

PORTFOLIO

RINSKE RIETVELD

GRAPHIC DESIGNER / SOCIAL MEDIA SPECIALIST



2020 / 02

PROJECT ONE

**VISSERS POFFERTJES
BRAND IDENTITY**

VISSER'S
POFFERTJES
— sinds 1932 —



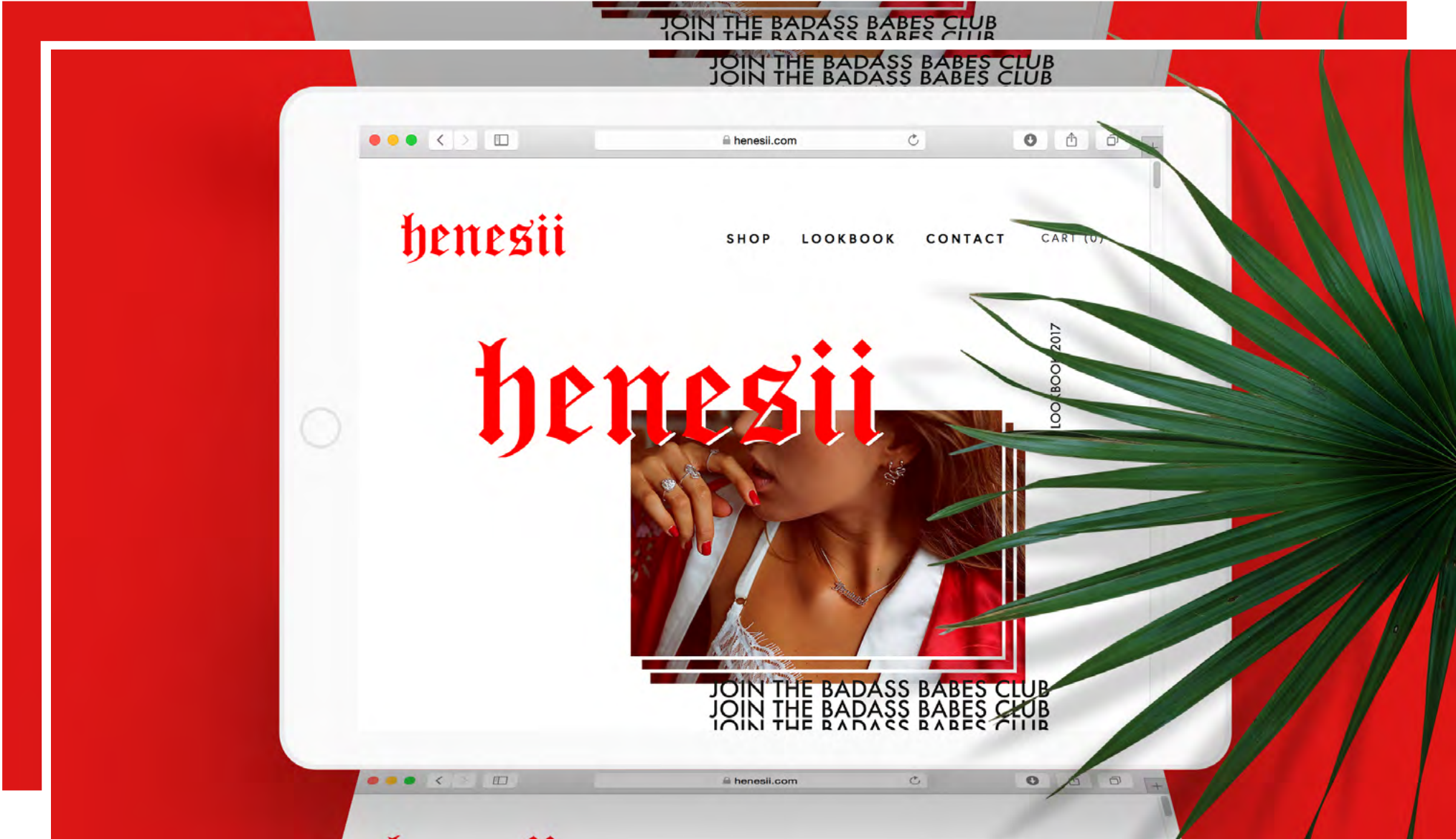


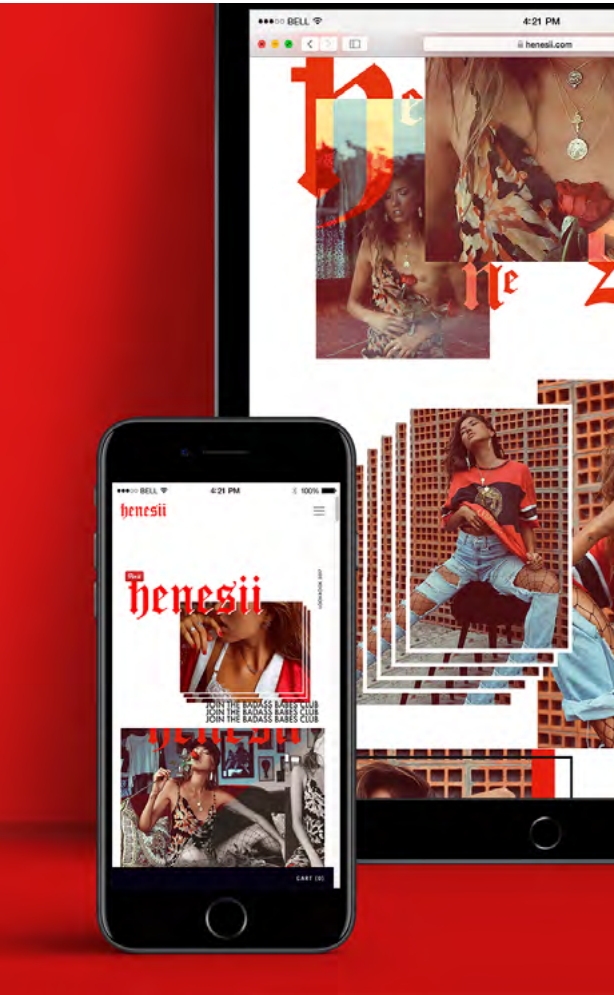
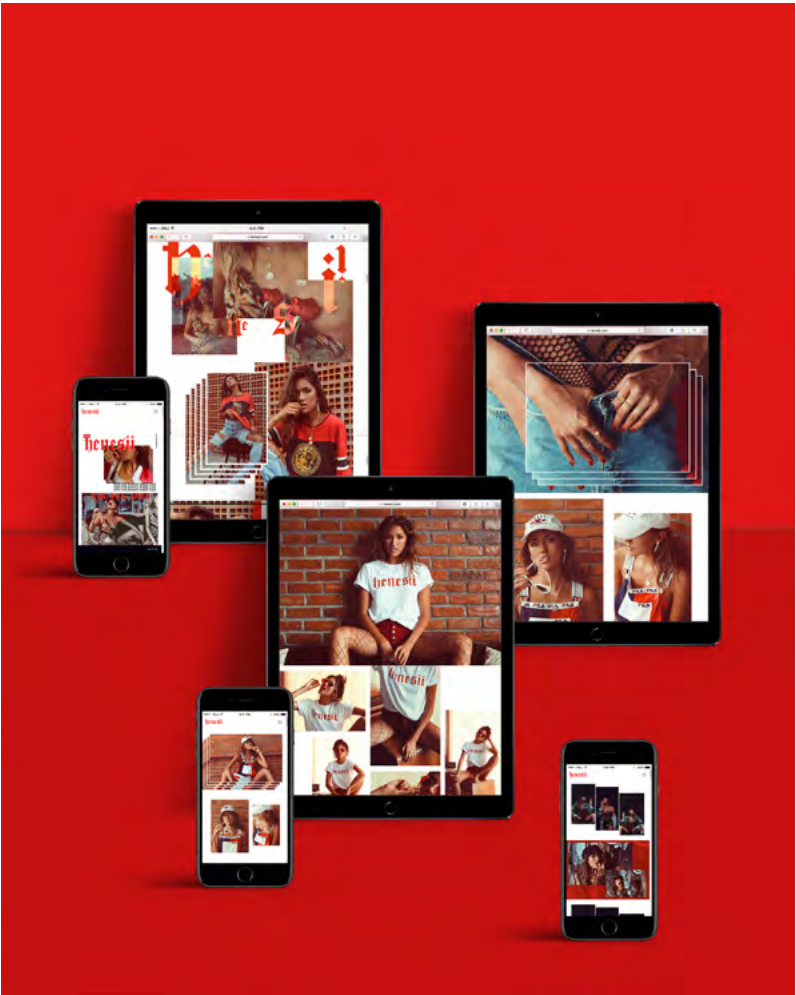
SEE MORE ABOUT THIS PROJECT

CLICK HERE!

