

FABIAN LESTE

PORTFOLIO  
UPDATE

BRAND BUILDING & DESIGN

2019-2023

RELAUNCH  
CORPORATE DESIGN  
CORPORATE IMAGE  
THINK ABOUT IT GMBH  
2019

Rebuilding and modeling a new design for a strong growing IT market.

Think about IT is leading and constantly improving new ways of creating sustain, safe and reliable IT-solutions.



## MISSION

- Das „Haus“ soll als „Zeichen“ erhalten bleiben
- 
- Weniger Komplexität auf „kleinem Raum“
- Anwendungsoptimierung / skalierbar / flexibler
- Minimalistischer im Style / zeitlos in der Wirkung
- Sollte uns als Unternehmen in der Transformation und im Charakter visuell begleiten und darstellen.



ALL NEW  
CORPORATE DESIGN  
CORPORATE IMAGE  
Launched | 2019







think about IT GmbH - Lise-Meitner-Allee 6 - 44801 Bochum



Lorem ipsum  
urna ac mass  
Nulla id augu  
dolor sit ame  
lacus interd  
Donec at im  
neque dapib  
nisl, consequ  
ligula tellus,  
facilisis ferm  
consectetur  
lacinia, lacu  
porttitor auct

Etiam sagittis dui quis lectus euismod laoreet. Fusce nunc ex, aliquet sed sollicitudin nec, cursus et nisi. Vivamus et nibh sapien. Pellentesque eleifend condimentum dignissim. Integer mollis sodales leo id facilisis. Vivamus non purus laoreet, euismod lacus vitae, finibus dui. Suspendisse potenti. Cras convallis metus sit amet ante ornare, nec consectetur mi vestibulum. Sed id risus sed nulla mollis efficitur. Quisque tempor sodales ante, quis ultrices orci commodo sed. Cras ma faucibus condimentum. Curabitur efficitur consequat aug sapien ullamcorper et.

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St.Nr. 306/5727/0610

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Volksbank Sprockhövel  
IBAN DE38 4526 1547 0140 1014 02  
BIC GENODEM33PO

www.mythinkabout.de  
www.thinkabout.de  
www.shop.thinkabout.de









THINK ABOUT IT

THINK ABOUT IT

THINK ABOUT IT

**TOM WAITS**  
Sprecher Großprojekte  
Public Tender Team

THINK ABOUT IT

**TOM WAITS**  
Sprecher Großprojekte / Pub



THINK  
ABOUT  
COFFEE



THINK ABOUT IT

BOCHUM • FRANKFURT • HAMBURG • MÜNSTER • AUGSBURG • LEIPZIG





### Nutritional Facts

Serving Size 1 serving (8oz.)  
Serving Per Container 32

Amount Per Serving	Calories from Fat 0
Calories 35	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 0mg	3%
Sodium 0mg	0%
Total Carbohydrate 9g	0%
Dietary Fiber 0g	
Sugars 9g	
Protein 0g	Vitamin C 0%
Vitamin A 0%	Iron 0%
Calcium 0%	

\* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

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**THINK  
ABOUT  
SOLUTIONS**



**42**

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about.coming.1870-frankfurt-westend.coming

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SOLUTIONS**

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**THINK  
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SOLUTIONS**

