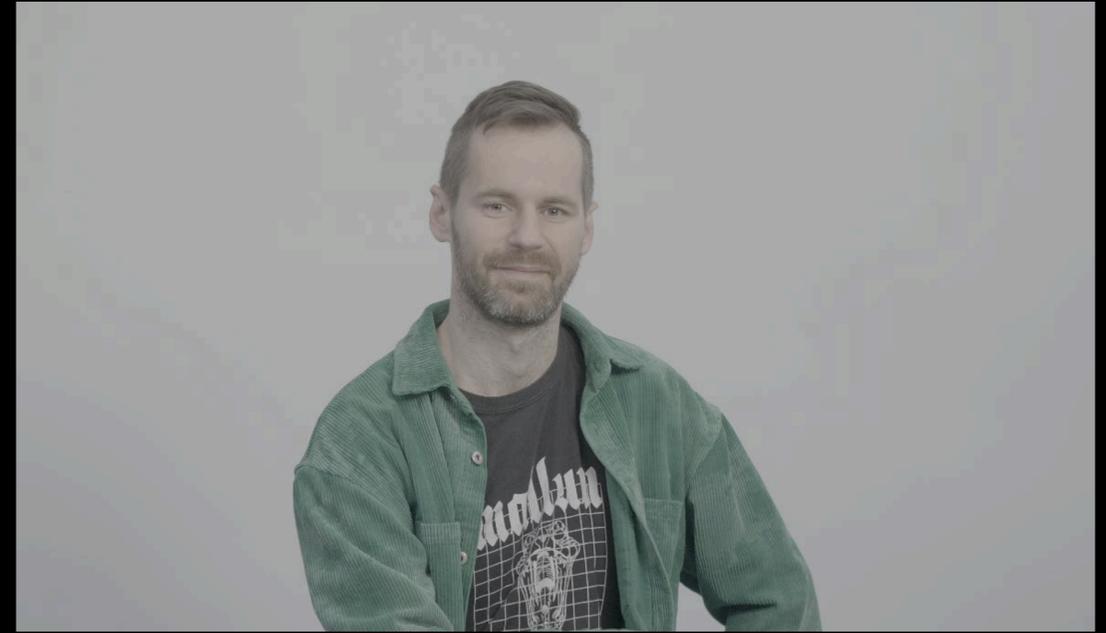


# PORTFOLIO

2023-2025

erik.vilim1@gmail.com

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# ERIK VILÍM

## logo and brand identity

The Konflikt... project aimed to create a visual identity for the mediation office that would target the middle and young generation. The name itself was chosen based on SEO research. It turned out that people use the word conflict to search and avoid the more technical term legal dispute or lawsuit. Potential clients who search for this service have been in conflict for a long time, often visiting the site frustrated and angry. The visual identity was therefore designed to be calming and believable.

