crime scene: taxes

In collaboration with the editorial team, a new content and design concept was developed for the magazine *tatort:steuern*. In addition to the new look, which emphasizes the brand's value, the focus is now on interesting stories, inspiring tips, and fascinating facts from the world of taxes. The magazine is published four times a year.



Challenge

In July 2018, we were commissioned to relaunch tatort:steuern – one of the leading client magazines for tax advisors in Germany. We quickly realized that this wasn't just a simple layout refresh and a revision of the magazine's content formats. Here, things are different – the tax advisors themselves are the editors.

Result

Tax magazines are often rather dense and unwieldy. Does the design have to reflect that? The new look of tatort:steuern offers a high degree of flexibility in the layout, especially when the text is a bit longer. In every issue, the concept, design, and typesetting face the challenge of presenting Germany's favorite topic in an engaging way.

Cover 2019–2024













Best of Illustration

