

Illustration & Art direction

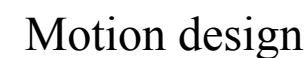
FREDERIK KROGH

Graphic design

Illustration & Art direction

CASES

Graphic design



Currently, I govern the **global CVI** to ensure absolute visual cohesion across all international markets, internal teams, and media touchpoints. I am responsible for the continuous evolution of our **design systems**, scaling the **CVI across social media, video, web, and print**.

Illustration & Art direction

Graphic design

SAXOBANK ILLUSTRATION STYLE

In 2024, I led the **development of a new colourful illustration style** for Saxo Bank focused on simplicity, recognition, impact and ease of execution.

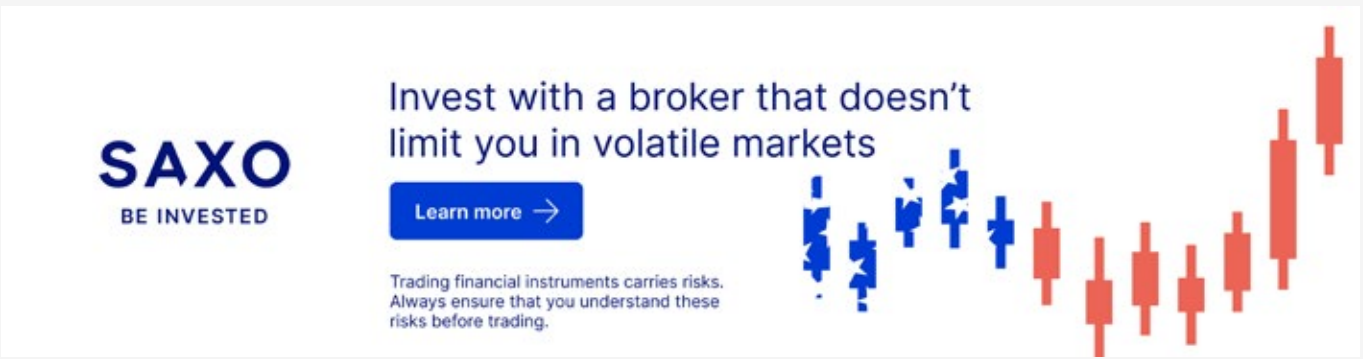
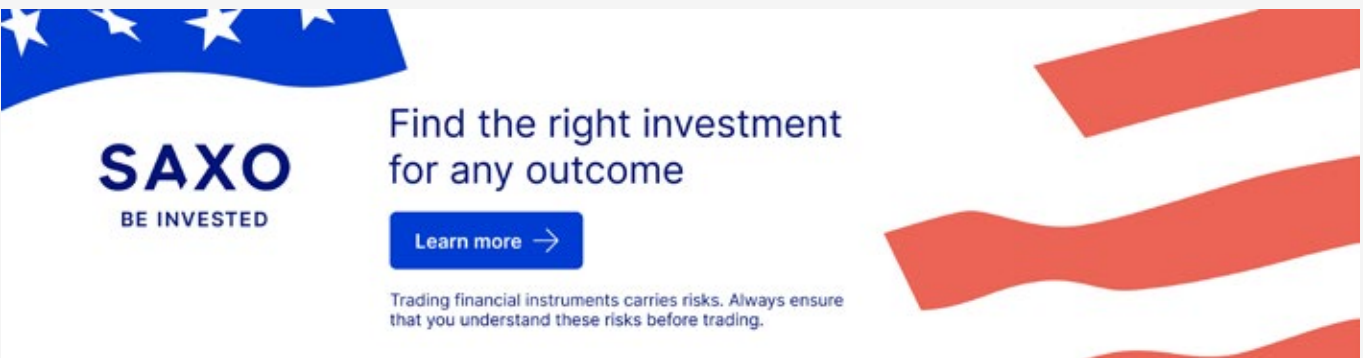
Working with the design department, we built a highly scalable visual system. We combined core **Corporate Visual Identity elements** with organic proportions to enable rapid production.

This framework was implemented **across all Saxo corporation markets**. I trained our internal designers to ensure global consistency.

To further scale our output, I later directed an AI integration project. We developed precise prompt architectures to instantly generate accurate illustrations.



Illustration & Art direction



Graphic design

SAXO GLOBAL ELECTION CAMPAIGN

In 2024 I designed a global election campaign for Saxo Bank. It ran in over 90 countries and 20 markets on all platforms including print, Out of Home, TV, and social media.

The concept was built on absolute simplicity. I utilized our core Corporate Visual Identity elements and integrated the American flag into a clean design language.

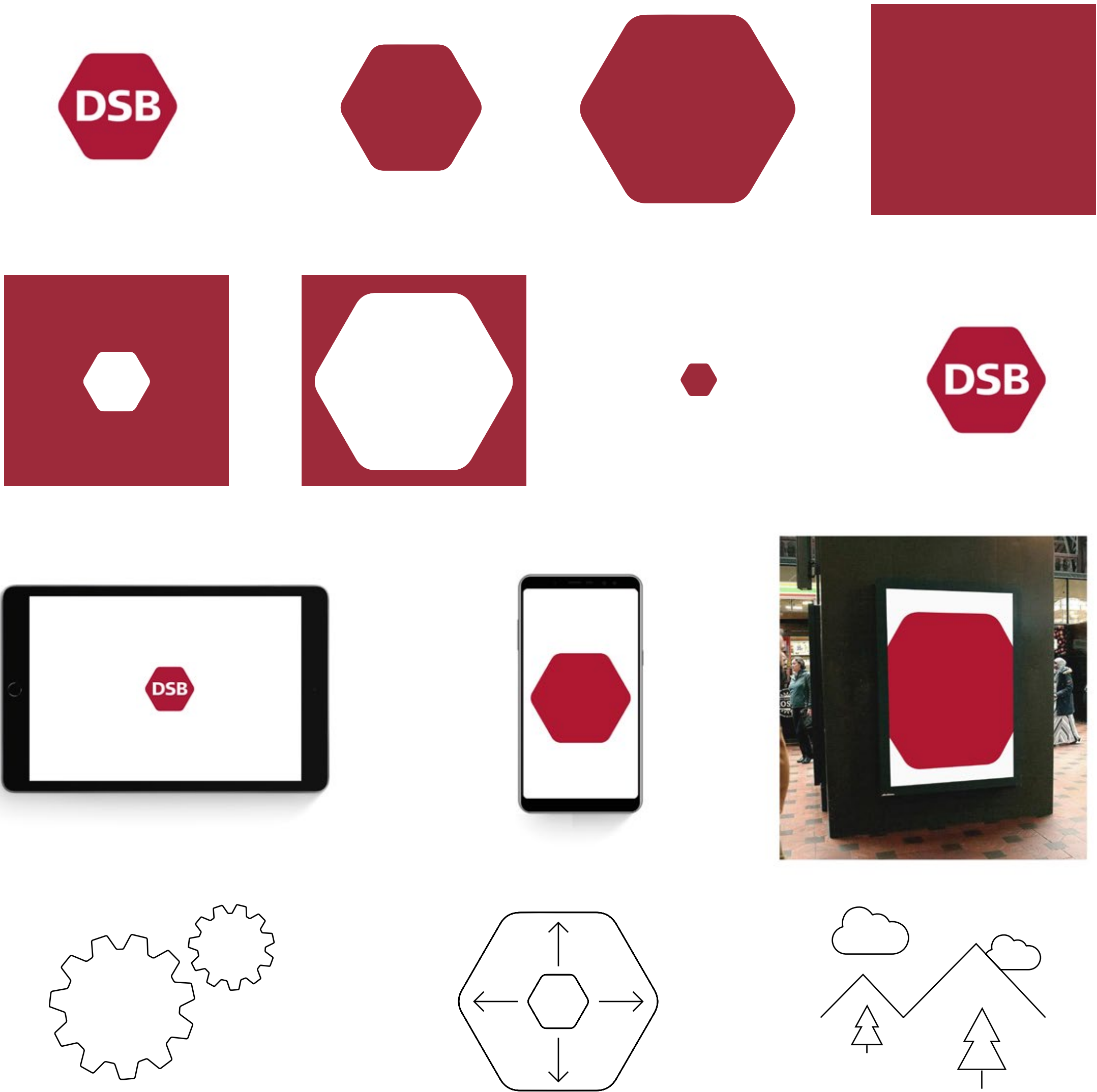
This visual strategy was highly effective and exceptionally easy to implement across all global markets and media channels.