# Konflikt...

Mediačná kancelária

# Konflikt...

Mediačná kancelária

# Konflikt...

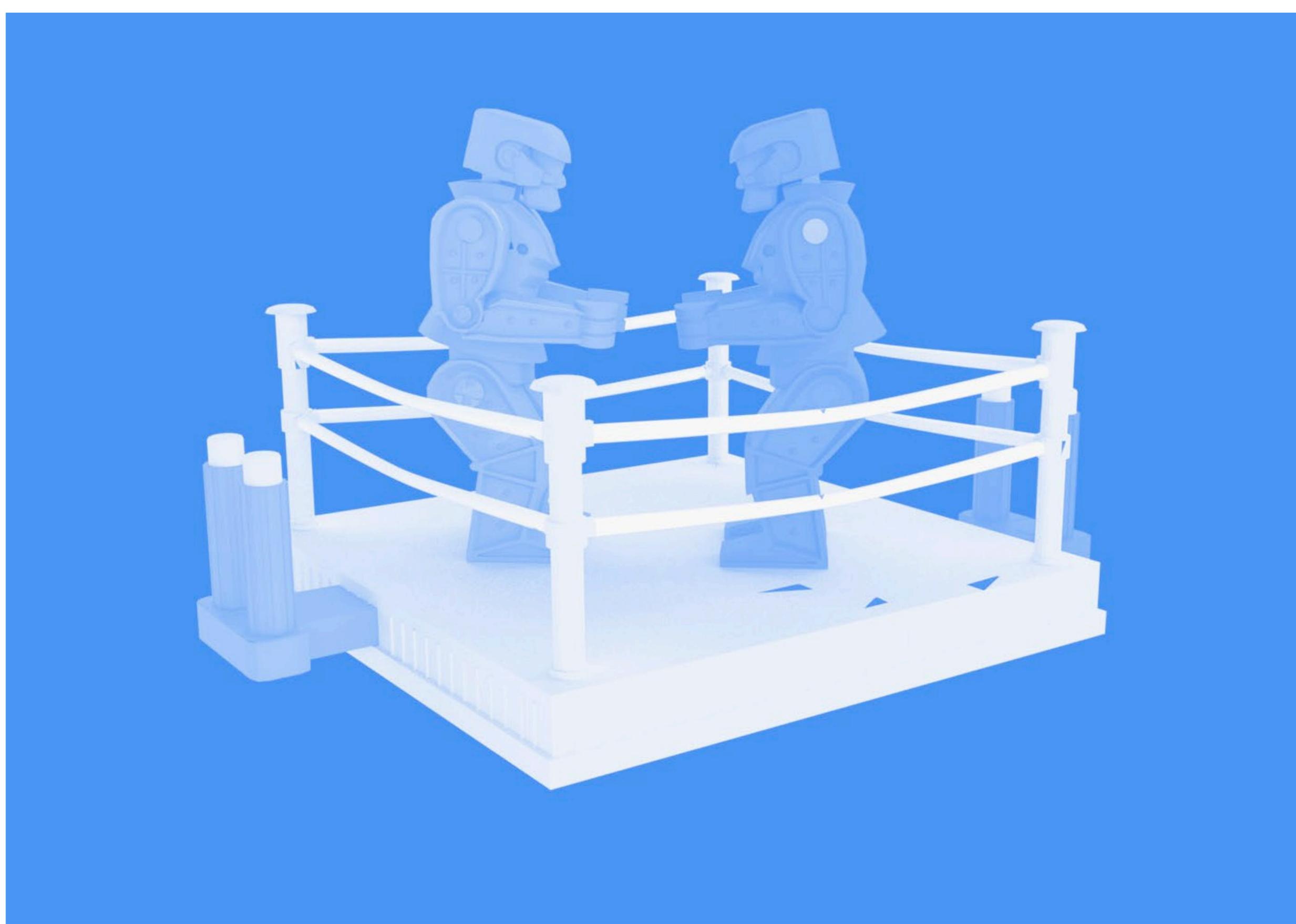
Mediačná kancelária

2023

