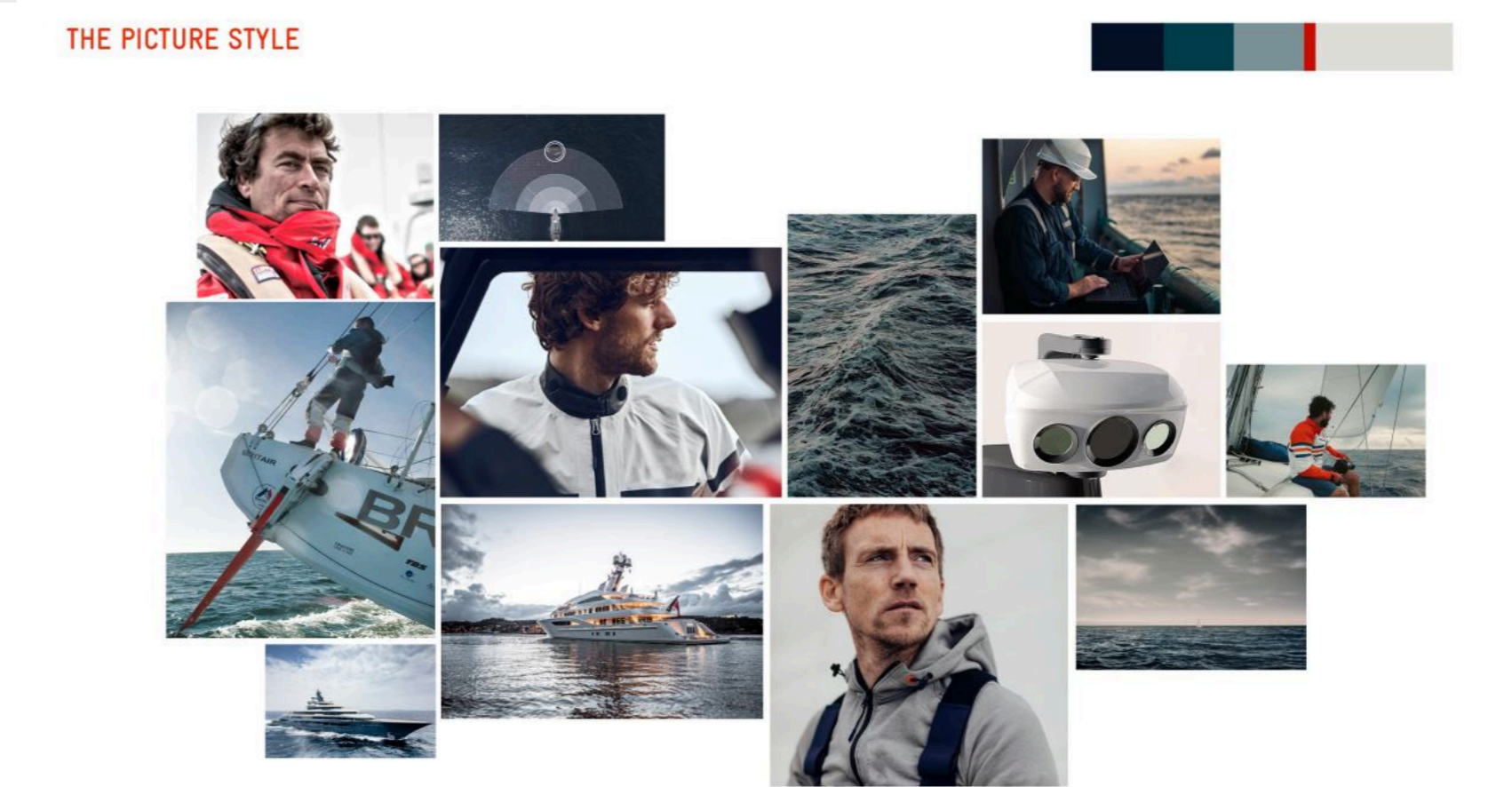
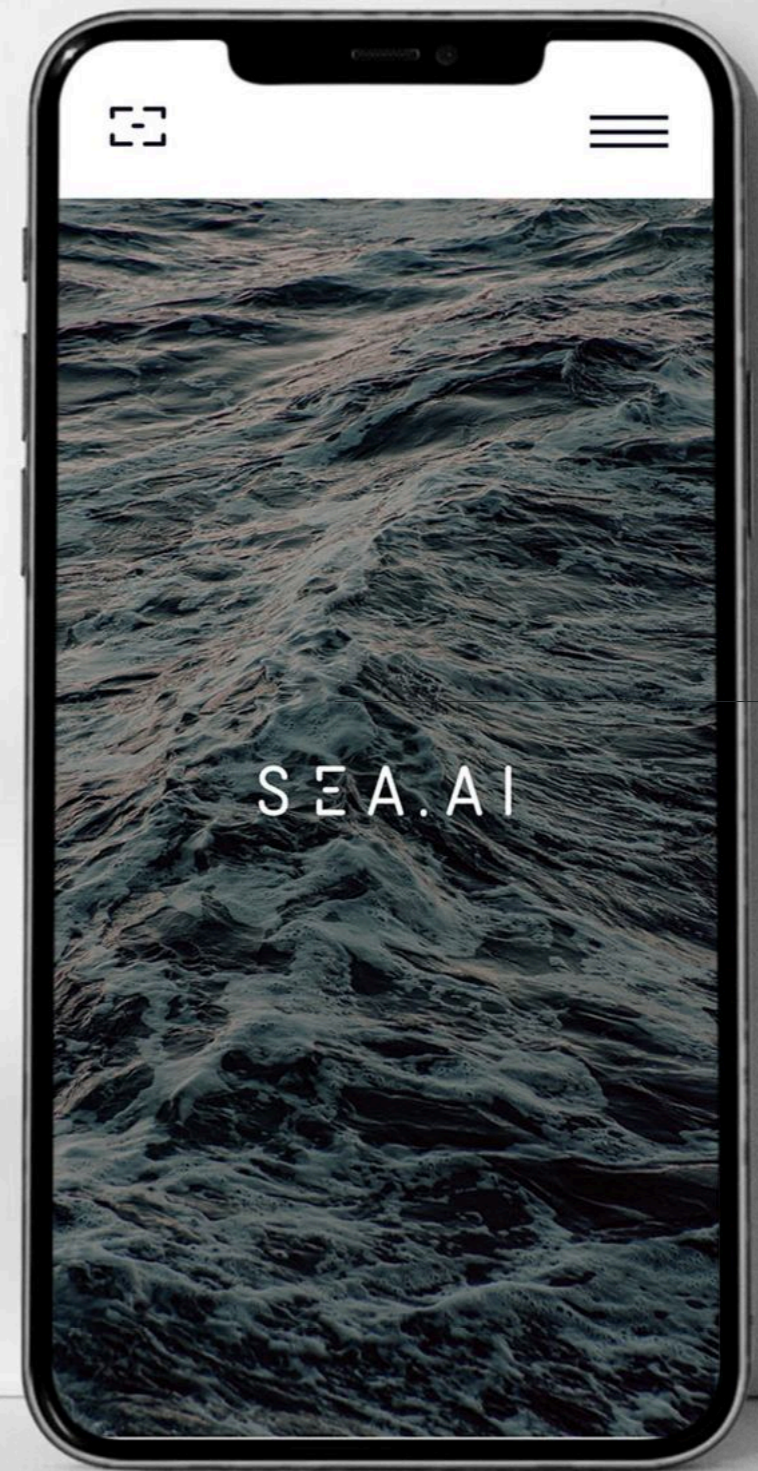
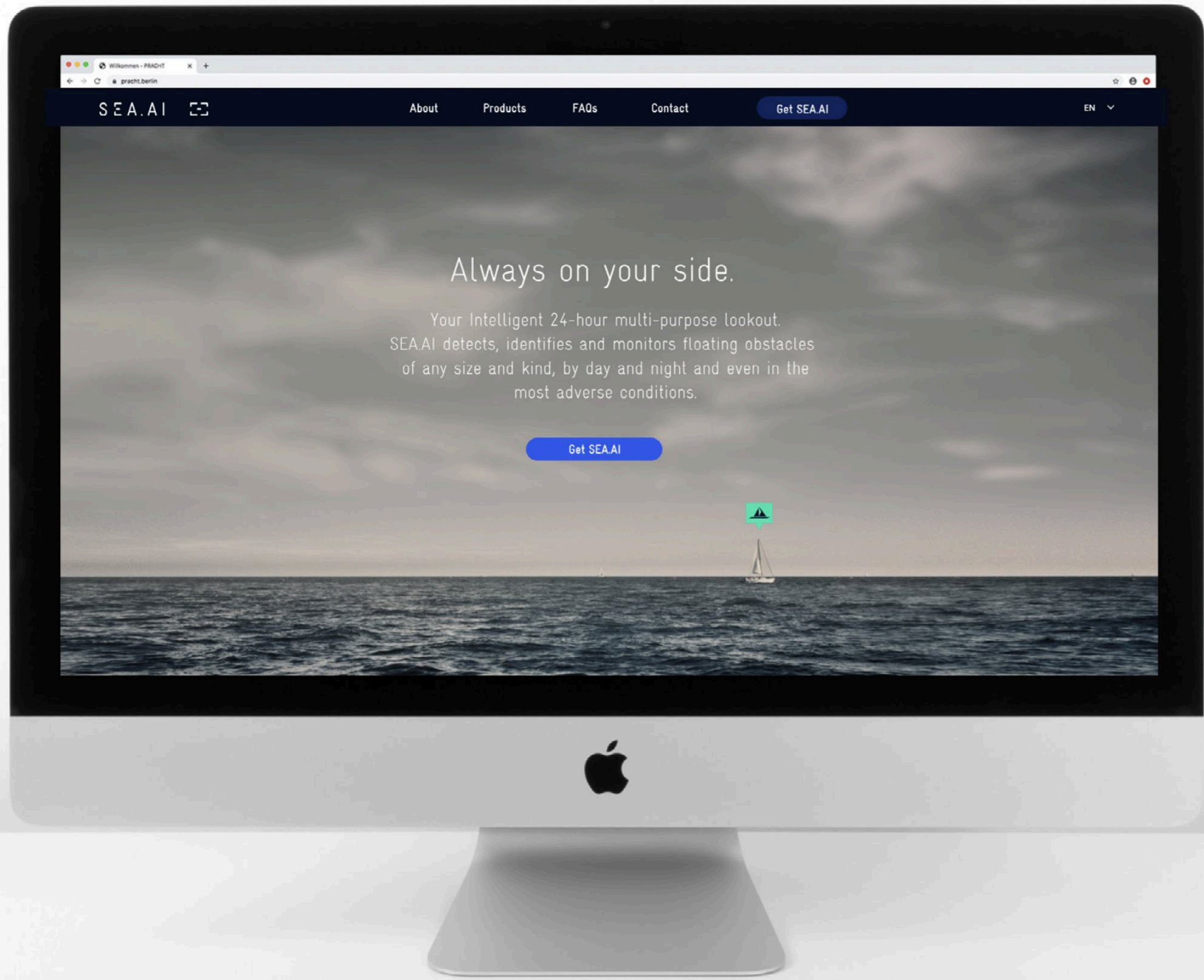
# Sea.AI Brand Identity

