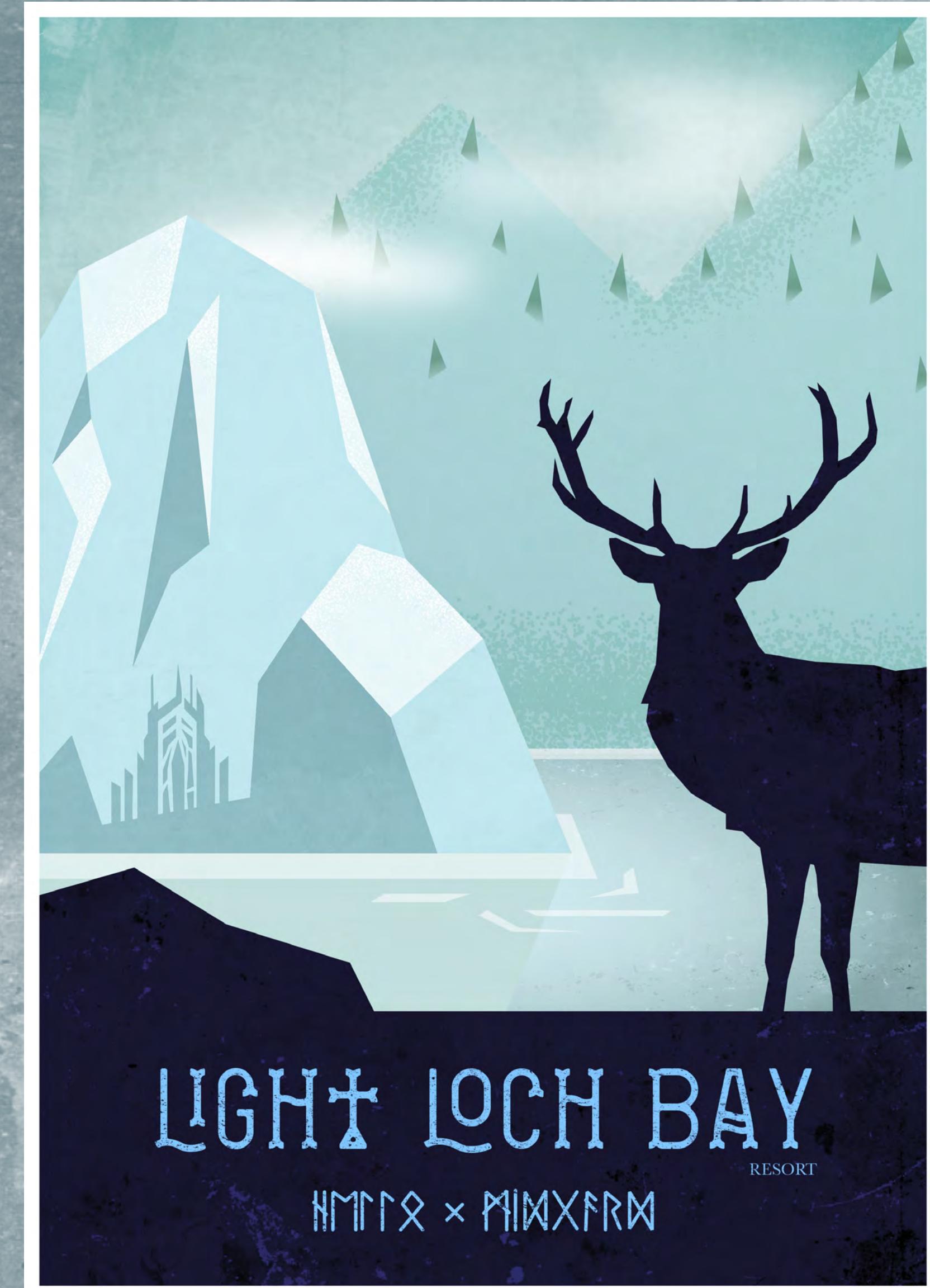