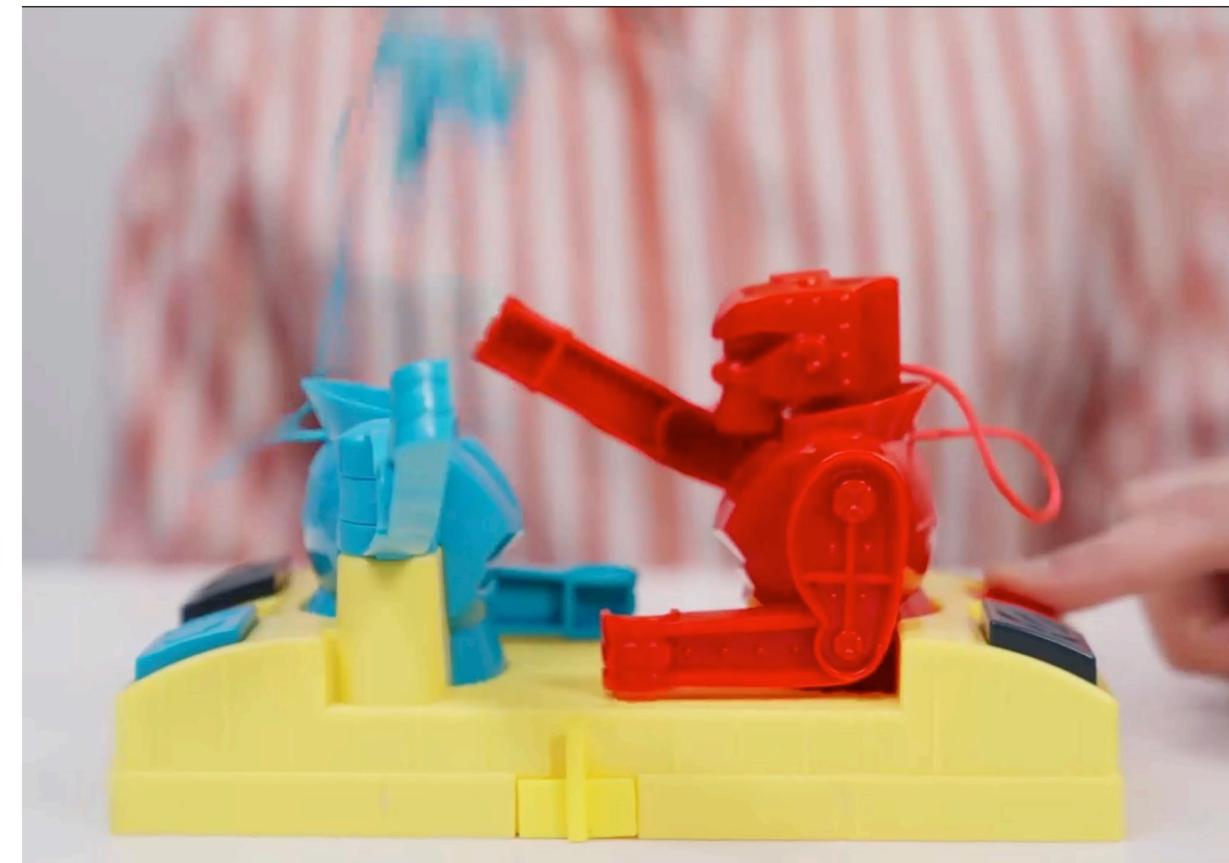
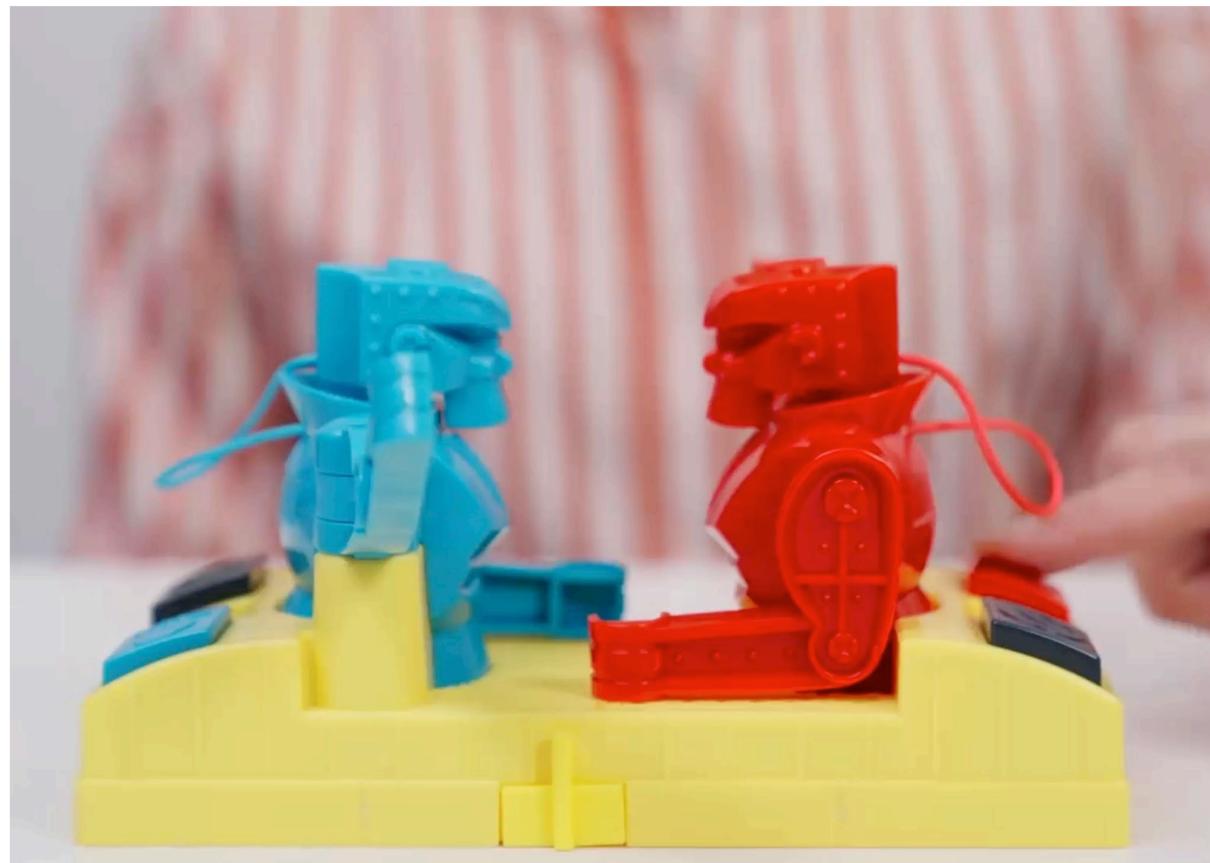