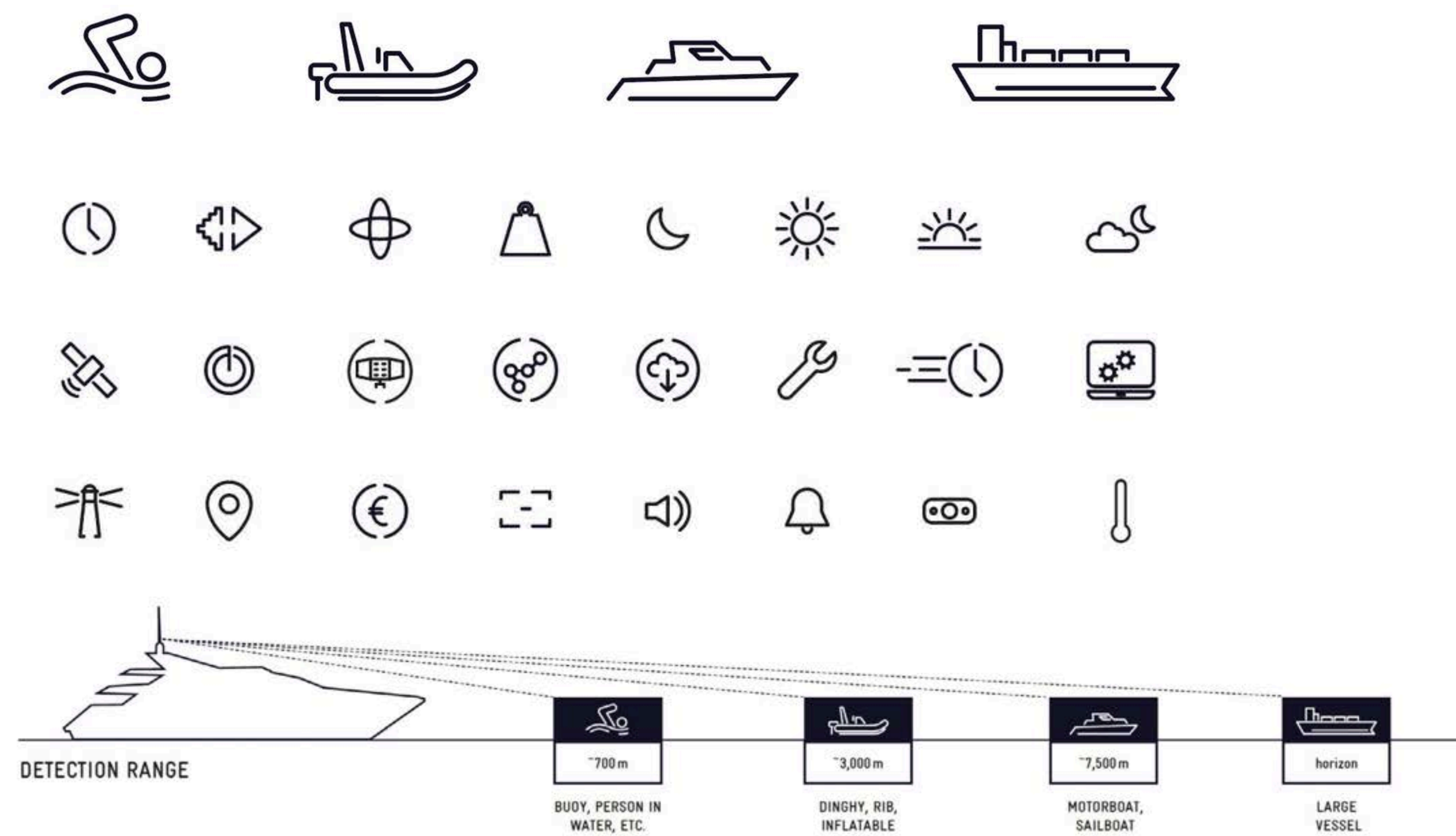
Machine Vision AI for safety at sea

SEA.AI

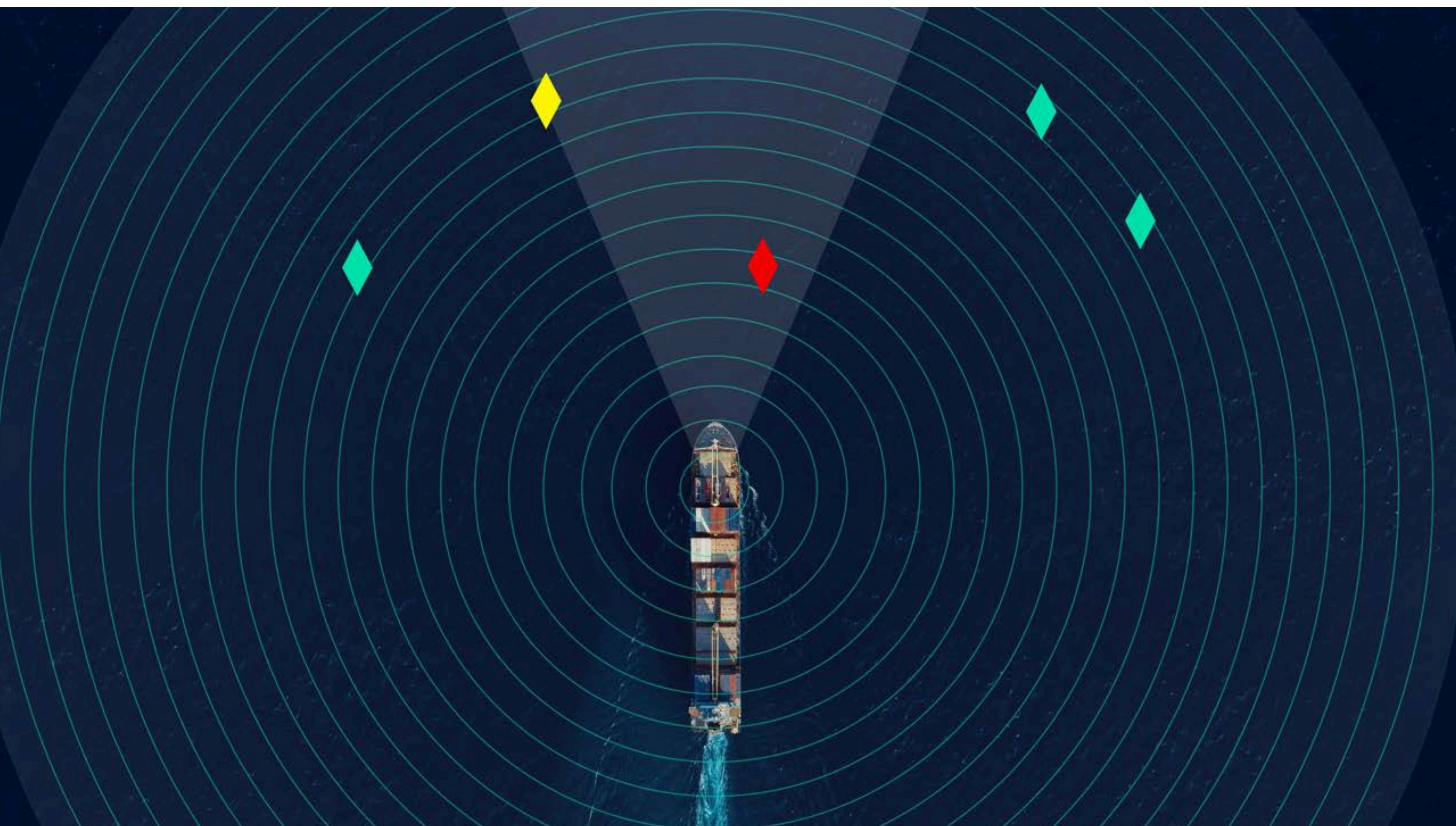








SEA.AI Sentry



## SEA.AI Sentry – Now you can see.

Comprehensive optical and thermal camera setup, complemented with a powerful external processing unit. Longest detection range, widest detection.

[Get SEA.AI Sentry](#)



