



Sarah Telcs

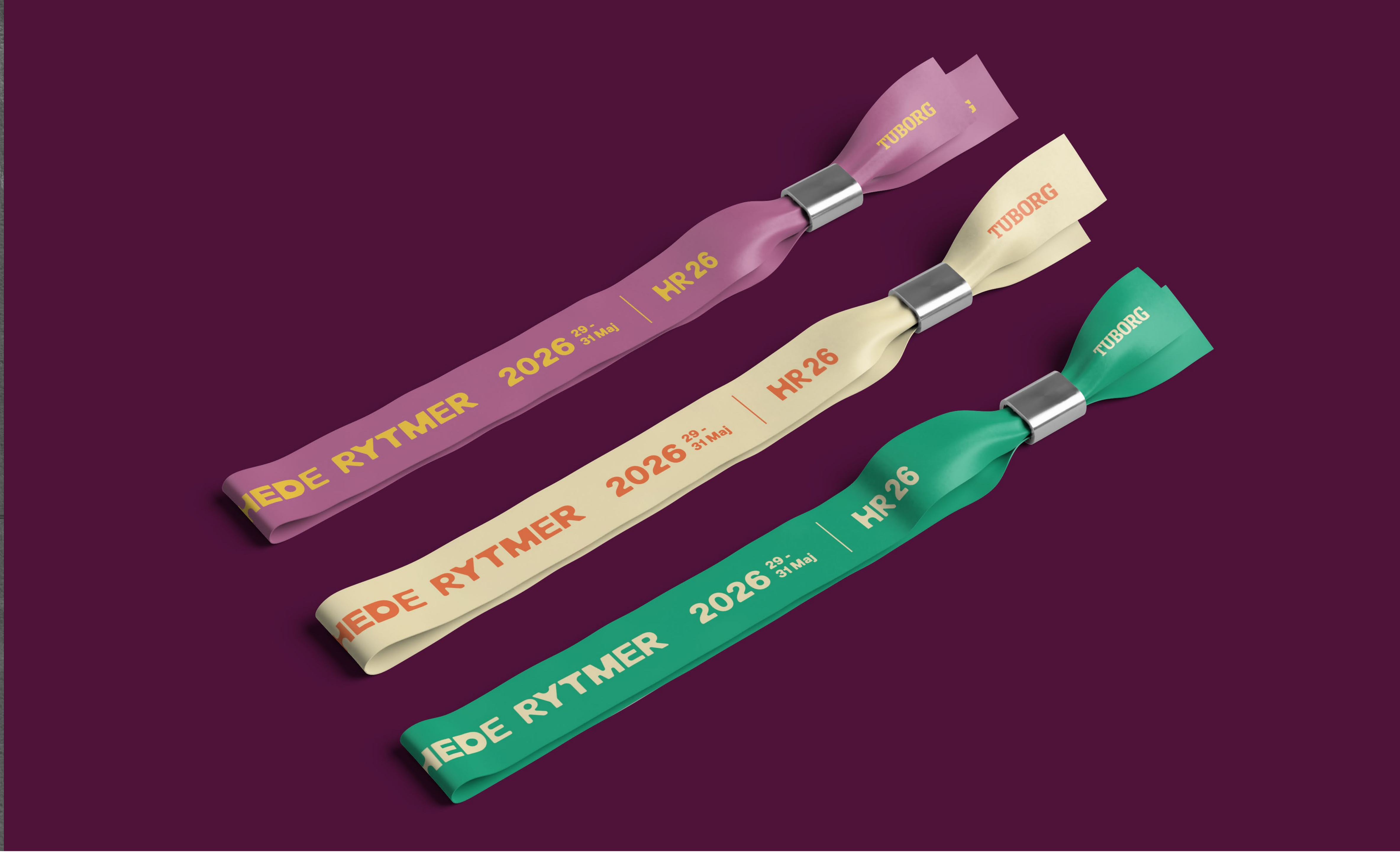
Graphic Designer

Portfolio

Latest update
July 2025

Online version

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stelcs.com



Hede Rytmer

Re-branding (BA Project)

Overview

The rebranding of Hede Rytmer was initiated to modernize and elevate the festival’s visual identity, which previously lacked cohesion, relevance, and emotional resonance—especially with younger audiences. The goal was to create a visual language that communicates the festival’s energy, warmth, and local spirit, while positioning it more clearly in a competitive cultural landscape.

Brief

The task was to develop a new visual identity for the established Silkeborg-based music festival, Hede Rytmer. The new identity had to reflect the core atmosphere of the festival—vibrant, rhythmic, and inclusive—while appealing to a younger, culturally conscious audience. At the same time, the identity needed to respect the existing legacy and local anchoring of the event.