PROJECT TWO

**HENESII JEWELLERY
LOOKBOOK / CATALOG**





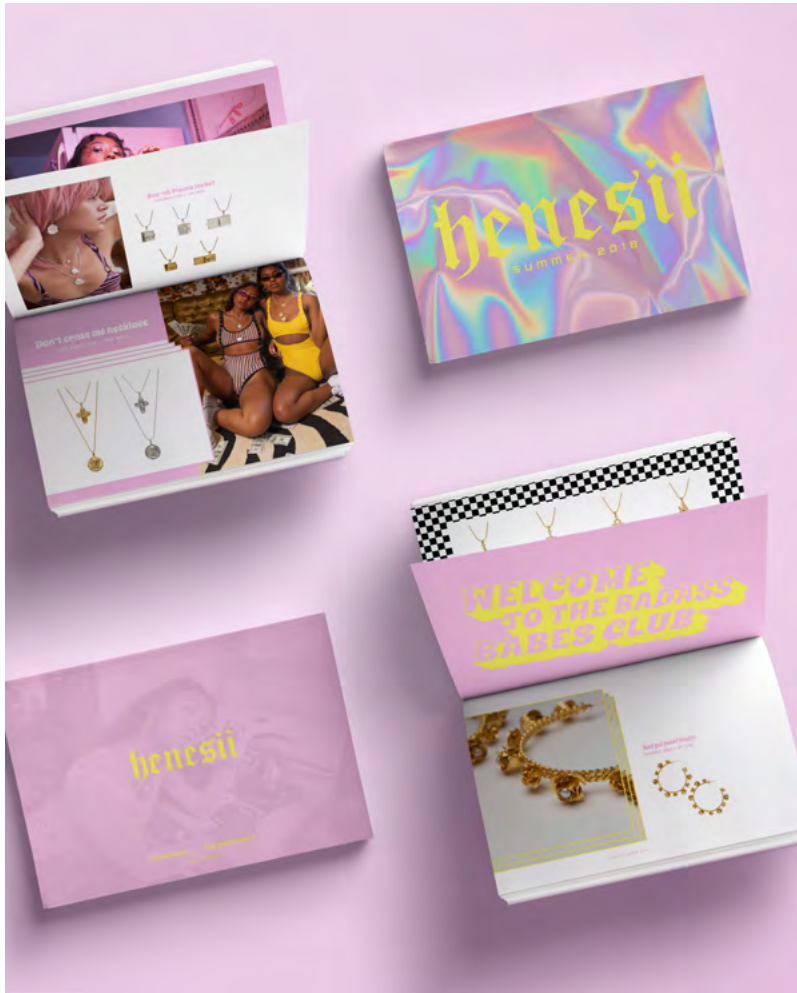
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PROJECT THREE

**HENESII JEWELRY
LOOKBOOK / CATALOG TWO**





PROJECT FOUR

**NACHTHIMMEL
BRAND IDENTITY DESIGN**



RINSKE RIETVELD



PROJECT FIVE

**TOKO TRAVEL
BRAND IDENTITY DESIGN**



BRAND GUIDELINES



TOKO TRAVEL

Designed by Rinske Rietveld

BRAND GUIDELINES

TOKO TRAVEL

LOGO VARIATIONS





BRAND GUIDELINES

TOKO TRAVEL

LOGO USAGE



TOKO TRAVEL
JOUW HELPENDE HAND

Minimum width
The logo minimum width is 40 mm



Minimum width icon
The logo minimum width is 10 mm

Make sure you leave enough space around the logo - at least the width of a single T.

BRAND GUIDELINES

TOKO TRAVEL

COLOUR PALETTE

Primary colours



GOLDEN YELLOW
HEX: #F4A400
CMYK: 100, 50, 0, 0
PANTONE: 100C



SAGE ORANGE
HEX: #F4A400
CMYK: 100, 50, 0, 0
PANTONE: 100C



LIGHT SAND
HEX: #F4A400
CMYK: 100, 50, 0, 0
PANTONE: 100C



DARK MINT
HEX: #00A09A
CMYK: 0, 100, 50, 0
PANTONE: 562C



AQUAMARINE
HEX: #00A09A
CMYK: 0, 100, 50, 0
PANTONE: 562C



DEEP OCEAN
HEX: #00A09A
CMYK: 0, 100, 50, 0
PANTONE: 562C

BRAND GUIDELINES

TOKO TRAVEL

INSTAGRAM

Instagram



Toko Travel's Instagram feed exists out of a mixture of: Group/tour/ photo tour /areal/traditional photography, also Toko Travel can repost influencers or customer photos but it has to fit the feed (reposted photos are not allowed to be edited).