Fraunhofer

Infineon



vitesco  
TECHNOLOGIES



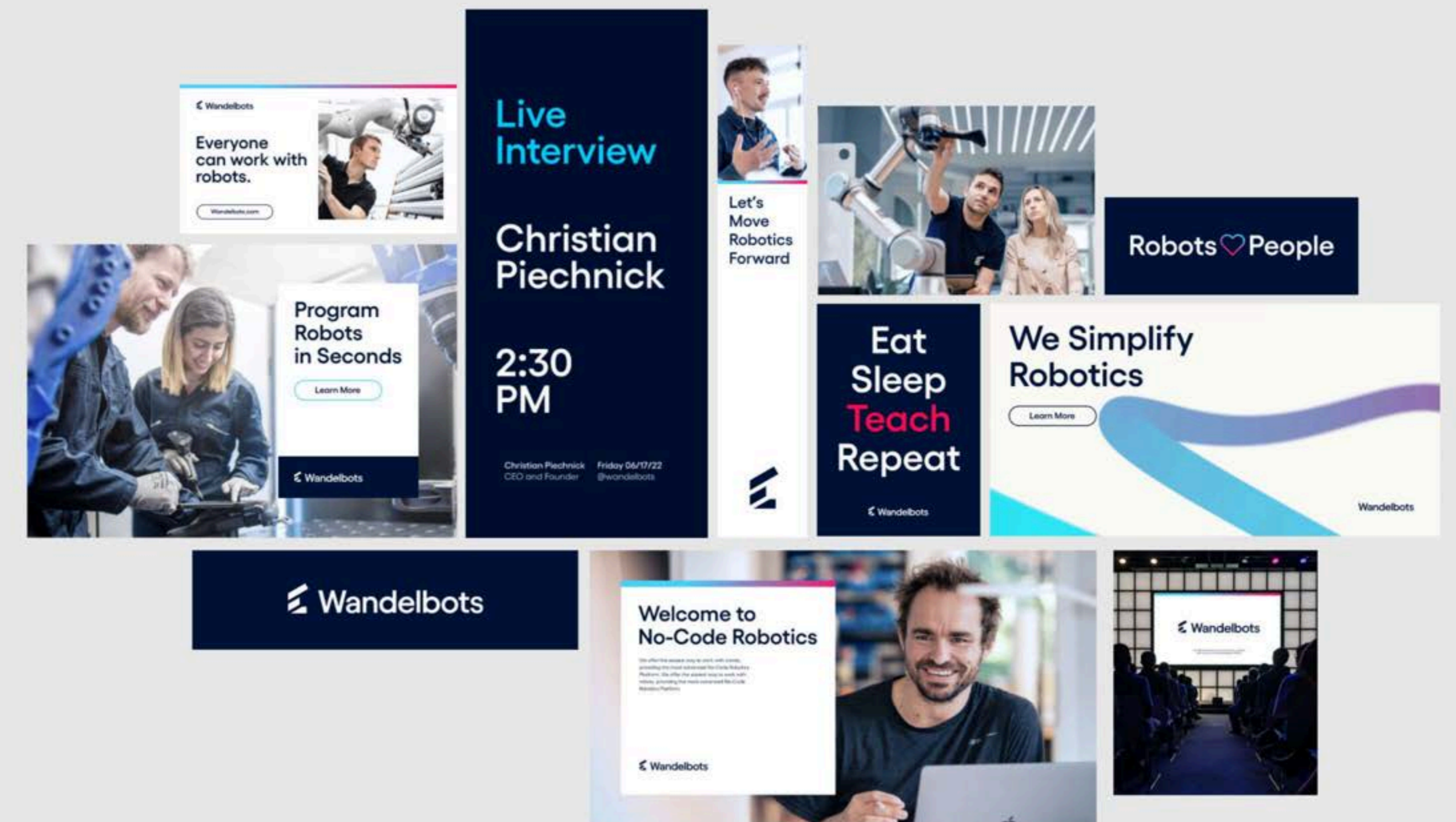
SCHAEFFLER

# Wandelbots Brand Identity

Robotics Startup from Dresden



# Wandelbots



## WANDELBOTS FONT

ABCD 12345678  
efghijklm Robots  
for the people

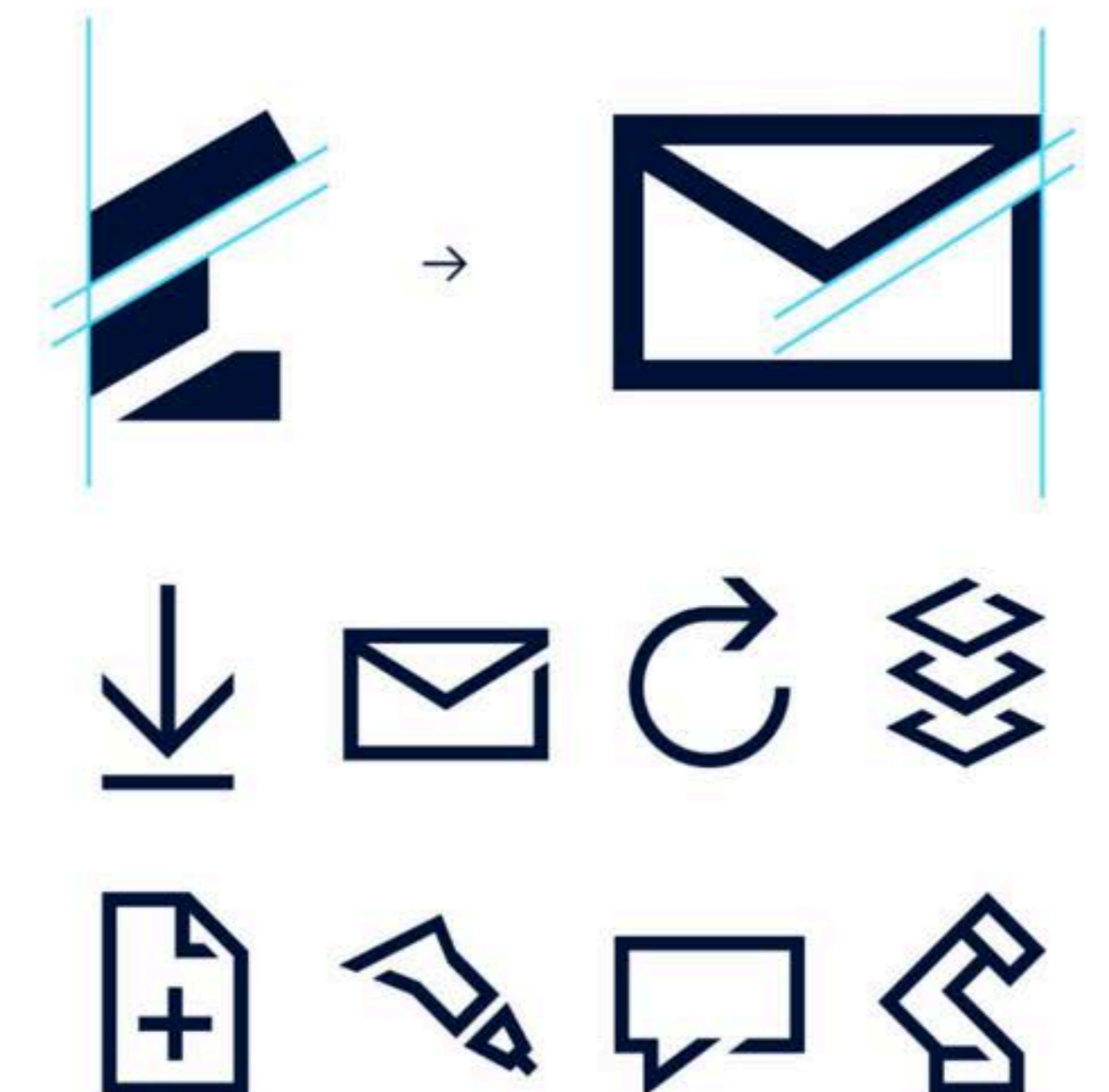
SemiBold

AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVv  
WwXxYyZz1234567890

Regular

AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVv  
WwXxYyZz1234567890

## ICONS



# AITO Brand Identity

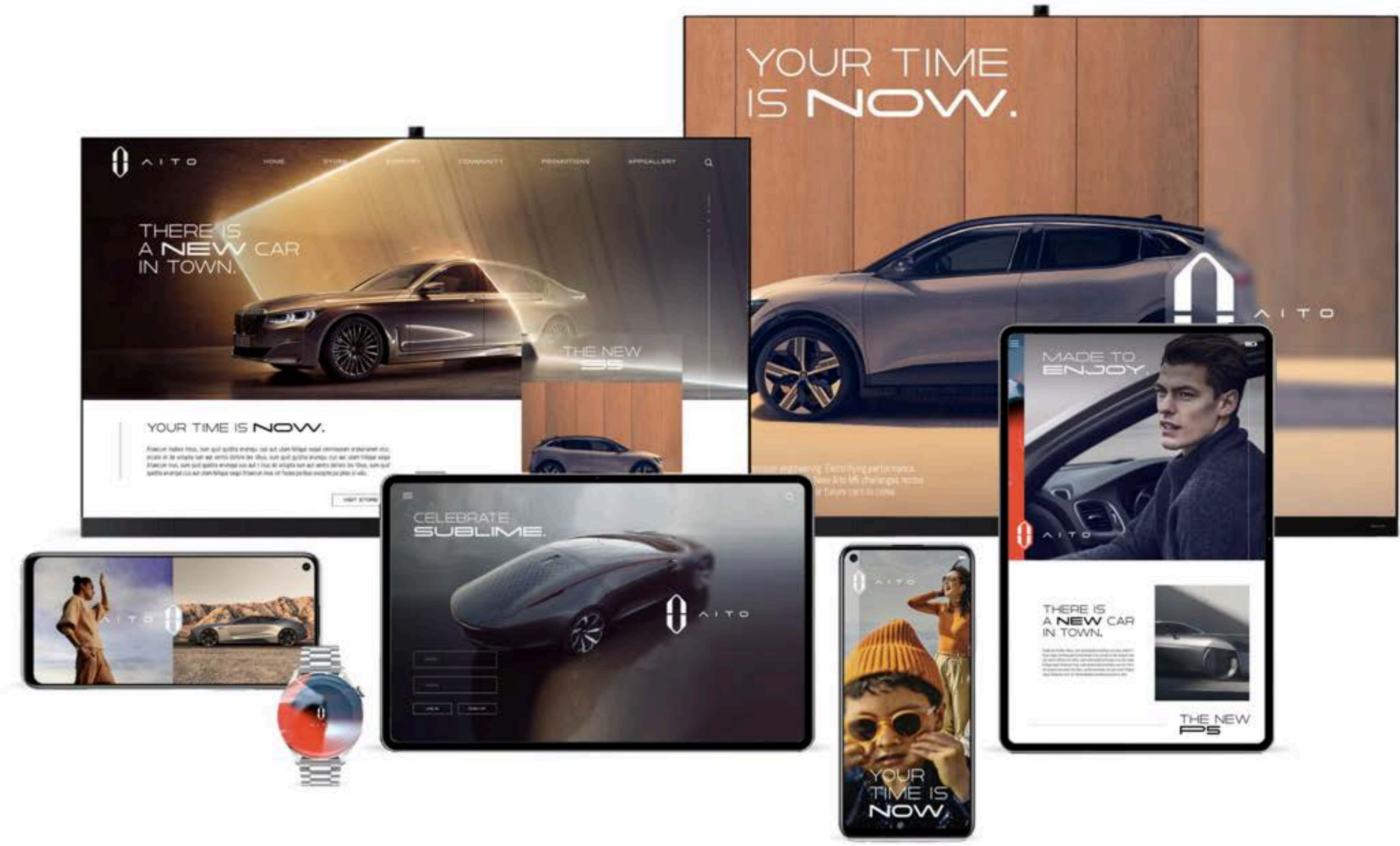
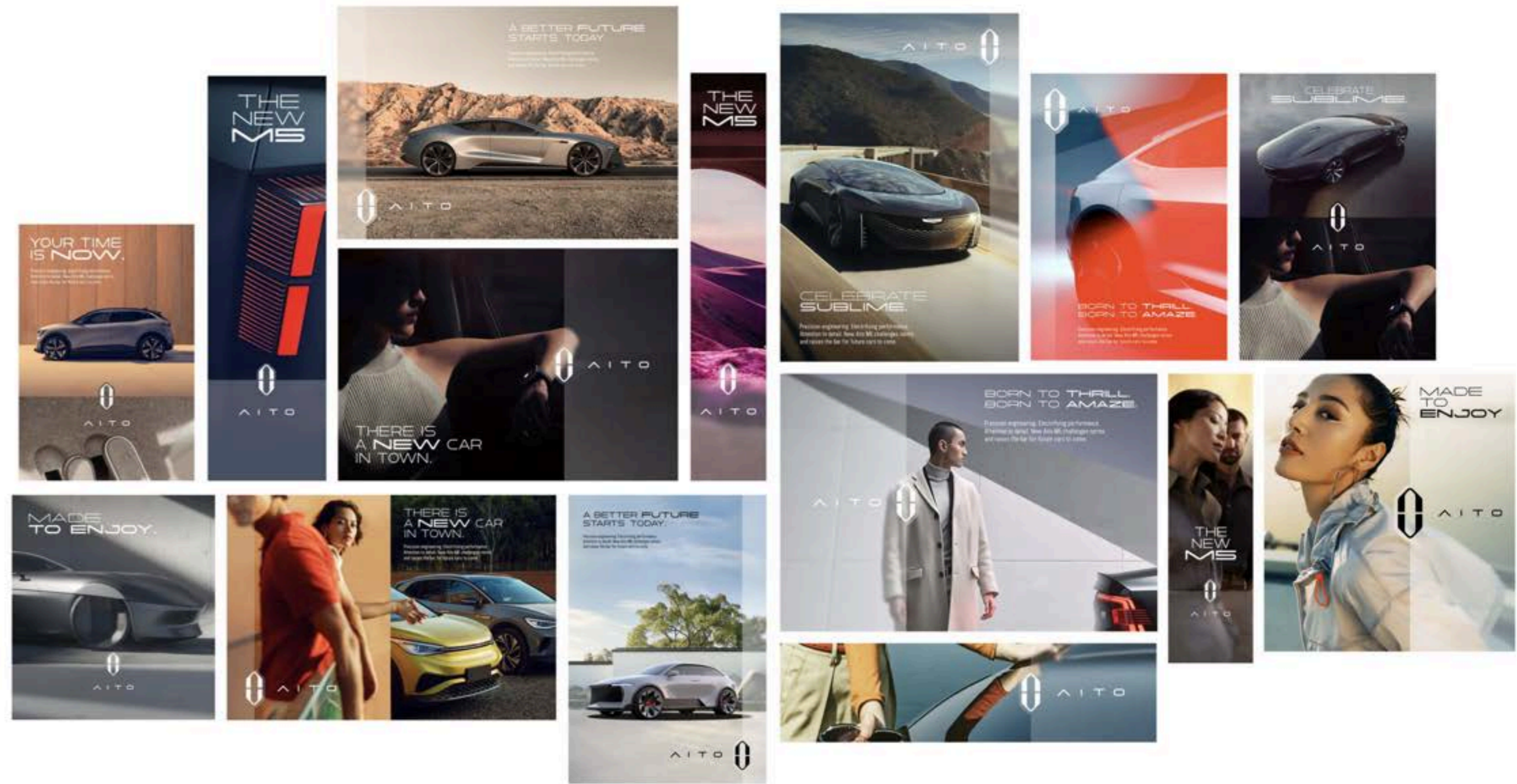
for GRAFT Brand LAB

