

**Category:** Wayfinding

**Project:** Chill Inn – a student dormitory

**What was the challenge?**

Chill Inn a private dormitory for those who are looking for convenience in a beautiful setting. Here, you will find beautiful rooms with high standards, a shared learning area, a chill and meeting zone, a bicycle and car parking lot, and a laundry and drying room. College life is normally associated with joy and carefree fun. When developing a coherent visual information and wayfinding system for this place, we kept these values in mind.

**What was the solution?**

Our goal was to create visual system that would complement the character and purpose of the dormitory and, at the same time, be interesting and put people in a good mood.

**What was the effect?**

During the design process, we have created an original visual style of the system. Illustrations, which are part of it, make the dormitory a welcoming and comfortable place where people can gather and celebrate. The graphics are characterized by smooth, abstract lines, a tasteful color palette, and playfully compliment different spaces. Creating a 3D design of information carriers was as important as creating graphic design – we've decided to use colored MDF. It appears both in large-format digits and in directional carriers, which are complemented by engraved patterns. When combined with illustrations, typography, and colors, it creates a coherent visual language.

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