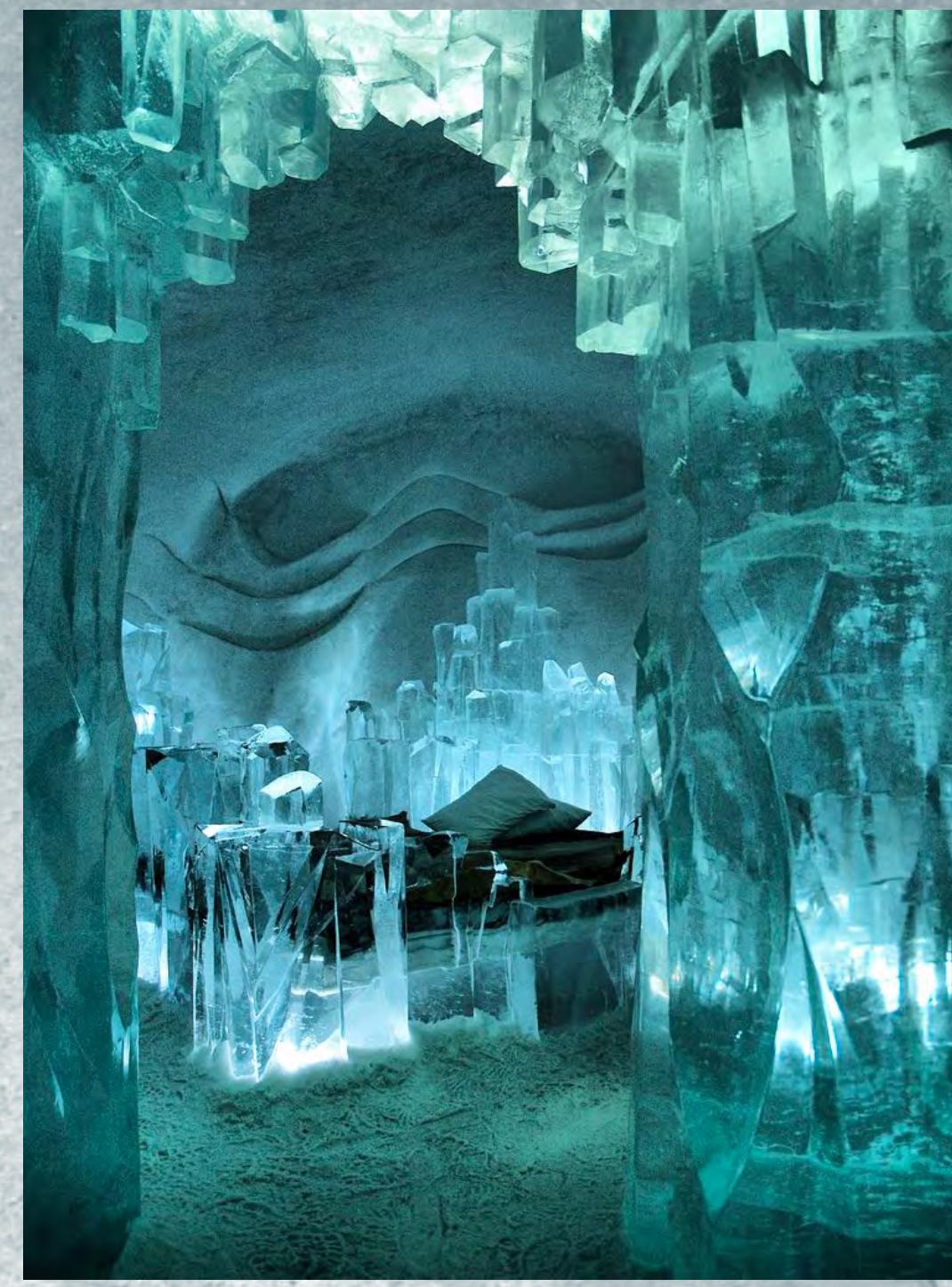