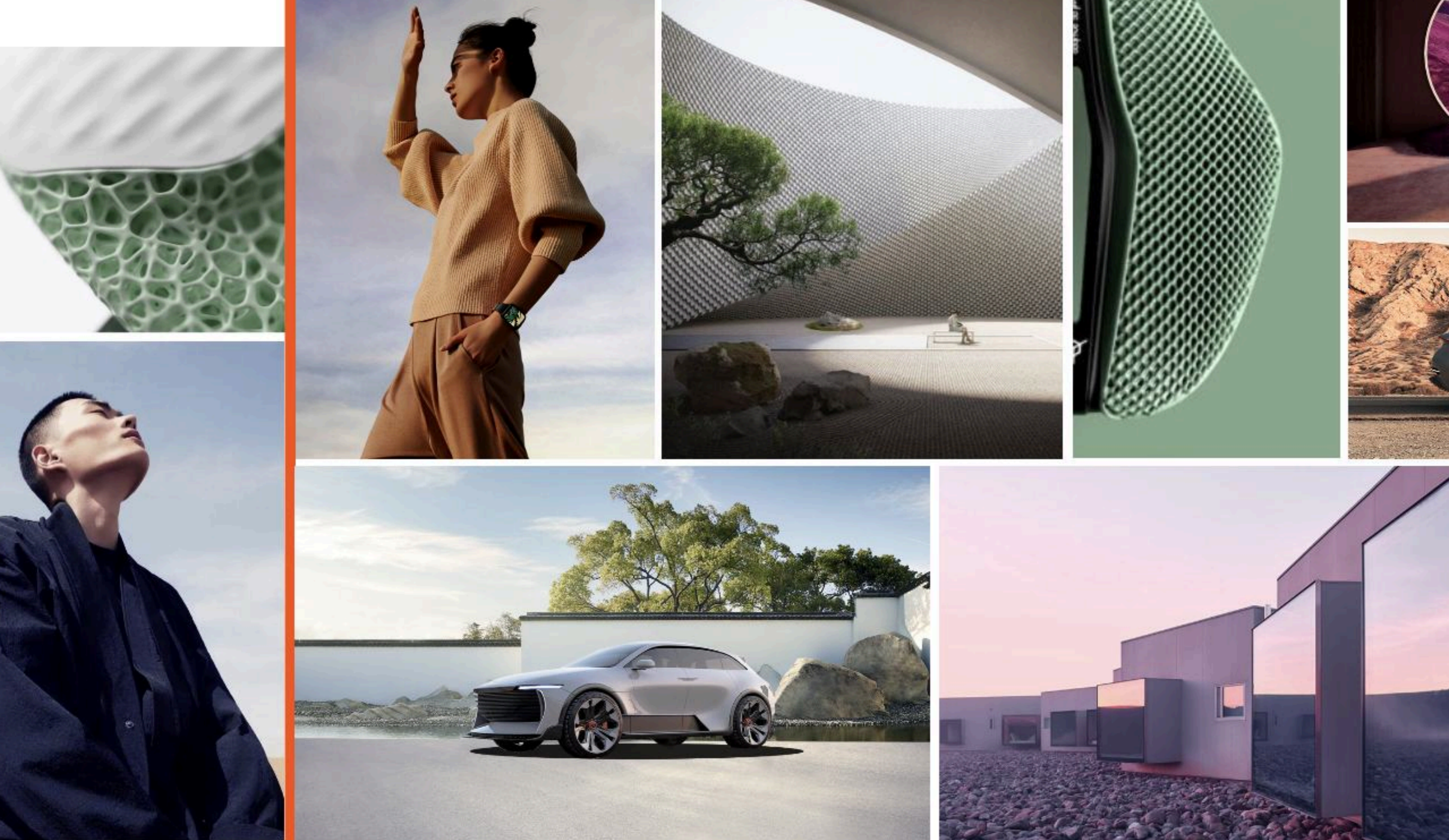


AITO



The AITO World

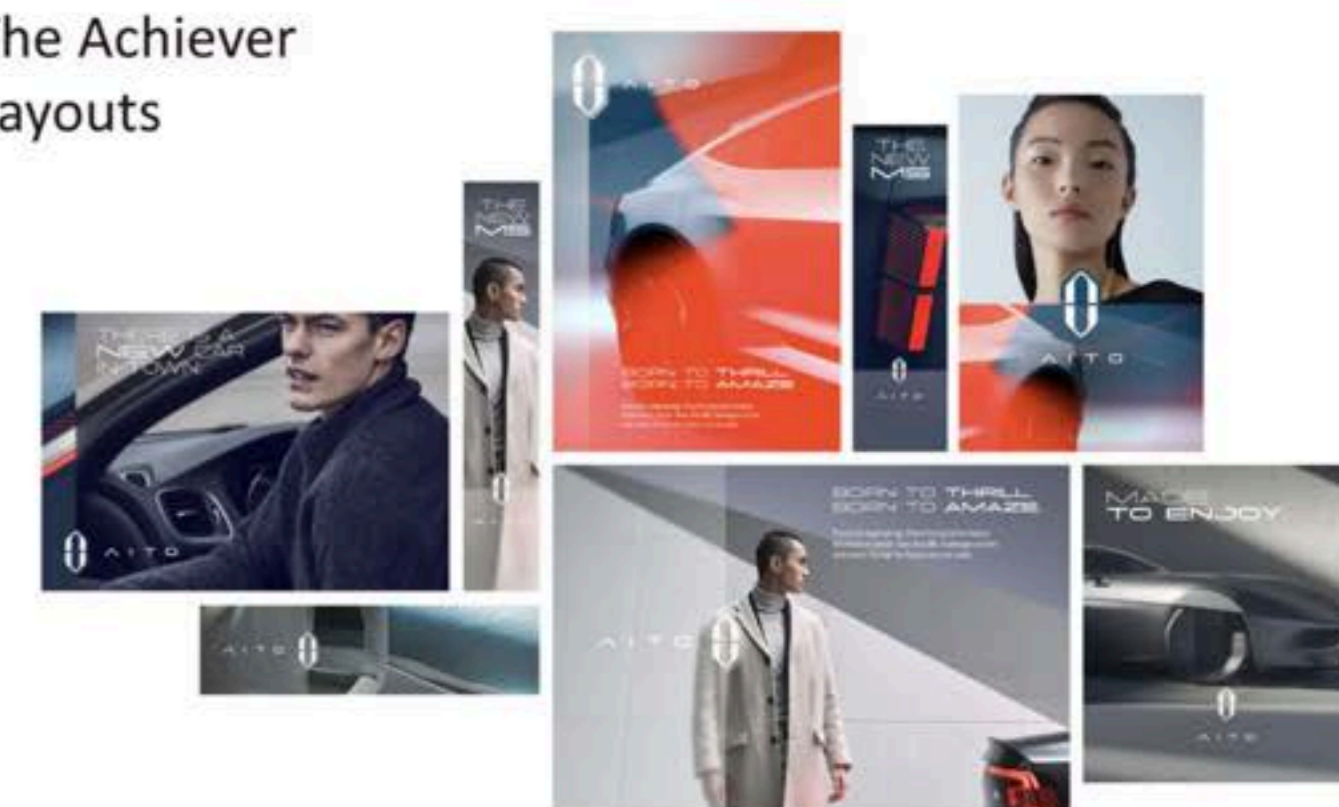




The Striver  
Layouts



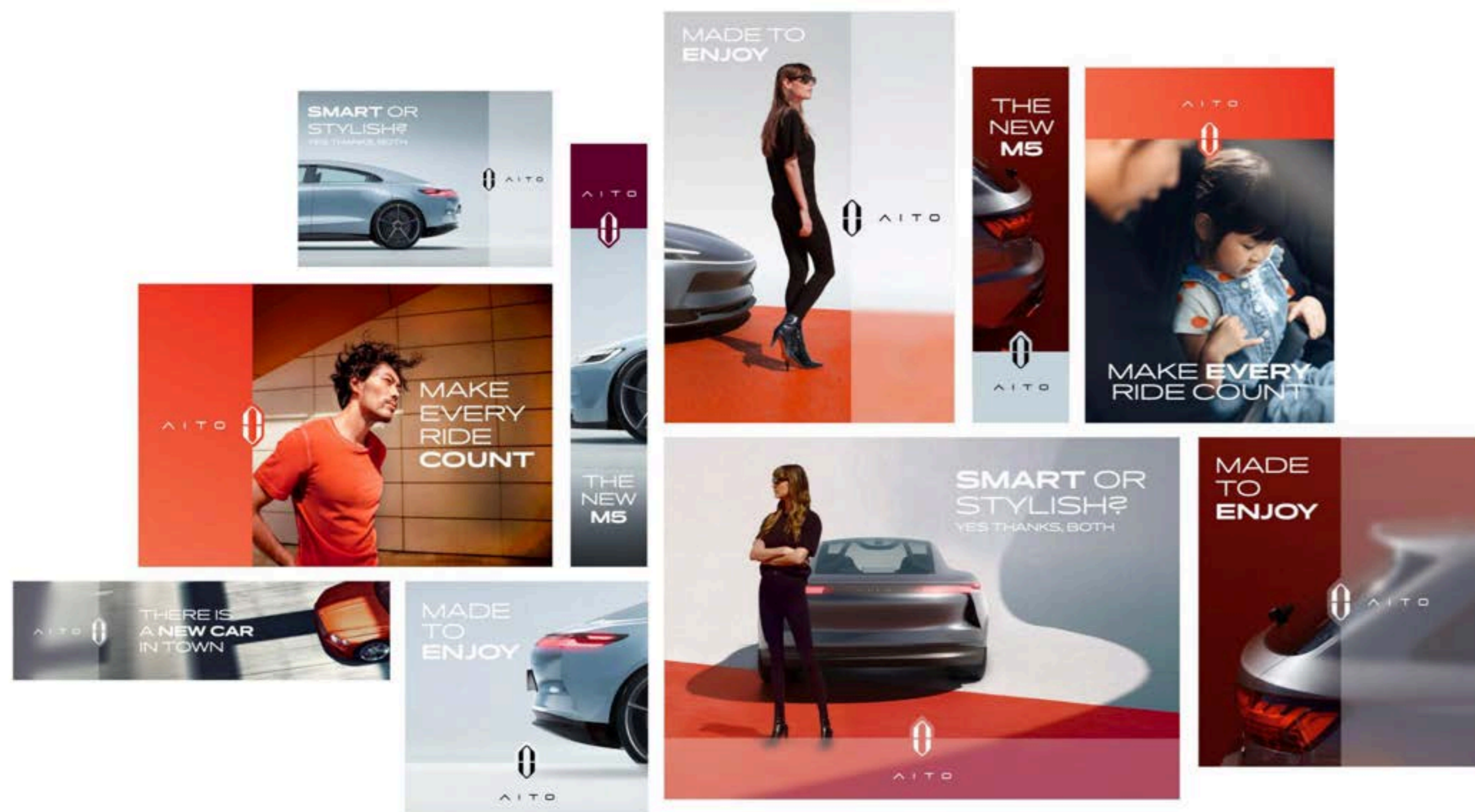
The Achiever  
Layouts



The Elite  
Layouts



The Visionary  
Layouts



# Tyde + BMW Brand Identity

for Tyde / BMW



TYDE

## Electric Luxury

Experience style, sustainability and forward-thinking. Ride the Tyde.