DSB OVERALL MOTION DESIGN

In 2016 I was hired by Kontrapunkt to make the overall motion language and design guide for DSB (Danish Railroad Company). DSB had made some initial animations but wanted a more strategic and thought out approach.

I came up with 3 principles to build the animations around. Mechanical movement, Zoom and Paralax. Mchanical Movement was inspired by the machine aspect of trains and symbolizes confidence and direction. Zoom came out of the fact that their logo is actually the front profile of a S-Train and it was pretty easy to imagine a train seen comming towards you, leaving or driving through a tunnel. Paralax was inspired by the view you get when looking out of a train window.

I used the 3 principles to create a logo animation, wipes, breakers etc, and a comprehensive guide for animation on multiple media.

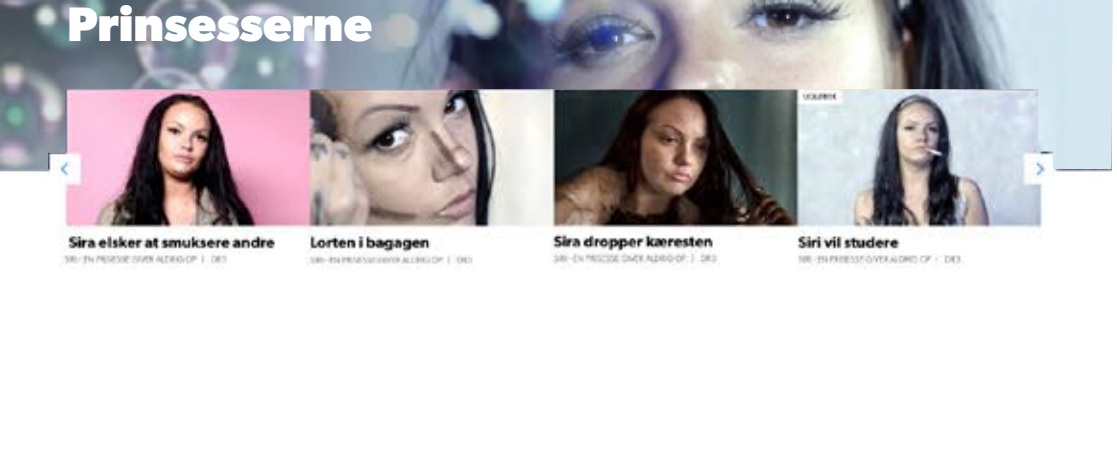
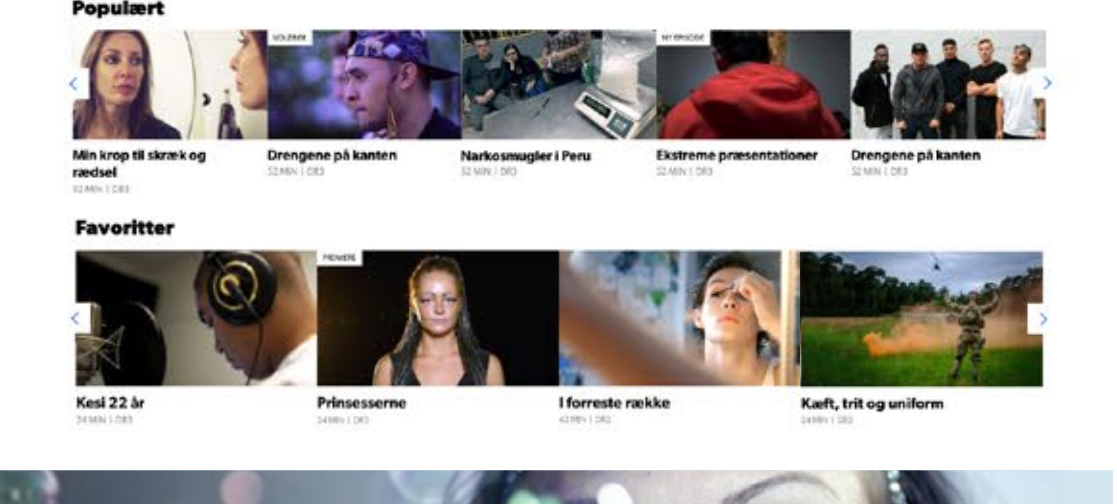
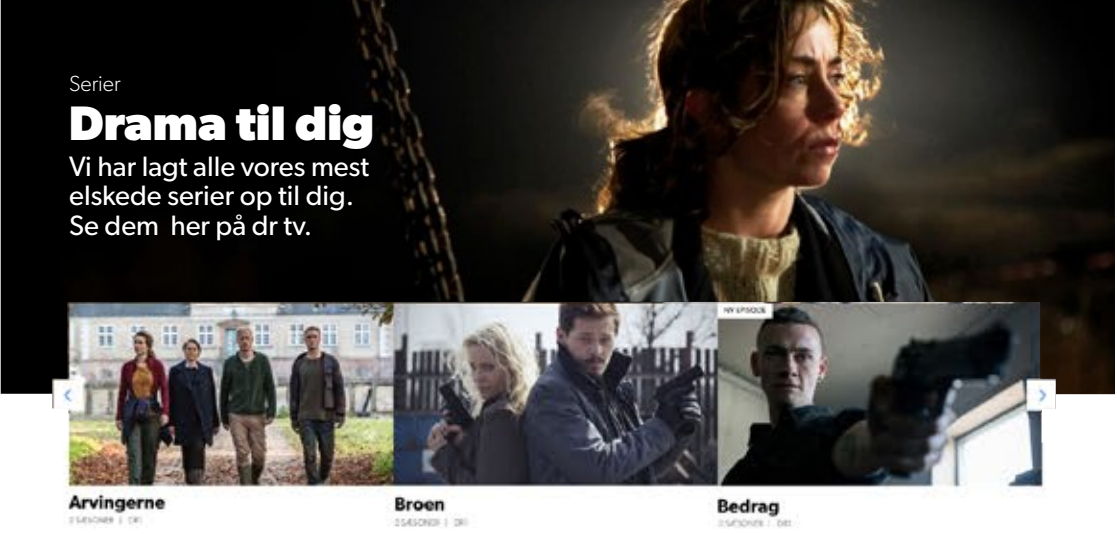
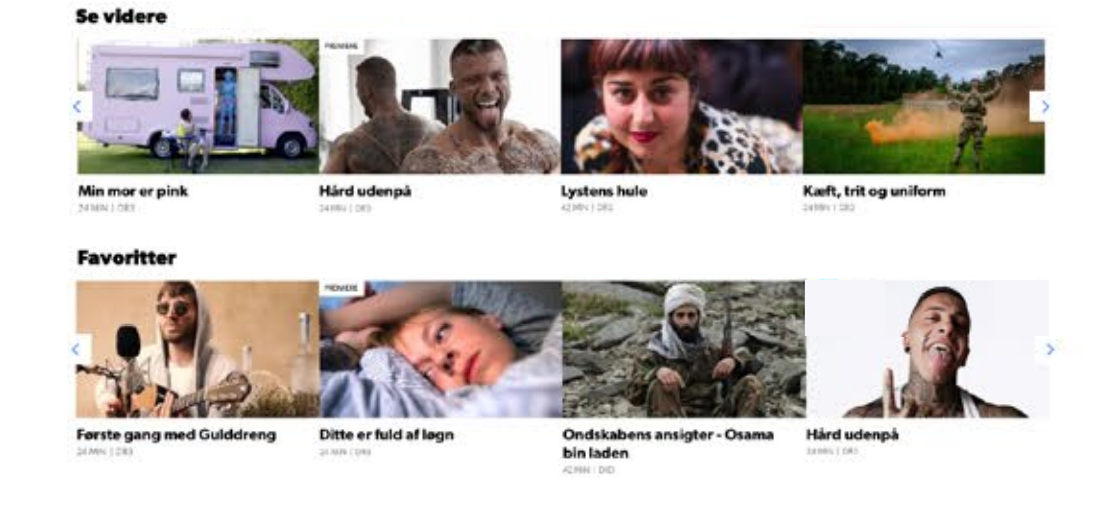
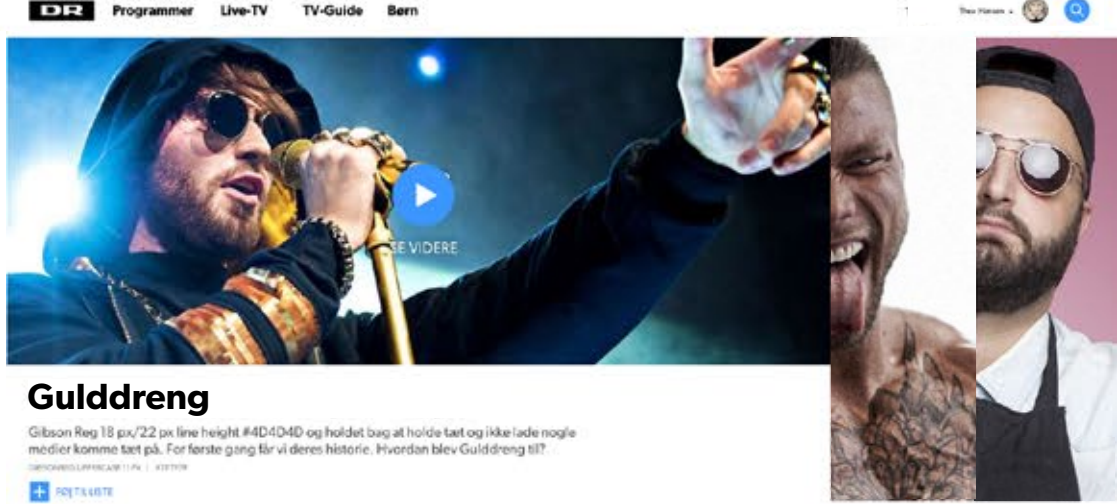
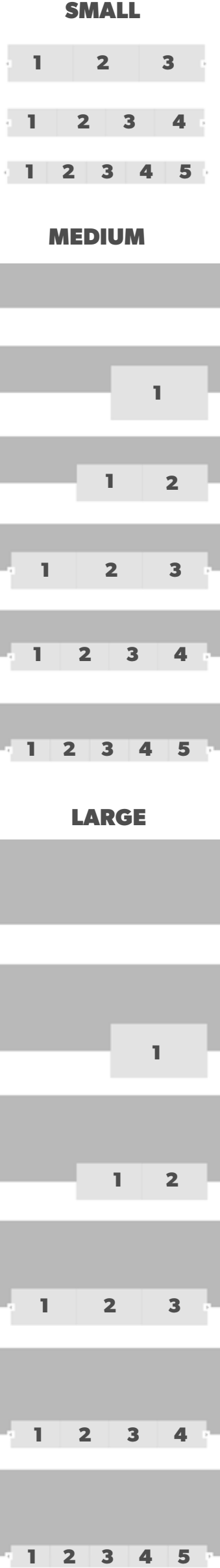
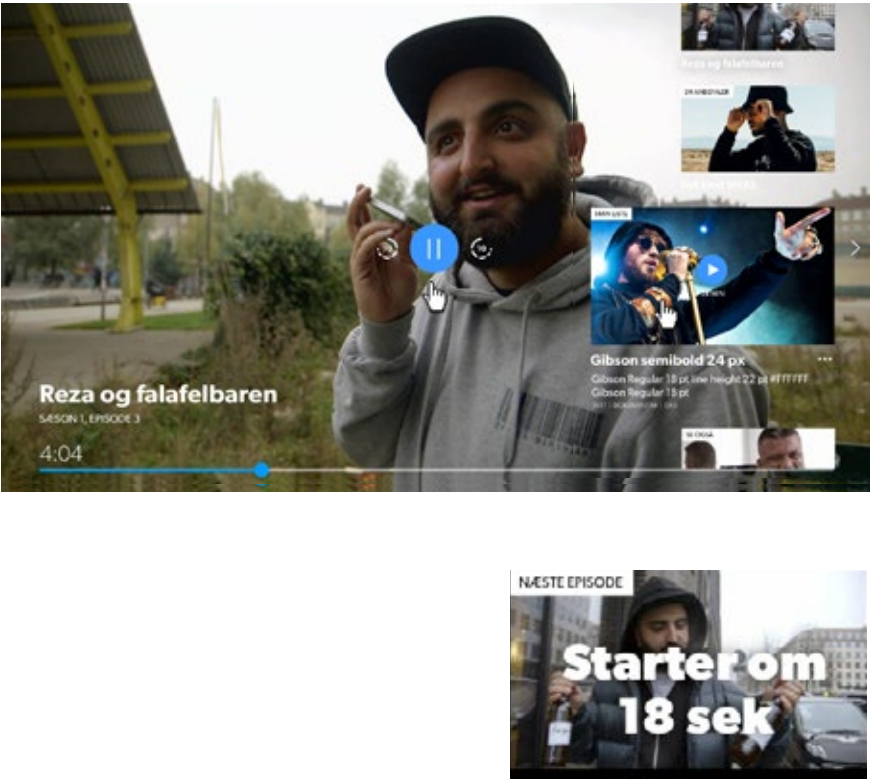
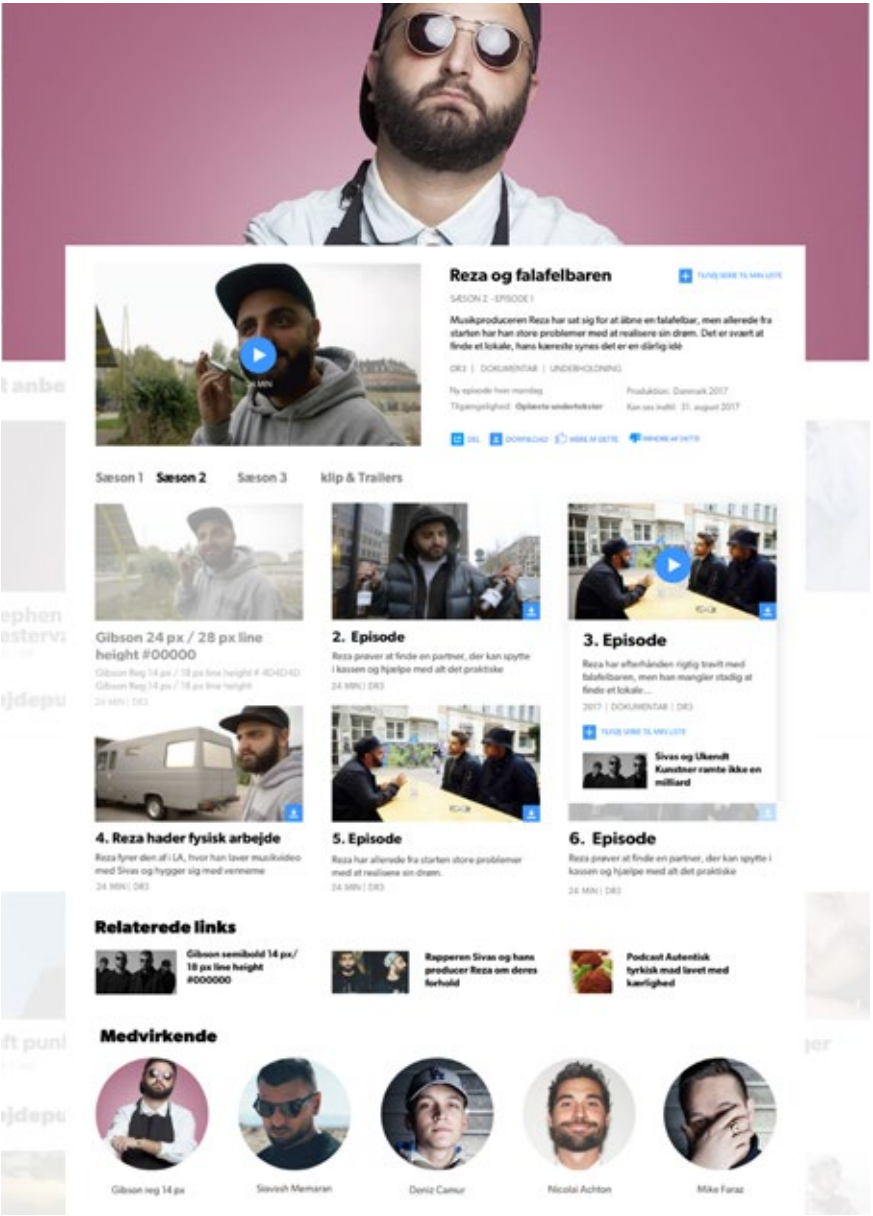


