

ardens

Portfolio

Florian Poemmerl

Designer

Simplicity is the highest form of sophistication.

Leonardo da Vinci



About me

For content-driven design.

For relevant products.

Dedicated, creative, and structured.

For design studios, agencies, and clients in Southern Germany and beyond. With a focus on developing corporate designs and communicative media formats, both analog and digital, as well as brand management and consulting.

My mission is to transform values, information, and products into an authentic and expressive form, visually and emotionally conveying messages, services, and products. I prioritize content-driven design and a passion for the creative process itself.



Contact

ardens Florian Poemmerl

mail info@ardensart.de
www.ardensart.de

Work samples

05	WaschWelt Süd GmbH	Corporate design Guidance system
09	Exus GmbH & Co KG	Corporate design Illustration
12	Freibad Kutzenhausen	Corporate design
16	Konstruktion & Entwicklung	Corporate design Editorial design
18	Furtwangen University	Editorial design
20	Topstar GmbH	Assembly instructions
22	Cibi & Bontá	Corporate design Webstore
25	Julius Zorn GmbH	Product retouching Product illustration
28	Technical University of Augsburg	Game design Research
30	Kasperek & Kollegen	Illustration
32	References	




WASCHWELT

WaschWelt Süd GmbH

Client SüDRAMOL GmbH & Co. KG
assigned by eest! agency
Task Corporate design
Guidance system

The story of „WaschWelt“ began in 1961 with the founding of SüDRAMOL, a wholesale company specializing in lubricants and fuels. In 1968, the company built the first large-scale gas station with an integrated car wash in Neu-Ulm – a pioneering facility for the region. Following the motto „Car washing in a new dimension,“ WaschWelt Süd GmbH has been developing, implementing, and operating innovative and eco-friendly car wash facilities at a high technical standard since 2010.

SüDRAMOL GmbH sought a distinctive, clear, and concise brand identity for its new car wash facilities. This vision was realized through a streamlined and refreshed color palette and typography, the creation of a bold yet intuitive signage system, and its consistent application across all business materials, media, and communication tools.

The dynamic imagery focuses not on the automobile itself but on the driving experience and the emotions associated with it, aiming to engage and captivate the next generation of motorists.



top left: brand after relaunch
 center: on site-flyer

top right: interior element „Timeline“
 bottom: poster series for advertising campaigns

waschwelt

PREMIUM PFLEGE 18 € 16 €

- Hand-Vorwäsche
- Hochdruckwäsche
- Aktivschaum
- Glanzwäsche
- Turbo-Trocknung
- Radwäsche
- Unterbodenwäsche
- Brillantwachs
- Glanzpolitur

+ AUF WUNSCH ZUSÄTZLICH:

NANOTEC LACKVERBESSLERUNG 4 € 3 €

UNTERBODEN KONSERVIERUNG 4 € 3 €

INTENSIV PFLEGE 15 € 13 €

- Hand-Vorwäsche
- Hochdruckwäsche
- Aktivschaum
- Glanzwäsche
- Turbo-Trocknung
- Radwäsche
- Unterbodenwäsche oder Brillantwachs

+ AUF WUNSCH ZUSÄTZLICH:

NANOTEC LACKVERBESSLERUNG 4 € 3 €

UNTERBODEN KONSERVIERUNG 4 € 3 €

GLANZ PFLEGE 11 €

- Hand-Vorwäsche
- Hochdruckwäsche
- Aktivschaum
- Glanzwäsche
- Turbo-Trocknung

+ AUF WUNSCH ZUSÄTZLICH:

NANOTEC LACKVERBESSLERUNG 4 € 3 €

UNTERBODEN KONSERVIERUNG 4 € 3 €



HAPPY HOUR!
PREISE

TÄGLICH
VOR 10:00 UHR
+ NACH 17:00 UHR
oder beim Einsatz der Vorteilskarte



GRATIS
SAUGEN



GRATIS
MATTEN
REINIGEN



Snacks | Getränke | Kaffee
Pflegeprodukte | Kinderspielecke



VORTEILE
SCHENKEN
FREUDE
MACHEN.

WASCHWELT



DRIVING
HO-HO
HOME
FOR CHRISTMAS!