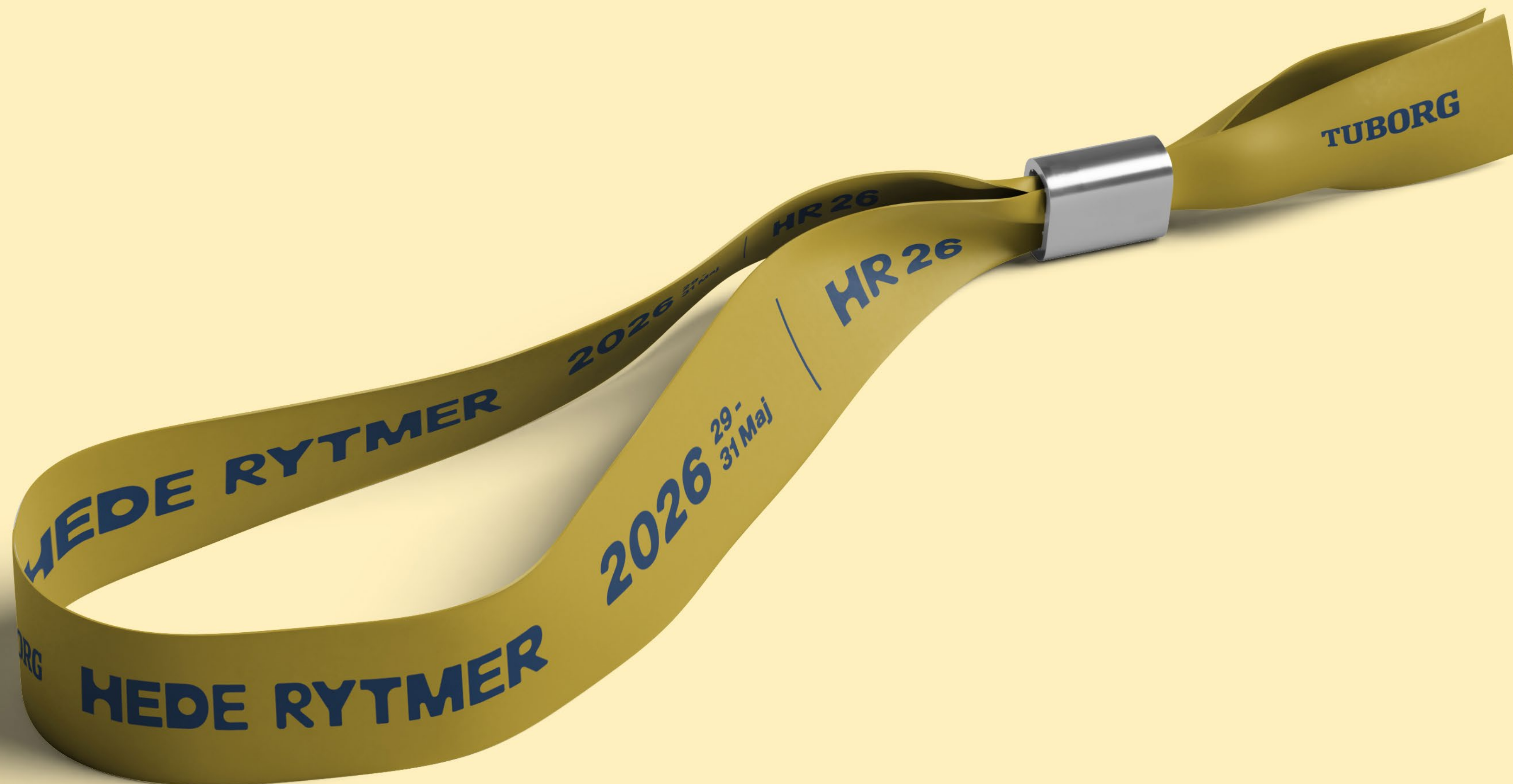
Outcome

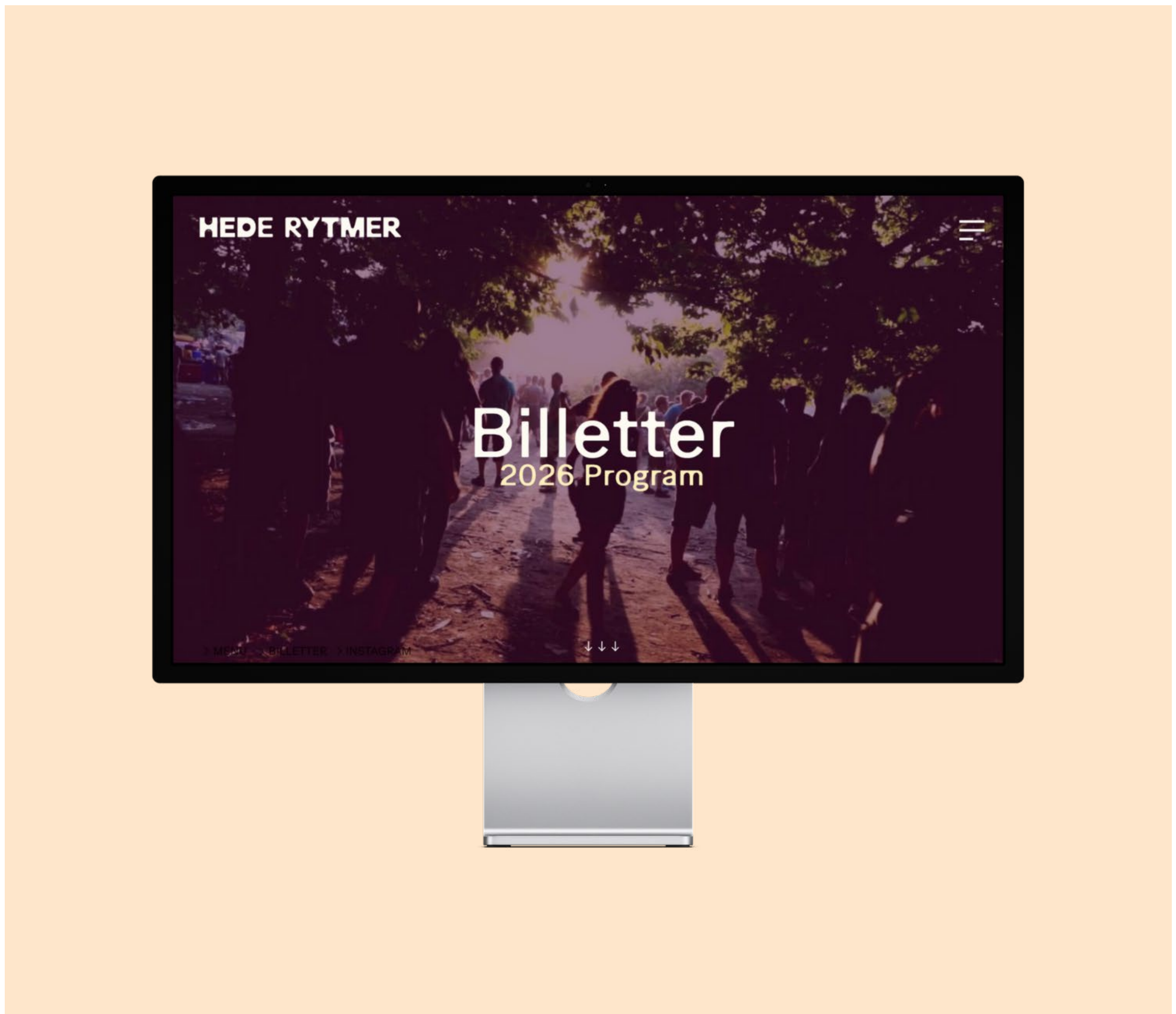
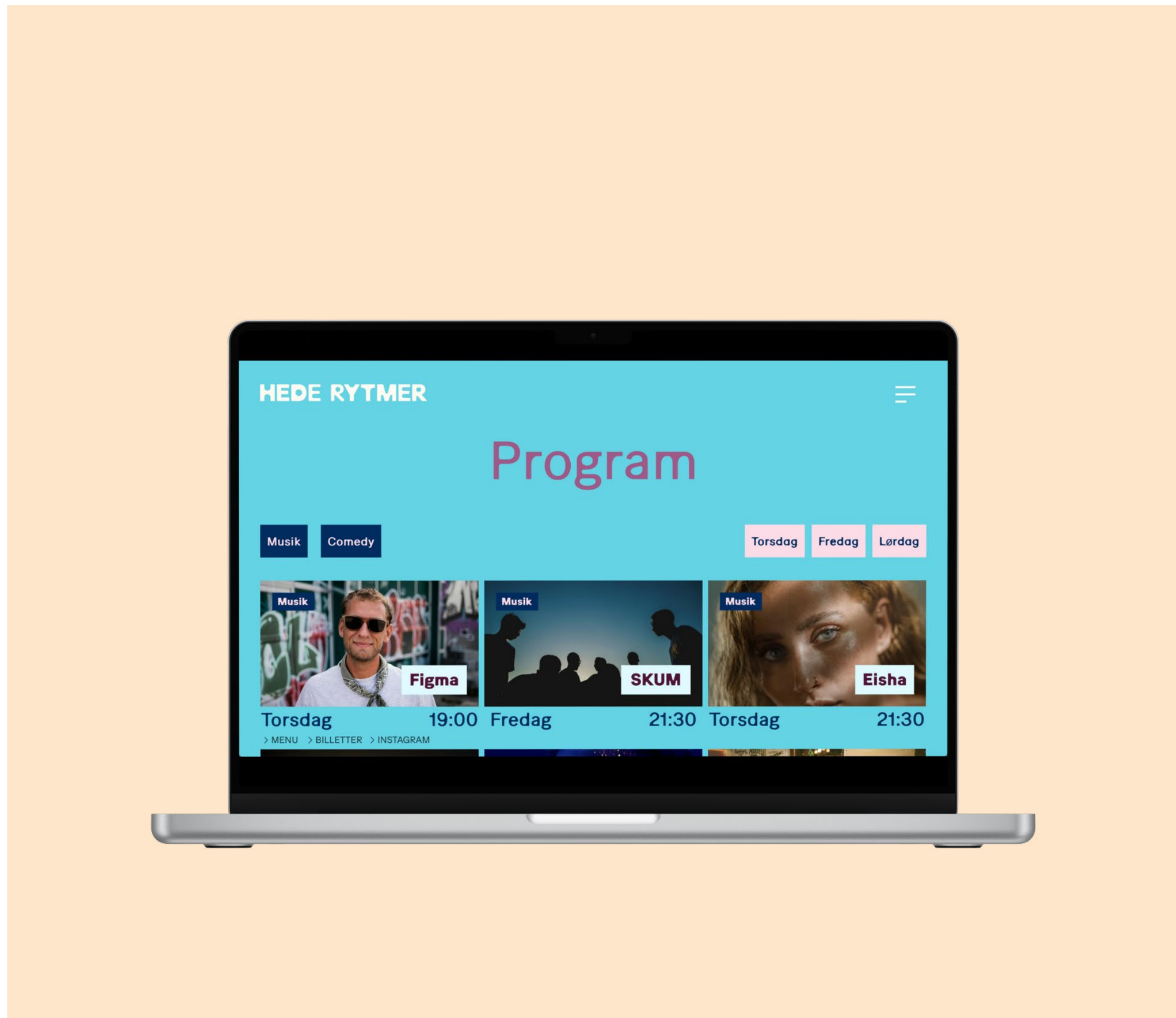
The result is a fully renewed visual identity built around a flexible logo system, a bold and energetic color palette, and typography with strong character and rhythm. The identity reflects the emotional core of the festival—togetherness, joy, and movement—and is designed to work across formats, from posters and wristbands to digital content and merchandise.

Production

The new identity for Hede Rytmer has been rolled out across various festival touchpoints — including posters, wristbands, wayfinding, merchandise, and digital assets. The flexible design system ensures a cohesive yet dynamic visual presence throughout the entire festival experience.











Dynamic content

Visit my website to explore the full SoMe campaign and other dynamic materials developed for Hede Rytmer.

Website

<https://stelcs.com/hede-rytmer>

DBU BOLD CONDENSED

DBU Bold Condensed
Anvendes til display tekst
Overskrift niveau 1

DBU Regular Bold

DBU Regular + Bold
Anvendes til Underoverskrifter
og brødtekst.



**PIGE
RAKETTEN**

DBU Pigeraketten

Re-branding

Animated logo

<https://stelcs.com/dbu-pigeraketten>

Overview

The rebranding of DBU Pigeraketten was necessary as the old visual identity was outdated and did not meet DBU's visual identity requirements, even though it is a subbrand. In close collaboration with DBU, we developed a new visual identity tailored to the target audience of girls aged 5-9 years, as well as their parents.

Brief

The task was to create a new visual identity that aligns with DBU's standards for subbrands while appealing to young girls and their parents. Pigeraketten is a nationwide initiative where football clubs host fun football days for girls, with the goal of encouraging them to join the clubs after an unforgettable experience.

Outcome

The new visual identity incorporates a playful color palette (without being 'too girly') and a required planetary theme, fulfilling DBU's criteria for a subbrand. The design is aimed at engaging the target group and creating a welcoming and fun atmosphere for both the girls and their parents.

Production

Pigeraketten has required the production of many visual elements beyond the core identity. Here is a small selection of the numerous ongoing projects we are currently working on for the brand.



A stylized illustration of a planet with orange and yellow bands and a ring system, set against a background of a blue sky and a purple ground. A smaller, dark blue planet with white bands is visible in the upper right corner. The text "ESSKAB" and "DBOLD" is written in large, bold, black letters at the top left. Below the text, there is a form with fields for "Og ellers kan i bare komme forbi, når vi træner:", "Mandag - Fredag", "kl. 16 - 17.30", "Ventlig Hilsen", "Klubnavn", and "evt. Klubadresse".



PIGERAKETTEN





Tjekliste Før Pigeraketten

Nedenstående skal være på plads inden Pigeraketten kommer på besøg:

Reserver en T51-bane	☒
Se for, at der er et B-mål til rådighed	☒
Se for adgang til strøm (2x220 V) på hver om gruppe)	☒
Undersøg udlejningen for DBU's sikkerhed – Kan den komme helt tæt på banen?	☒
Skaf 8 frivillige "forenede" – gerne en blanding af ungdomsspillere og træner/forenede	☒
Send link til "Vedkommene forenede" og "Den gamle som hjælper" til de 8 hjælpere	☒
Informér hjælperne om mødetidspunktet (1 time før afvikling), mødested og andre praktiske oplysninger	☒
Udtale postkort og hæng gløder op – F.eks. på skoler og SFO'er	☒
Udfyld og print "Hjælper" til den kan udbedes til forenede efter afviklingen	☒

Find materialer her:
 Scan QR-koden for at få mere information.



Før at ske, er flest mulige piger deltagere i Pigerakette for forenede som medfører i klubben efterfølgende, har vi på næste side samlet en række ideer til, hvordan forenede er et tid og lys.



PIGE
RAKETTEN



DRU
DANSK RUGBY UNION



salling

2

Anbefalinger Før Pigeraketten

Nedestående kan **gøres** inden Pigeraketten kommer på besøg:

Underlæg muligheden for at annoncere for Pigeraketten på Aulus eller Instagram	✓
Markedsfør Pigeraketten i klubben gennem nyheds og hjemmeside, sociale medier mm.	✓
Accepter invitationen fra DRU om at blive medarrangør af Facebookbegivenheden og stå den lokale gruppe	✓
Underlæg muligheden for at give pigerne forfriskninger i pausen - F.eks. ved at sætte lokale sponsor	✓
Få evt. en aftale med én, der kan lade billeder ved afviklingen til brug på foreningsplatform	✓
Informer trænerne og andre relevante klubpersoner om afviklingen og forbered dem på nye piger på holdene	✓
Aftal om klubben har hold, trænerne, sider og bænke til rådighed til nye pigepigler	✓
Overvej en træffere i kortestrukturerisperiode til deltagerne fra Pigeraketten efter afviklingen	✓

Find materialer her:
 Sæt DRU borden for at
 få mere information.







**PIGER
RAKETTEN**



salling

Huskeliste og anbefalinger Efter Pigeraketten

Information lokal bagest i den evaluering. I modtager 6 uger efter arrangementet.

- Afslut af nye piger til den efterfølgende træning på rekrutnings hold
- Afslut af nye piger der bliver medlemmer i klubben.

Dokumenter anbefales til følgende tilfælde, for at sikre at de nye medlemmer får den bedste mulige start i klubben:

- Informere og tale med de nye spillere og deres forældre om både skole og udklædningsregler i klubben.
- Forbered de relevante træningsplaner, så der kan komme nye piger på holdene.
- Etabler en "buddy"-ordning på holdene så de eksisterende spillere tager godt imod de nye.
- Afholdt fællesarrangementer for at gøre spillere (og evt. forældre) sammen.