MECHANICAL MOVEMENT
Objects drives each other's movements. Forward-looking and confident. Inspired by in trains.

ZOOM
Zoom animations helps to focus on individual things. Inspired by tunnels and seeing a train from the front.

PARALAXE
Graphics and text can be animated with parallax as it moves in depth.

Illustration & Art direction



DR TV DESIGN AND SYSTEM

In 2020 at DR Design I was lucky to be tasked with the redesign of **DR TV** as well as come up with a new vision for how DR's future in streaming should look like.

One of the biggest challenges for streaming services today are **algorithms** and how to serve each user personalized content. As a **public service** corporation this becomes even more complicated.

To solve this problem I came up with a **flexible design system** that groups content in “theme bands”. These bands can vary in content and size depending on what is served by the algorithm. The bigger “theme bands” have a placeholder for photos, film or interactive material. The purpose of these are to break up the grid and engage the user by **packaging content** in a more enticing way.

Graphic design

Illustration & Art direction



SWATCH VALENTINE CAMPAIGN

In 2014, I designed and executed *Swatch's worldwide "In Love with <3"* Campaign. It appeared on virtually every media in *200 countries*.

The project was presented and executed fairly quickly as Swatch had originally hired another agency.

Based on the graphics on the watch, I made the hearts in *3D and rendered* them out in full studio light and with high reflections. The setup was quite easy to work with, so I could relatively easy generate new shots for different formats such as *print, web* or *film*.