[Discover Our Yachts](#) —>

▼ Explore

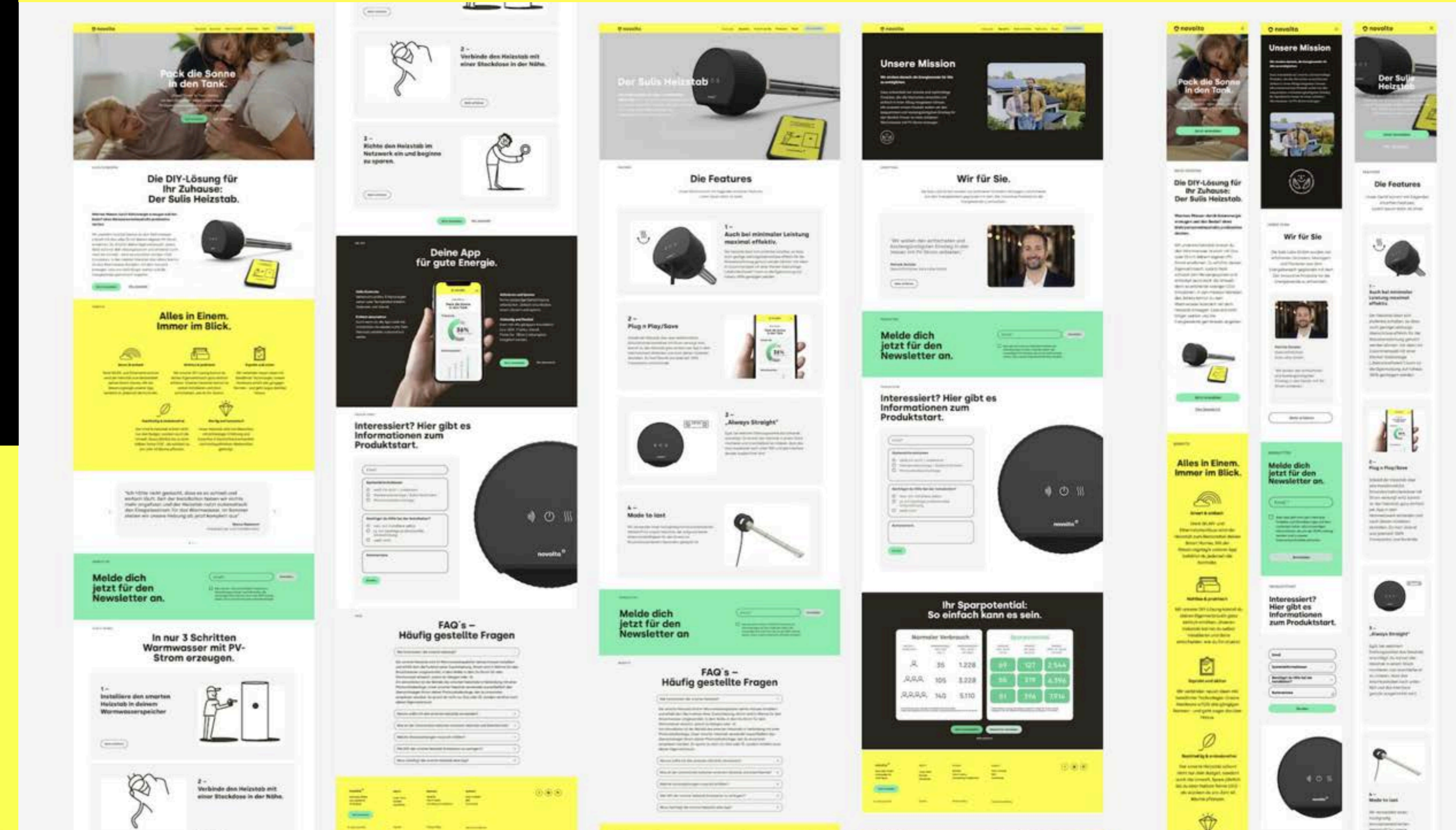
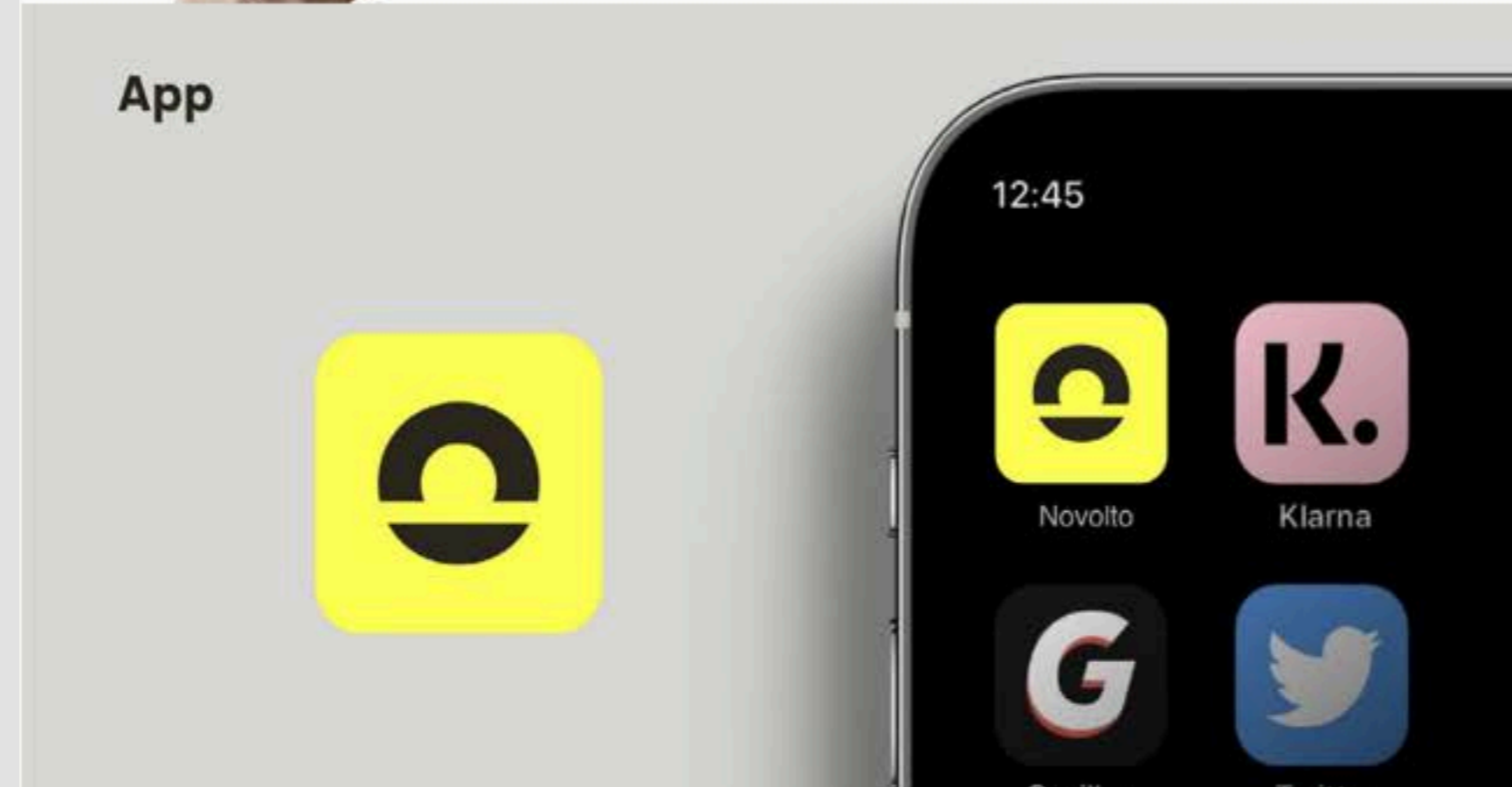
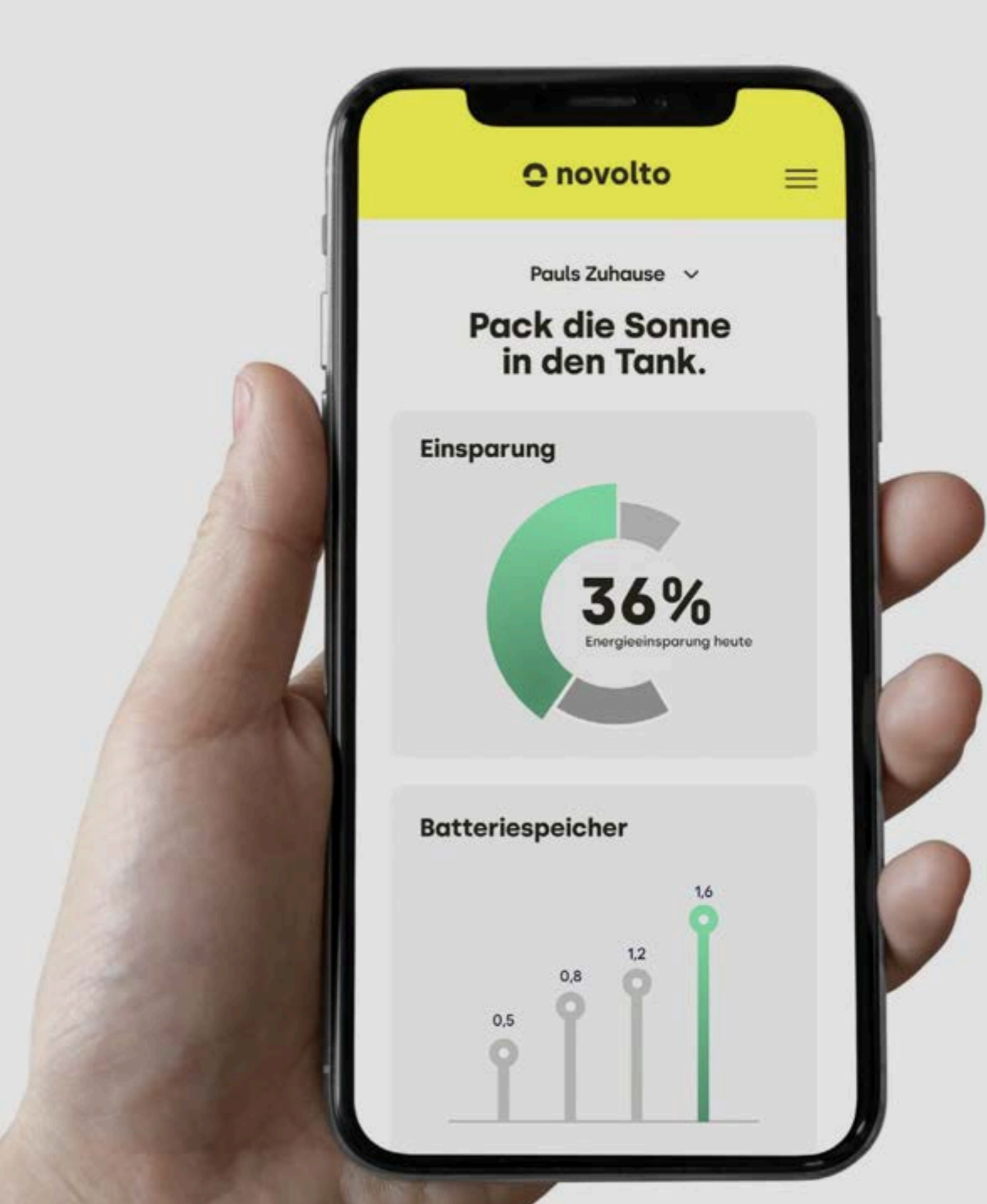