Noter:

Find materialer her:
[Salling DRU's netop for at få mere information.](#)



FÆLLESSKAB OG FODBOLD FOR PIGER

Vigtige forberedelser til Pigeraketten.



  **PIGE
RAKETTEN** | **salling**





Nordic Council of Ministers

Reception area upgrade

Overview

The project involves upgrading the reception area to create a fresh and modern look, incorporating an acoustic solution to reduce noise levels. The existing foil design will be removed and replaced with a new design that reflects Nordic collaboration. The aim is to connect different levels of the reception area while incorporating Nordic elements.

Brief

The task is to create an acoustic solution that enhances the overall environment of the reception area while reducing noise. Additionally, the current foil design will be replaced with a new visual design, inspired by Nordic nature, wildlife, and social culture, to better reflect the region’s identity.

Outcome

The new acoustic design features Nordic materials such as moss from Norway and wooden acoustic panels, integrating seamlessly with the surrounding interior. The updated foil design represents Nordic collaboration, enhancing the aesthetic and cultural identity of the reception area.

Acoustic solution

Acoustic solution for the reception area, designed to connect the different levels while reflecting Nordic collaboration. The choice of Nordic materials, including moss from Norway and wooden acoustic panels, seamlessly integrates with the surrounding interior.

Video footage

<https://stelcs.com/nordisk-ministerråd>







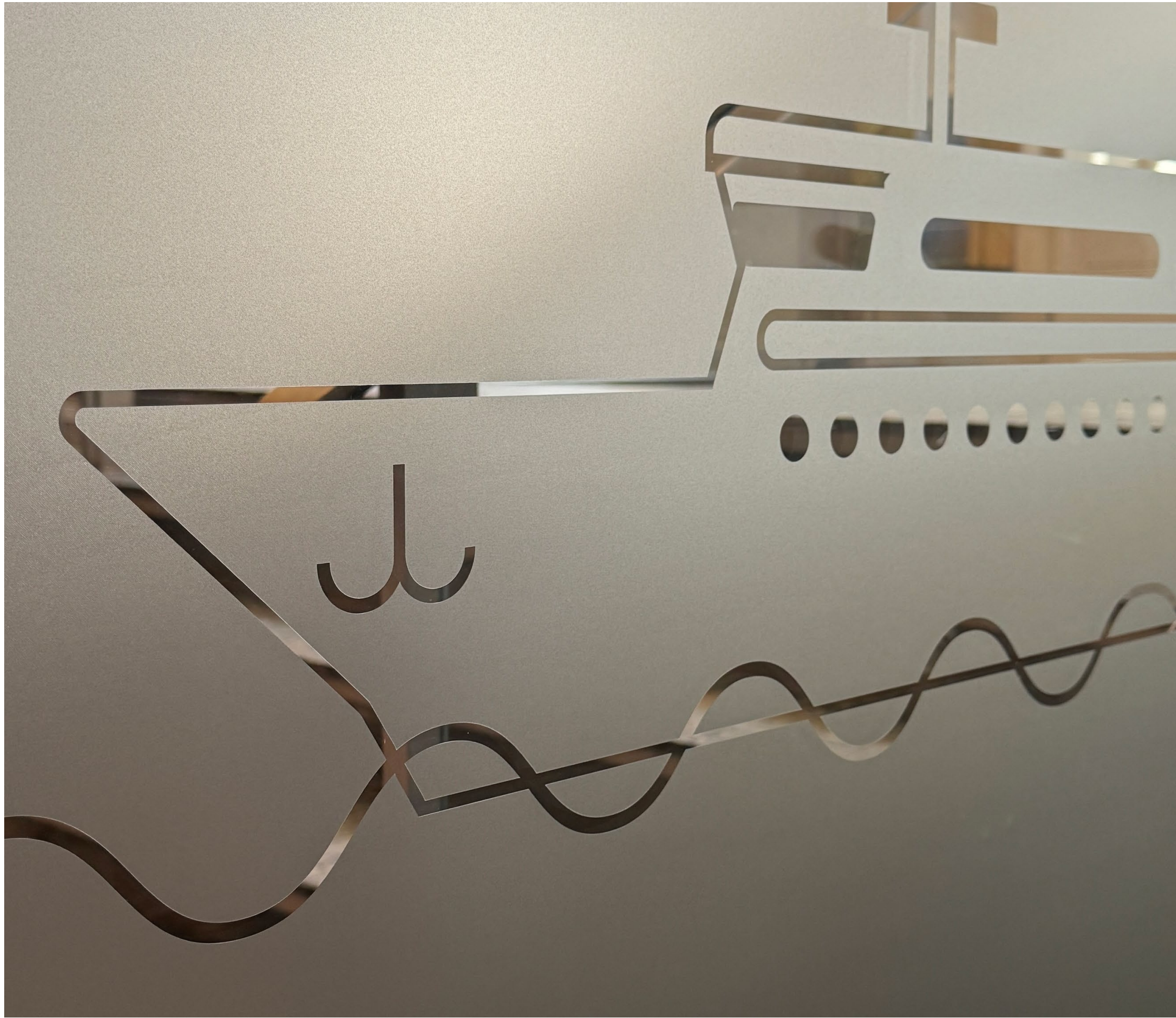


Folio design

Folio design created to represent Nordic collaboration, featuring elements inspired by Nordic nature, wildlife, and social culture.

Video footage

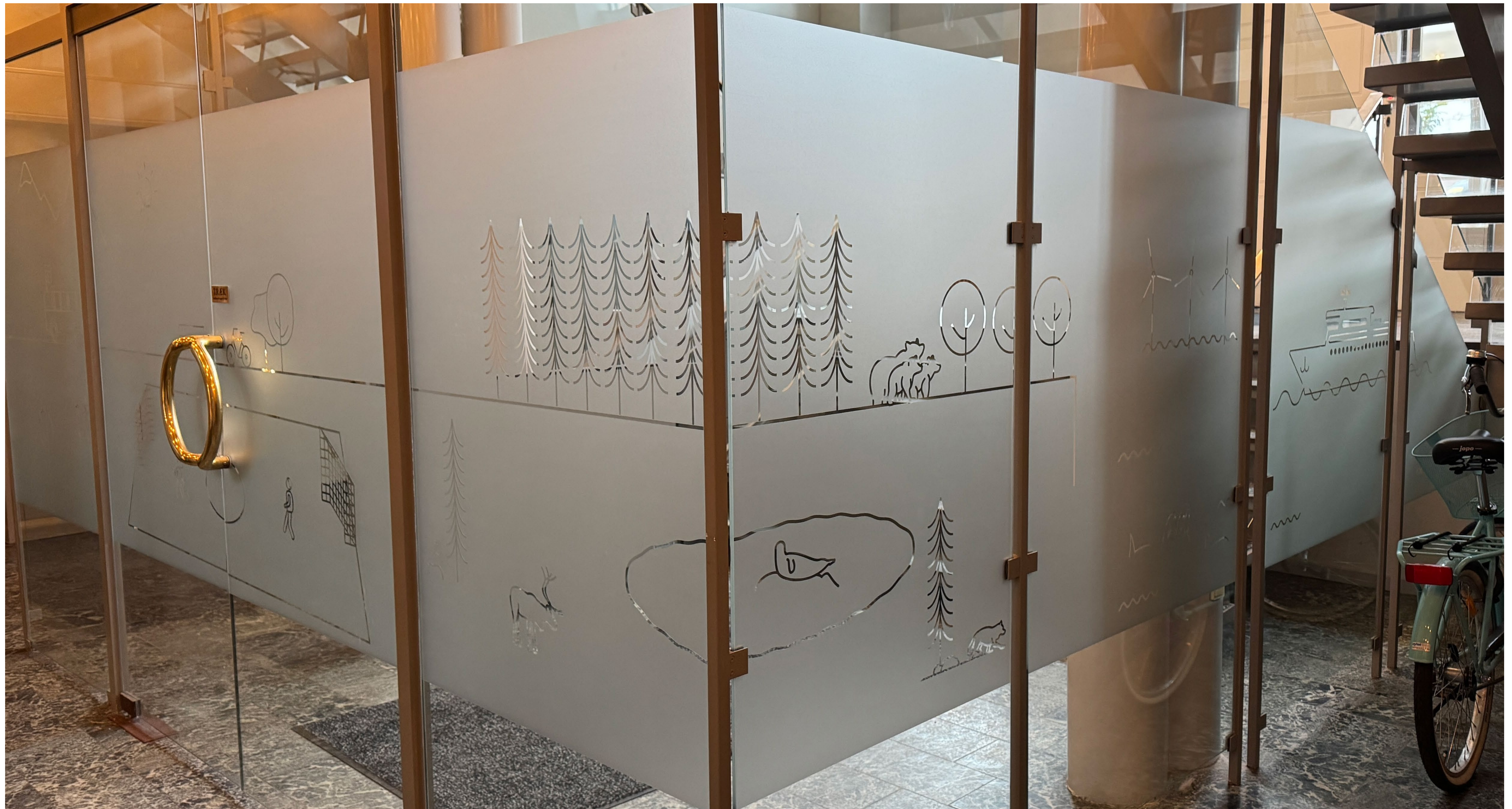
<https://stelcs.com/nordisk-ministerråd>