Graphic design

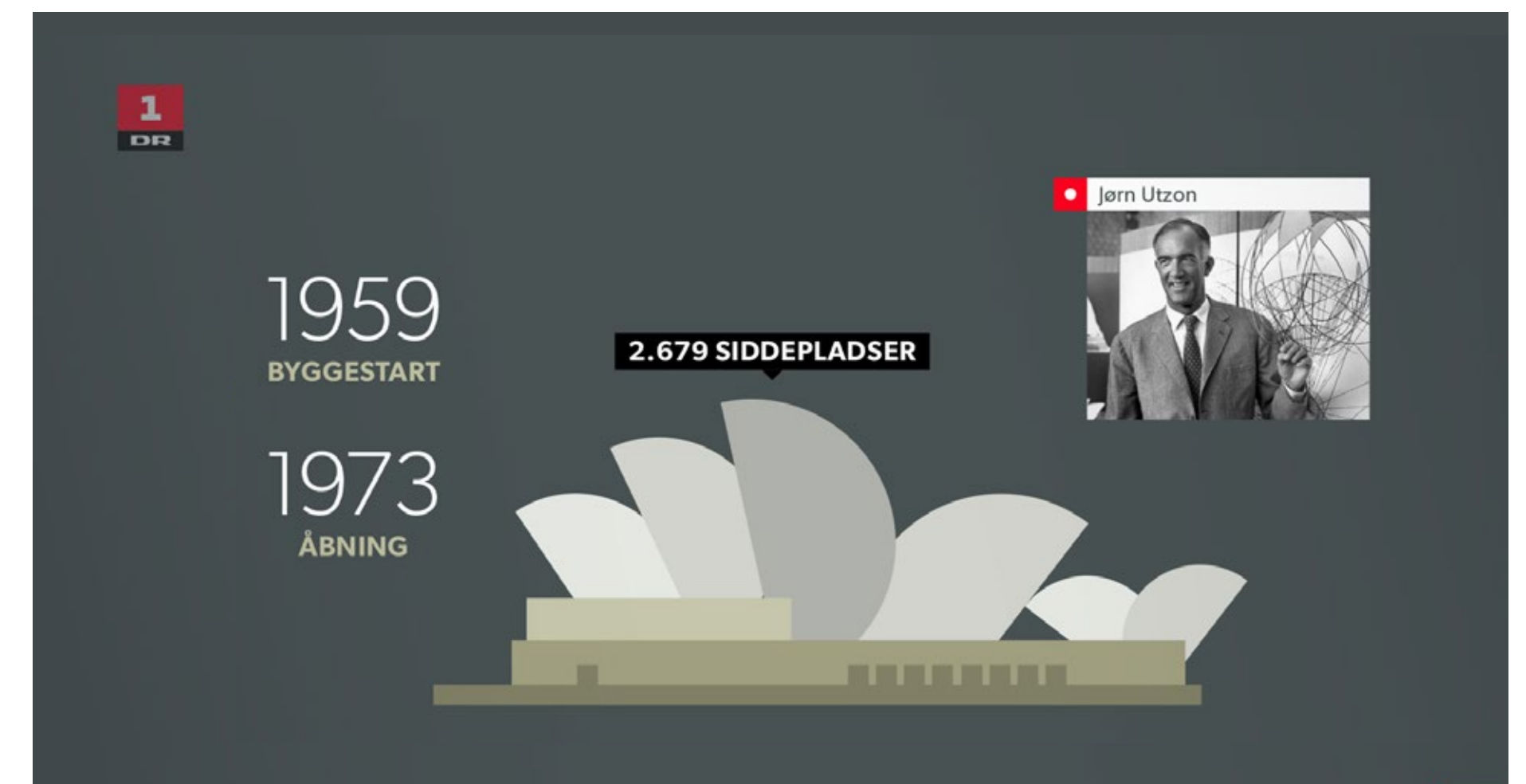
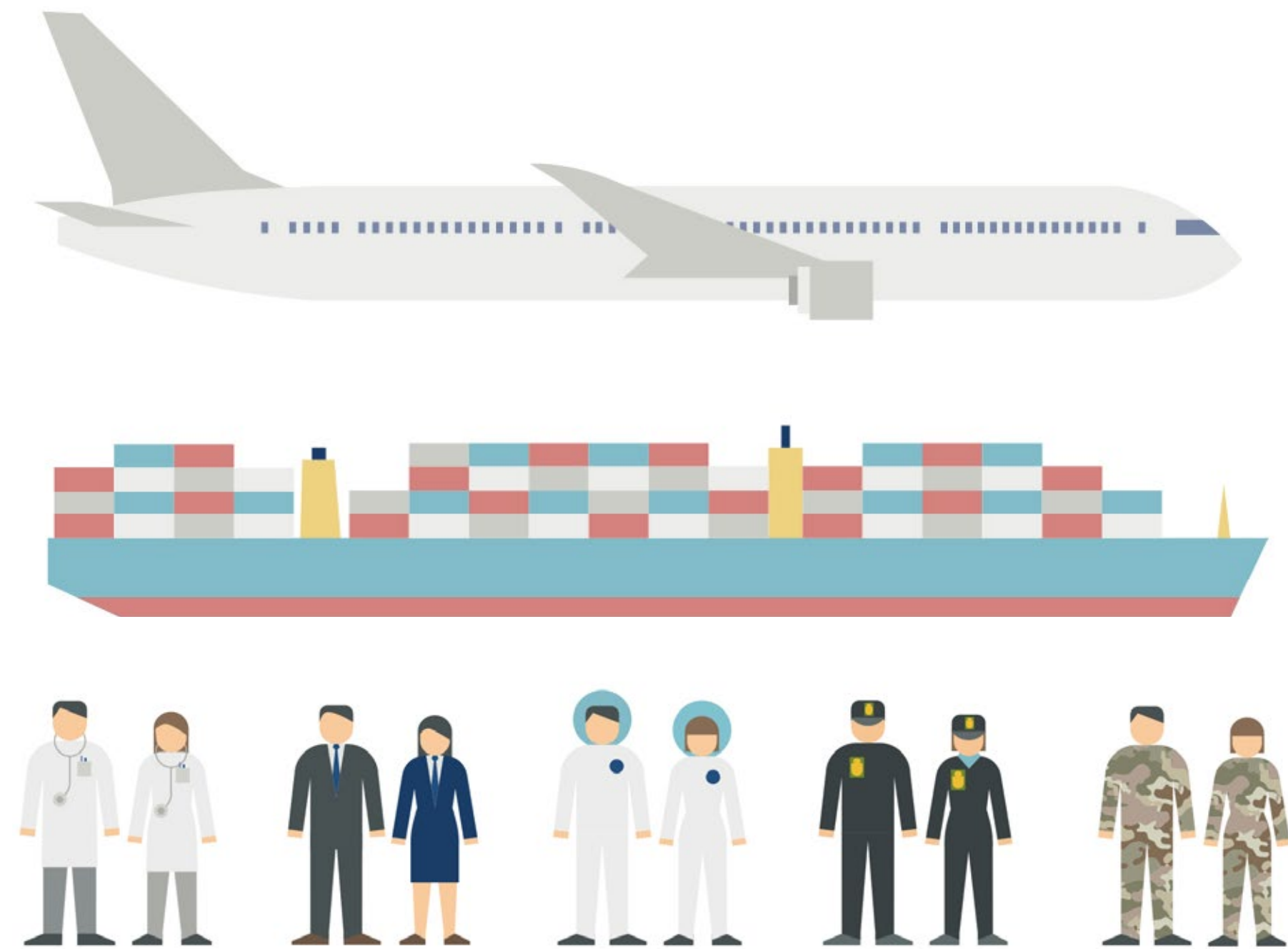
OVERALL ILLUSTRATION STYLE FOR DR

In 2018 I made **DR's overall illustration** style. It was a 1 month project and the brief was: "It must be **easy** to make, **recognizable** and **simple**".

The result was this. An illustration style that combines the **geometric** with the **organic** and thereby enables **fast creation**.

To create a new asset you simply outline an object in illustrator, simplifies it and pick the colors from a select palette. All new creations are put into a database which over time will grow and make it even easier to meet the demands from journalists and TV-producers.

The illustrationstyle was implemented into the **DR corporation** by training the inhouse graphic designers from **TV-avisen** and various other departments.





youSee

Illustration & Art direction



youSee

YOUSEE REDESIGN

In 2015 I was hired by Kontrapunkt to work on a redesign of the **YouSee** identity. My role was to come up with new ideas and together with the other designers make **3 unique directions**.