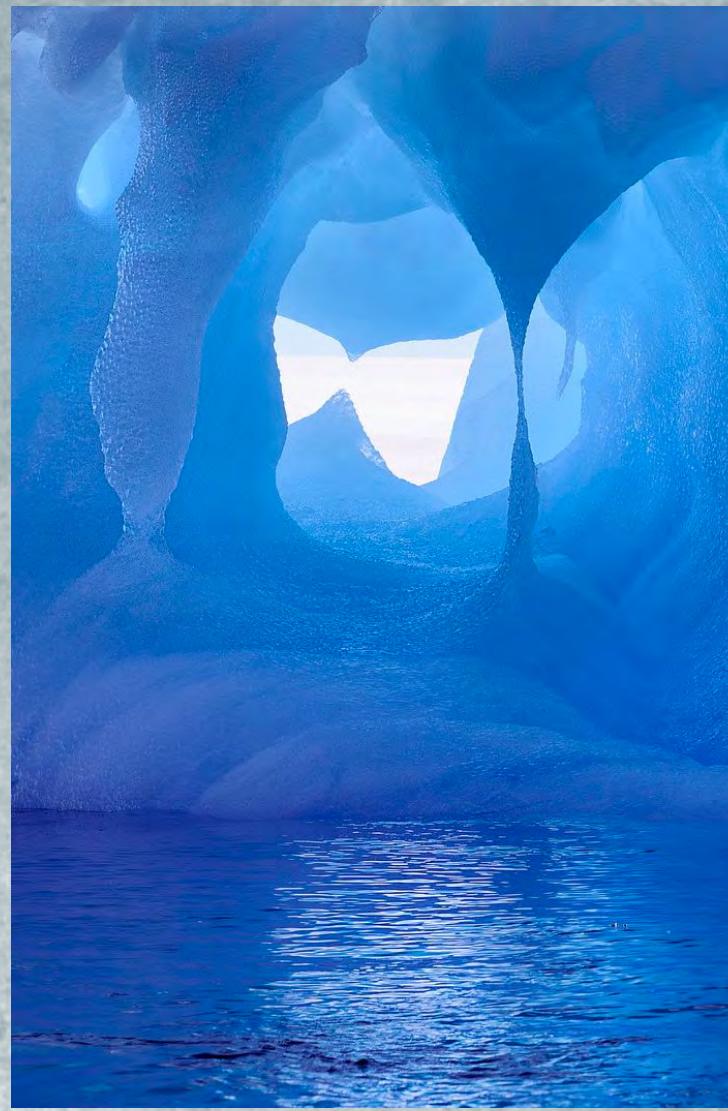
LUGH
LOCH BAY