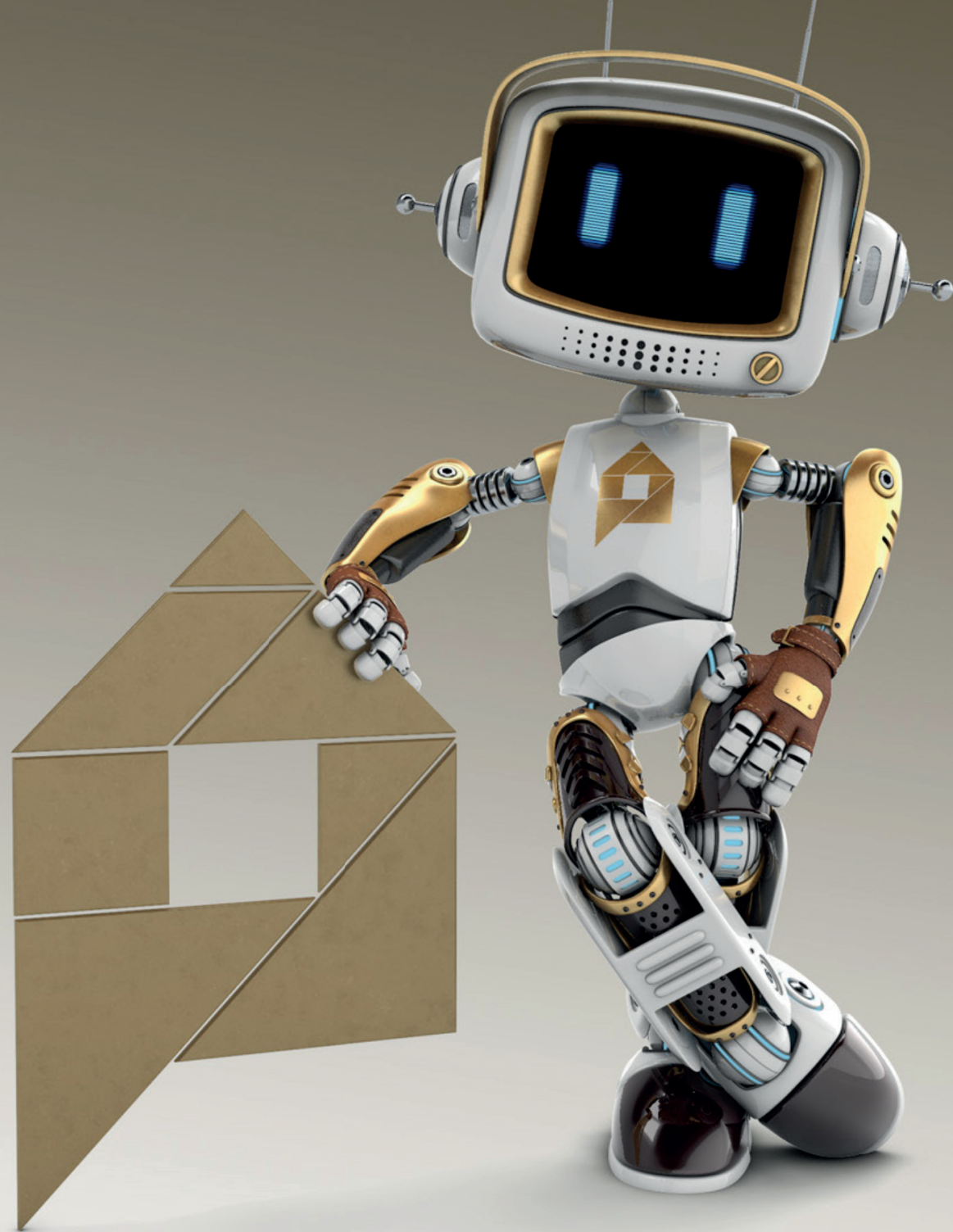


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ACTIVATE  
CORPORATE DESIGN  
CORPORATE LANGUAGE  
BRAND & CONTENT  
DORNBRACHT  
2022

Dornbracht is the leading design manufacturer for luxurious bathroom fittings, showers and Spa solutions.

Manufactured and handcrafted in Germany for almost seventy years on, Dornbracht has become more than just a manufacturer.

Dornbracht has brought culture, fashion and aesthetics into bathrooms.