One of my contributions was my suggestion to “own” the color green, which at the time was unique on the danish Mobile /TV / Internet market. I also changed the typeface from **Swiss 721** to **Helvetica Neue** and adjusted the letters. That resulted in this **logotype** which they ended up choosing and have used ever since.

Graphic design

Illustration & Art direction



TV2 LORRY VISUAL IDENTITY

I designed the CVI for TV 2 Lorry. A local ***Danish TV channel*** covering Copenhagen and its surroundings.

The brief was very precise: “We want a simple visual language that can enable our content across ***all platforms***. While the goal is to increase our output on short ***SOME*** formats, we still want to maintain a high level of journalistic quality”.

As the foundation of the CVI I developed a scalable stroke based ***icon set***. Combining the icons with vivid colors and a bold typeface, I build a CVI that would prove to function well on SOME and mobile devices.

I worked for serveral months implementing the CVI into their daily routines and company culture, educating the ***inhouse designers*** and ***journalist*** in how to use the system while building tools and templates for ***Twitter, YouTube, Facebook*** and ***Instagram***.

TV 2 Lorry released the icons under the ***Creative Commons License***.

Graphic design



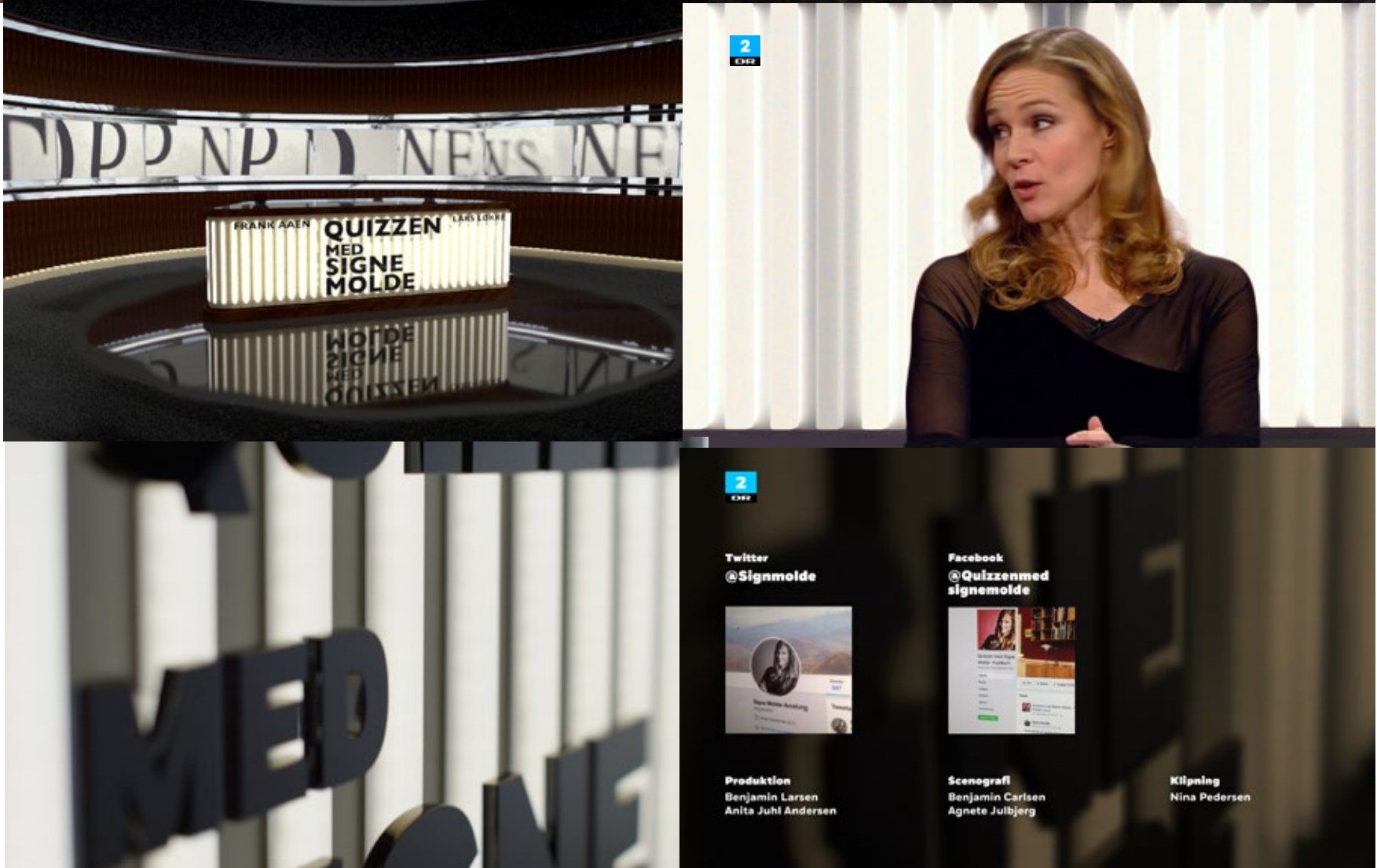
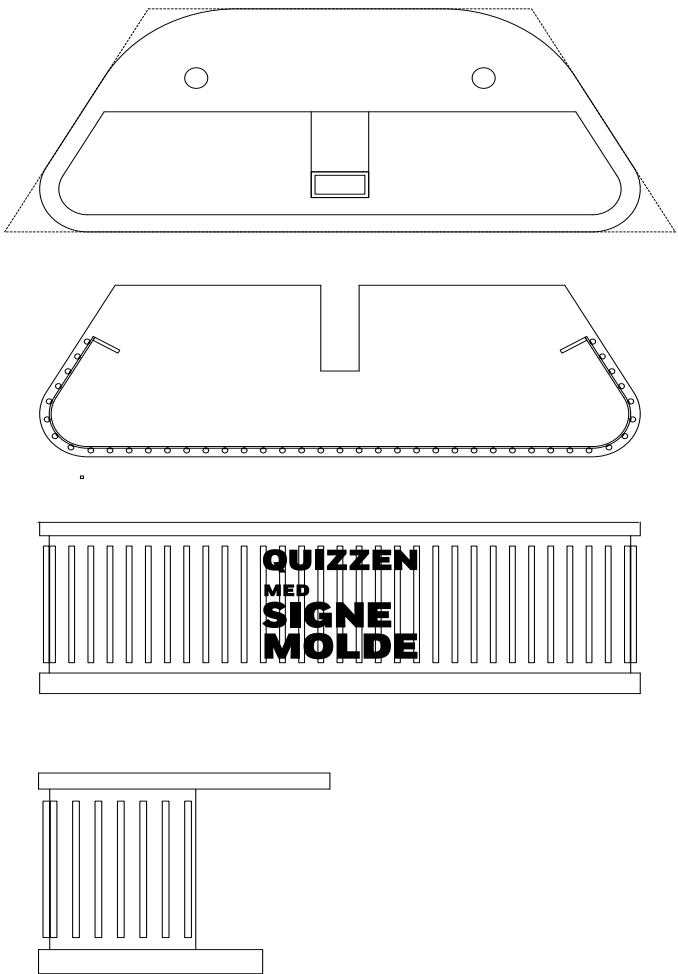
HISTORIE

QUIZEN

In 2015 I made the design for Historie Quizen on **DR-K**. The design was quite simple though a bit **complicated** to execute. Mainly because of the mechanics of the letters which where made in **C4D**.