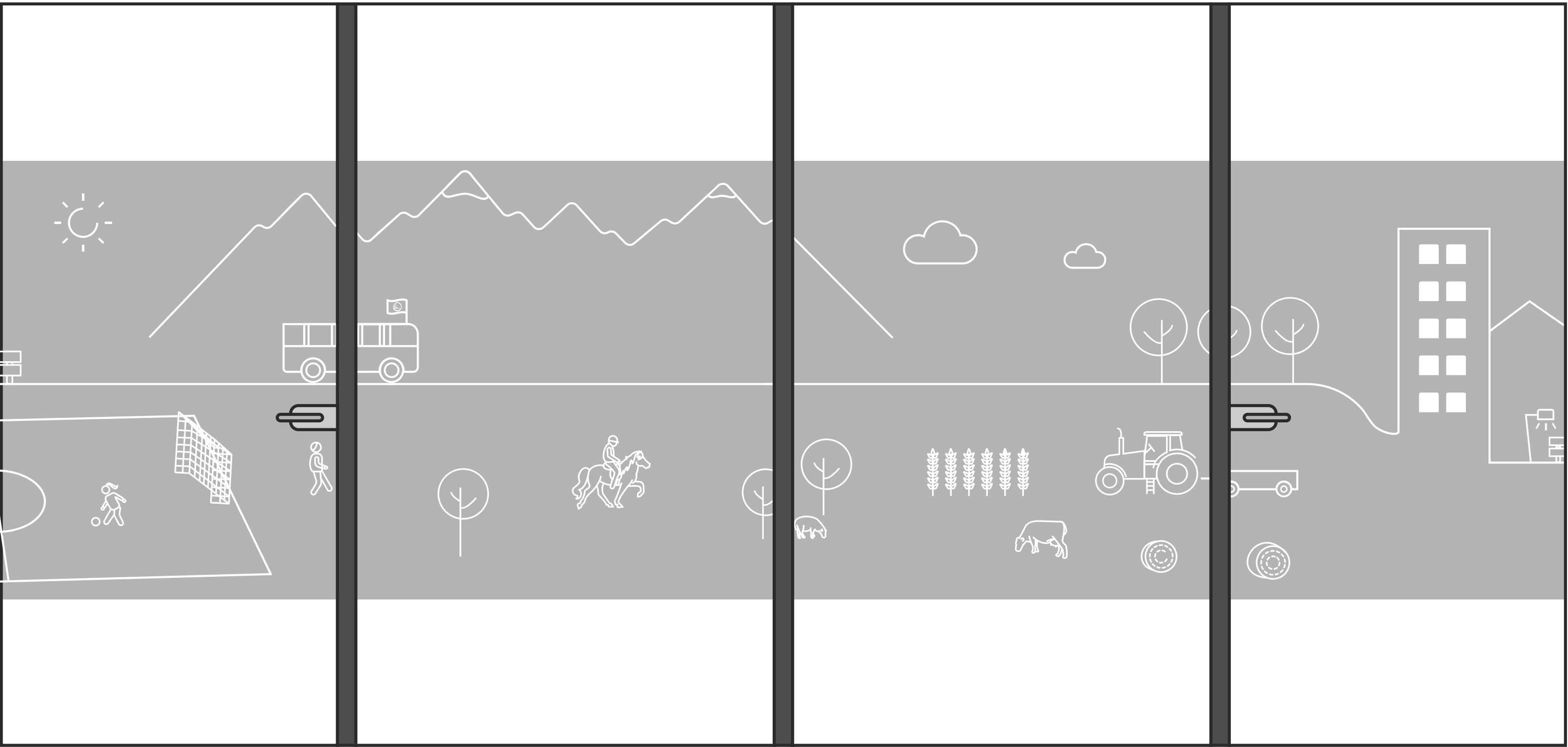






Folio design

Overview of the folio design across all surfaces – the files are ready for cutting and production.

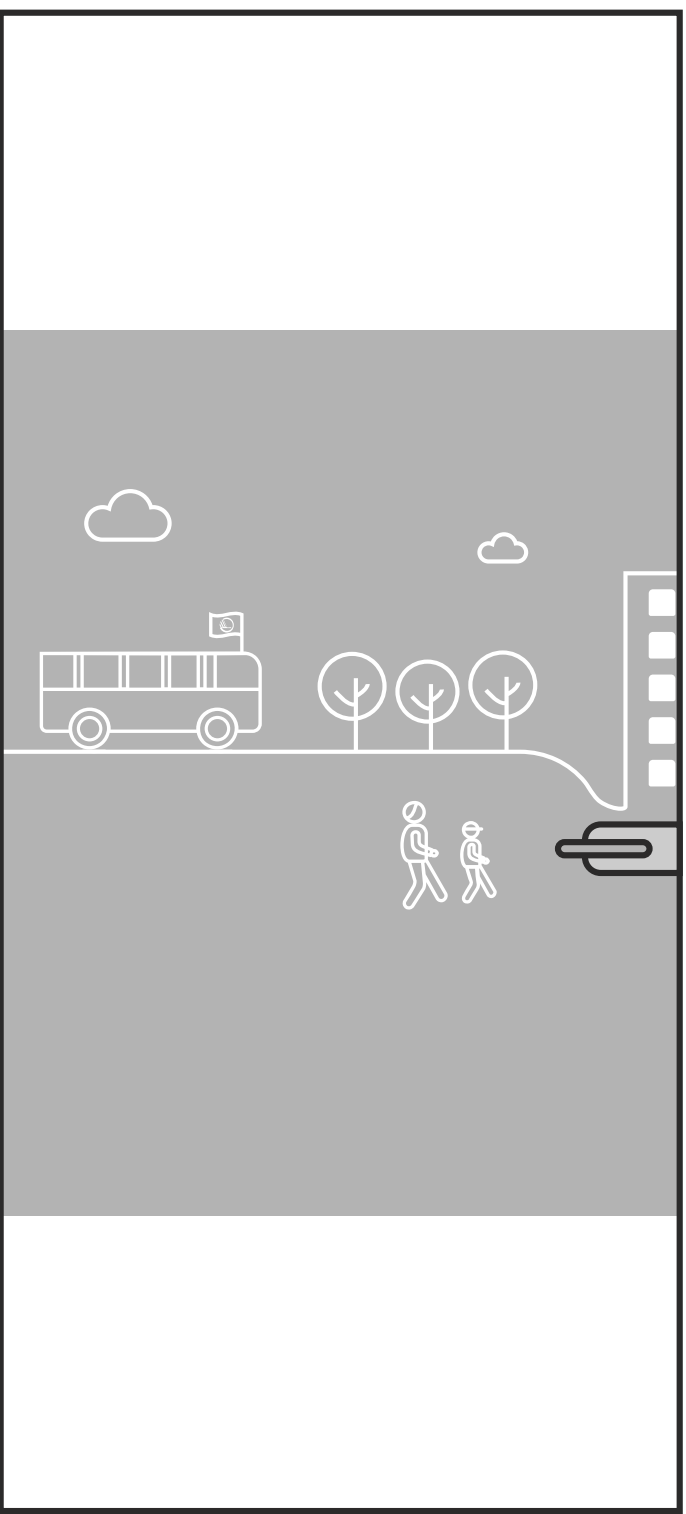


Format B : 92 cm

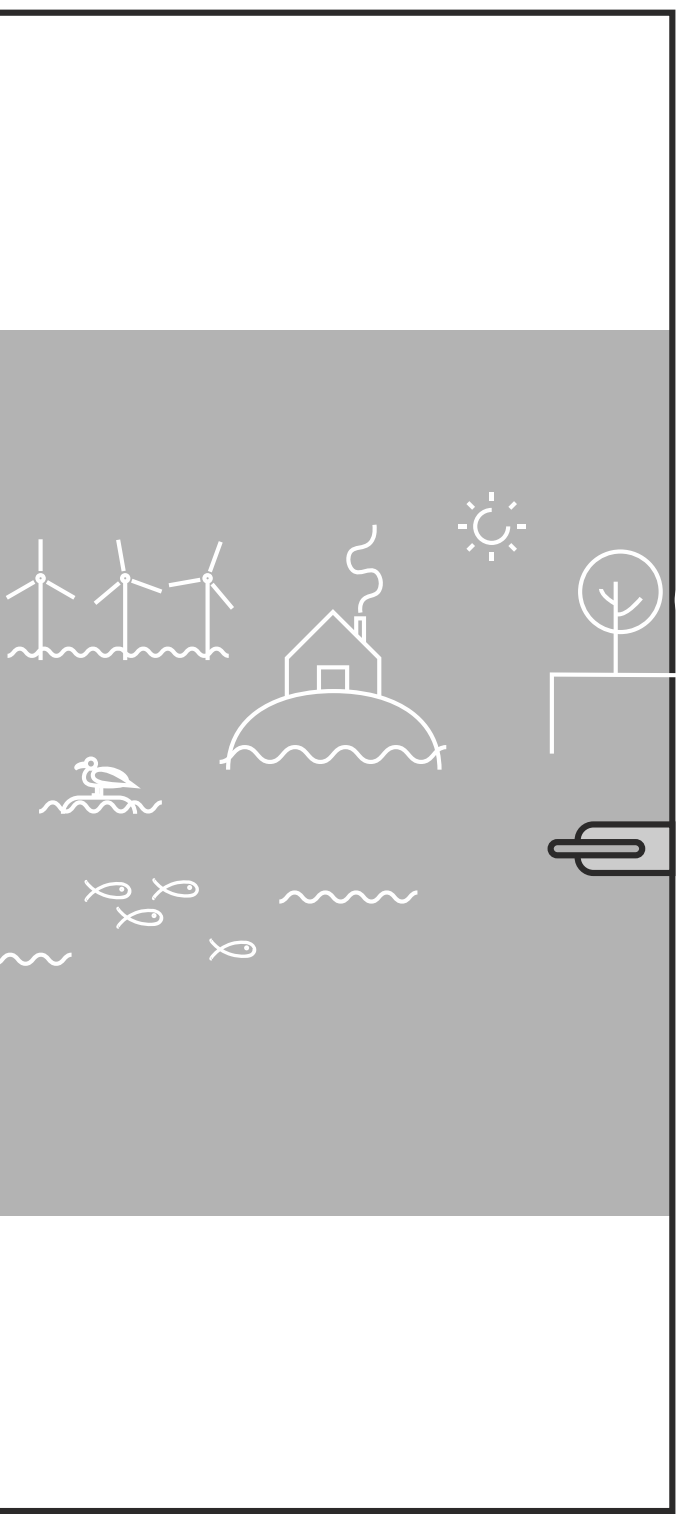
Format B : 114,5 cm

Format B : 114,5 cm

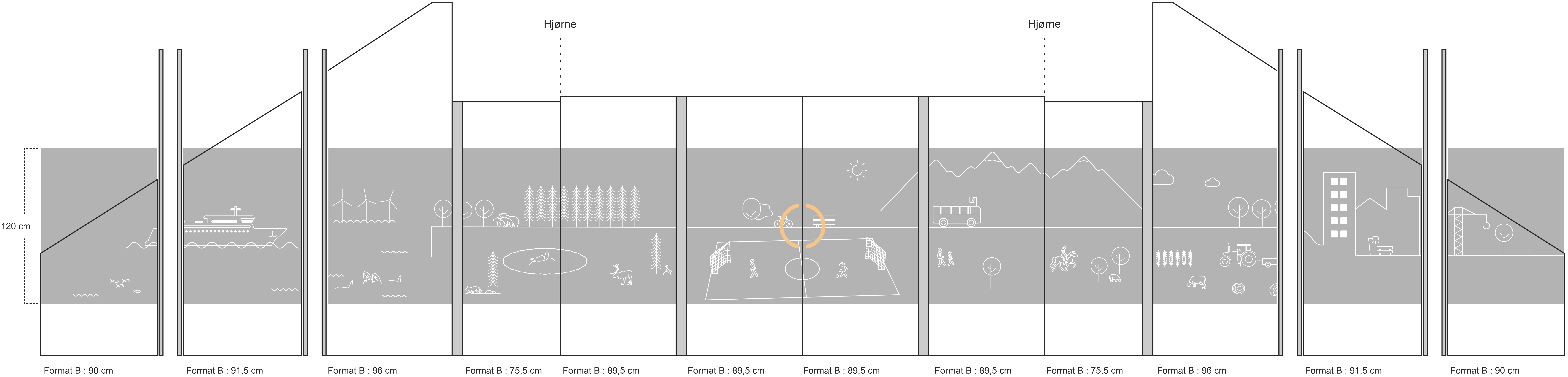
Format B : 92 cm



Format B : 92 cm



Format B : 92 cm



Format B : 90 cm

Format B : 91,5 cm

Format B : 96 cm

Format B : 75,5 cm

Format B : 89,5 cm

Format B : 89,5 cm

Format B : 89,5 cm

Format B : 89,5 cm

Format B : 75,5 cm

Format B : 96 cm

Format B : 91,5 cm

Format B : 90 cm



Authenctic rice packaging

Packaging design

Overview

The design features words in the local language that describe the harvest, as well as images of the farming family and the farm itself. This approach emphasizes the authenticity and origin of the product, creating a strong connection between the consumer and the rice’s journey.