DORN  
BRACHT

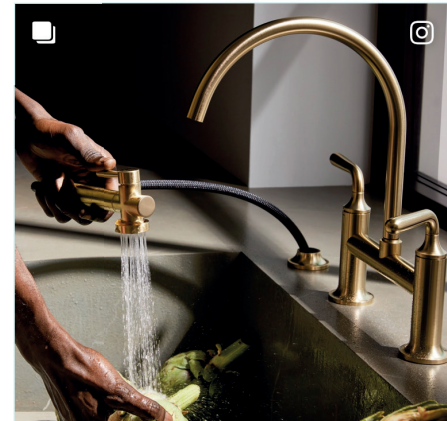
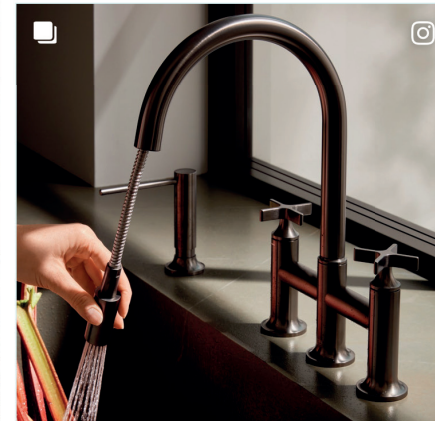
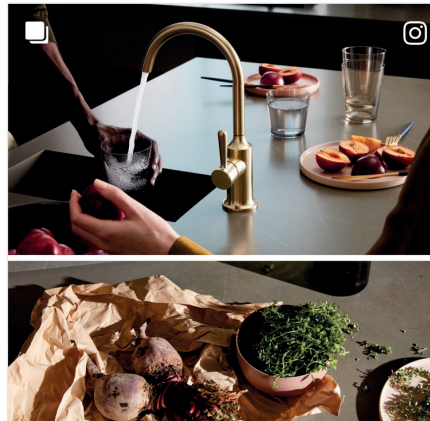
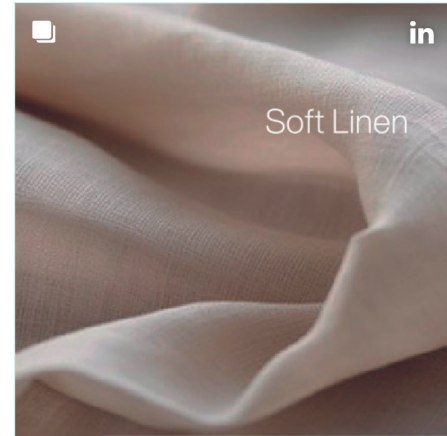
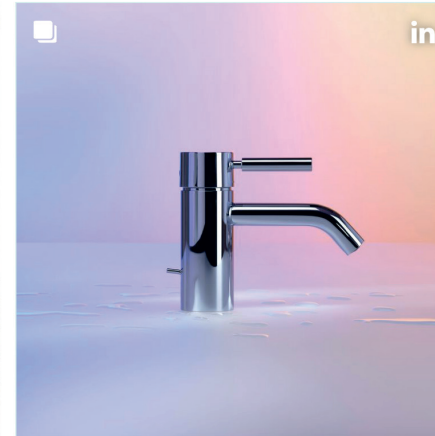
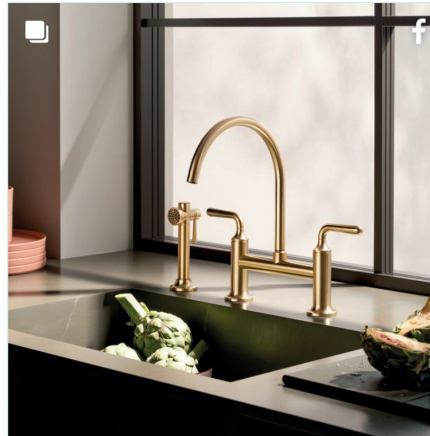
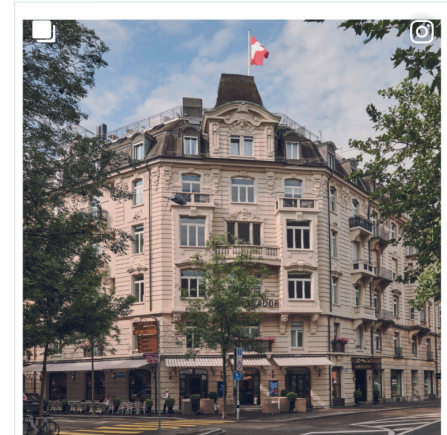
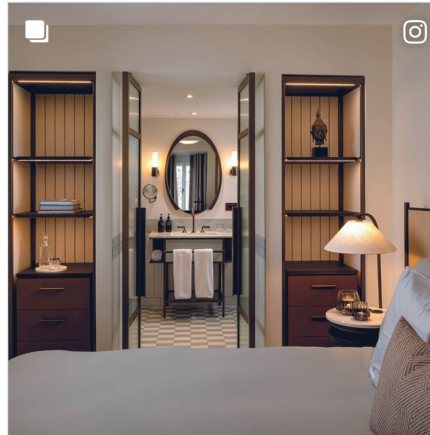
DORN  
BRACHT

Implementation of the brand strategy in form of a visual language by creating distinctive images that customers can identify with, as a brand recognition, for marketing and on product purpose.