WASCHWELT



BETRETEN
DER ANLAGE
VERBOTEN!

top left: brand adoption for the children's world subbrand
bottom left and right: excerpts from the guidance system signage

center: new washing archs in operation

top right: voucher variants



top left: teamwear

bottom left: service and lounge area

top center: price board guidance system

bottom center: lounge area

top right: functional children's wash world in the waiting area

bottom right: new wash arch „Sealing“



Exus GmbH & Co. KG

Client Exus GmbH & Co. KG
Task Corporate design
Brand management
Illustration / Collage

At „Exus Sporterlebniswelt“, with locations in Augsburg and Munich, a wide range of modern indoor sports activities is offered. Visitors can enjoy 3D neon golf, bouldering, climbing, soccer, escape rooms, and bubble soccer. The venues also provide spaces for children's birthday parties, as well as corporate and private events.

The company's experiences are promoted through a vibrant and unconventional visual identity. Each sub-brand has its own nuanced color scheme to enhance individual recognition, yet all remain visually connected under the umbrella brand.

The scope of business materials is impressively extensive, ranging from classic items like business cards, letterheads, and office stamps to flags, banners, team apparel, water bottles, vehicle decals, stickers, and both digital and analog signage systems at the venues, as well as façade and hall designs in the defined style.

Additionally, in Munich, the neon golf walls were developed as cohesive themed areas, designed, colored, and printed digitally to create a consistent and immersive experience.