Brief

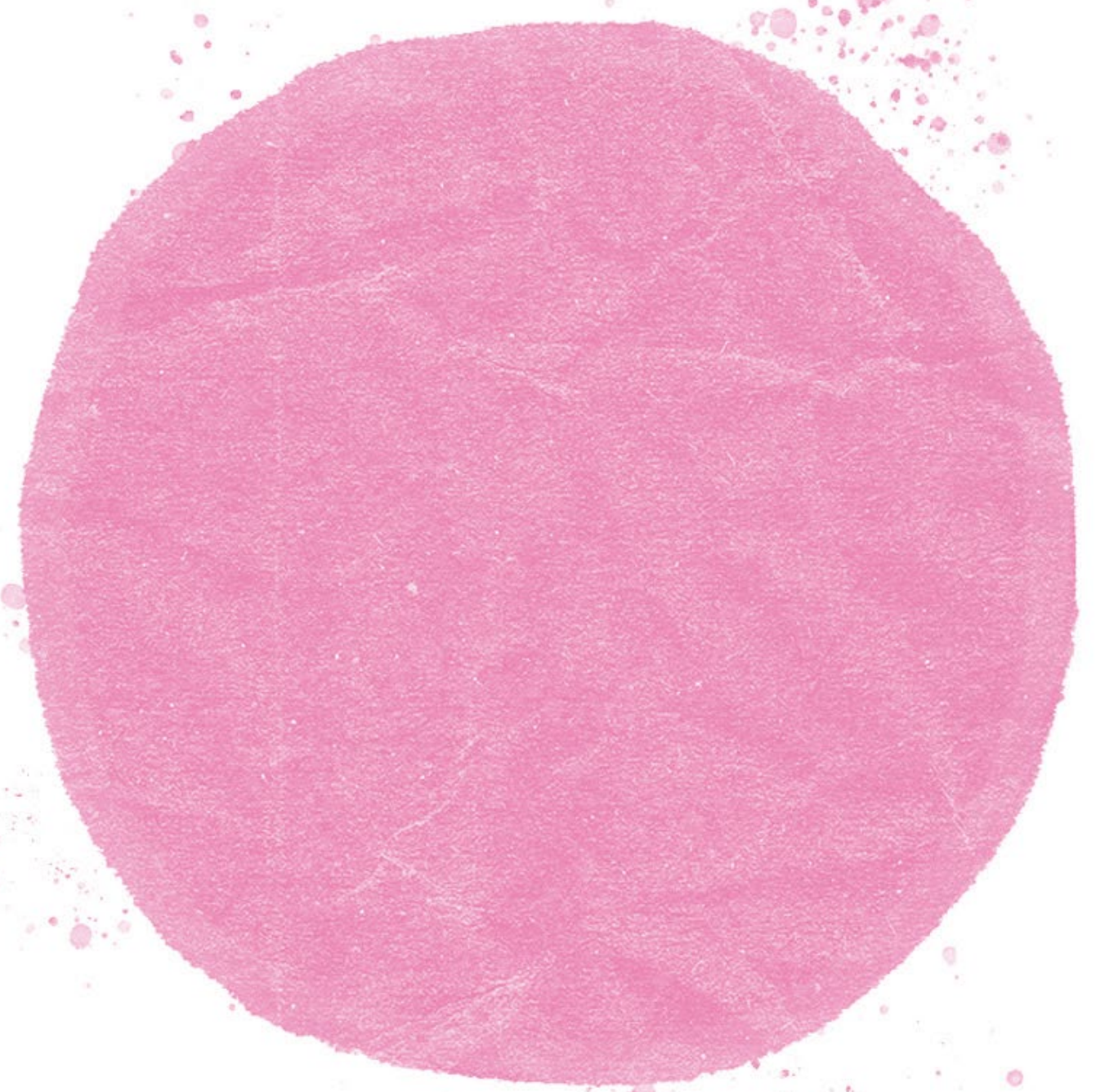
The objective was to develop a packaging solution that captures the essence of authenticity. The design should not only highlight the authenticity of the product but also stand out on shelves while being practical for consumer use.

Outcome

The packaging successfully communicates the personal and authentic nature of the rice, making the consumer feel connected to its origin. The use of local language and family imagery enhances the storytelling, resulting in a design that stands out on the shelf and resonates emotionally with the audience.

Design elements

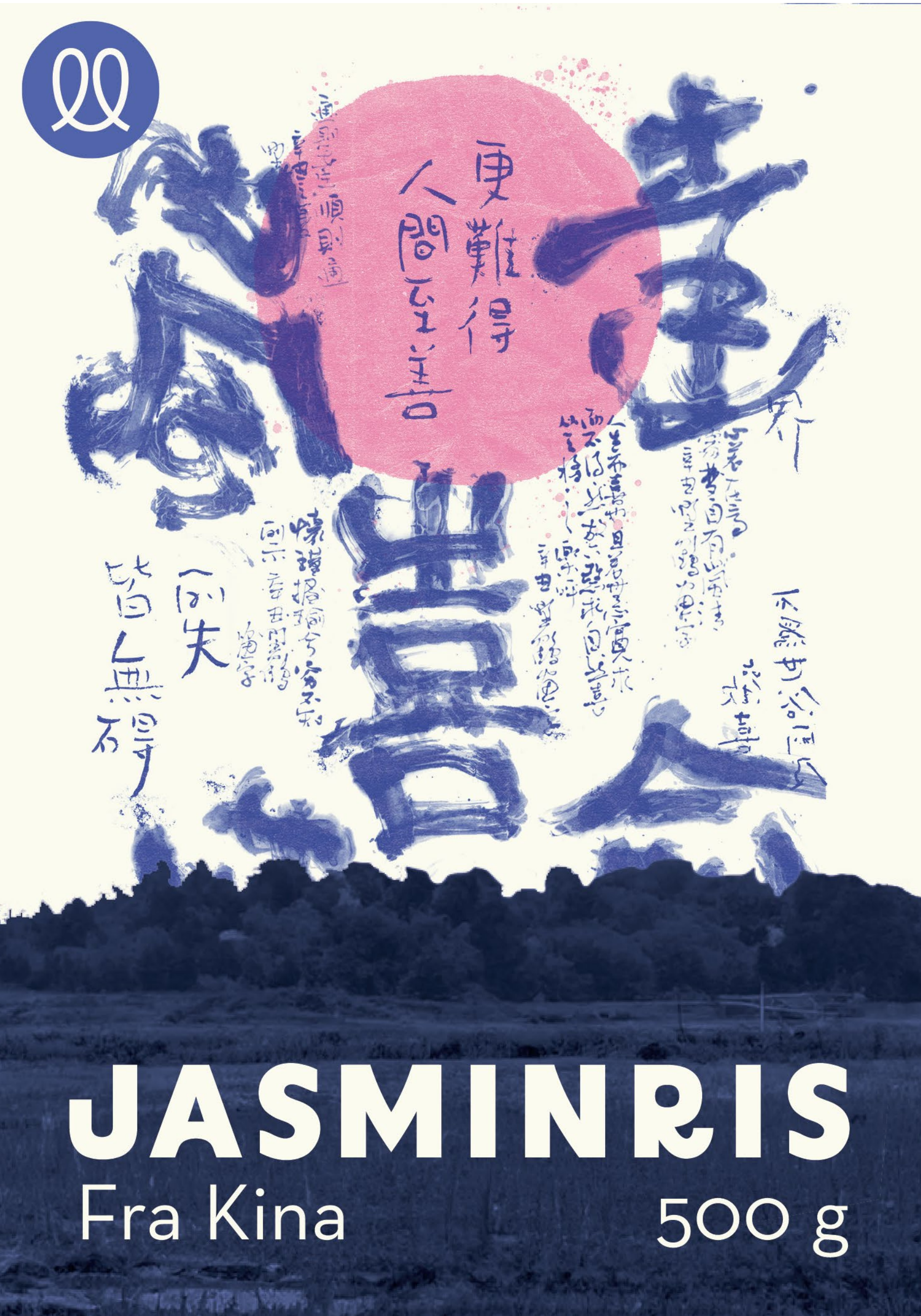
A selection of design elements inspired by the origin and cultivation of rice, focusing on an authentic feel. The packaging reflects the personal connection to the farms and countries where the rice is grown.



Production

First a simplified version of the original design, for online shopping.

Next to it is the original design, with cut and fold marks for print production.





THERE IS NO SUCH THING AS BLURRED LINES

Alliance for et tryggere natteliv

Overview

There is a widespread need to raise awareness about consent, as many feel that insufficient education has been provided on the matter. Our design challenge was to create a solution that addresses this issue by visually depicting when consent is present.

Brief

The goal was to develop a design solution that contributes to a safer nightlife by improving consent education. The concept aims to promote clearer communication and understanding in social spaces, especially at night, focusing on both verbal and non-verbal cues.

Outcome

The resulting design approach seeks to bridge the gap in consent education by creating a clear and effective visual language that communicates consent. By emphasizing the importance of both verbal and non-verbal cues, the design aims to raise awareness and encourage more open conversations about consent in various contexts.

**THERE IS NO
SUCH THING AS
BLURRED LINES**

Alliance for et
Tryggere Natteliv

Learn more at allianceforetryggerenatteliv.dk

Agreeing on consent



Dynamic poster

An example of a dynamic poster and how it would be presented throughout the cities.