DORN  
BRACHT

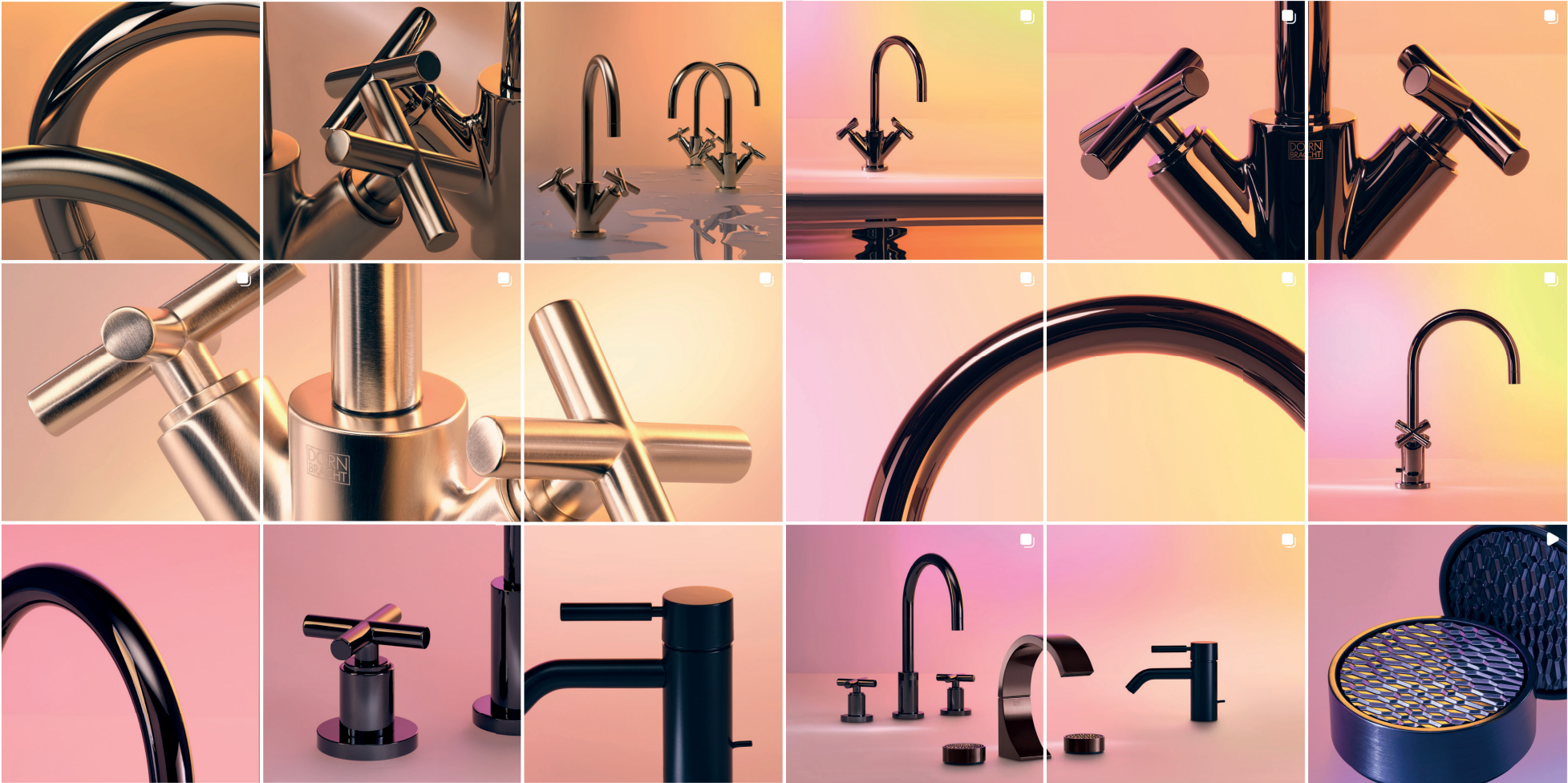
Creating a new kind of social media look and feel for customers to get in touch with brand and with an industry that does not involve permanent consumer contact.