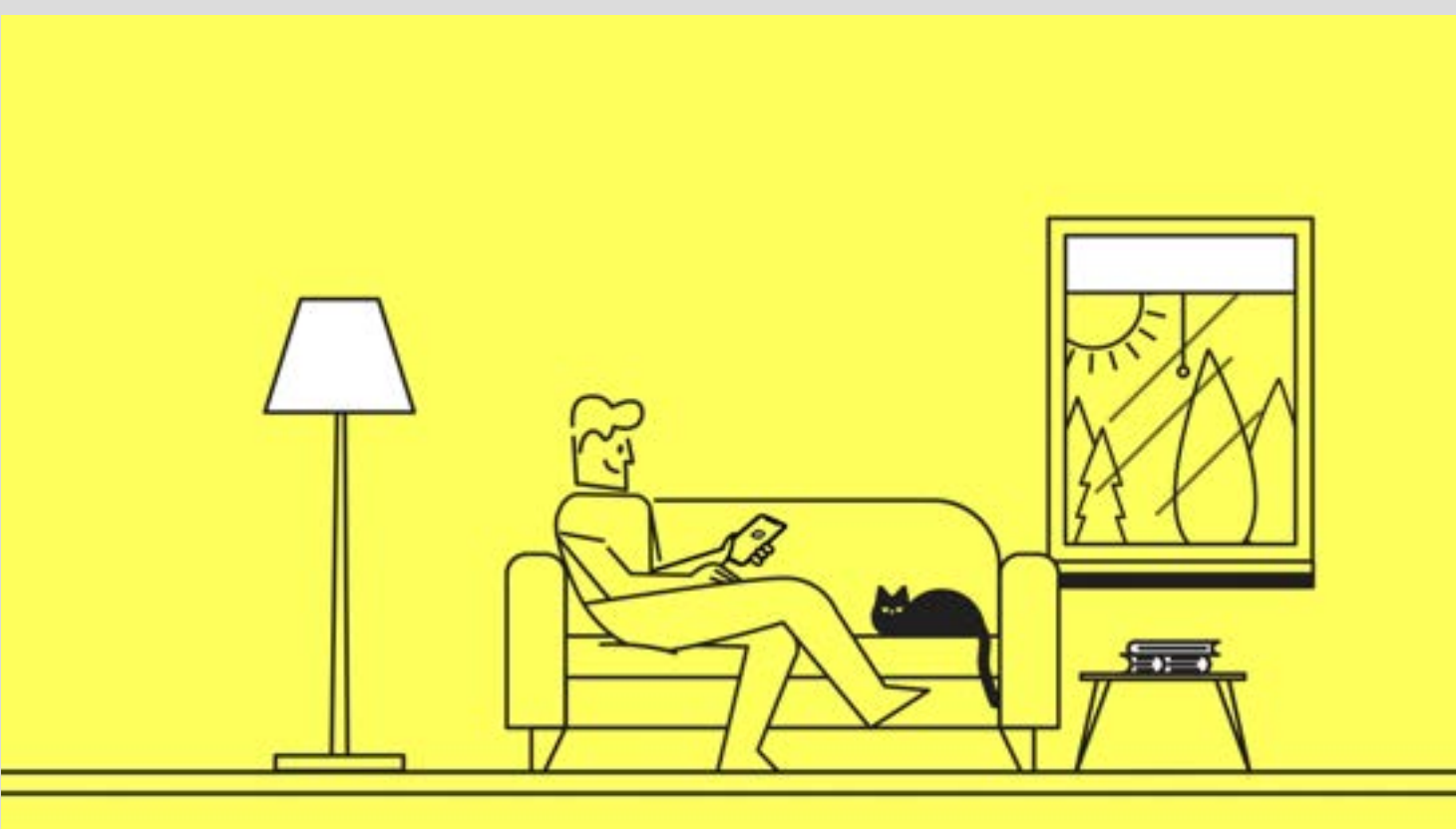
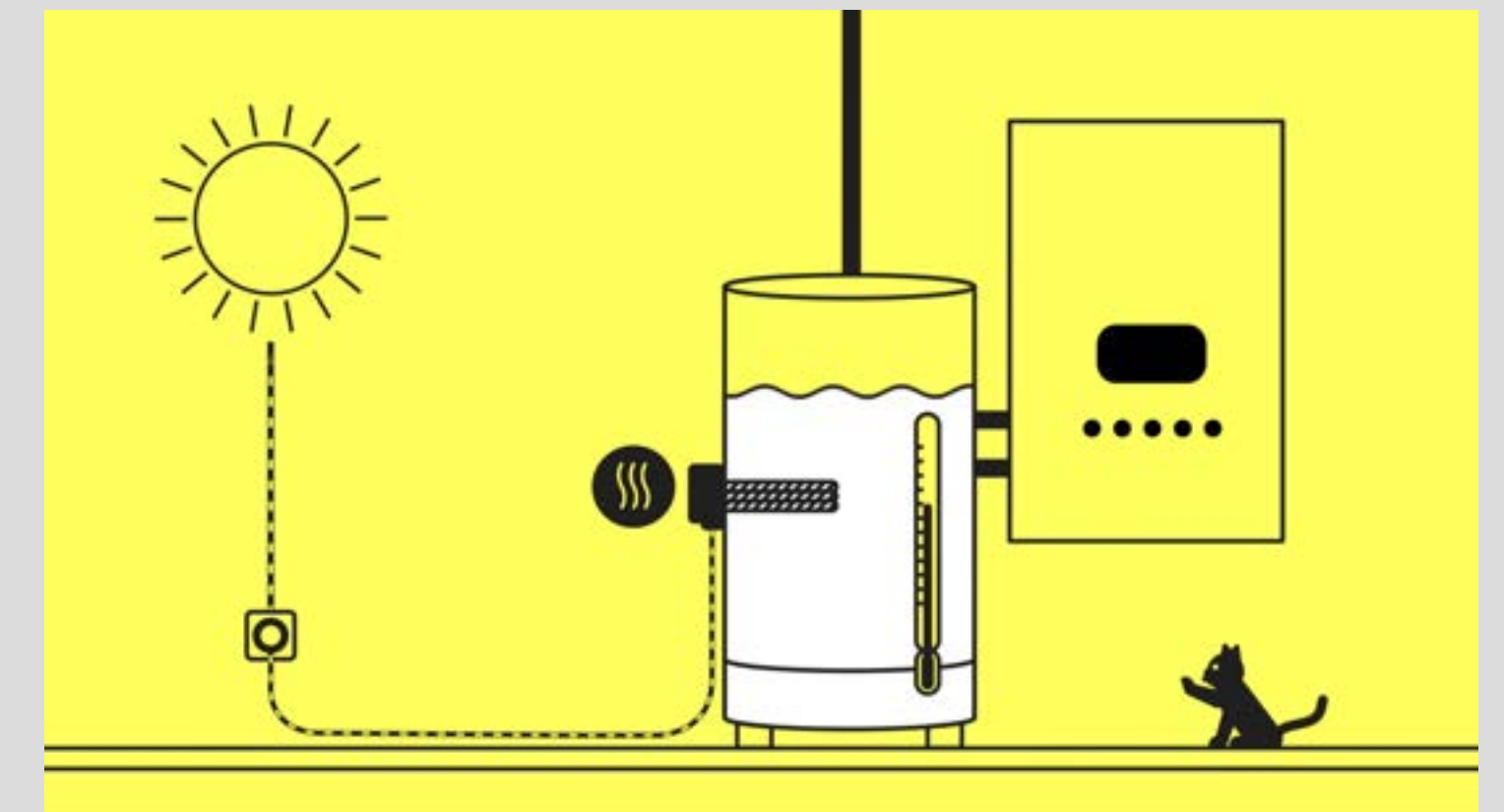
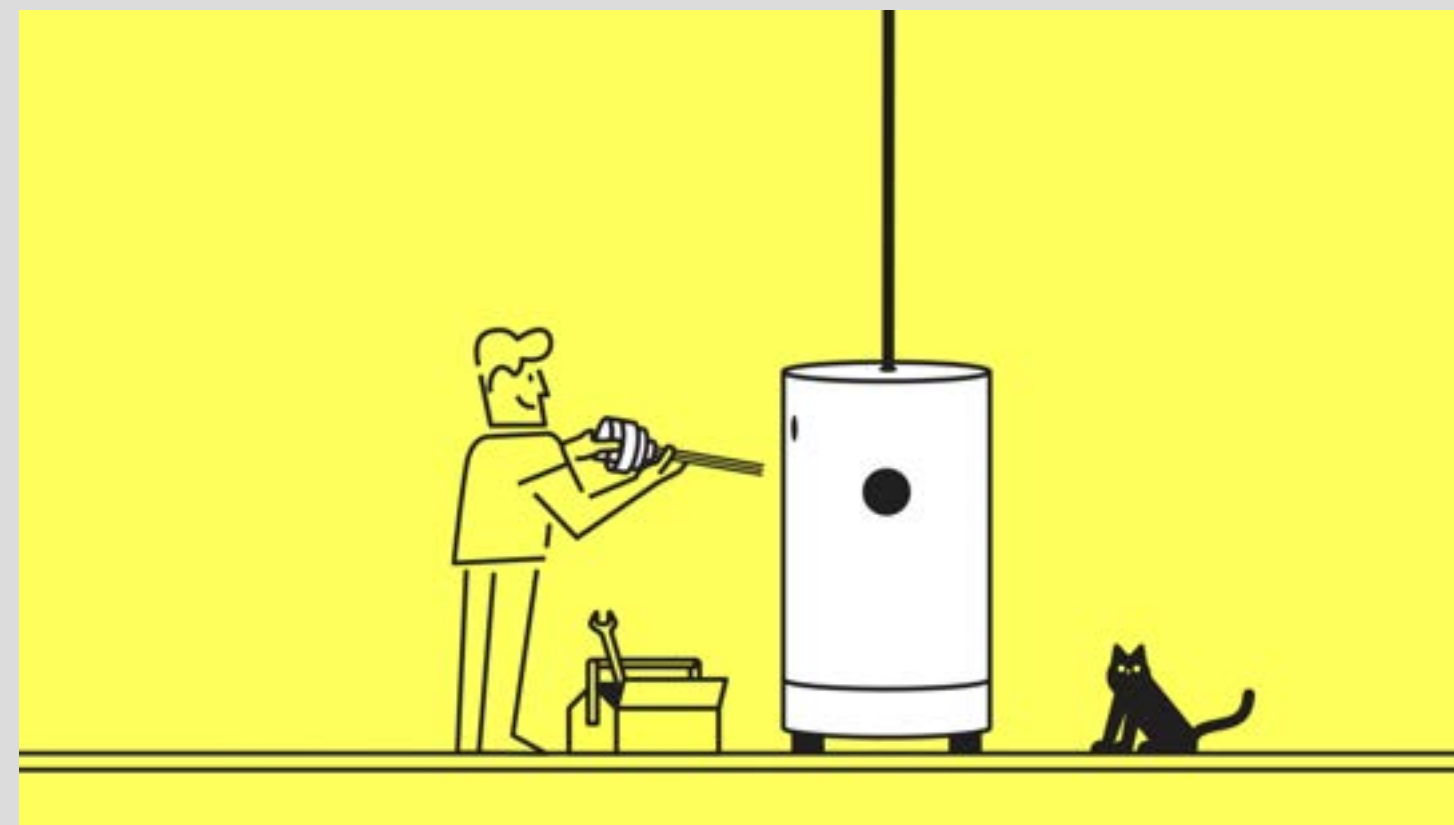
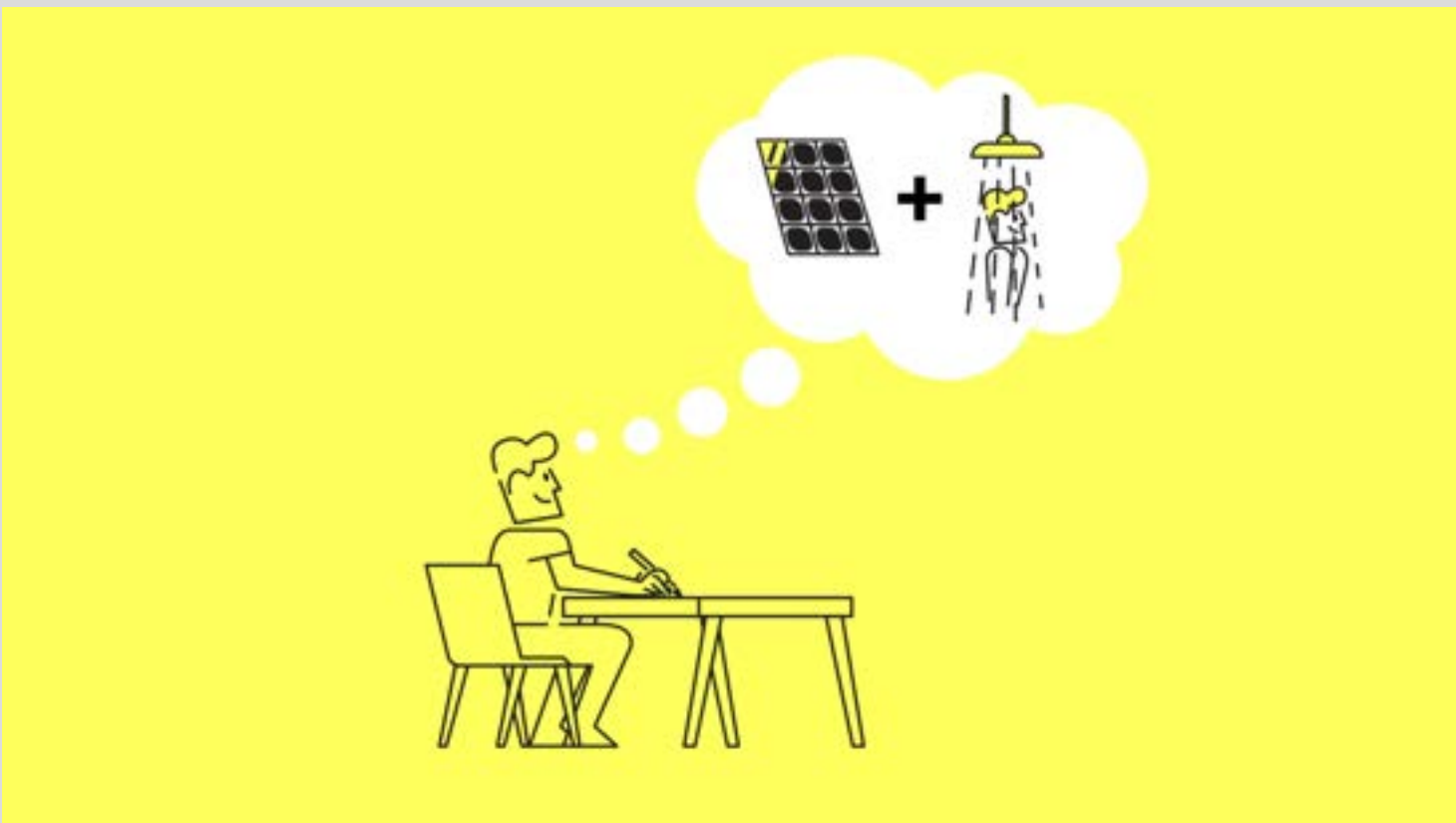