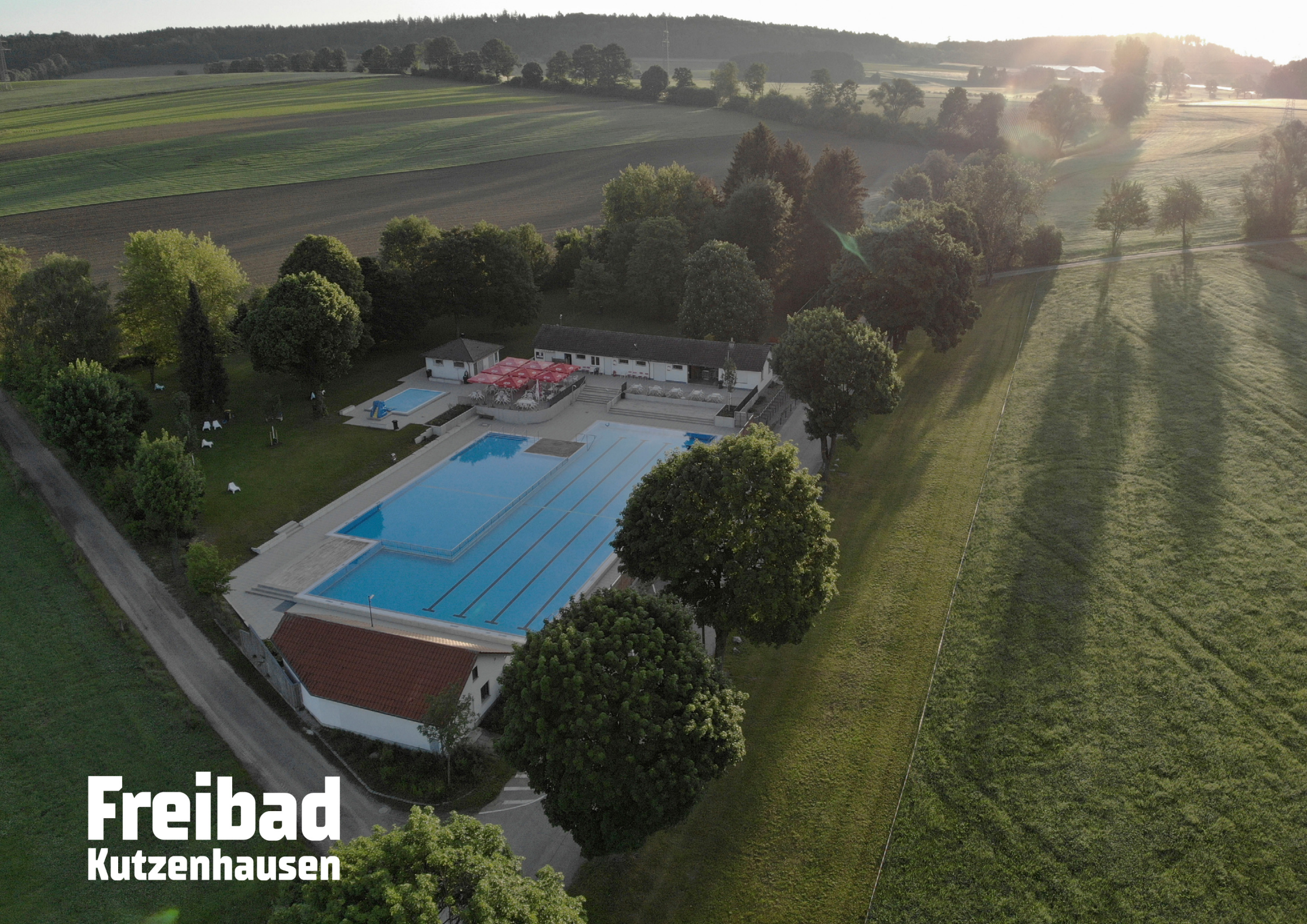


top left: umbrella brand, below the sub-brands

further on this page: excerpt from the diverse business equipment



Neon-wall collages of the mini golf course in Munich, Germany



Freibad
Kutzenhausen

Freibad Kutzenhausen

Client Municipality of Kutzenhausen
Task Corporate design
Guidance system

Following its comprehensive renovation and the completion of the 1968 facility in the summer of 2021, the Kutzenhausen outdoor pool now boasts a beautiful, modern appearance. It has become a vibrant summer gathering place for nearby communities, appealing to both young and old alike with its welcoming, family-friendly atmosphere.

The municipality used the pool's renovation as an opportunity to refresh its visual identity. The goal was to create a design that would resonate with all generations who visit the pool, recognizing its deep emotional significance for many long-time patrons, as revealed by a pre-renovation survey.

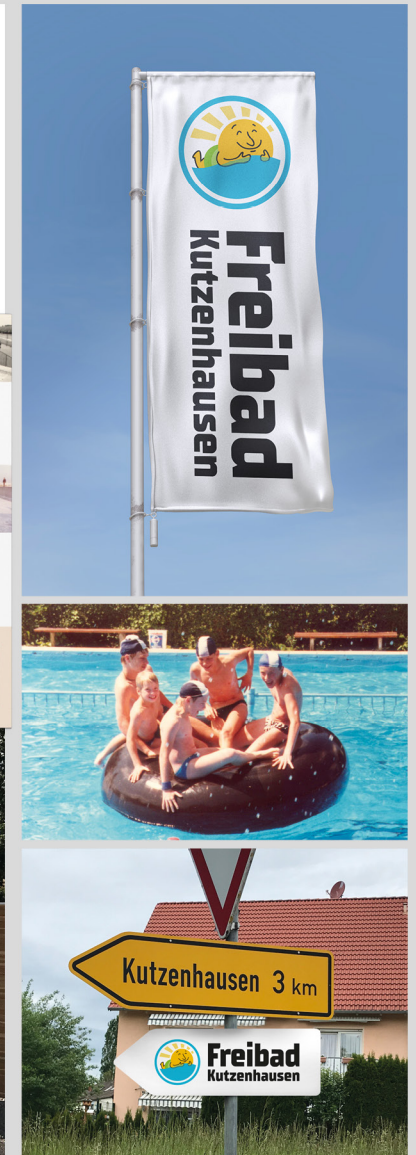
The resulting brand pays homage to design aesthetics from the 1960s, reimagined in a contemporary layout. It aims to engage all age groups while giving the pool a distinctive and unique identity. A graphical signage system inspired by the pool's new modern architecture, along with a range of branded merchandise including towels, pool slippers, and apparel, further enhances the fresh, high-quality look.



top left: the brand after relaunch

center: informative flyer „History“

bottom left: fence lettering at the pool side



top right: new flag at the pool entrance

bottom right: signposts in the area



Freibad
Kutzenhausen



left: teamwear



overview right: merchandise freewear, including bath towel, slippers, t-shirt



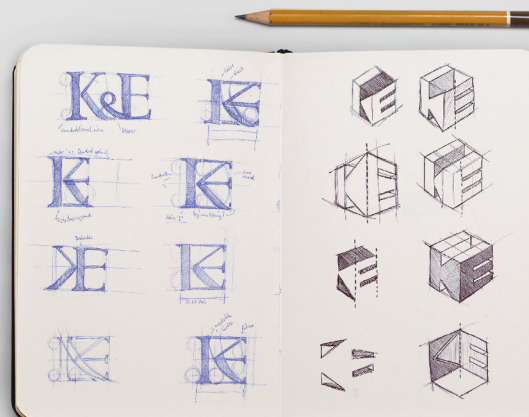
Konstruktion & Entwicklung

Client Schlütersche Verlagsgesellschaft
Task Corporate design
 Editorial design

This project involved a complete redesign of an existing trade magazine (print run of approximately 25,000 copies) as well as the development of a new application for the tablet and smartphone market.