Creating stories for leading architecture is key to the brand communication.  
Pushing and mixing visual limits to come up with brand relevant position.





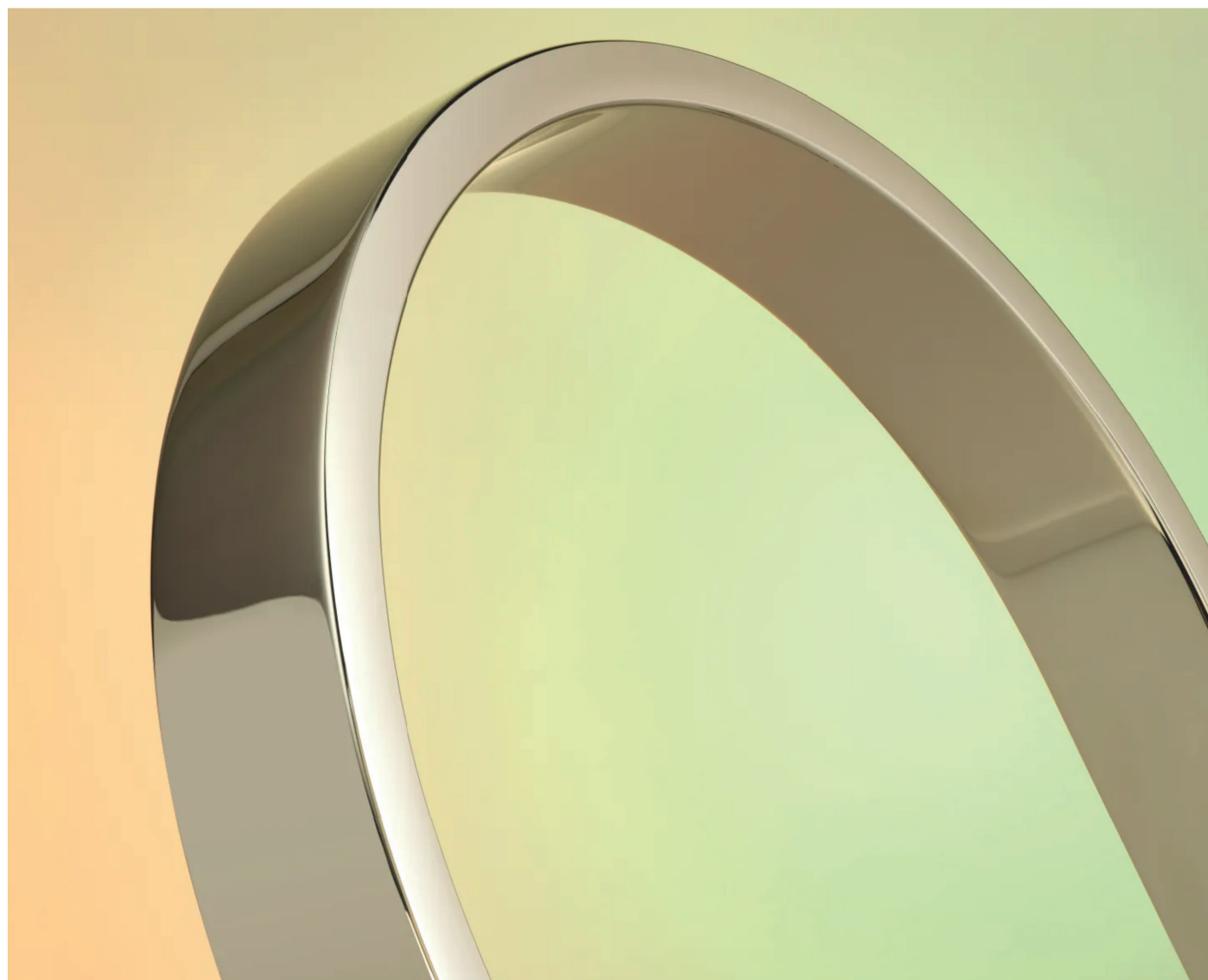
Building different looks for products, architectural stagings, catalogs and magazines. Mixing different influences like fashion, music, video and design for creating a strong brand visual.



