

# LETKA

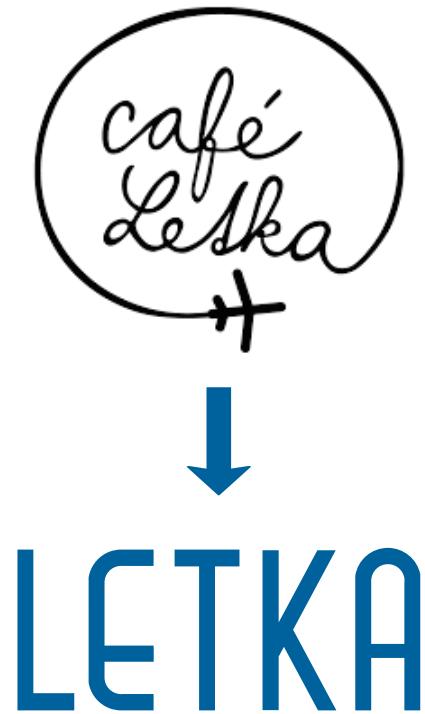
## CAFE

This project is about the rebranding of Letka Café.  
We worked on it as a team and successfully made it through the first round to the second.  
Letka Café is located in the Letná district, and its name is connected to airplanes, which inspired some parts of our concept.

In the first round, Niki made a special font just for Letka Café.

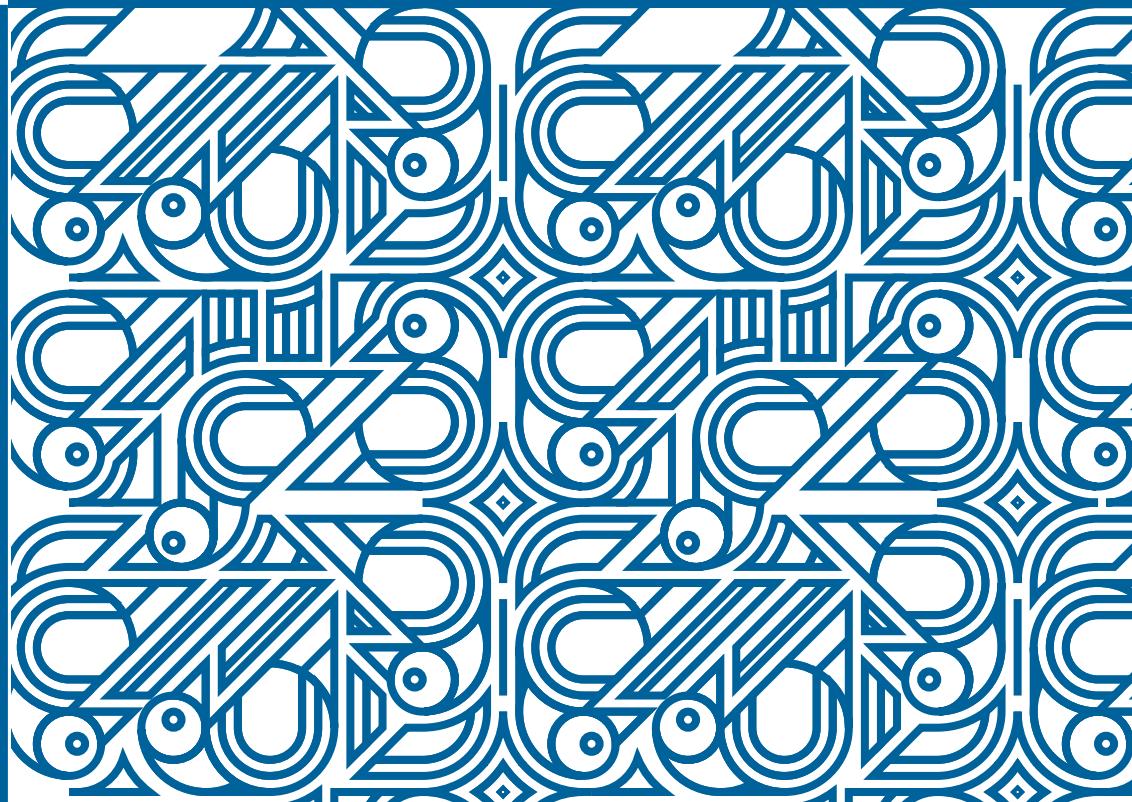
Then we started thinking about how to make the café different from its main competitor, Pilot Café, which also uses an airplane in its logo. That's when we got the idea to use a small bird instead.

We created a pattern with the bird in a simple, geometric style to give the visual identity a fun and original look.