The main visual element was inspired by a game - a fight between two parties. Its goal was to relieve the difficult situation of the mediation agency's clients who are in an ongoing conflict.

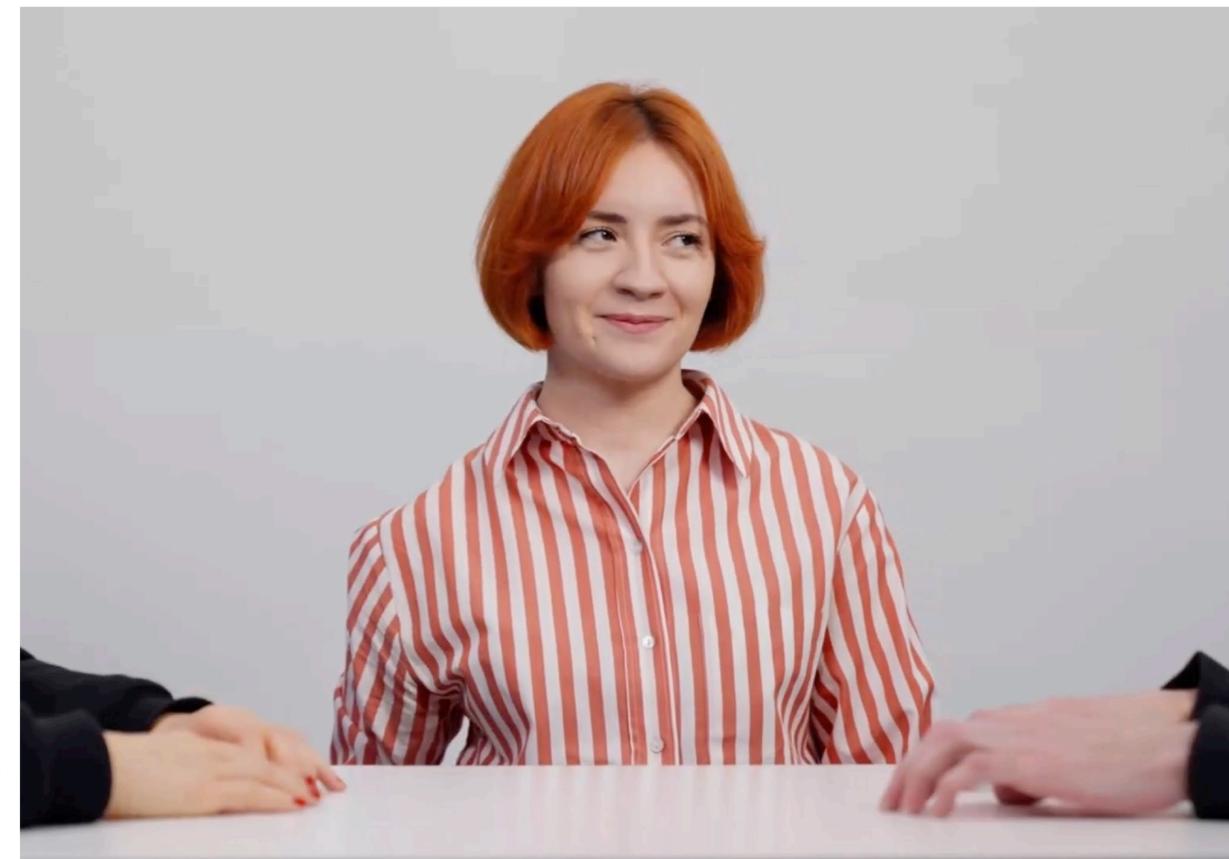
2023



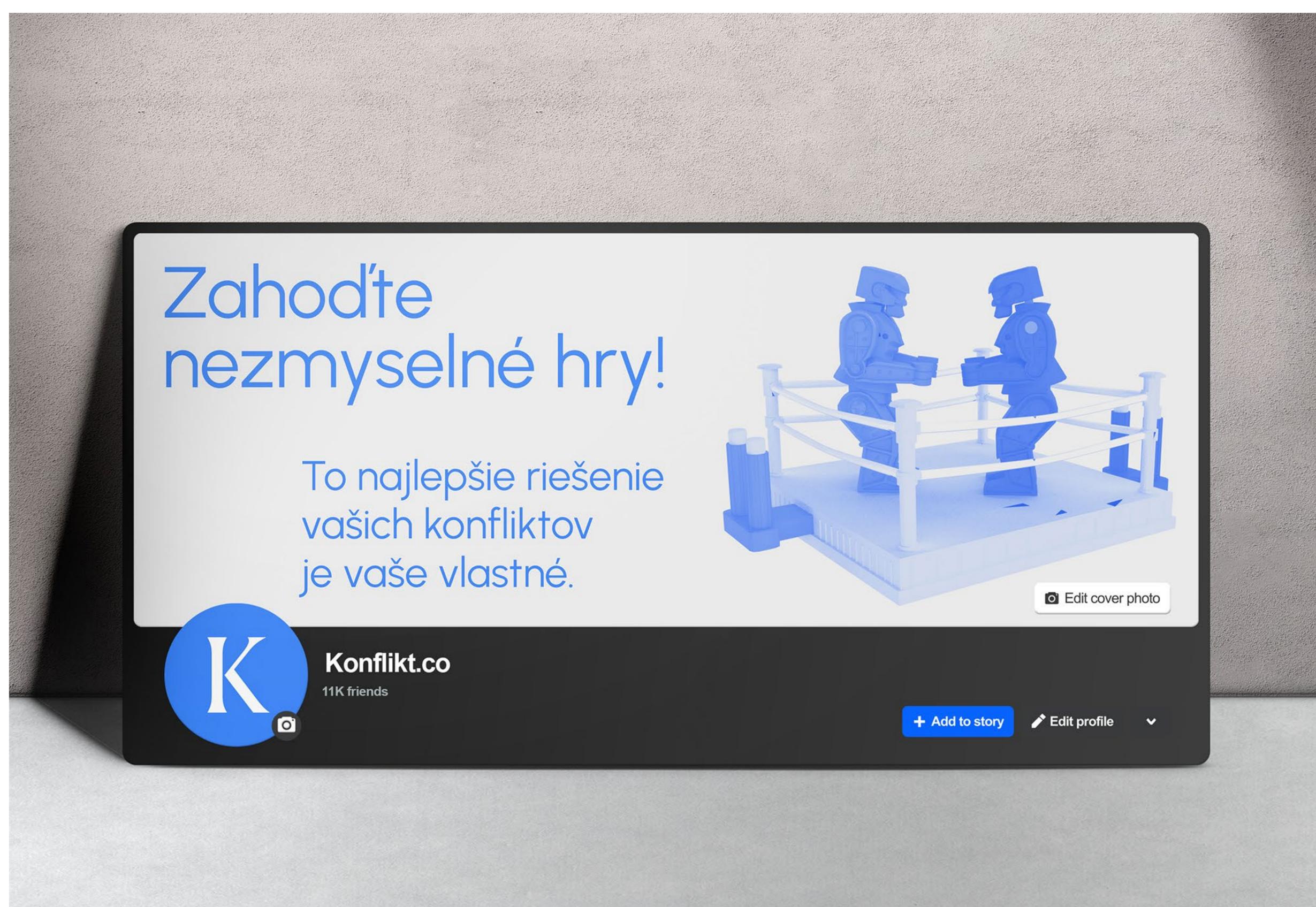
Promotional spot



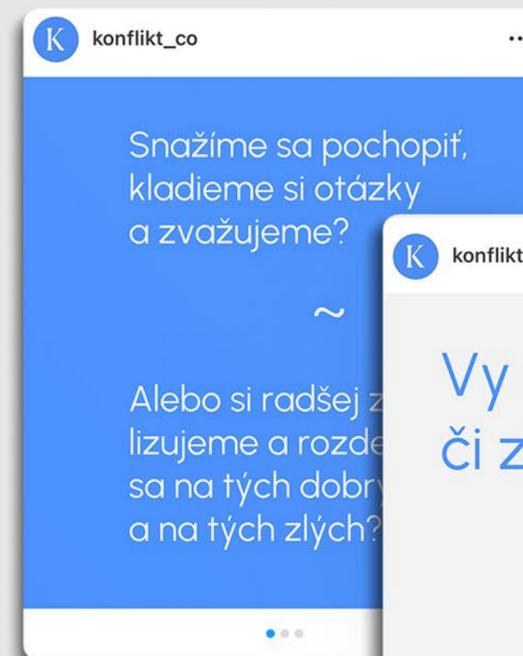
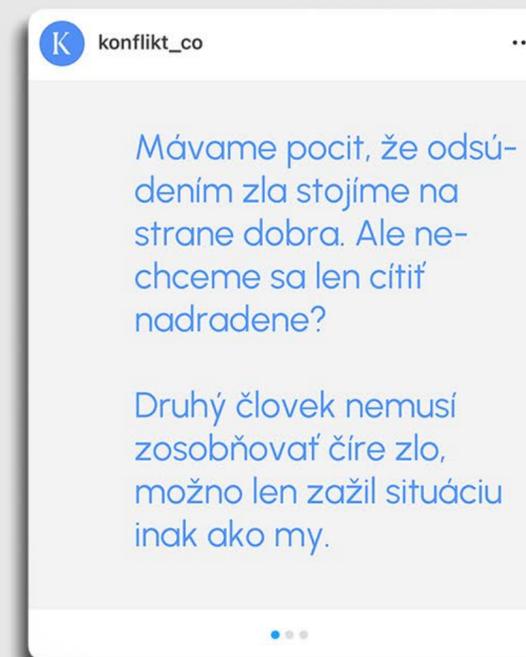
2023



2023



2023



# Alien Love

2024

## DTP and illustrations

The document Alien Love is an example of the combination of typographic work and illustration. I have structured the challenging philosophical authorial text in such a way as to give the reader “breathing breaks” so as not to exhaust them during the difficult journey. The pauses are filled with the author’s appealing 3D illustrations. The text was written in paragraphs that form separate bodies of thought, and the layout is what tried to support this logic. The subject of the essay was love. I was therefore looking for an aesthetic that a teenage girl in love would use, subtly kitsch but at the same time light-hearted, with a touch of positive naivety. The form thus made a contrast to the challenging content.