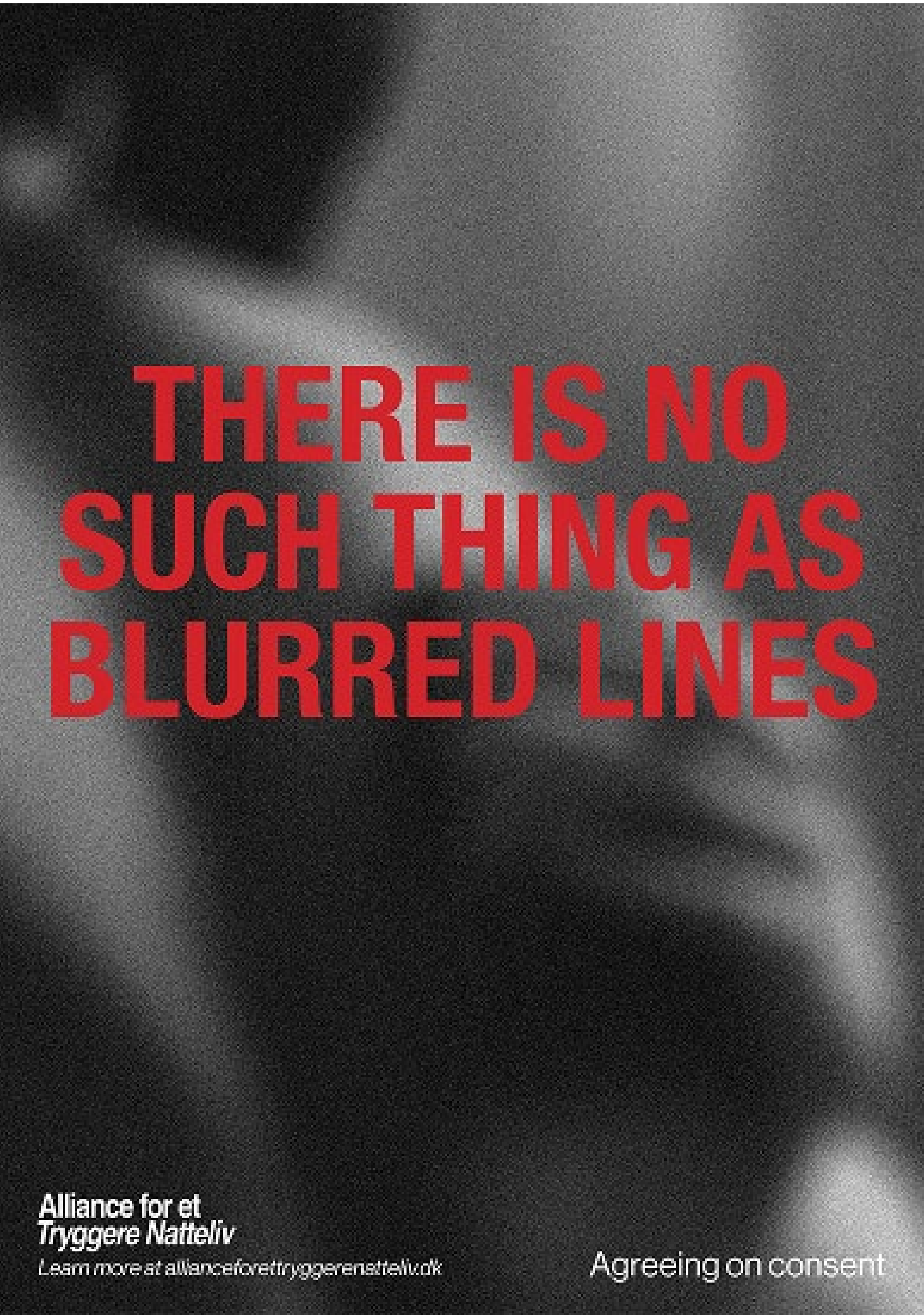
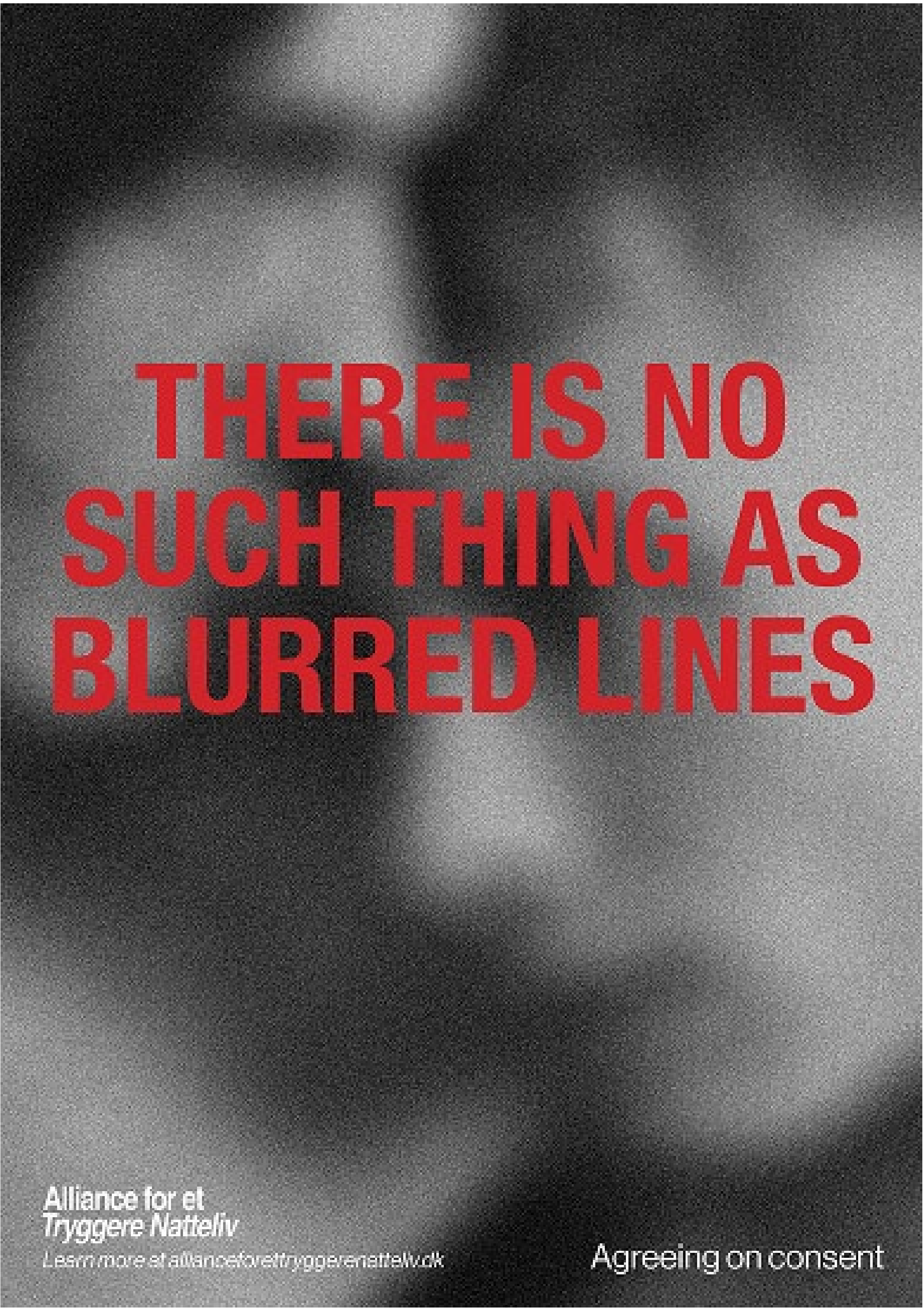
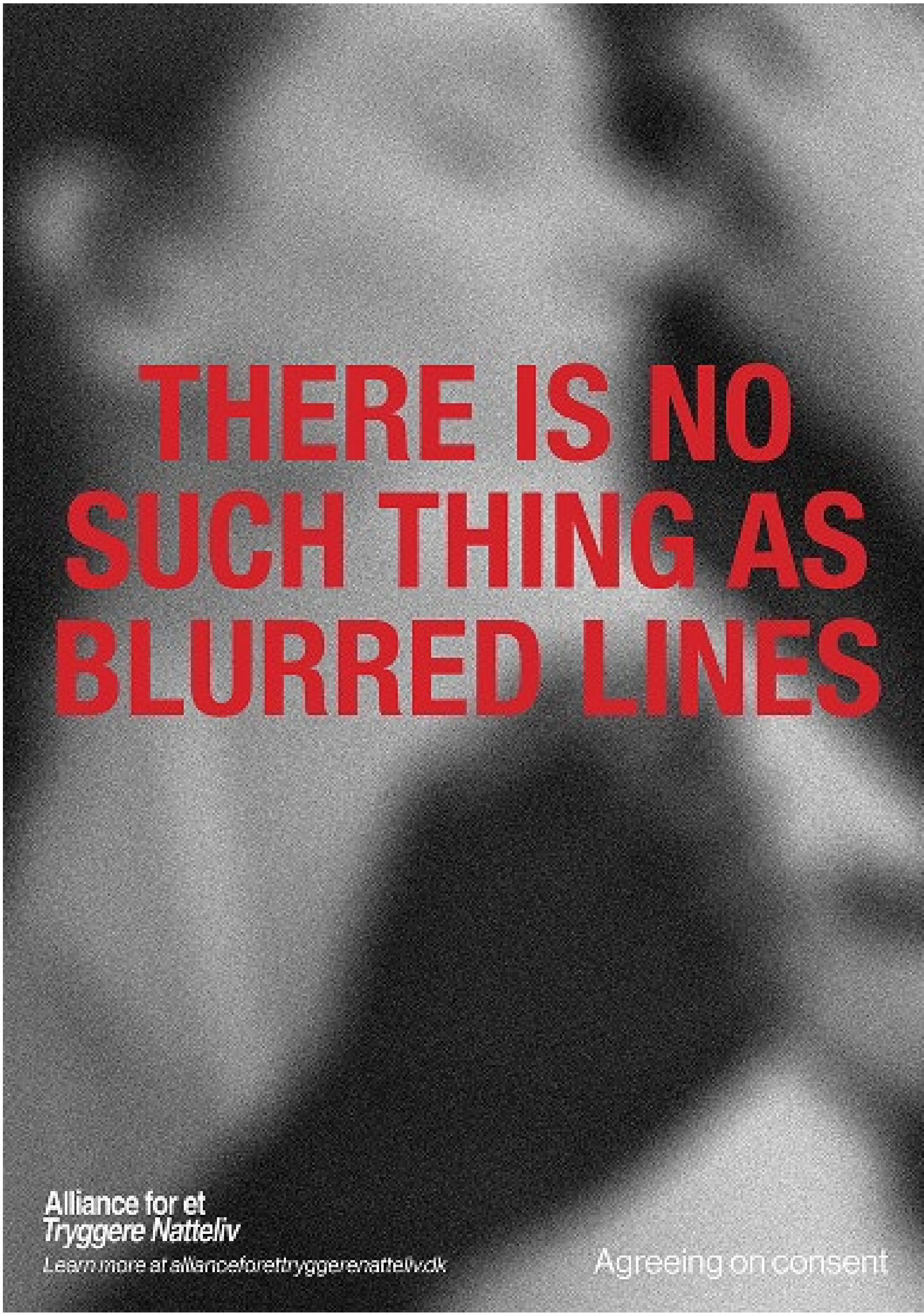
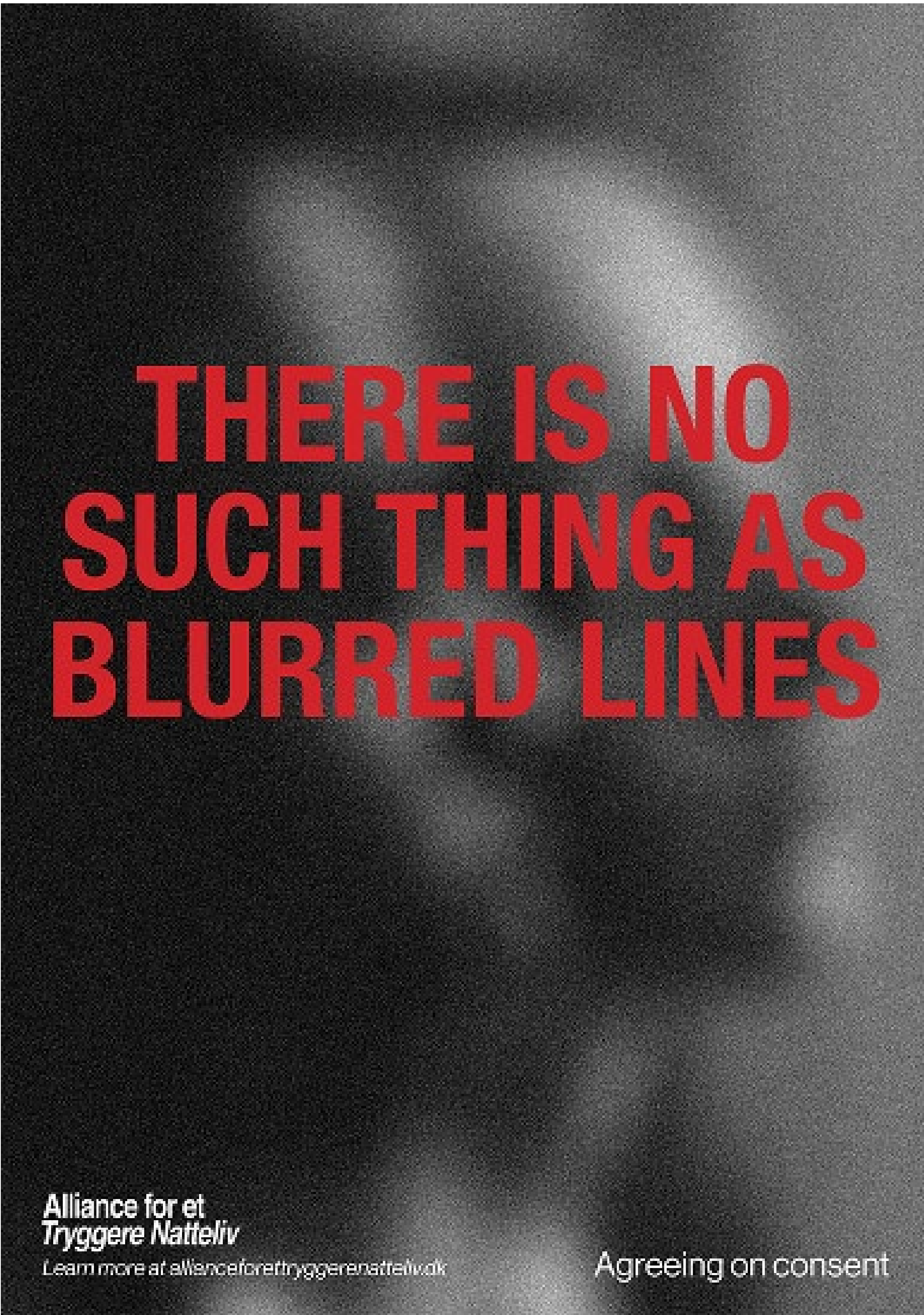
This highlights both the design and its intended urban display, showcasing how the poster interacts with its environment and audience.

