

case study

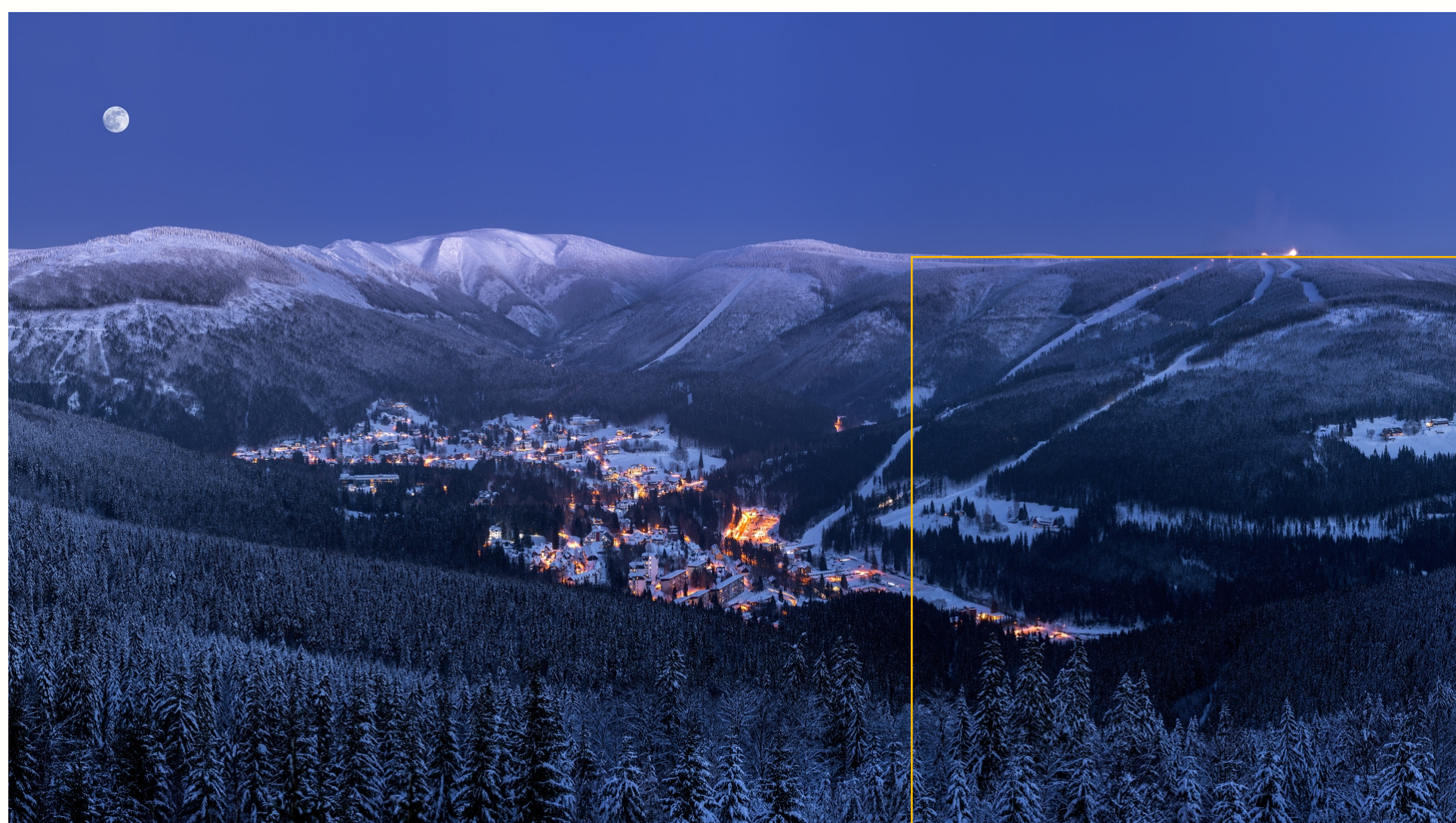
headline

# Logo redesign

## Špindlerův Mlýn

short description

Modernize current logo of ski and leisure resort called Špindlerův Mlýn including mini example of visual identity.



Context

### Context

Špindlerův Mlýn certainly the most popular ski and leisure resort in the Czech Republic. It offers high quality hotels for relaxing or skiing and even in summer offers lots of activities as cycling, mountaineering and so long.

The resort of course wants to maintain its current position, it decided to redesign its logo and connect the city hotel part with the ski part. (for now they are separated – different logos...)

### Role

Graphic designer  
logo, design  
application

### Team

2 graphic  
designers  
big thanks for my  
collaborator  
Anička Vokounová

### Duration

6 months

### Status

Waiting for client  
(classic)

### Problem

The problem was not only to come up with a new logo for the center. The problem was to unite the two logos together that you see on the left.

So it was a connection of two factors. The first factor was relaxation, representing the hotel part, and the second factor was action/sport, which represented the ski area part.

old logos

The old logos look very substandard and old. They do not reflect the quality of the services of these two entities at all.



### Solution!

I followed two main factors to create the new logo. In addition, I added a third characterizing factor. This was the historical legacy and tradition of the resort, which is reflected in the typography.

mountains  
ski area part

smooth line  
resort part

Špindlerův  
Mlýn

historical/modern font  
traditions

### Variations

Almost every logo needs alternative versions for greater flexibility of use.

Š Spindl

alternatives

### Colors

We created the colors according to the basic colors of two seasons, summer and winter.



### Result

This is the result of our project. As you can see, we work with the line on all possible corporate materials and thanks to it we have created a comprehensive visual identity.

The client chose this project as the best.

lets gooooooooooooo