The inspiration for the quiz came from a mix of **game show letters**, airport **flight tables**, **clocks** and **simple typography**.

Illustration & Art direction



QUIZZEN MED SIGNE MOLDE

In 2018 I did the overall design of “Quizzen Med Signe Molde” on DR2. The direction ended up being centered around *fluorescent neon tubes* which were used both as decoration and lightning in the studio, on the table and in the TV-graphics.

The intensity and pulse rate of the lights could be controlled via a mixer so it would follow the sound design and dramaturgy of the show.

The inspiration for the show came from *Las Vegas show biz scene* in the 1950’s with *dance, cabaret* and neon tube decorations. Signe thought it was the perfect approach for this *light-hearted evening show*.

Graphic design

Illustration & Art direction

Graphic design

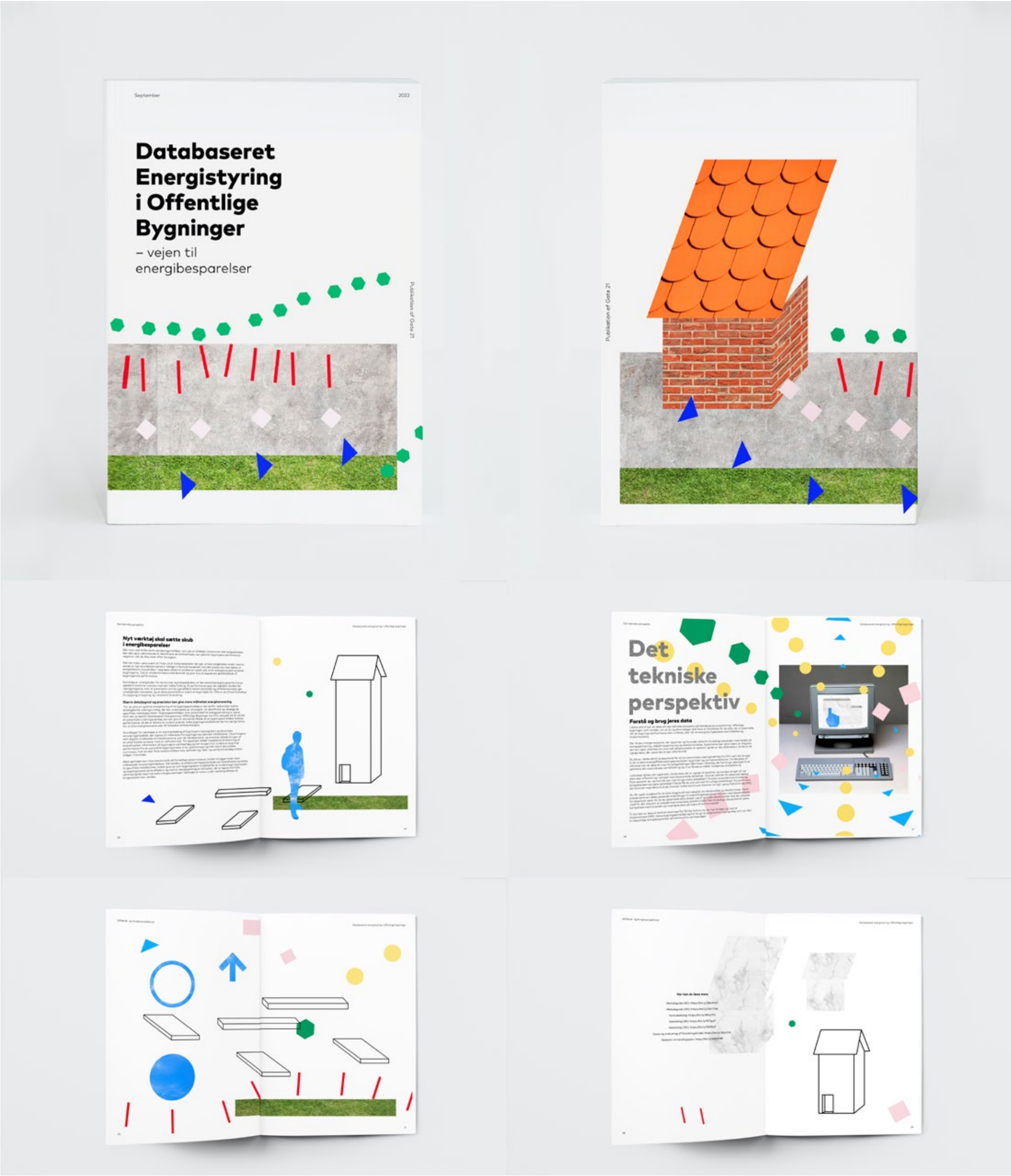


ILLUSTRATION AND PUBLICATION DESIGN

In 2022 I illustrated and designed this 90 page publication about energy management of buildings in the public sector.

The publication was part of a collaboration between a large group of danish municipalities. The goal was to deliver a clear overview over the field of data driven energy optimization of buildings and outline how it can be implemented into the public sector.

PETRI EVENT & ARTSPACE IDENTITY

In 2017 I was tasked to design the visual identity for the art gallery *Petri Event & Artspace*.

The basic idea behind this *visual identity* for the gallery Petri Event & Artspace was to visualize the *audience* by employing illustrations of eyes and their appliances.

The eyes, binoculars, magnifying glasses etc symbolise the different kinds of *people* attending the events while the varying shapes and colors highlights the *diversity*.