2024





*Láska a zrkadlenie*

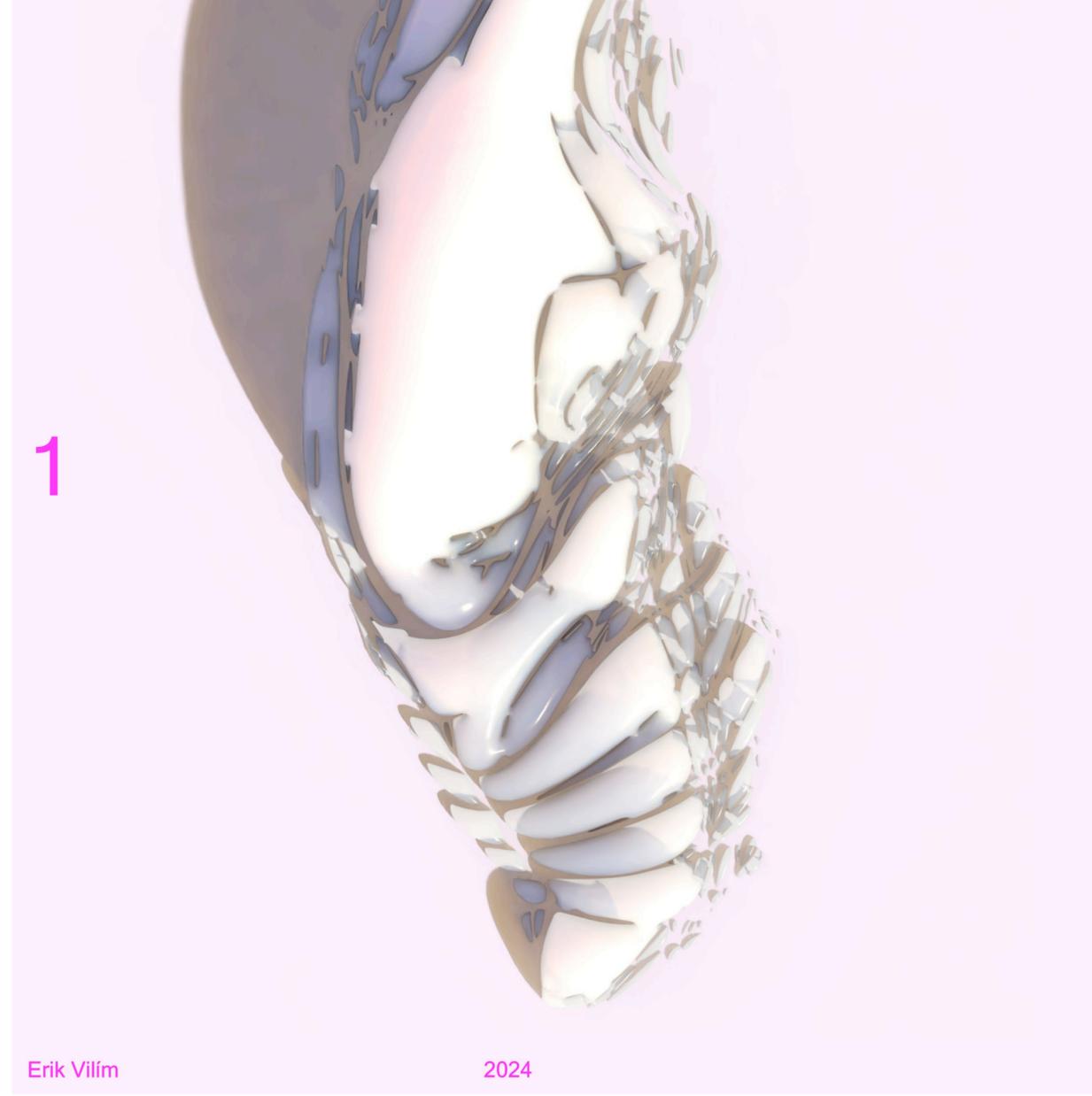


9

Erik Vilím 2024

2024

*Pre ľudí*



1

Erik Vilím 2024

## package design

The Area project aimed to create a graphic and packaging design for a female perfume with the same name. The main features were freshness, activity, energy and youthfulness. The design targeted young women with a relationship to sports. I set the brand logo in floating drops of water, which conveyed lightness and a fresh impression. I kept the surroundings minimalistic to achieve a harmonious impression.