Welcome to **Light Loch Bay**, an enchanting ice palace located in the heart of the Mystic Mountains. Check in for your night's stay to find comfort in the *ambiance* and the *beautiful views*. Relish in the great amenities that Light Loch Bay has to offer like the *delicious restaurants, relaxing spa, and restful hot springs*.

For those that are looking for an **adventure**, climb to the tower to meet with the Enchantress and *begin your journey*. Be wary of some of the darker corners of the property, as you may find yourself face to face with the *old lore of the land*.



MOODBOARD

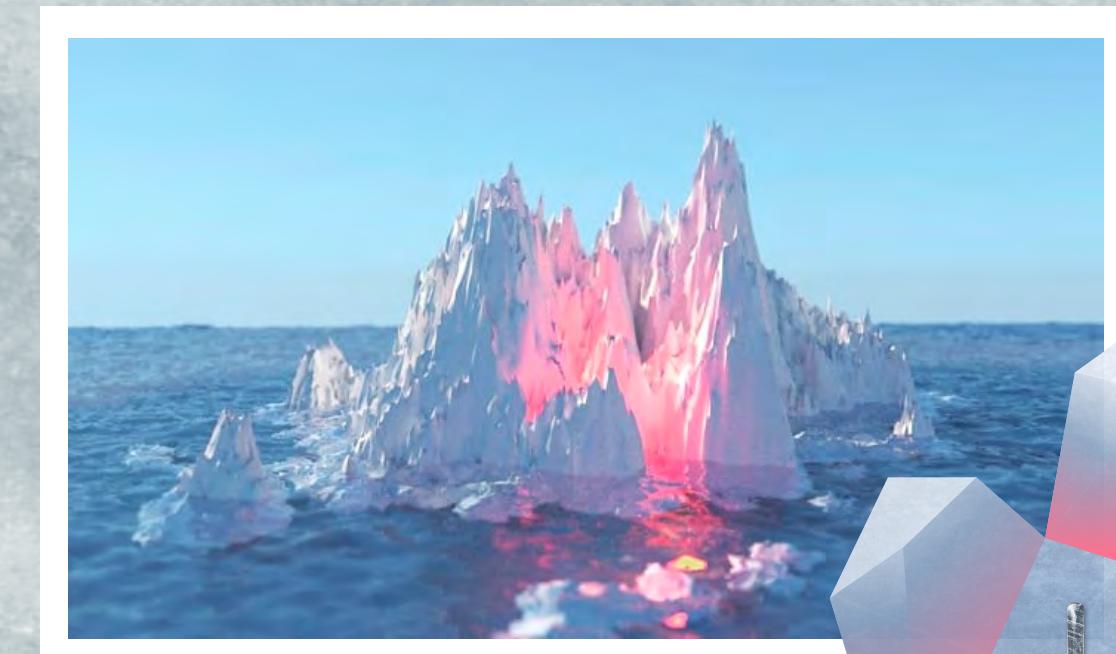


ID SIGN



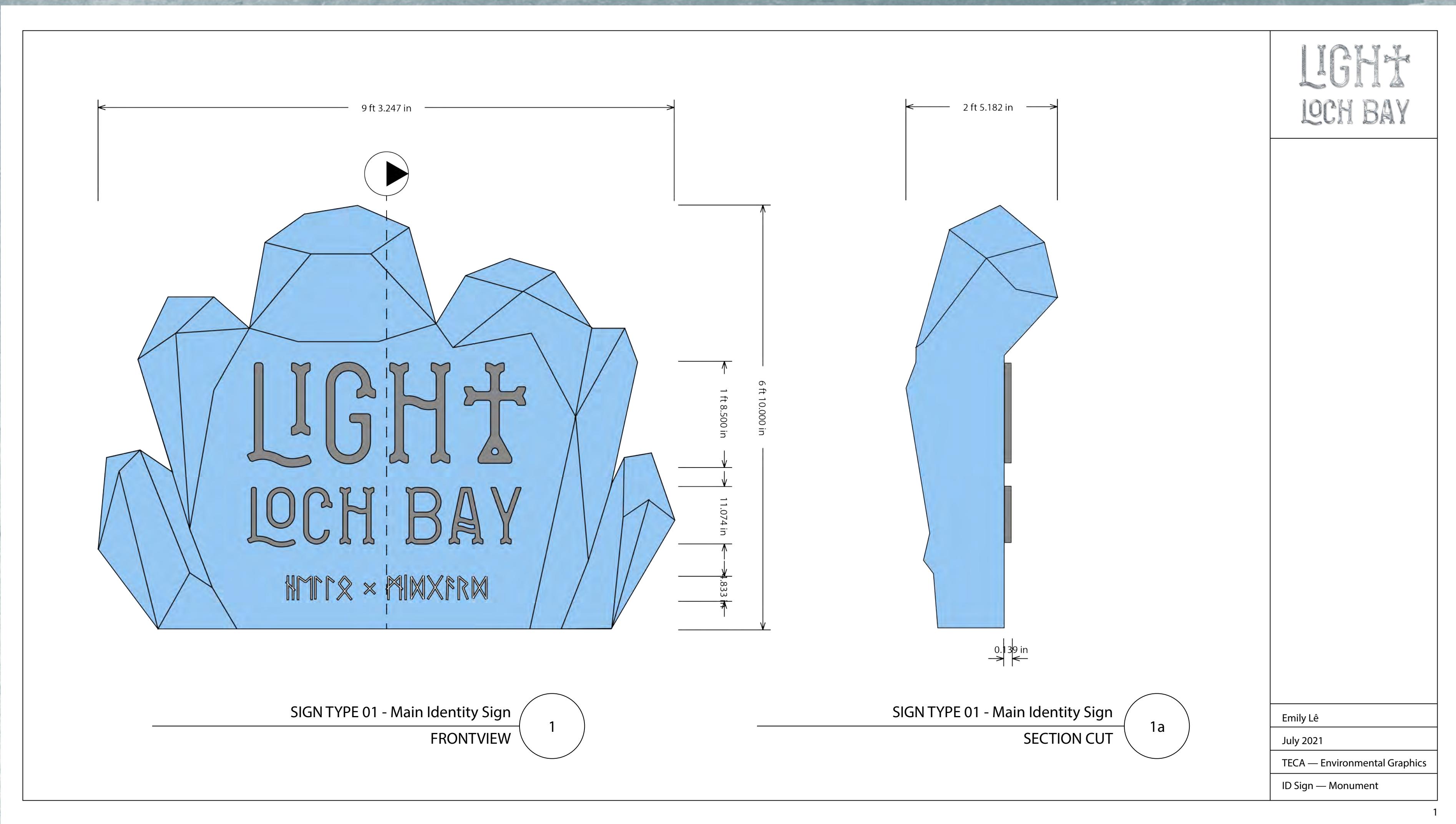
Details

- Monument sign
- Acrylic to look like frozen ice
- Wordmark is acrylic piece attached to monument
- Runes are etched into acrylic
 - “Take the journey”