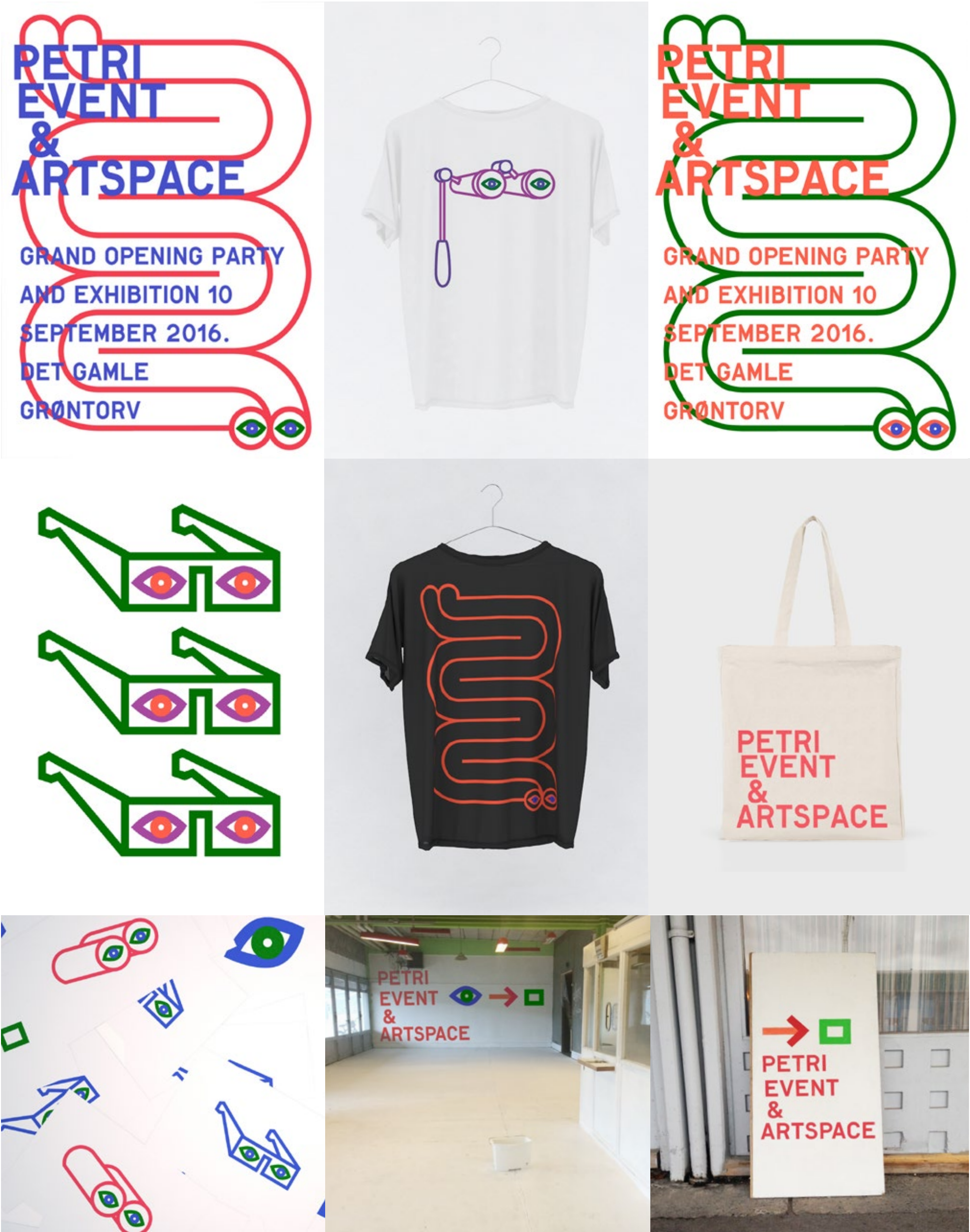
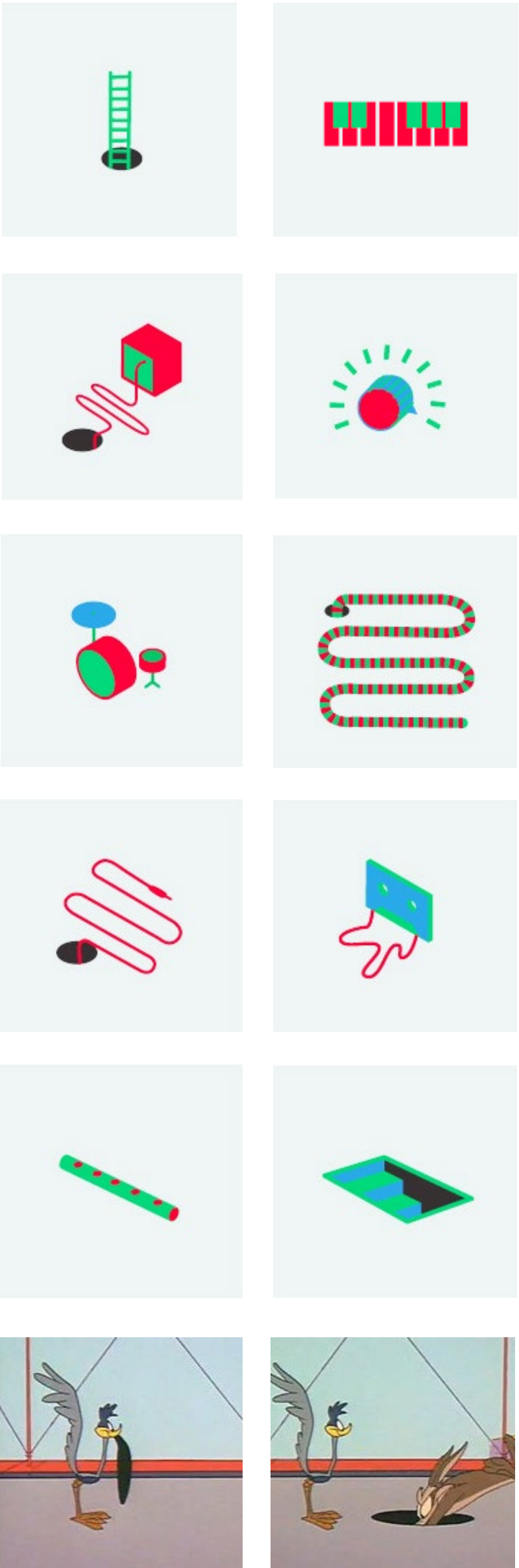


Illustration & Art direction



WUNDERGRUND VISUEL IDENTITY AND ILLUSTRATIONS

In 2012 I was commissioned to work on the *identity* for the *music festival* Wundergrund.

I came up with the idea that *music, art*, etc would come out of a hole on the ground and pitched them these *illustrations* which they liked.

The idea came from an episode of Roderunner where you see a *portable hole* moved around by the main character Beep Beep.

Graphic design

OTHER CASES

- Overall design of **DR's** breaking platform
- Guest teacher in boadcast design and logo animations at **DMJX, ID**
- Motion design and guide for **Velliv / Kontrapunkt** (Won a Creative Circle Award)
- Motion design and guide for **Change / Vice** worldwide
- Creation of icon-set for **Dansk Arbejdsgiverforbund**
- Illustrationer and animated gifs for **DFI** publication.
- Design of visual installation for **Swatch** at **Milano Fashion Week**
- Overall motion design for the **Kindle, Amazon**
- Won a competition for a flexible design system for promotional content, **Google** | **YouTube**
- Overall identity design for **Det Elektriske Barometer, P1**

Illustration & Art direction

Graphic design

CURRICULUM VITAE

<i>Saxo Bank</i>	Lead Brand Designer	2023 -2026
<i>Frelance</i>	Senior Grahic / Motion Designer	2018 - 2022
<i>DR Design</i>	Senior Grahic / Motion Designer	2016 - 2018
<i>External Lecturer, DMJX</i>	TV Brand Design	2013 - 2016
Freelance at Kontrapunkt	Strategic Motion Designer	2014 - 2018
<i>THANK YOU STUDIO</i>	Senior Graphic Designer	2011 - 2014
<i>DR Ung</i>	Graphic / Broadcast Designer	2009 - 2011
<i>Pixelministeriet</i>	Web Designer Owner	2007 - 2009
<i>MWeb</i>	Web Designer	2005 - 2007
<i>Xite.dk</i>	Webdesigner Owner	1998 - 2002

SEE MORE

frederikkrogh.com