Starting from the wordmark and logo, through color palette, typography, and layout design, to a cohesive visual and illustration style for infographics, the existing elements were thoroughly analyzed and redefined.

The primary goal was to create a calmer, more sophisticated, and coherent user experience on the front end while significantly streamlining editorial workflows on the back end. This was achieved through intuitive templates and a clearly defined design manual. Engaging readers during the development phase played a key role in the targeted relaunch.



top left: new cover title

bottom left: development of the word brand

top right: double pages of the trade magazine



HFU, Furtwangen University

Client Furtwangen University
Task Editorial design
Strategy concept

CoHMed – Connected Health in Medical Mountains – is the name of an innovation and transfer partnership led by Furtwangen University. This strategic partnership, integrated into two existing regional clusters, aims to secure the region's focus on medical technology through knowledge transfer and innovation, guided by the structural vision of „shared expertise“ supported by regional SMEs.

In close collaboration with partnership spokesperson Prof. Dr. Knut Möller and photographer Bernd Müller, an editorial design was developed that emphasizes core communication elements, delivering clear and factual information without unnecessary embellishments.

Drawing inspiration from the university's official typeface and the color palette of the parent brand, the design creates a professional and fact-driven presentation in both typography and infographics. Combined with the expressive visual imagery, it strikes a harmonious balance within the final concept.



top left: cover title

top right, bottom: double pages of the concept



Room
T

Topstar®

Topstar GmbH

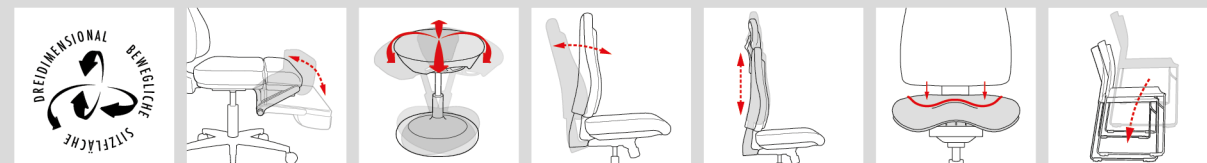
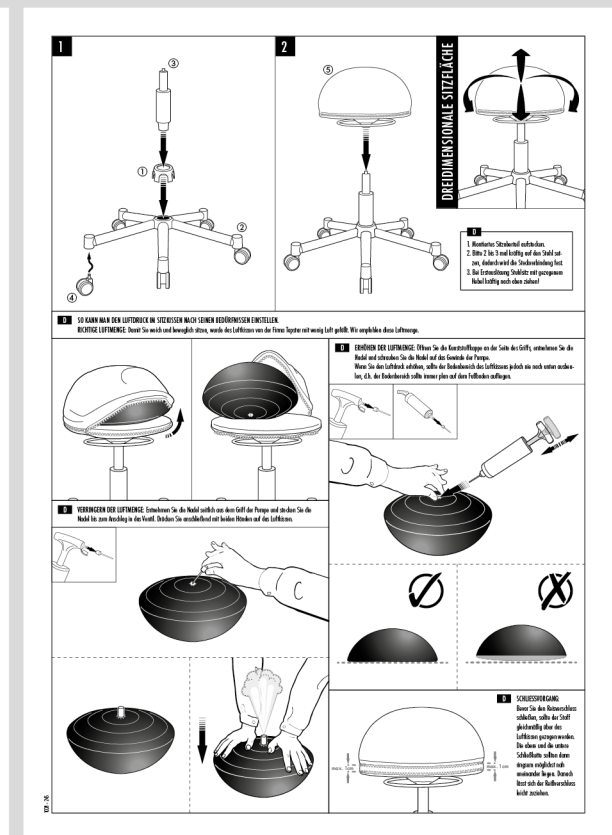
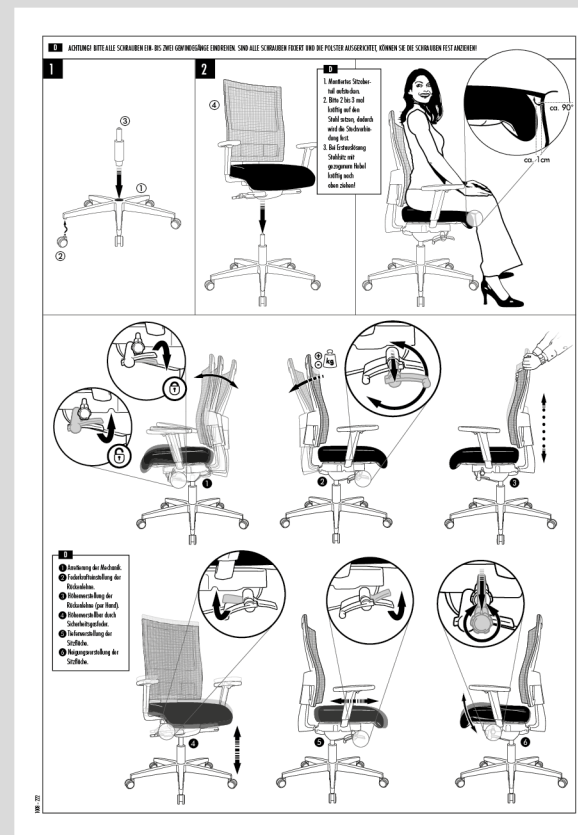
Client
assigned by
Task