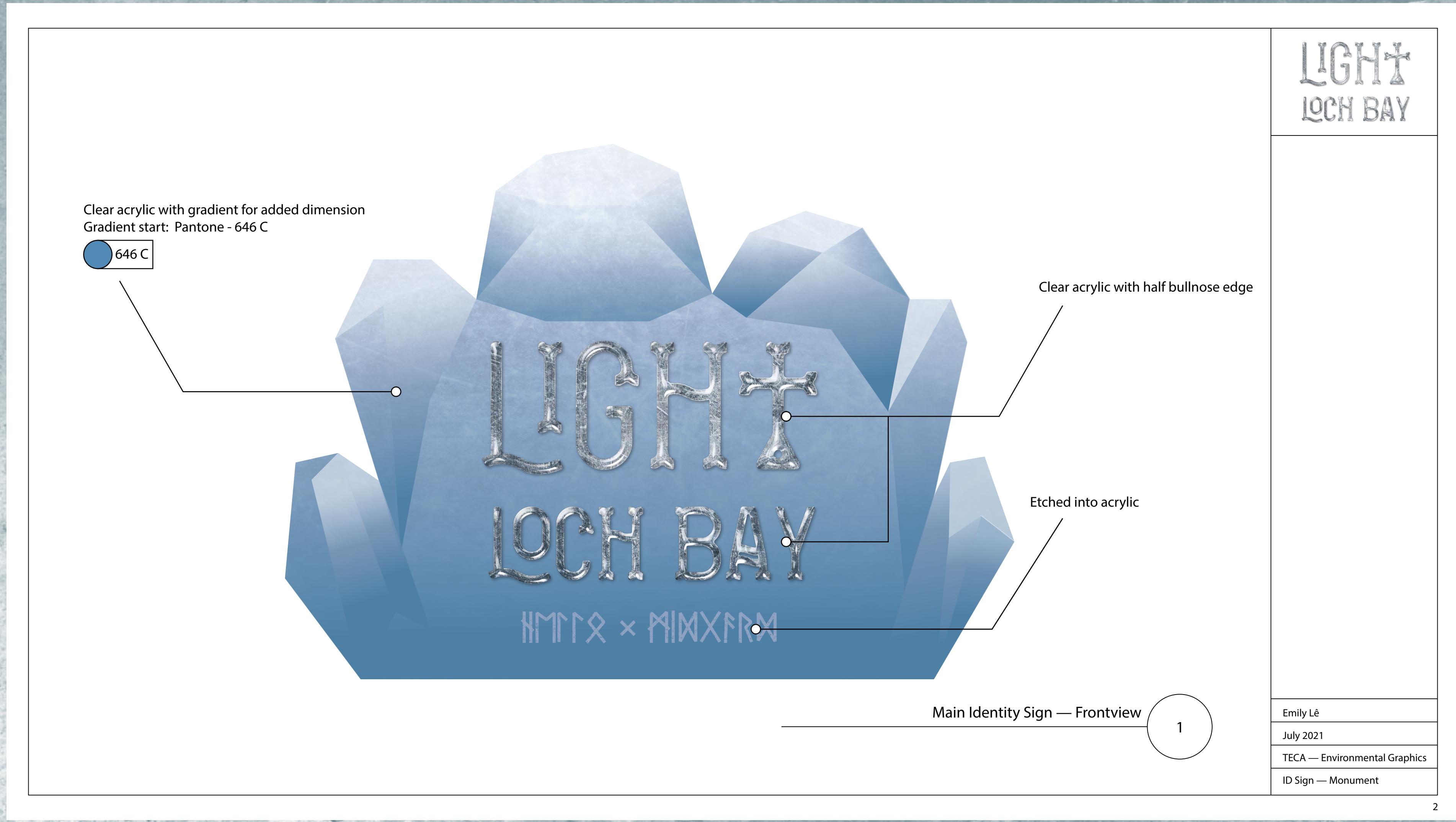


Night time lighting

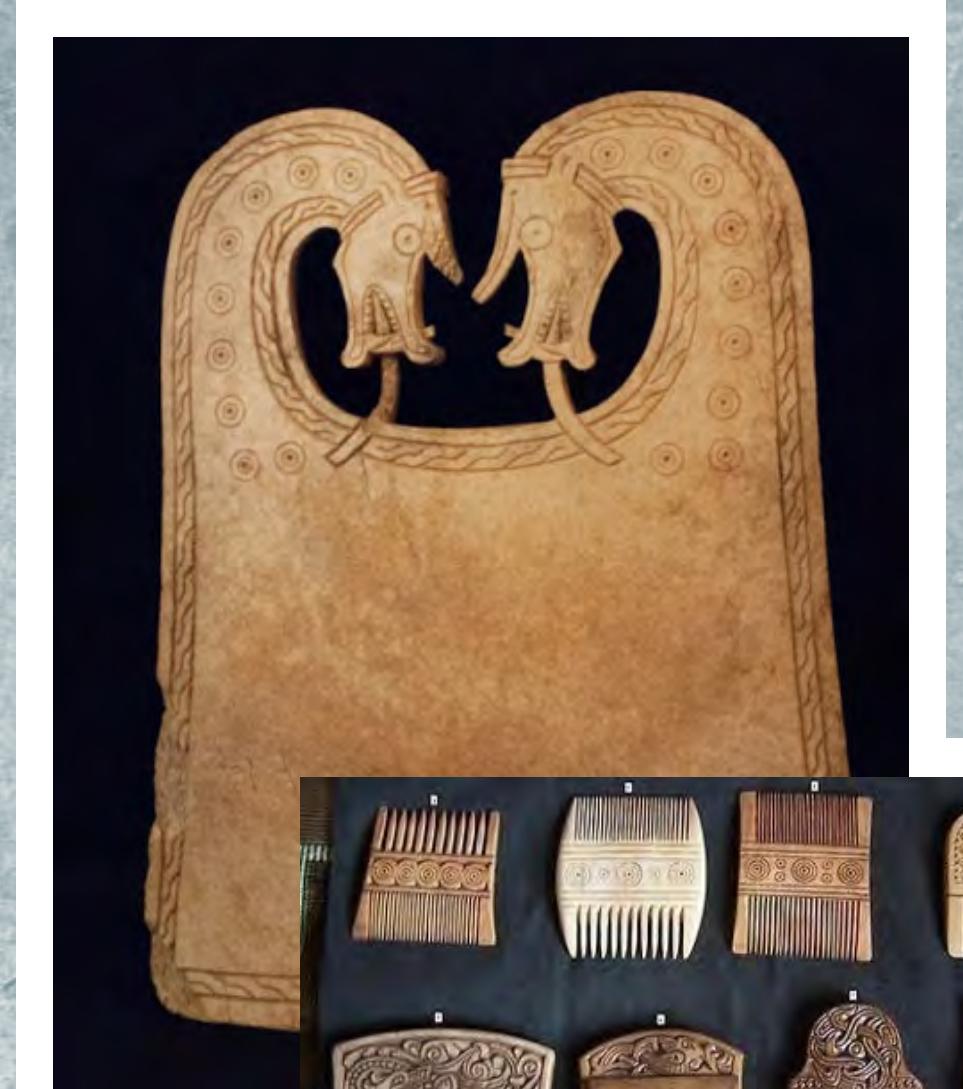
ID SIGN - SPECIFICATIONS



ID SIGN - FABRICATION CALLOUTS



RESTROOM SIGNAGE