Wanna see?

<https://stelcs.com/AFETN>

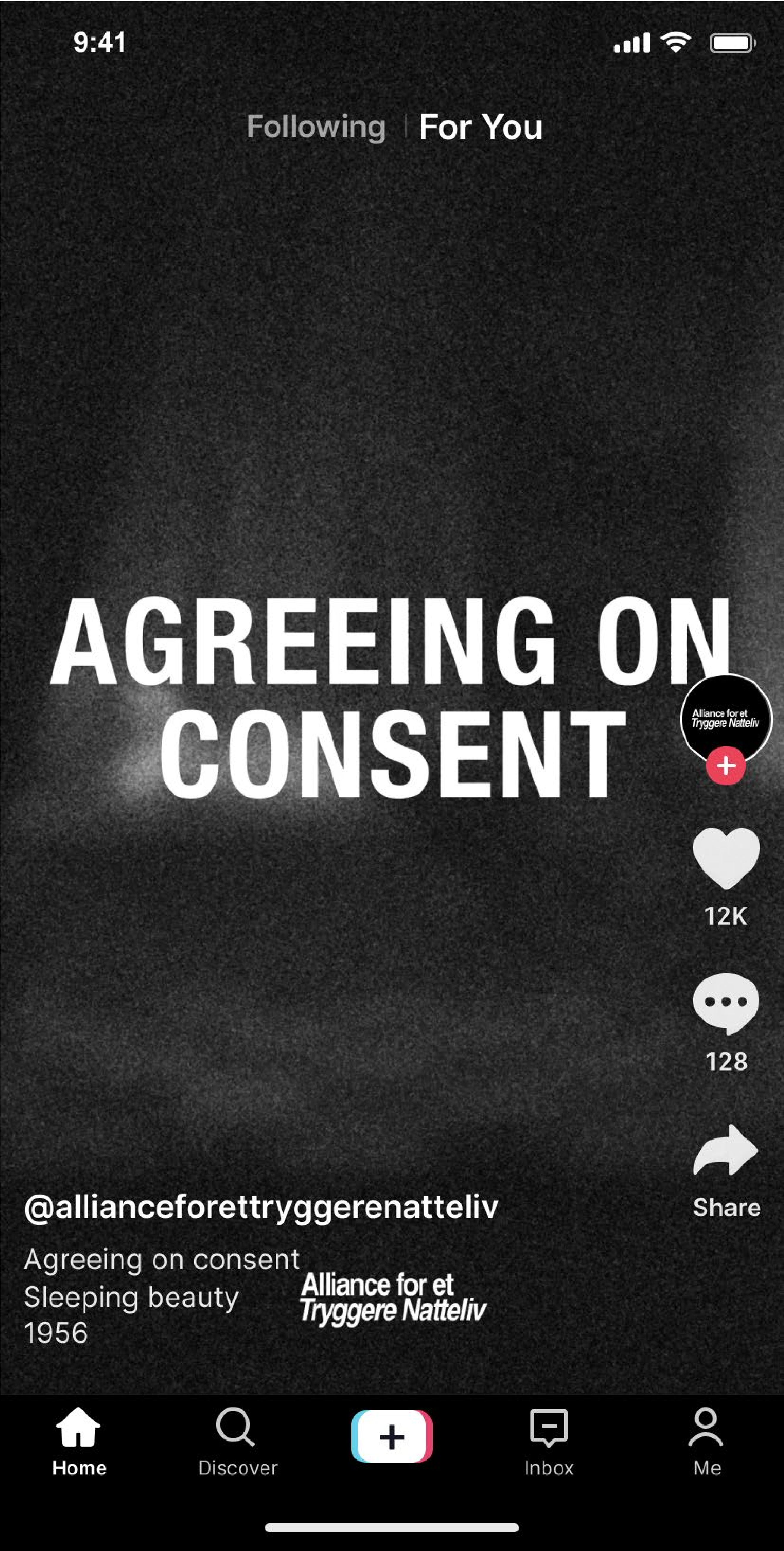
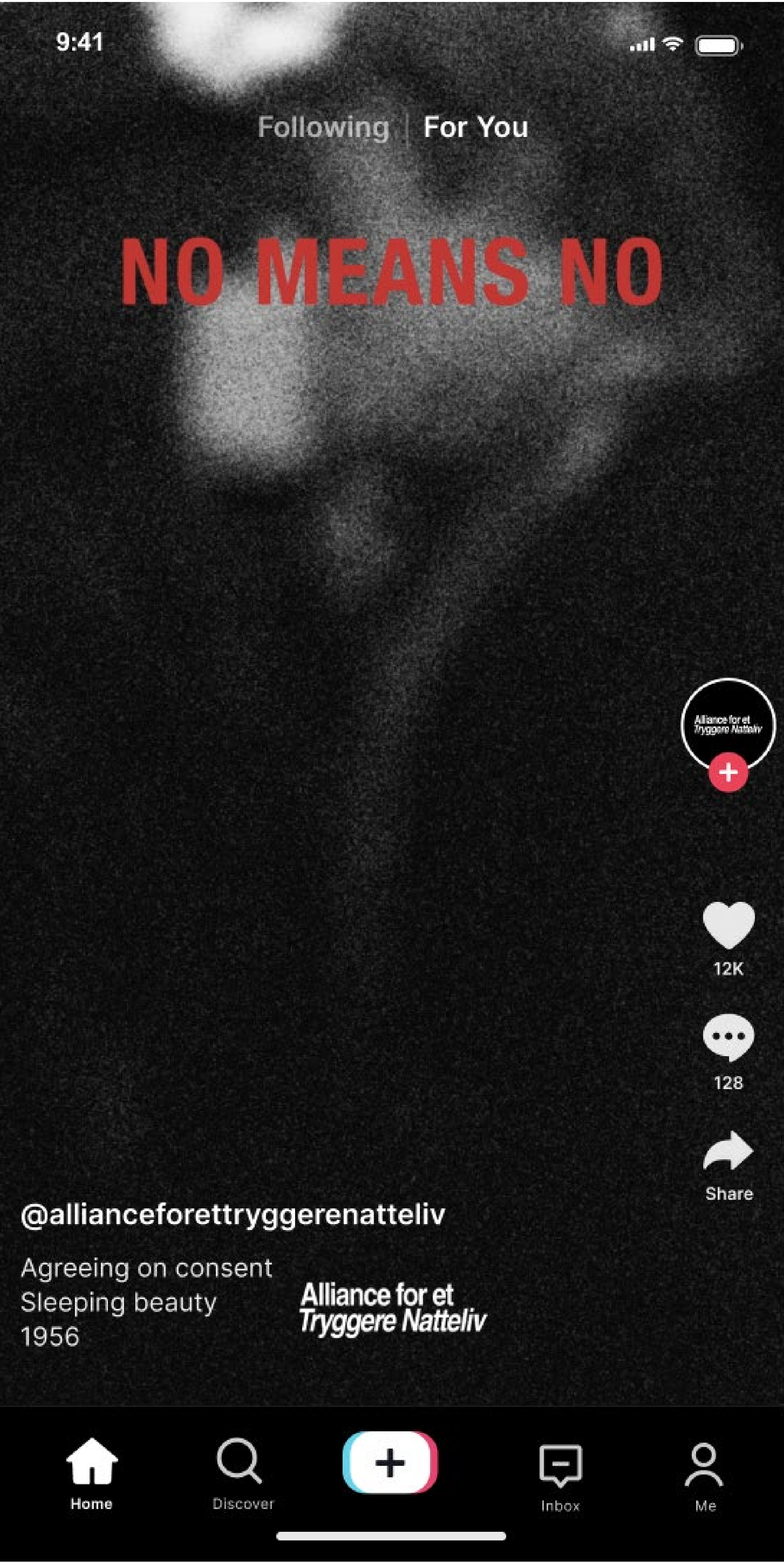
Posters

A variety of static posters designed to evoke emotions through graphic yet clean imagery.