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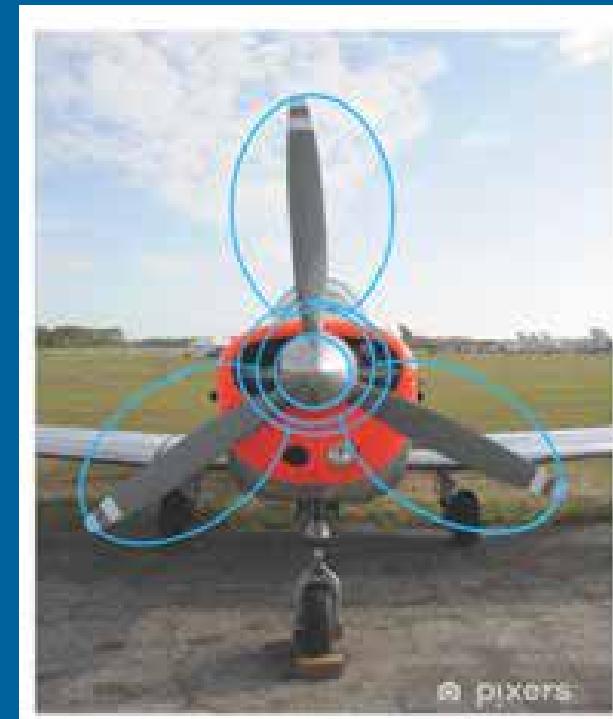
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In the first round, we were told that they wanted to keep the airplane as part of the concept.

So we started thinking about how to work with that idea in a new way. I thought it could be interesting to focus more on small details of the airplane.

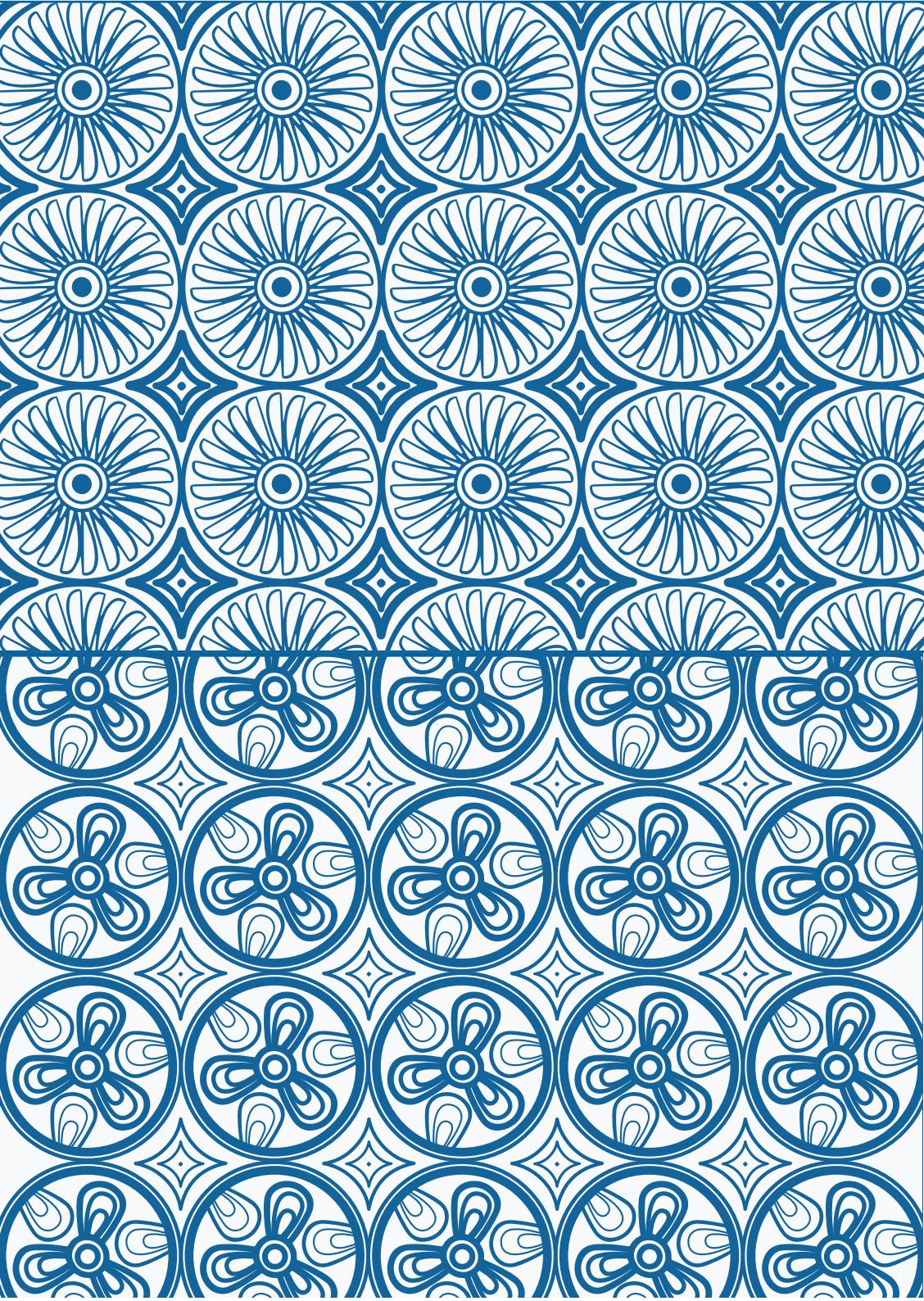
That's why I chose the engine and the propeller. I traced the shape from a photo and used it to create a new pattern. This way, we kept the airplane theme, but in a more creative way — without using the whole plane, which felt too basic and boring.



With Rita's help, we created two patterns based on the propeller and engine shapes.

At first glance, it's not obvious that they represent parts of an airplane, but they have a deeper visual meaning.

The patterns are playful, unique, and add an original touch to the identity.



We used the pattern in packaging design and also on posters, combined with the custom font created by Niki. This helped us create a unique and consistent visual style for the café.