Topstar GmbH
Miehlich Design
Assembly instructions
Pictograms

At the Topstar manufacturing facility, up to 10,000 chairs are produced daily in a wide range of variations. Over 500 employees work here, adhering to the highest international standards, to manufacture products that are shipped to more than 50 countries worldwide.

A streamlined, minimalist design concept has been successfully implemented for years in numerous assembly instructions. Given the challenge of including all required languages within the available layout space, each newly developed instruction is equipped with intuitive assembly illustrations to minimize the need for textual explanations.

Additional icons used in catalogs, on packaging, in digital media, and across all other company platforms ensure clear and effective communication, enabling a nearly universal understanding between manufacturer and consumer.



top: assembly instructions

below: examples of pictograms of the general catalogue



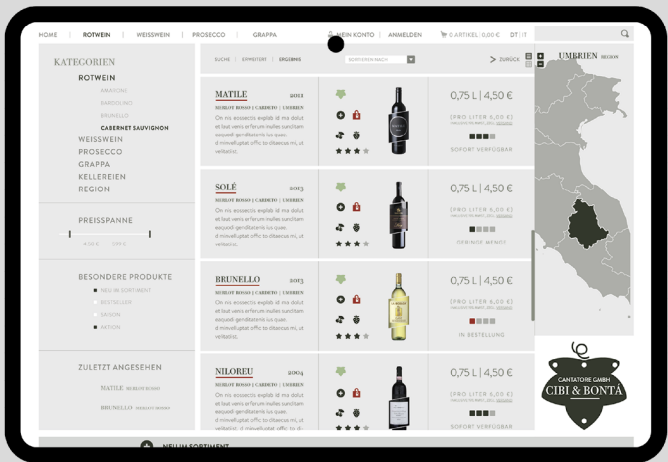
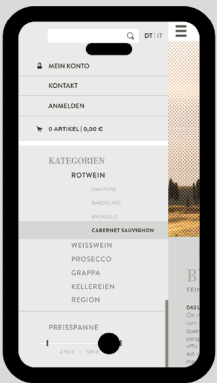
Cibi & Bontá

Client Cibi & Bontá
Task Corporate design
Webshop

Cibi & Bontá is a well-established wine and gourmet food wholesaler, catering to both the hospitality industry and discerning private customers.

The goal of the newly developed responsive webshop is to create a professional and high-quality impression from the outset, highlighting the offered products in an elegant and refined manner.

The corporate design intentionally features a restrained color palette, concise text elements, a fresh and impactful visual style, and icons to describe product aromas. These elements are combined to keep the focus squarely on the products, enhanced by a unique diagonal mouse-over effect that draws the viewer's attention.