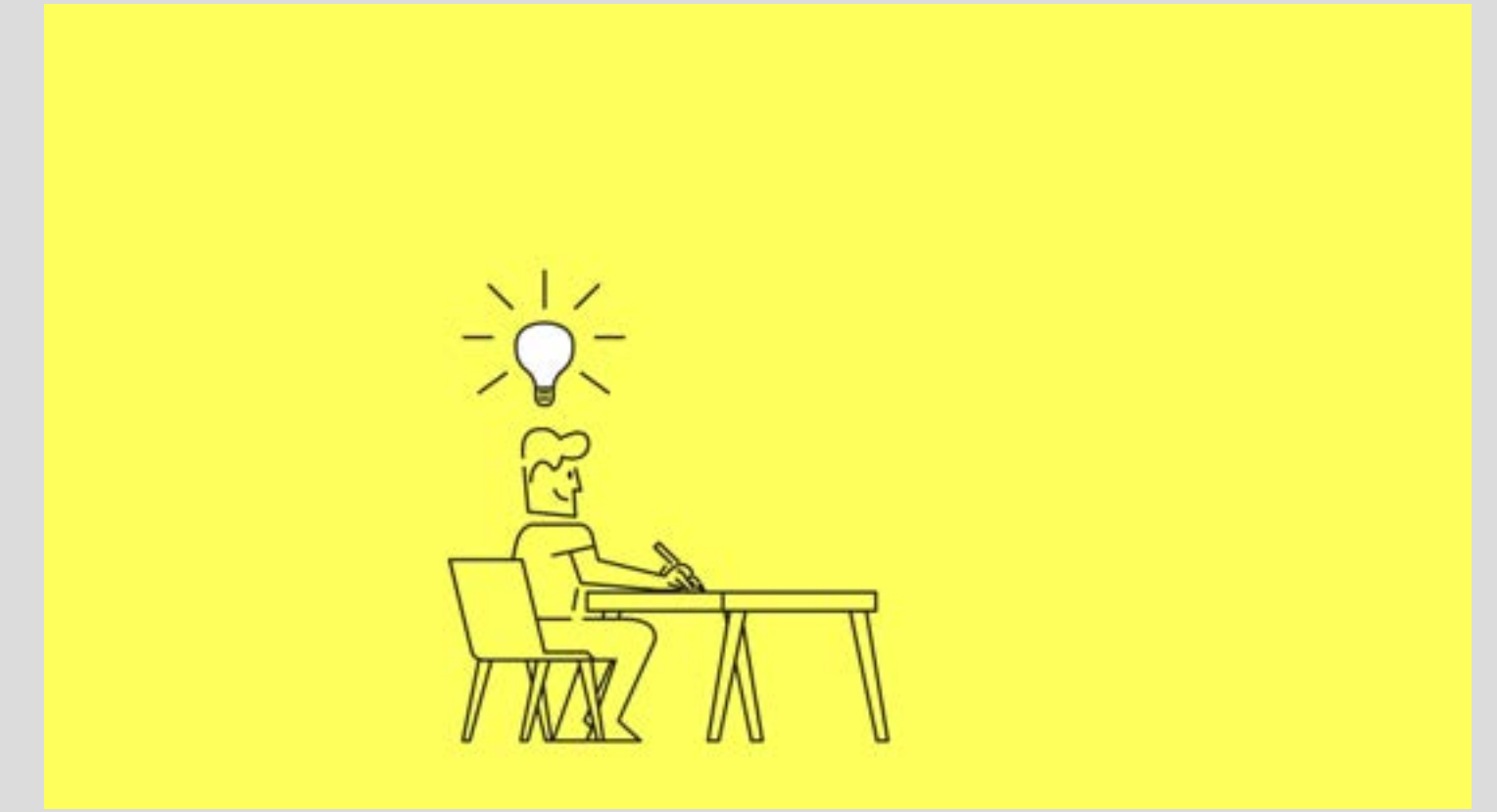
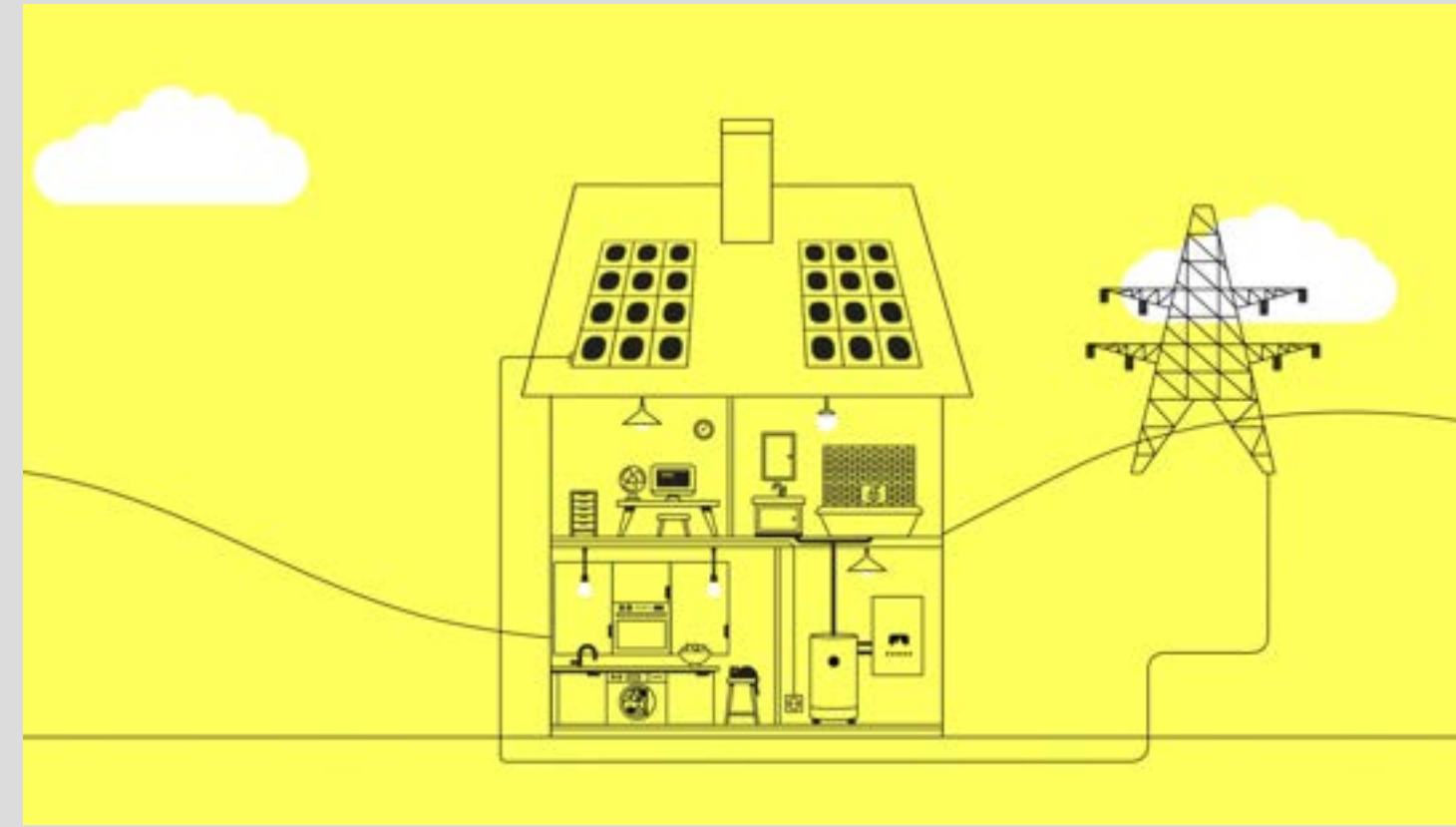
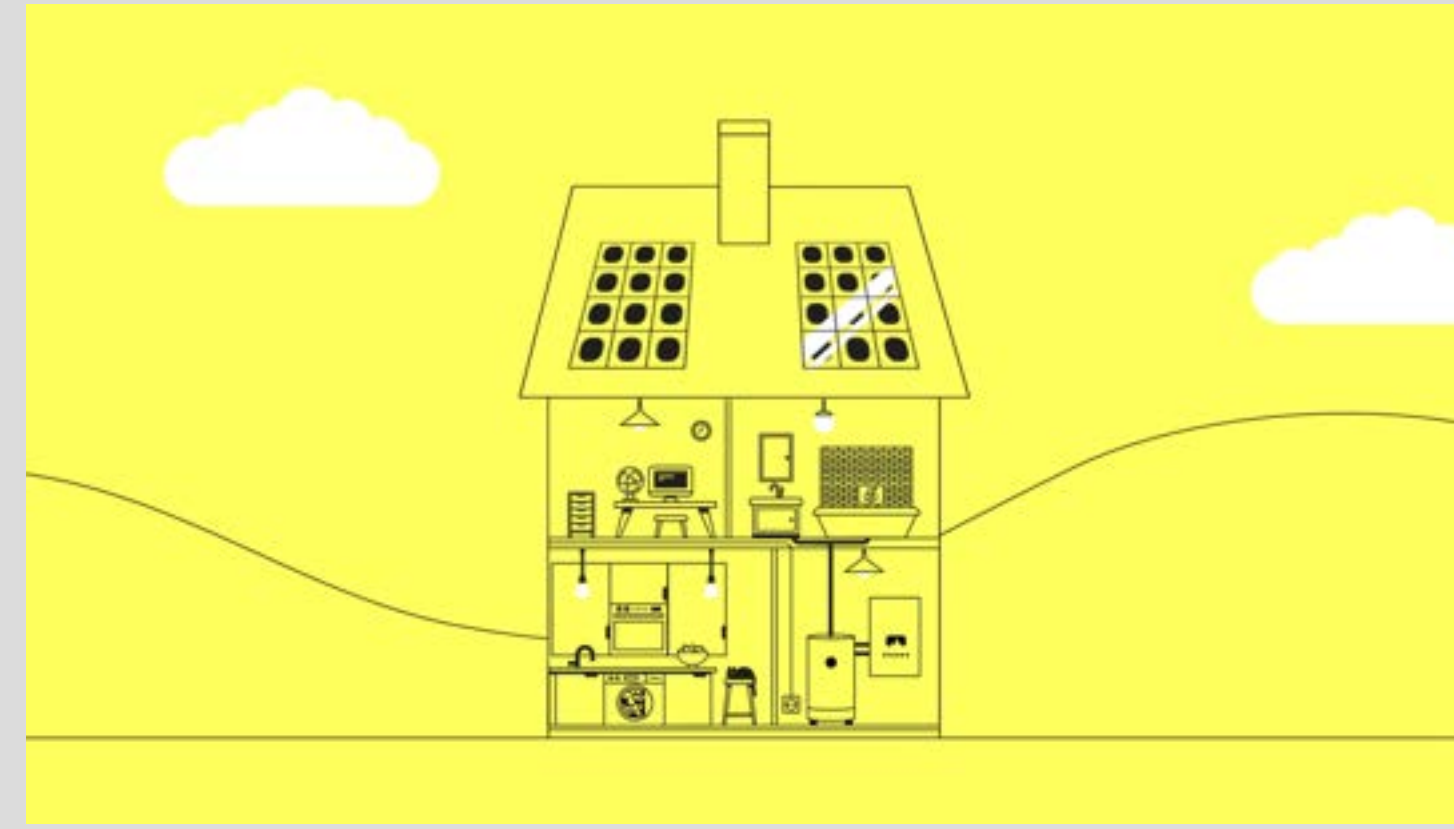
novolto  
Brand Identity