DORN  
BRACHT









# KITCHEN SHOOTING 2024 DORNBRACHT

Shooting for the the upcoming kitchen catalog.

Concept

Creative Direction

Brand Direction

112

lime plaster  
calacatta oro marble  
stained oak & linen  
travertine tiles



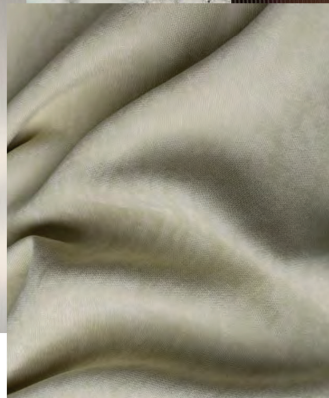
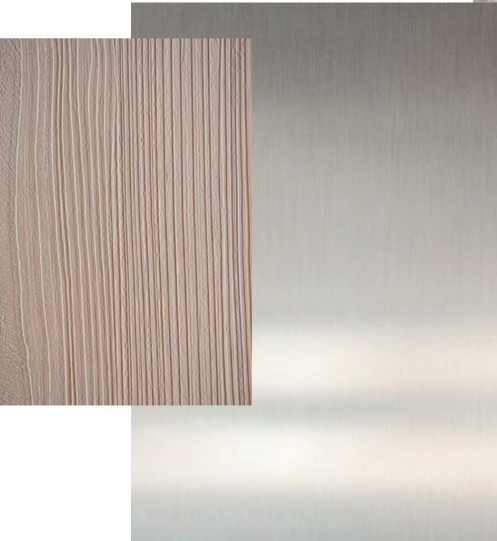
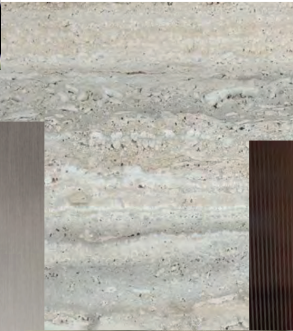
## Materials







limed douglas fir  
stainless steel  
travertine & silk  
bronze-tinted glass



# Materials



DORN  
BRACHT



<sup>DE</sup> In der warmen Oberfläche Messing gebürstet (23kt Gold) brilliert VAIA besonders im Zusammenspiel mit natürlichen Farben.

<sup>NL</sup> In het warme oppervlak Messing geborsteld (23kt Goud) schittert VAIA vooral door de combinatie met natuurlijke kleuren.

<sup>FR</sup> Dans la teinte chaude Laiton brossé (Or 23cts), VAIA brille particulièrement en association avec des couleurs naturelles.



light linen  
oasis brown marble  
oak wood & asphalt  
screed  
kitchen wallpaper



# Materials



## Metropolitan Eclecticism

☞ Eine moderne Wohnküche mit metropolitanem Spirit, in der passende Stilelemente abwechslungsreich kombiniert werden. Die Kücheninsel und die Barhocker laden zum Verweilen ein.

☞ Een moderne woonkeuken met een urban spirit, waarin mooie stijlelementen of een afwisselende manier met elkaar worden gecombineerd. Het kookeiland en de krukken nodigen uit tot een gezellig samenzijn.

☞ Une cuisine moderne servant également de salle de séjour avec un esprit métropolitain, dans laquelle des éléments de style coordonnés sont combinés de manière variée. L'îlot de cuisine et les tabourets de bar invitent à la détente.