Reposting photos
By reposting photo's of costumes or influencers - you have to tag the person in the post + mention their Instagram name down in the description using the following template: Photo by @Instagramname / Foto gemaakt door @Instagramnaam.

Reposting photos
Use hashtags related to the picture - make it original to reach more potential customers.

BRAND GUIDELINES

TOKO TRAVEL

DESIGN ELEMENTS

Design Elements

Toko Travel has its own visual pattern, consisting of five different lines that are inspired by the way they experience different moments during their tours.

Every line has a different meaning and it expresses a different moment. The lines can be used individually as a graphic element or the pattern can be used for any graphic design purpose.



Discovering moments



Traditional moments



Relaxing moments



Action moments



Connection moments



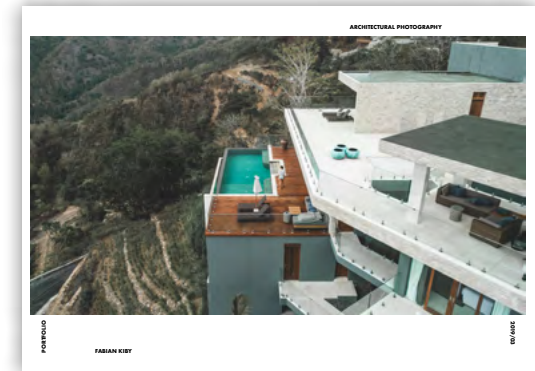
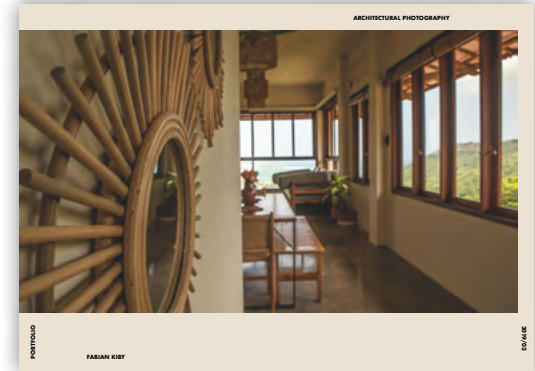
PORTFOLIO