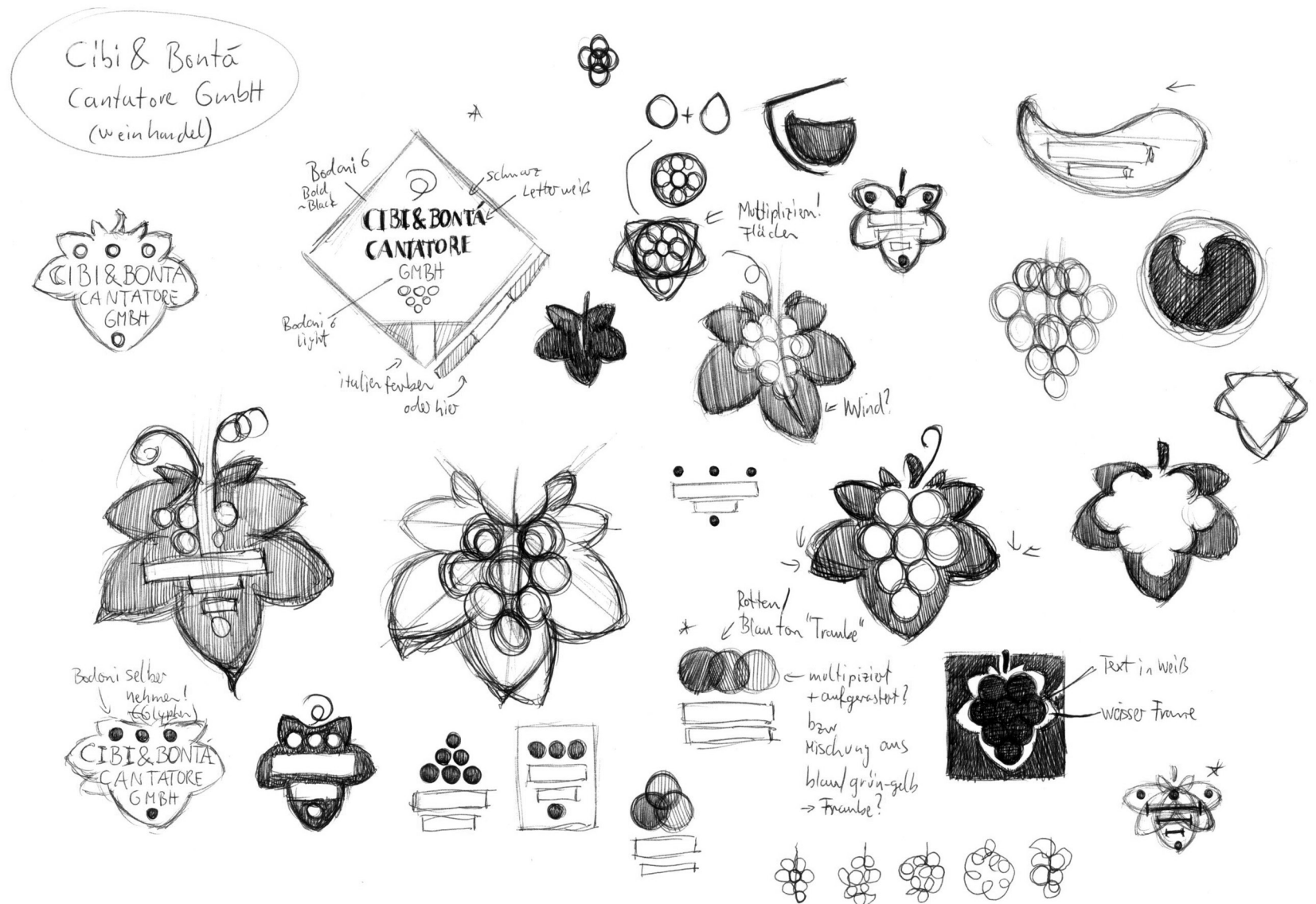


top left: solid appearance

bottom and top right: mobile appearance



left: mouseover-highlight



right: detail of brand design drafts

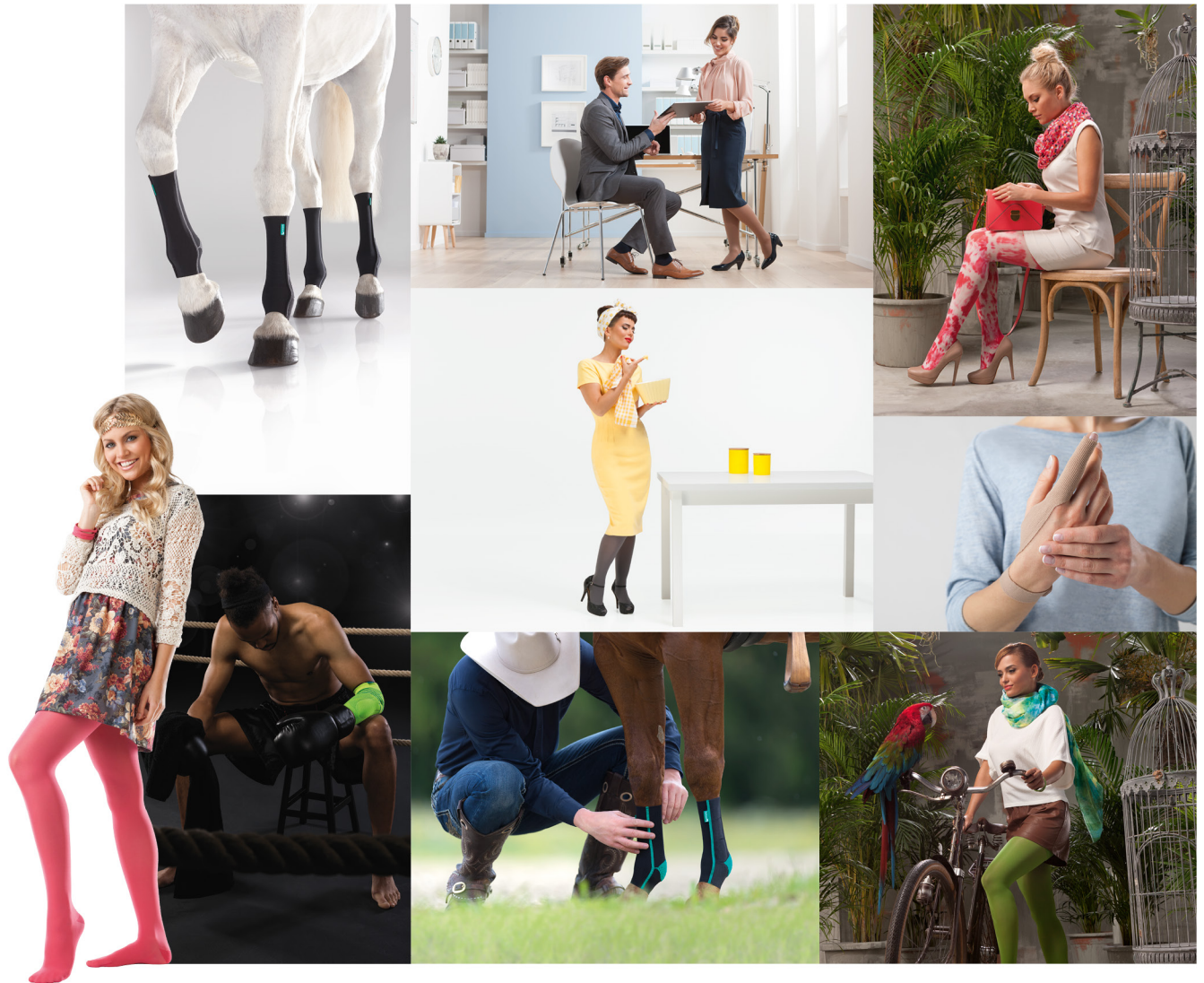


Julius Zorn GmbH

Client Julius Zorn GmbH
Task Product retouching

Julius Zorn GmbH, a medical technology manufacturer based in Aichach near Augsburg, produces compression garments, braces, and orthoses using the latest advancements in research and technology for venous therapy, edema therapy, scar therapy, and orthopedics.

Over the years, in collaboration with the partnered photography agency, a diverse visual portfolio has been developed for the company. The retouching and post-production work includes lifestyle photography as well as application examples for social media in direct marketing. It also supports traditional media, such as displays, banners, and posters for point-of-sale and trade shows, along with detailed product images for catalogs, user manuals, and packaging