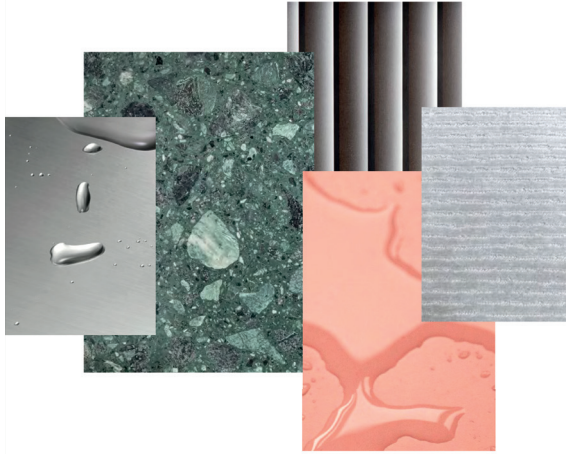
<sup>DE</sup> In der Oberfläche  
Champagne gebürstet (22kt Gold)  
bringt META SQUARE kosmo-  
politisches Flair in die Küche.

<sup>NL</sup> In het oppervlak  
Champagne geborsteld (22kt Goud)  
zorgt META SQUARE voor een  
kosmopolitische touch in de keuken.

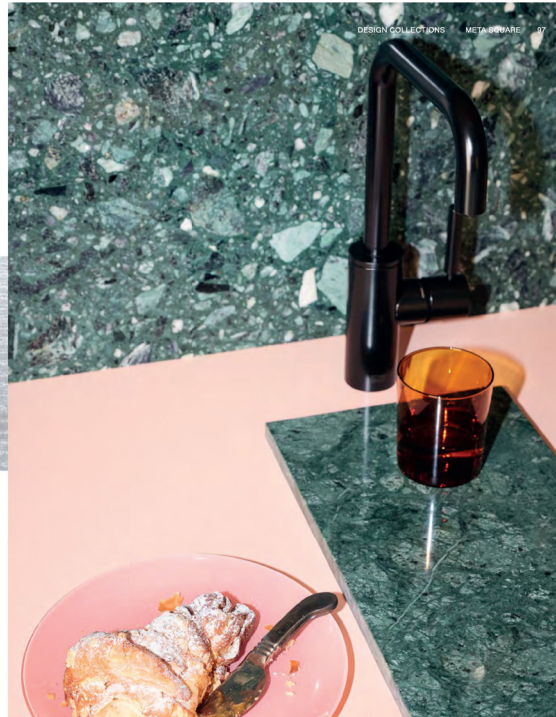
<sup>FR</sup> Dans la finition  
Champagne brossé (Or 22cts),  
META SQUARE apporte une  
touche cosmopolite à la cuisine.



stainless steel  
green terrazzo  
lush rose  
matte black



# Materials



DESIGN COLLECTIONS META SQUARE 91



## Cosmopolitan Fusion

\*META SQUARE in Schwarz matt trifft auf eine experimentelle Liaison aus rosa Fronten und Rückwänden aus dunkelgrünem Terrazzo.

\*\* META SQUARE in Mat Zwart in een experimentele mix met roze fronten en achterwanden in donkergroen terrazzo.

\*\*\* META SQUARE en Noir mat établit une liaison expérimentale entre des façades roses et des parois arrière en terrazzo vert foncé.