RINSKE RIETVELD

2019/08

PROJECT SIX

**ARCHITECTURAL
MAGAZINE PORTFOLIO**



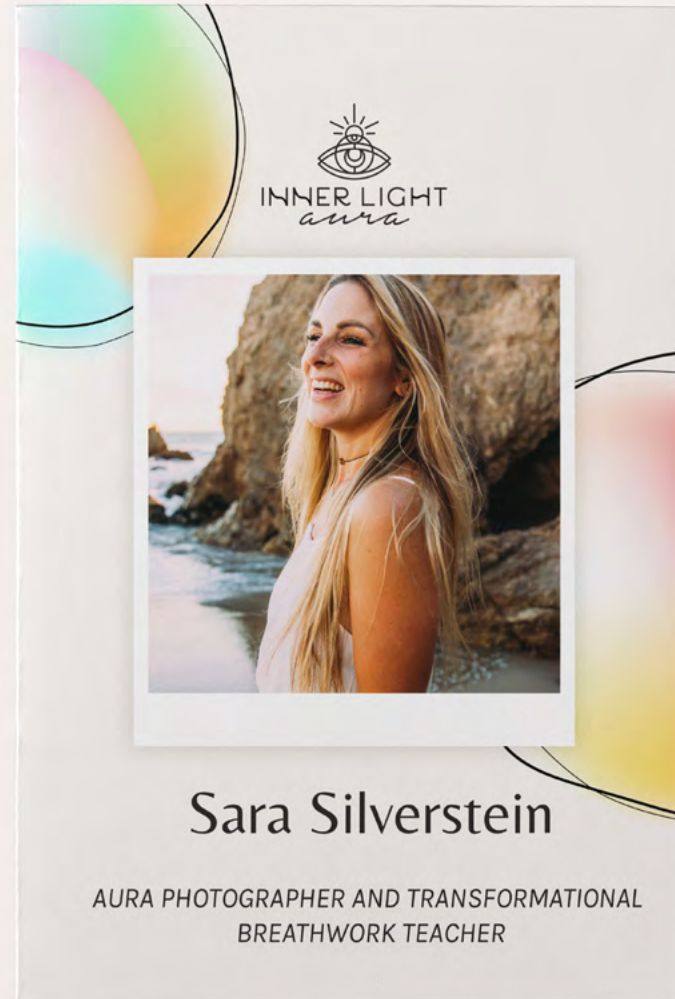


ARCHITECTUUR

Rotterdam is de laatste jaren door architecten verkozen als architectuurstad van Nederland. Een belangrijke bijdrage aan het architectuurklimaat leveren de in Rotterdam gerestige architectuurstellingen Het Nieuwe Instituut, AIR, het Berlage Instituut en de Academie van Bouwkunst en de opleiding Bouwkunde aan de nabij gelegen TU Delft. In Rotterdam zijn veel architecten en bouwkundigen gevestigd, relatief zelfs één van de hoogste dichtheden ter wereld Rotterdam presenteert zich als de architectuurstad van Nederland. De hoogbouw in het centrum en op de Wilhelminapier, architectuur iconen als de Erasmusbrug, de Kunsthal en De Rotterdam van Rem Koolhaas en de Markthal van MVRDV en de Kubuswoningen van Piet Blom zijn belangrijke toeristische attracties in Rotterdam.

PROJECT EIGHT

BRAND IDENTITY
INNER LIGHT AURA



MAIN LOGO



LOGO VARIATIONS



INNER LIGHT
aura



INNER LIGHT
aura

Typography

BELLEZA REGULAR — HEADING ONE

KARLA BOLD — HEADING TWO

Karla Italic — Heading Three

KARLA REGULAR — HEADING FOUR

Nunito Sans — Body Copy

TYPOGRAPHY EXAMPLE

KARLA REGULAR —

Belleza Regular —

INNER LIGHT PHOTOGRAPHY

WHAT DOES YOUR AURA
PHOTOGRAPH SAY ABOUT YOU?

IDENTITY SHEET

KARLA BOLD —

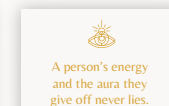
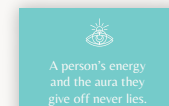
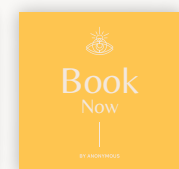
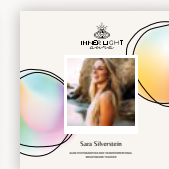
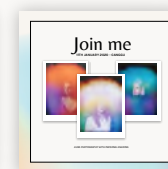
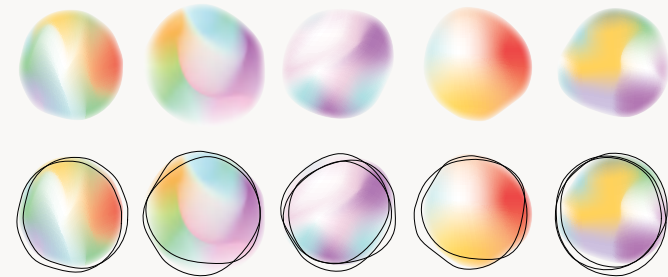
WHAT IS AURA PHOTOGRAPHY?

Aura photography is a high-tech bio-feedback imaging camera that takes a photo of your dynamic electromagnetic field. The photo taken is a window to your inner self. You can see and get in touch with what is going on in your personal space. Your aura is as individual as your fingerprint and understanding it is a powerful aid in expanding your intuitive awareness. The aura photo provides you with this opportunity. Use it as a self discovery tool to help gain a deeper understanding of your special chakra energy. Each chakra shown in the photo reveals a particular aspect of your personality and has a specific meaning just for you. It is your own truth. Your personal aura photograph can foster a desire to learn more about your chakra colors – what they mean and how they affect you. It is an opportunity to understand more about your ESSENCE. Your chakra colors do change as you change.