for a Berlin startup of an immersion heater




 **novolto**





Energiewende einfach machen.

 novolto

# High Protein Cheese Brand Identity

for Bayerische Milch Industrie



# HIGH PROTEIN CHEESE



SO GUT  
SCHMECKT  
POWER

MINDESTENS  
4 MONATE GEREIFT

LAKTOSE

OHNE  
GEWÜRZ

**32g**  
**Protein**

PROTEIN PER 100G



# OK Brand Identity

for Media Saturn / Mutabor

Ich bin OK!



**ok.** ©  
A BRAND OF **MediaMarkt** **SATURN**





← → ↻ saturn.de/de/brand/ok

MediaMarkt

SATURN

Q Was suchst Du?

Mein Markt  
Kein Markt ausgewählt

👤

❤️

🛒

MenuComputer + TabletSmartphone + TarifeTV + BeamerKücheHaushalt + GartenGaming + VRAngeboteOUTLET%FundgrubeHandy mit VertragService mySaturn

0% Finanzierung\*\*\*Exklusive App-Coupons\*\*Punkte sammeln

🏠 > Marken > ok.

ok. bei SATURN

ok.

Kategorien

Haushaltsgrößgeräte

Haushaltskleingeräte

Mikrowellen

Staubsauger & Reiniger

Heizen & Klima

Beauty

Radios & Wecker

Haushaltsgrößgeräte

Haushaltskleingeräte

Mikrowellen

Staubsauger & Reiniger

Heizen & Klima

Beauty

Radios & Wecker

ok. Haushaltsgeräte sind kompromisslos funktional und punkten mit reichlich Leistung zu soliden Kosten.

↕ Mehr anzeigen



Andrea Wald  
**BRAND DIRECTOR,  
AI VISUAL DIRECTOR**

+49 1797010632  
a.wald@waldbranding.com

Hello there,

- As a freelance Creative Director of multimedia brand experiences working in **advertising and brand building for 18+ years**, I am focussed on **bold, high-impact and user-centric solutions**.
- I specialize in transforming initial client briefs into innovative concepts and overseeing their journey to final production, ensuring every detail reflects creative excellence.
- Passionate about pushing boundaries, I actively pursue opportunities to innovate, challenge norms, and deliver impactful results.
- Throughout my career I've built and managed **international teams in-house and at agencies** to build brands and brand experiences with trust, efficiency and transparency.
- Whether working **with startups or global corporations, agencies or direct clients**, I can take the lead on any project, seamlessly integrate into any team, or provide support with a flexible, on-demand team.

## This is what my clients say...

*“Andrea is a one of a kind world-class brand designer, I have ever worked with in my 20 years on board- and c-level projects for small and large projects internationally. She has profound professional experience and extraordinary design skills. She always delivers best-in-class work no matter what domain or segment.”*

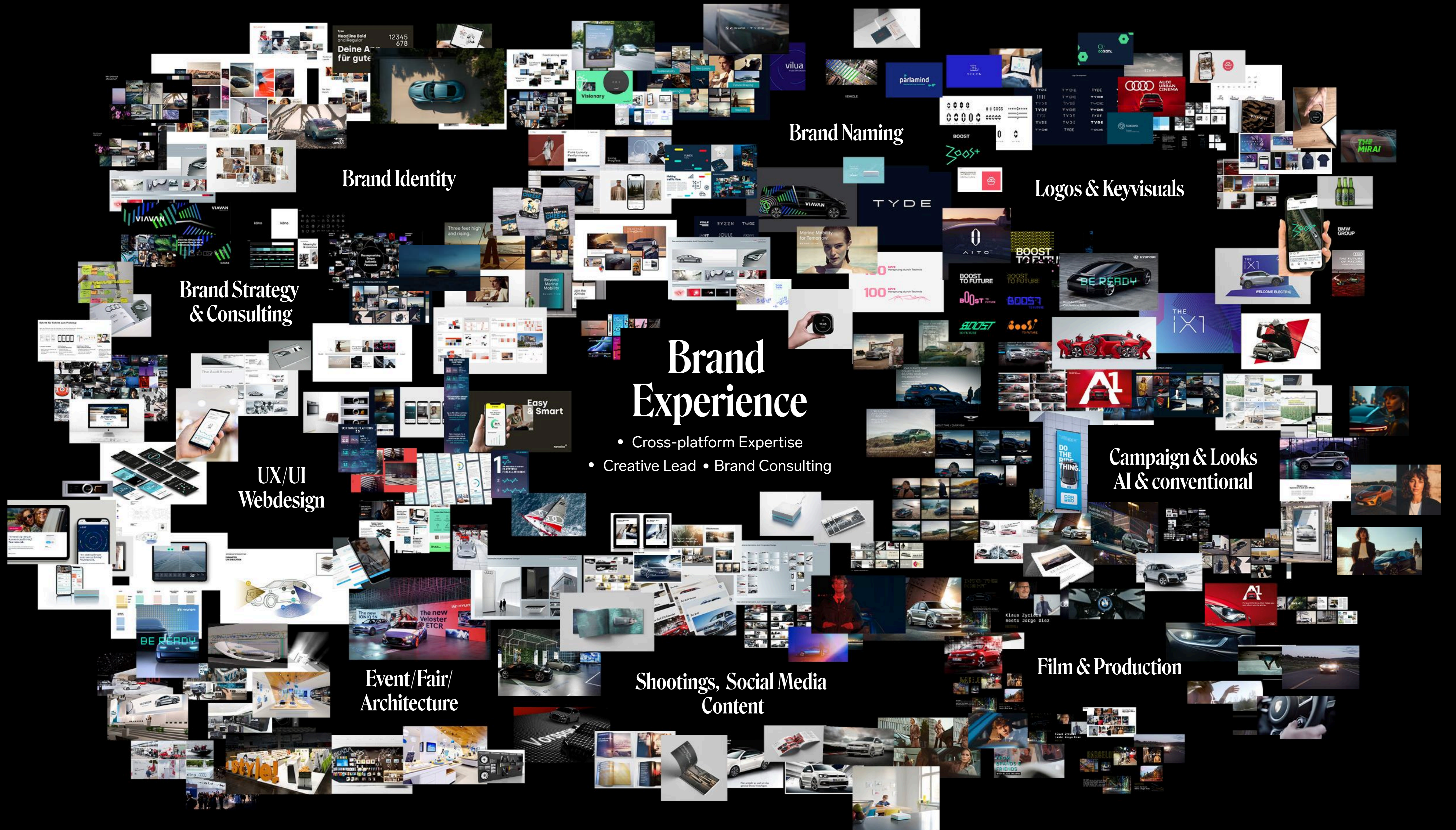
*Vanessa Schmoranzer, Partner,  
Diconium (Volkswagen Group)*

*“Andrea is an exceptional designer. She combines pragmatism with conceptual excellence. She has one of the best design handwritings and brings topics forward. For us, she is one of us. Andrea is always a safe bet.”*

*Susanne Plümecke,  
European COO, Innocean*

## Spectrum

Brand Identity	Design
Brand Strategy	Production
Brand Consulting	Shootings
Keyvisuals	Prompt Design
Type Design	Key Messaging
Brand Architecture	Integrated Ad
Brand Naming	Campaigns
Communication	Social Media
Design	Concept
Look & Feels	Employer Branding
Gen Ai & Visual AI	Information Design
Brand Experience	Manuals/
Campaigns	Guidelines
Website Design	Signage
Digital Products /	Location Scouting
UX/UI	POS
Illustration Design	Exhibition



Brand Identity

Brand Naming

Logos & Keyvisuals

Brand Strategy  
& Consulting

Brand  
Experience

- Cross-platform Expertise
- Creative Lead • Brand Consulting

UX/UI  
Webdesign

Campaign & Looks  
AI & conventional

Event/Fair/  
Architecture

Shootings, Social Media  
Content

Film & Production

# FOR YOUR EYES ONLY

[www.waldbranding.com](http://www.waldbranding.com)

Andrea Wald

**BRAND DIRECTOR • AI VISUAL DIRECTOR**

+491797010632

[a.wald@waldbranding.com](mailto:a.wald@waldbranding.com)