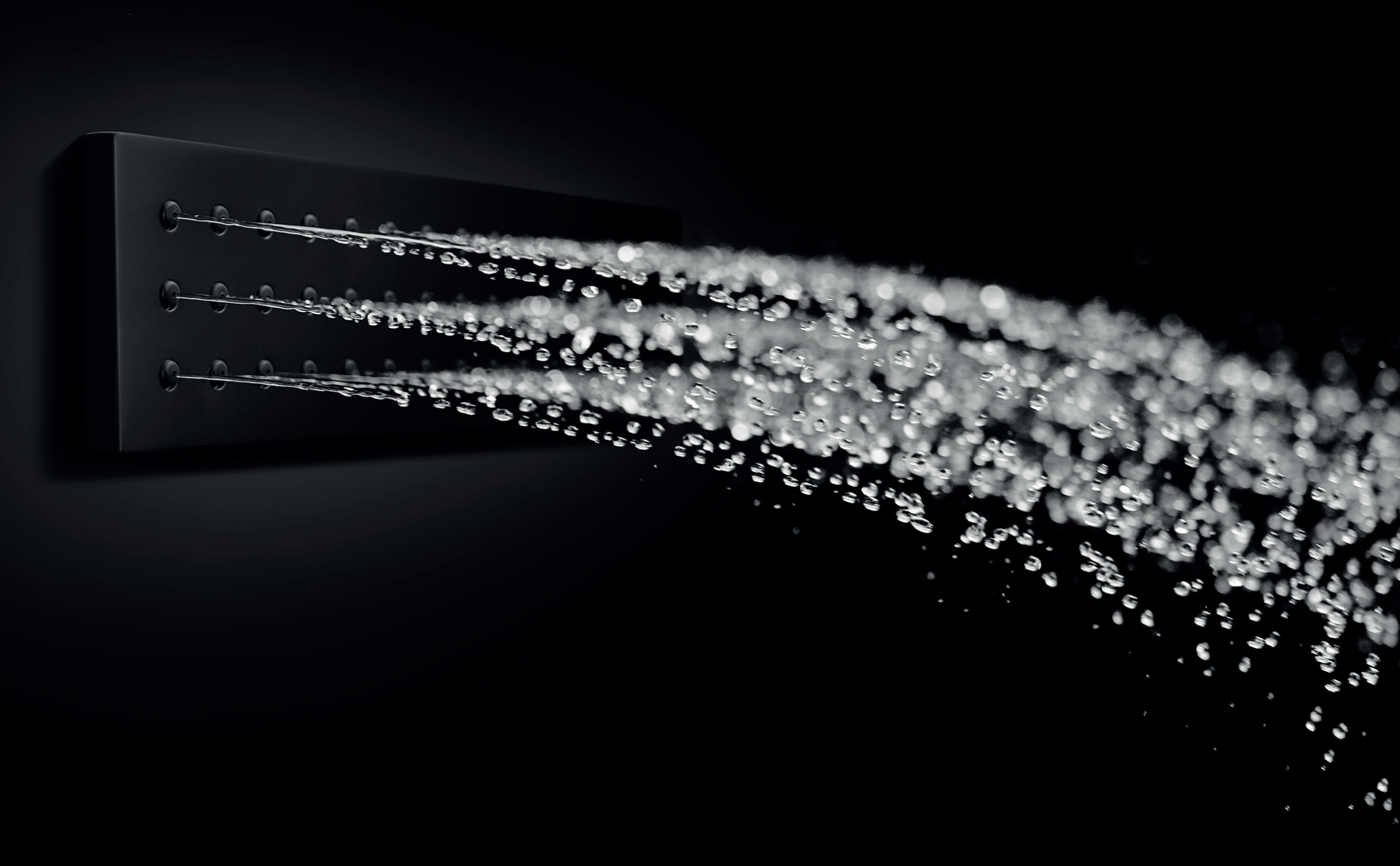


PRODUCT SHOTS  
BEAUTY OF WATER  
JET TYPES  
DORNBRACHT

What does the jet typ look like when activated. feel by seeing the water touching your skin. What you see is what you get. Shooting Images and videos for marketing Channels creating value and reach.







**DORN  
BRACHT**

Photo and video shoot for all jet types of Dornbracht Showers.  
Requirement: reproducible for future use. Water has to be crystal  
clear and frozen in the shot.

# KITCHEN CATALOG 2024 DORNBRACHT

Creating and conceiving a new kind of experience for customers to discover the world of Dornbracht kitchen faucets.

Concept  
Shooting  
Creative Direction  
Brand Direction

See the Catalogue here:

<https://www.dornbracht.com/de-de/kueche/neuheiten>



DORN  
BRACHT

Kitchen

Leading Designs for Architecture  
OF LIFE





« This practical, flexible faucet offers a range of functions thanks to its design.

« Besonders praktisch: Das flexible Auszugsmodell bietet eine größere Auswahl an Funktionen.

« Bijzonder praktisch: Het flexibele uitrekbare model biedt een grotere selectie aan functies.



PLACE FOR CULINARY EXPERIENCES AND A MEETING PLACE - ACTS OF EATING AND COOKING TOGETHER - TRACES OF ENCOUNTER. THE ARCHITECTURE OF COOKING BASED ON ACTION AND MEMORIES. YOUR SPACE OF LIFE. A PLACE FOR CULINARY EXPERIENCES AND A MEETING PLACE



DORN  
BRACHT

## Sinks & Accessories

# Make it Match



## Divine Chaos