Nunito Sans —

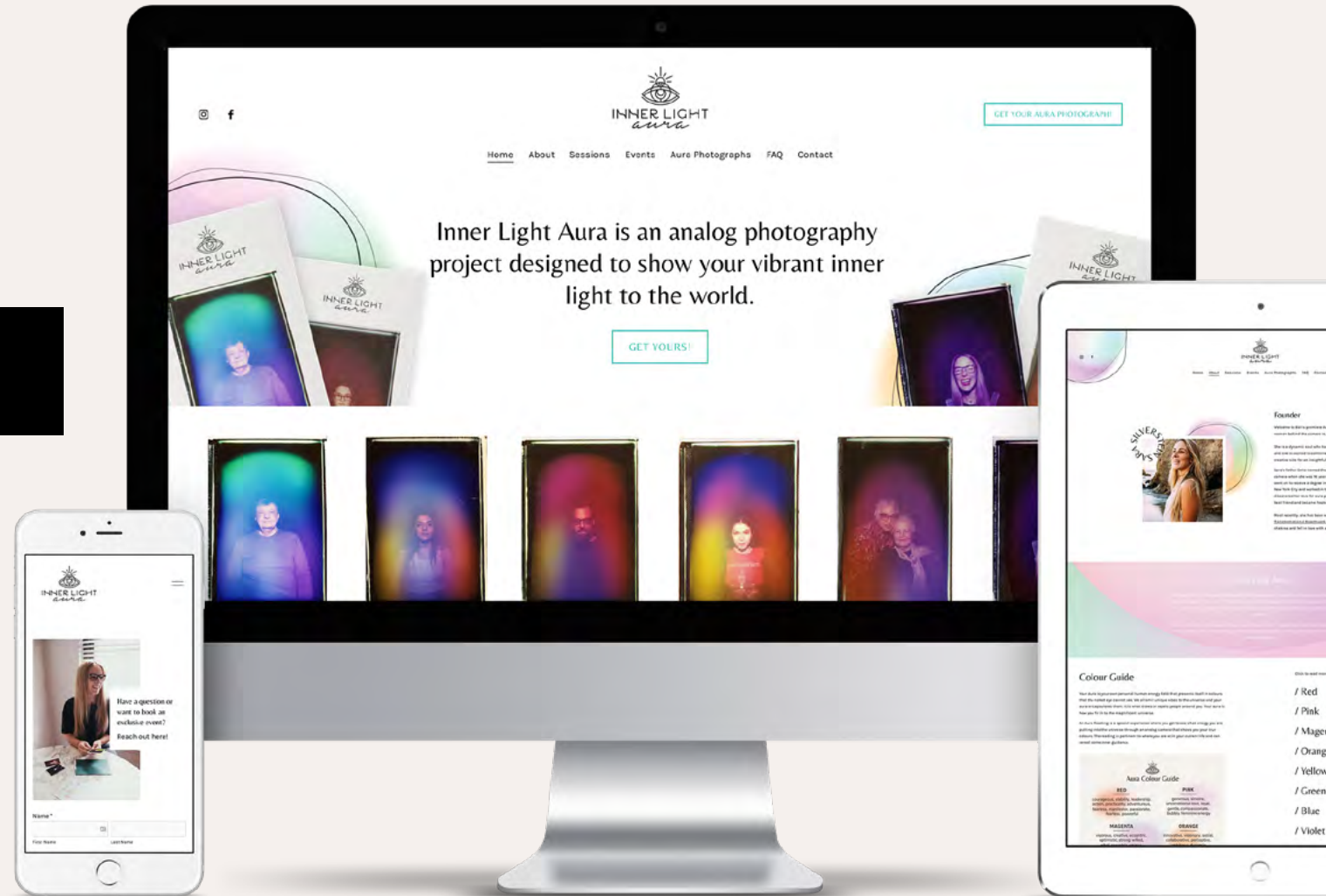
Color Palette Aura Elements

PINK	VIOLET	INDIGO	BLUE	GREEN	YELLOW	ORANGE	RED
(Anywhere in the Aura)	(7th Chakra / Crown/Top of the Head)	(6th Chakra / Pineal/ 3rd Eye)	(5th Chakra / Throat)	(4th Chakra / Heart/ Thymus)	(3rd Chakra / Solar Plexus)	(2nd Chakra / Sacral)	(1st Chakra / Root)



SEE MORE ABOUT THIS PROJECT

CLICK HERE!



PROJECTS LOGO'S

DESIGNED
BY RINSKE RIETVELD

KOHEI LOGO



TAHITIAN CLOTHING BRAND



RIETVELD INTERIOR DESIGN



MACHO MAMA



Heureka
PRINTS



COACHING MENTORING



PERSONAL DESIGN COACHING & MENTORING

COACHING AND MENTORING LOGO

TWO LOGO CONCEPTS - ILLUSTRATED

REAL ESTATE PROJECT



INNER LIGHT AURA

AURA PHOTOGRAPHER NEW YORK



RINSKE RIETVELD