SoMe Campaign

Variety of showing "blurred lines"



SoMe videos

<https://stelcs.com/AFETN>

Production

Here is my education-based brochure, created for lectures and similar events. It is designed to be distributed at fairs, schools, and other venues to educate about consent. Additionally, I have designed stickers with the same purpose.





Copenhagen Jazz Festival 2024

1 year examination (DMJX)

Overview

This project was part of my first-year exam, where we were tasked with developing a visual concept for Copenhagen Jazz Festival 2024. My graphic element—a bold blue brushstroke—became the foundation of the entire design.

Outcome

The brushstroke symbolizes the dynamic rhythms of jazz and emerged spontaneously while I was at home listening to jazz and working with analog tools. Inspired by the flow of the music, I painted intuitively to the rhythm, resulting in the blue brushstroke that became the core of my concept.

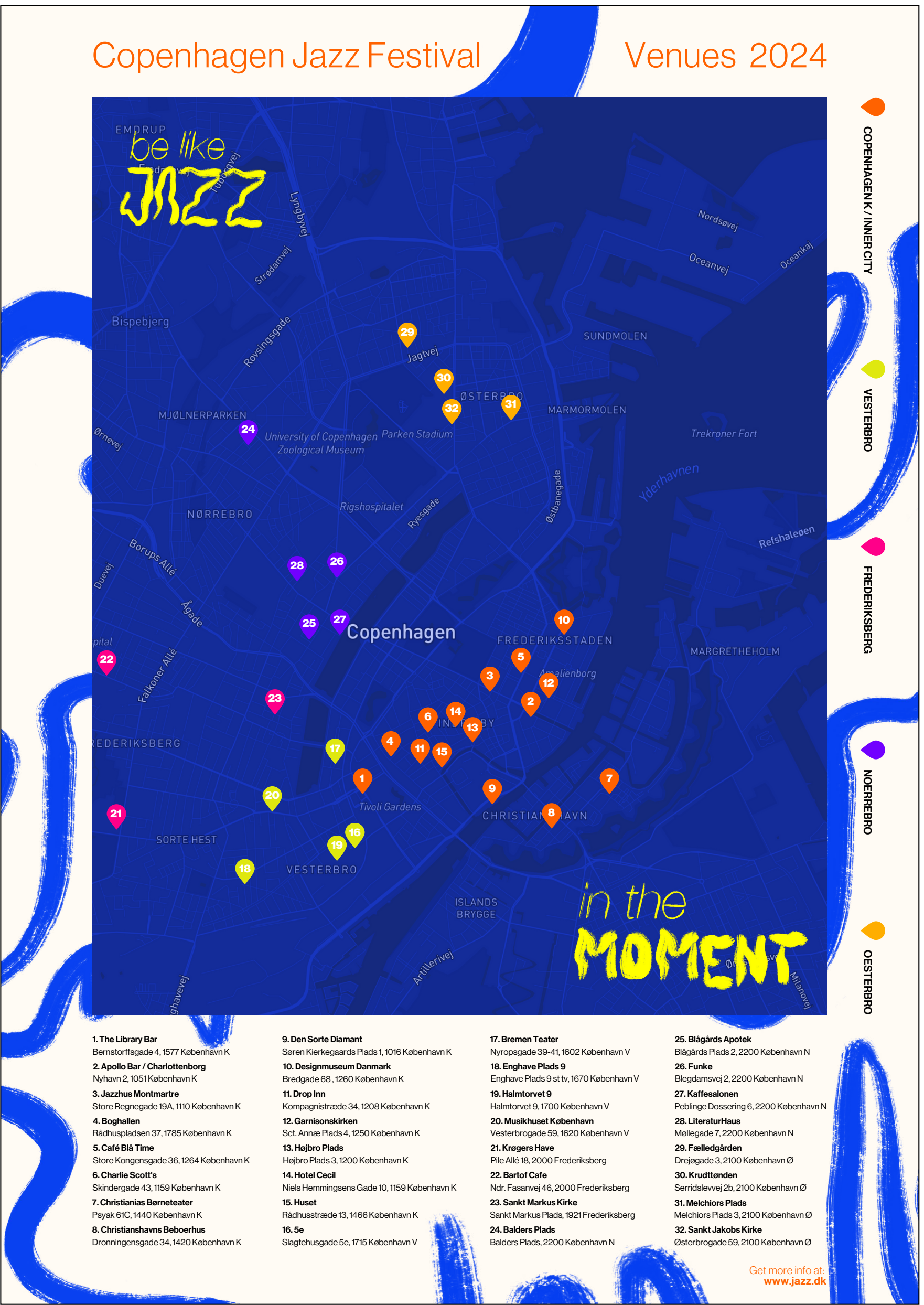


SoMe video

<https://stelcs.com/copenhagen-jazz-festival>

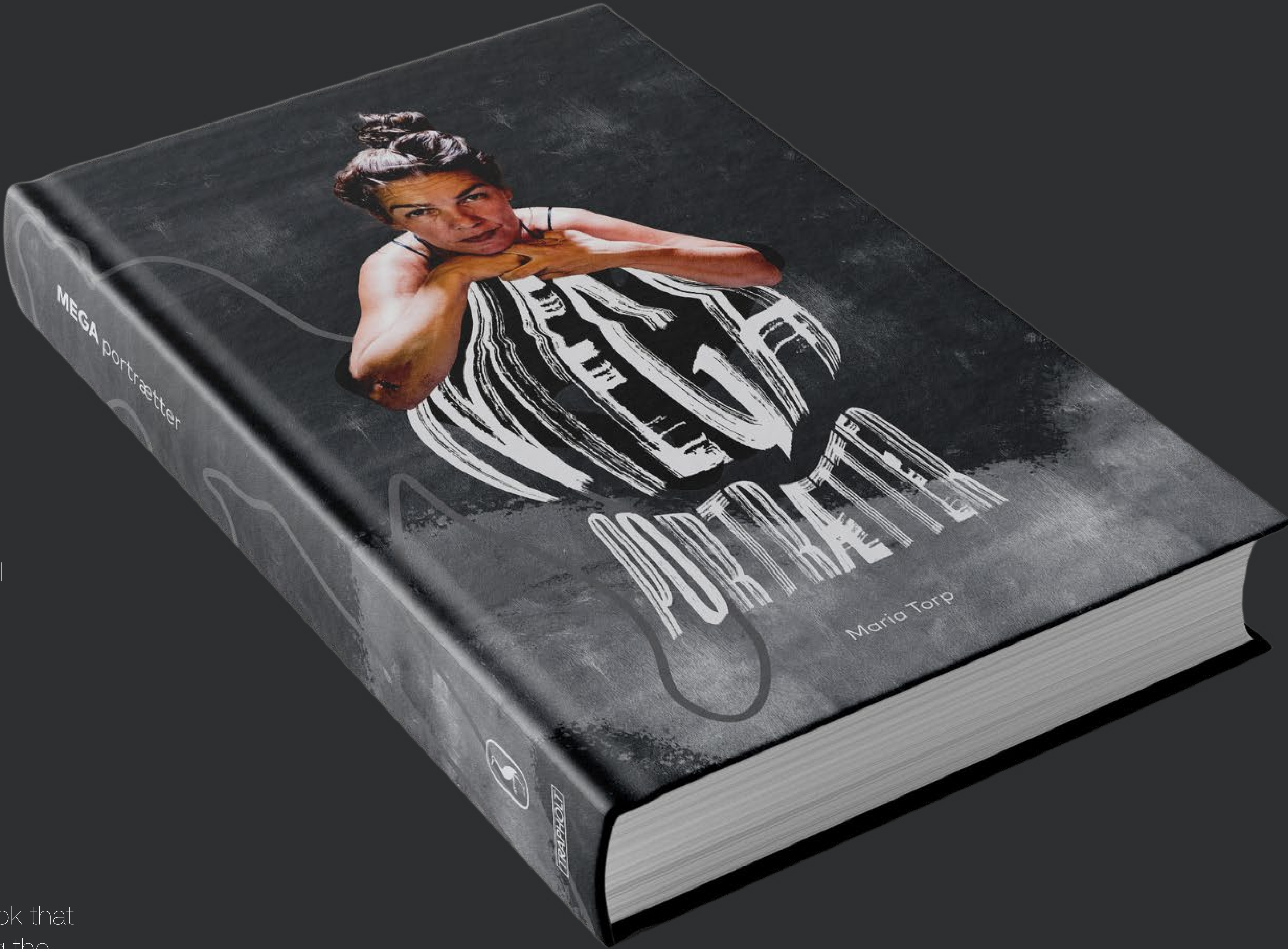
Production

The design is innovative, dynamic, and abstract, showcasing a unique style that reflects my personal approach to visual storytelling.



MEGA Portrætter

Editorial design



Overview

A book showcasing Maria Torp’s Mega Portraits, depicting some of the world’s most influential advocates for equality. The design aims to emphasize the striking power of her portraits while creating an engaging and immersive reading experience.

Outcome

A visually striking and conceptually engaging book that enhances Maria Torp’s artistic vision while inviting the reader to engage with the content in a dynamic and thought-provoking manner.

Cover and style

The book’s layout was designed in grayscale to accentuate the bold colors of the portraits. For the cover, I integrated elements from Maria Torp’s own portraits onto an image of herself, making her both the creator and a part of the visual narrative.

Additionally, key sections such as the colophon, table of contents, and bibliography are reversed, compelling the reader to interact with the book in new ways. The Mega Portraits section, placed at the heart of the book, is positioned for optimal viewing, ensuring that the reader fully experiences the depth and detail of each artwork.





Det eneste territorium, vi rent faktisk ejer, er vores krop. Og selv det territorium er altid under angreb."

– Inna Shevchenko

Inna Shevchenko

Aktivist, feminist, journalist,
forfatter, foredragsholder
og leder af FEMEN

