



# Karl Fundenberger



Projects 2014-2019

See more: [karlfundenberger.com](http://karlfundenberger.com)

(785) 213-3500

# Logo design



Logo design is perhaps the most difficult challenge for a graphic artist — because it requires creating something simple and recognizable from complex concepts.

# Ad design



**DUDE!**

**There's nowhere to park!**

Topeka Metro Bikes has 2,000 members, but our city has less than 100 bike parking racks.

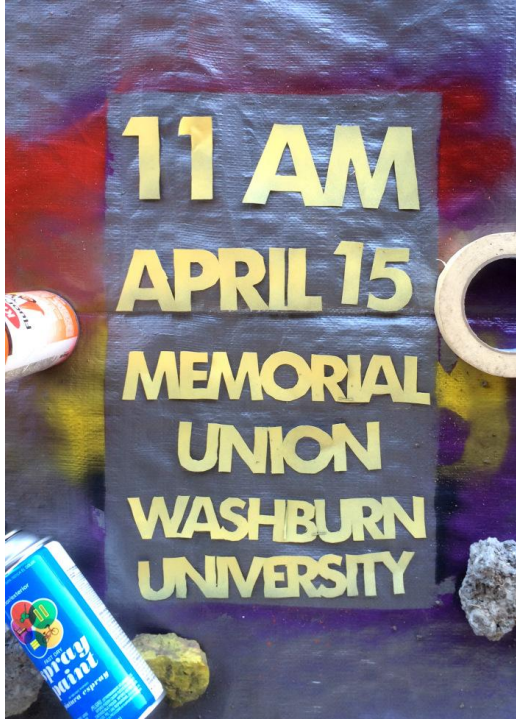
Open your business to a new audience by adding bike parking!

Contact Topeka Metro today:  
(785) 730-8615 • [info@topekametrobikes.org](mailto:info@topekametrobikes.org)

Bike rack sales ad, published in Chamber of Commerce magazine. We made at least two sales each time this ad was run.



# Poster design



The Great Topeka Bike Fest poster features a photograph of a man in a red shirt pointing towards a large crowd of cyclists at night. A blue gear-shaped logo in the top right corner contains the text "THE GREAT TOPEKA BIKE FEST" and "DOWNTOWN - SEPT. 29-30, 2018".

**It's a bicycle party!**  
Saturday & Sunday Sept. 29-30, 2018

It's time for the GLOW RIDE again! Light up your bike and join for an evening tour of Topeka on two wheels. Don't miss it!

More info at [biketopeka.com/bikefest](http://biketopeka.com/bikefest)

Art direction is something I've learned over the years. When good artwork, good copy, and good design is available — great work can be accomplished.

For the Bikeshare Launch in 2015 (*far left*), we went abstract, and high-concept, and drew a huge crowd for the event, despite rain.

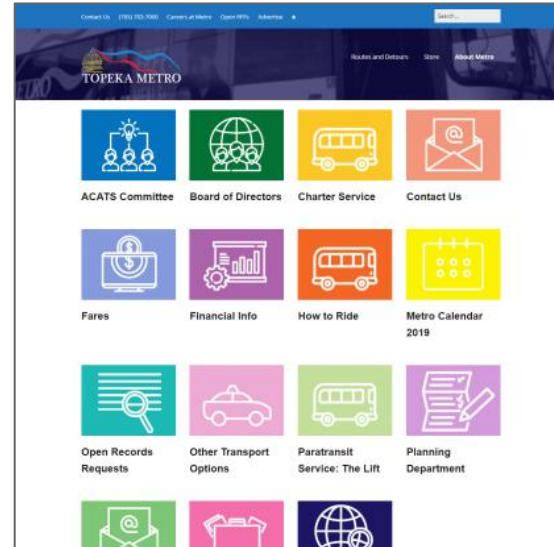
For the Great Topeka Bike Fest (*middle*), our posters were designed to showcase past years' events.

# Website projects



I built the United Way Topeka website to improve its mobile accessibility, and for the staff to be able to manage it more easily.

Visit <https://unitedwaytopeka.org/>



Topeka Metro's site was difficult to access via mobile device. I created icon-based navigation for the site, improving mobile accessibility.

Visit <https://topekametro.org/>



# Speaking, writing, presentations



I love public speaking. Here's a recent example:

“You’re bored because you drive too much,”  
TEDxTopeka Talk, Fall 2017.

*Available on YouTube.*