MERCURY

Between intensity and ease.

Mercury connects skiing and hot springs within one winter experience. I developed the original strategy, visual identity and applications independently. This edition sharpens hierarchy and use across formats.

My contribution / Solo designer

Brand strategy · Wordmark and symbol · Graphic language
Print and digital applications · Brand guidelines



Portfolio refinement / Pass and wristband artwork

Two experiences. One rhythm.

I framed skiing and hot springs as successive parts of one winter experience: movement followed by rest. Skiing leads; hot springs provide a slower continuation. A shared identity connects the two.

Ski / Move

Speed, action and release.

01 / INTENSITY

Soak / Slow down

Warmth, pause and rest.

02 / EASE

Original audience premise

Design-conscious urban adults seeking active winter leisure.

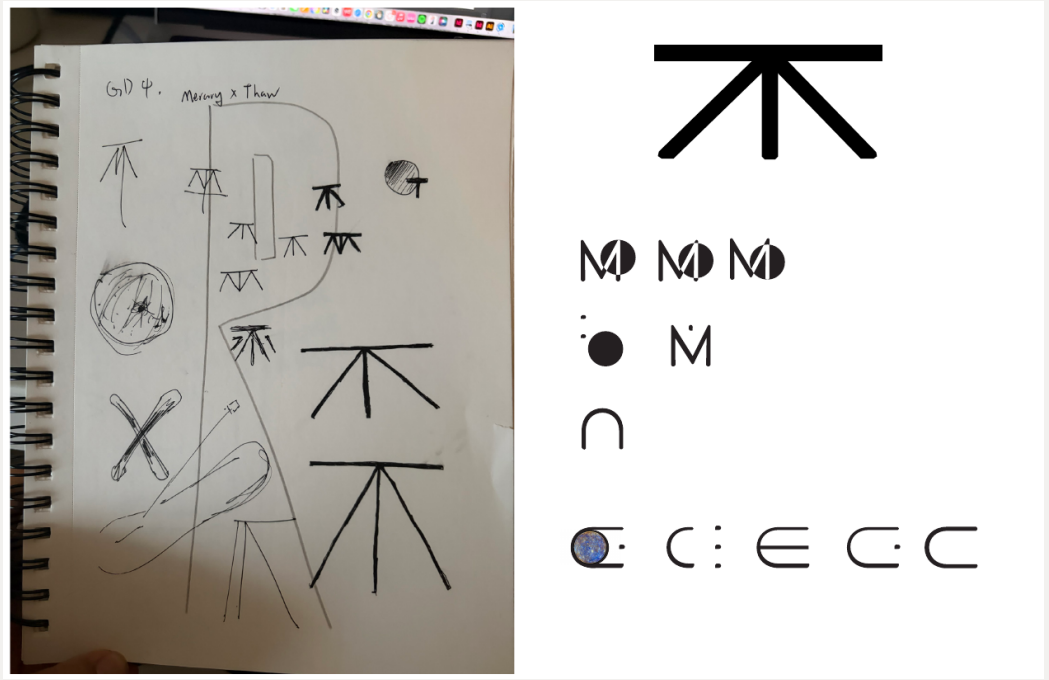
Portfolio direction

One Mercury identity, with Ski and Soak as experience labels.

Design decision / Establish the sequence first, then decide what the experiences share and what needs to remain distinct.

From sketches to open forms.

The original sketches range from structural motifs to letters and open curves. This edition retains the existing wordmark and symbol, focusing the refinement on their arrangement, spacing and use.



Original project / Sketches and vector exploration



Retained geometry / An open curve and a separate dot

Design decision / The open C creates a visible formal link between symbol and wordmark, without relying on a literal ski or spa icon.

Fixed form. Variable tone and density.

I developed one visual language across applications. The refinement separates what stays consistent from what changes: identity geometry, experiential color cues and the density of graphic detail.

MERCURY

#30302E

#F2F1EF

#083171

#8797B0

#D8C9B8



01 / Identity geometry

Keep the wordmark and symbol proportional. A clear reading hierarchy lets the wordmark carry the brand character.

02 / Cool and warm tones

Blue and warm mineral tones distinguish the experiences. Text continues to carry access and service meaning.

03 / Contour density

Use contour lines as a graphic language. Separate them from text and reduce detail for smaller or tactile formats.

Small formats. Clear access.

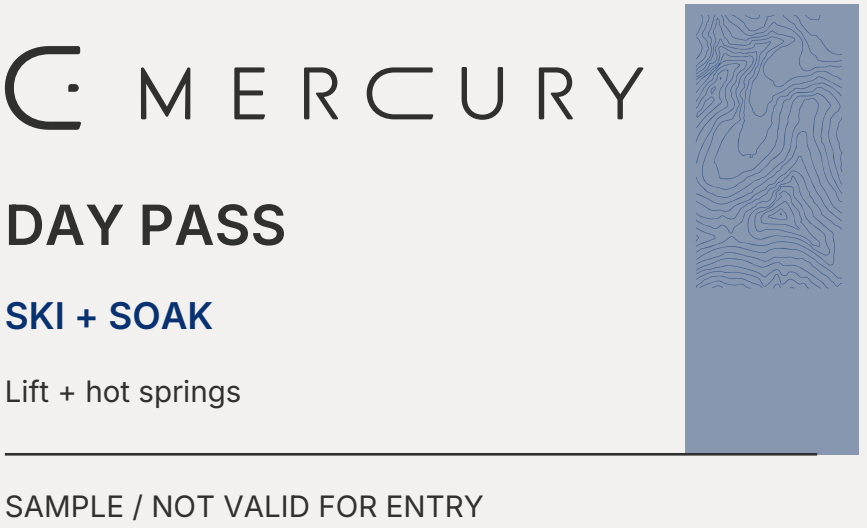
The refinement separates brand, pass type and access description. Passes and wristbands share the same identity while using explicit text to explain their intended use.

Original project / Season pass



Design decision / Keep the pattern away from text and avoid making color the only way to distinguish access.

Portfolio refinement / Type and access hierarchy



Concept artwork / Not valid for entry

Portfolio refinement / Information on a narrow wristband