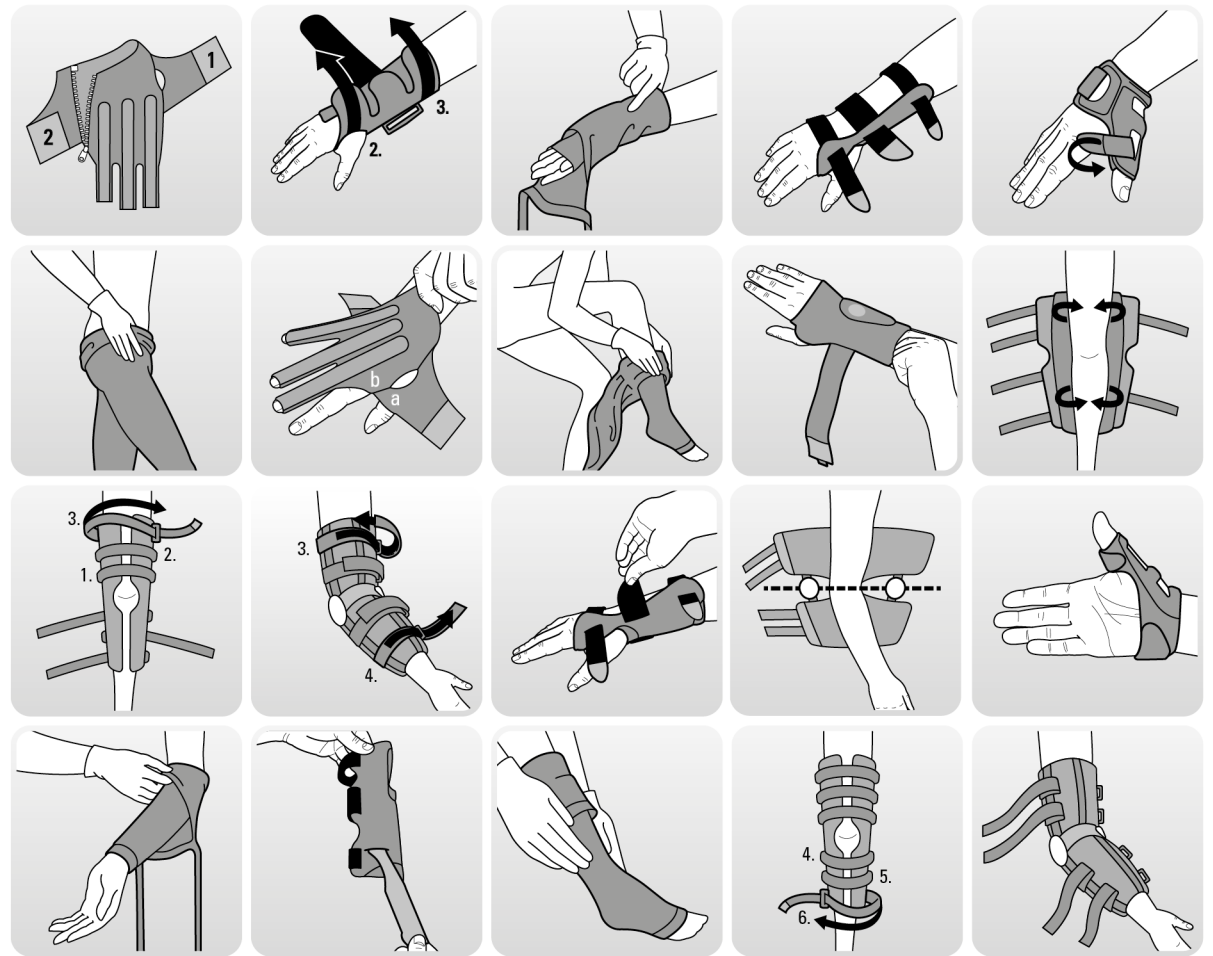
entire page: selection of product retouches

Julius Zorn GmbH

Client
Task

Julius Zorn GmbH
Product illustration

To ensure ease of understanding for the end consumer, all Julius Zorn products come with concise, illustrative user manuals. The restrained color palette keeps the focus on the essentials, allowing room for hierarchical, color-coded accents when needed, and seamlessly integrating with the company's overall corporate design.



entire page: selection of illustrations from user manuals



Augsburg Technical University

Client Department of Interactive Media
Task Game Design
Research Research

In the computer game „e-transform,“ residents of a modern urban neighborhood experience the conflict between energy-conscious living and the demands of their personal and professional lives. This point-and-click adventure was developed using the Unity 5 engine.

In collaboration with the Interactive Media Research Department at the Augsburg University of Applied Sciences, led by Prof. Müller, a serious game was created. The characters in the game form an interconnected team, each contributing different perspectives on the energy transition based on their unique backgrounds, experiences, skills, and beliefs. Will the residents succeed in constructively advancing the vision of the neighborhood, or will they become entangled in their own contradictions? Can they find a way to live well together, or will the neighborhood devolve into a dystopian setting?

The storyline, crafted by playwright Volker Lüdecke, immerses the characters in numerous dilemmas, forcing them to make choices that carry significant consequences. These decisions create contingency, shaping the game's developments as the narrative unfolds. The characters become a subjective interface, a window into a complex scenario.



top right: start screen

bottom left: developed game characters

center left: e-transform brochure

center right: character facials

top right: gamescreen „Basement“

bottom right: gamescreens „Cafe“



KASPAREK & KOLLEGEN
ANWALTSBÜRO

Kasperek & Kollegen

Client Kasperek & Kollegen
Task Illustration

The law firm Kasperek & Kollegen operates two offices, located in Friedberg near Augsburg and in Mering, Germany.

Aligned with the firm's corporate design and established brand colors, high-quality holiday cards are created annually for the firm's clients in a DIN long folded card format.

Each card vividly tells a short story featuring Santa Claus, his reindeer, and his many helpers.



entire page: selection of illustrations from greeting cards

References