Inspiration: whale bone used for cosmetic tools



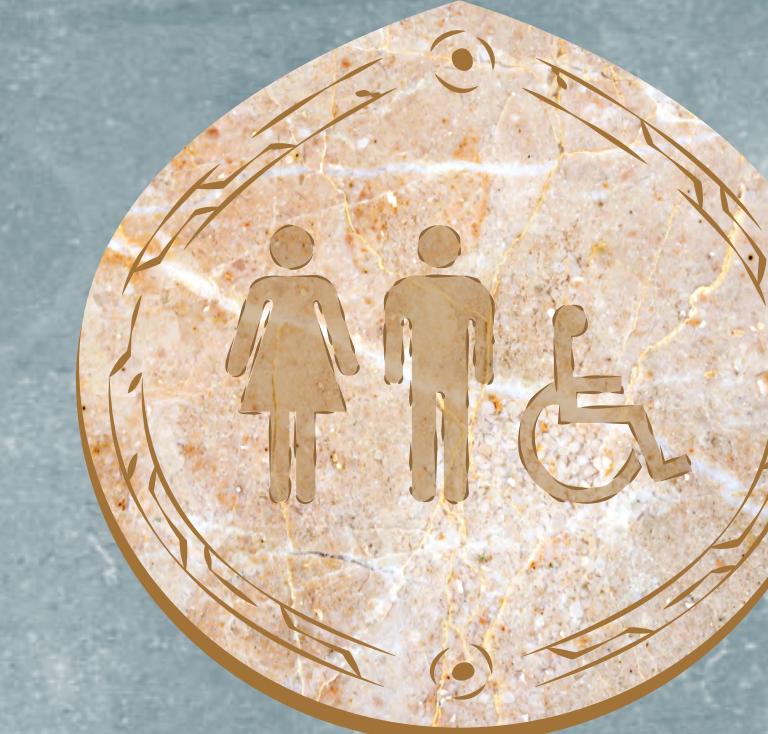
Men
♂



Women
♀



All Gender
♂ ♀



Companion
♂ ♀ ⚄



COMPANION



Application mock-up

SHOWER CURTAIN



Credit: Regnitzflimmern (Andie Mayr)