2024



2024

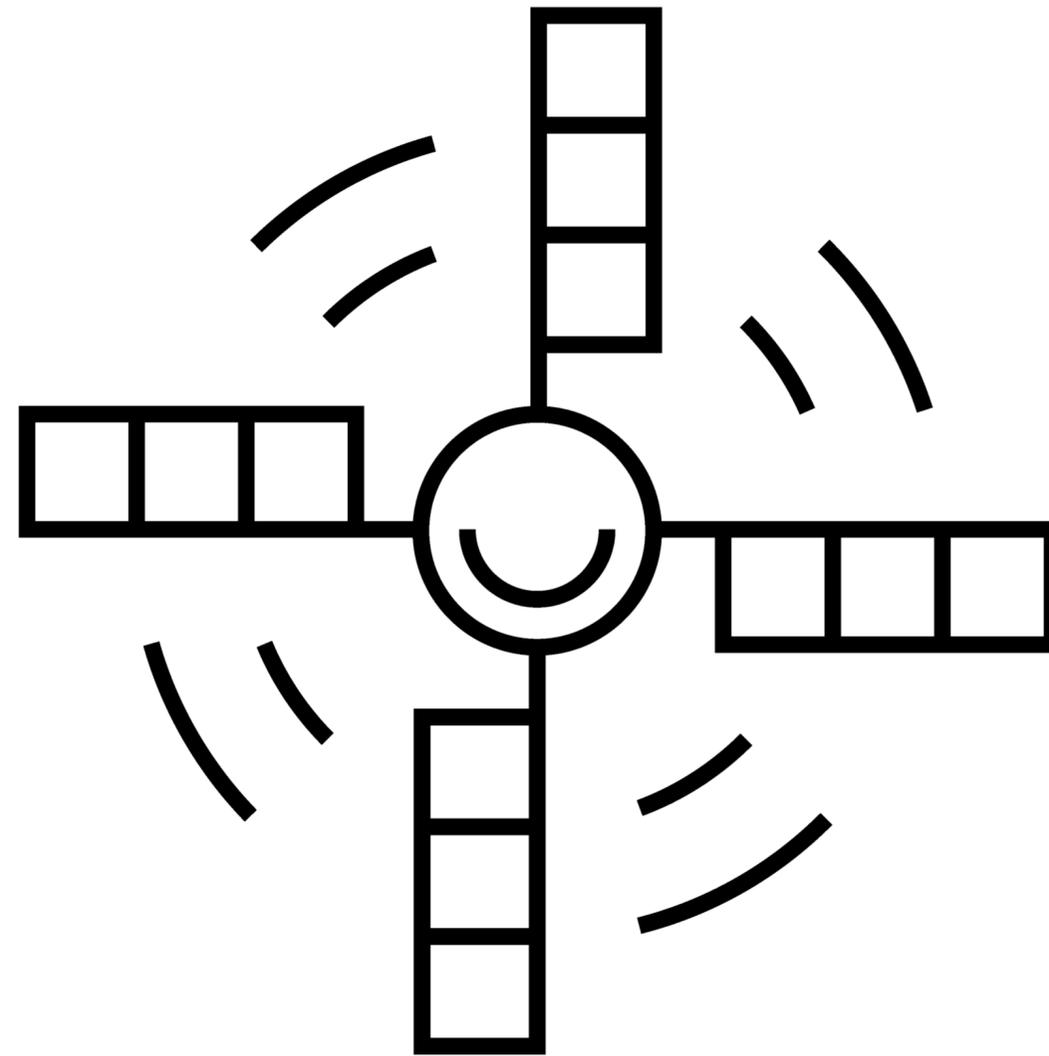


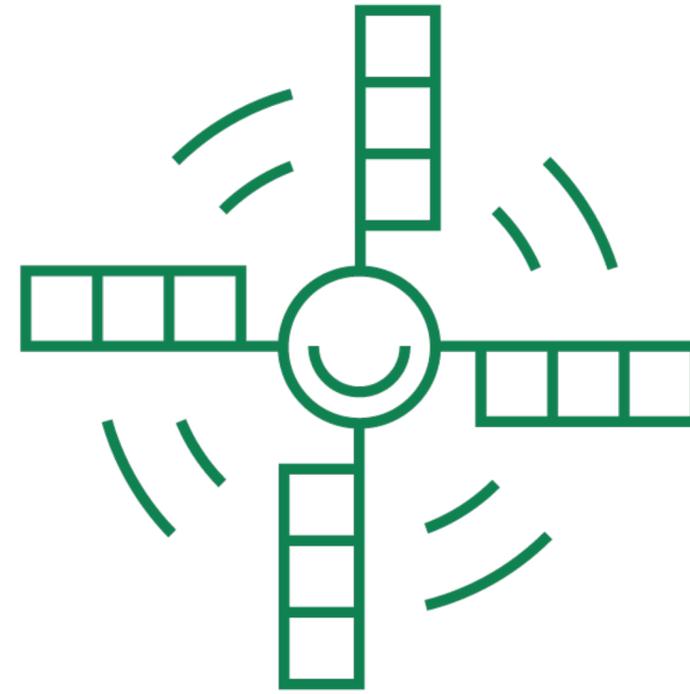
2024



## logo and package design

Creating a logo and package for a wheat producer - primarily producing flour - was a great opportunity to look for a connection between the past and the present. My goal was to create a logo, company name and package that had something of the tradition, but at the same time had a modern look and feel. The name was created by combining the Slovak adjective milý (nice) and the English term mill. I tried to transfer this connection into the logo. I chose a condensed font that would evoke a tall windmill. On top of it are arms revolving around a smiley face.



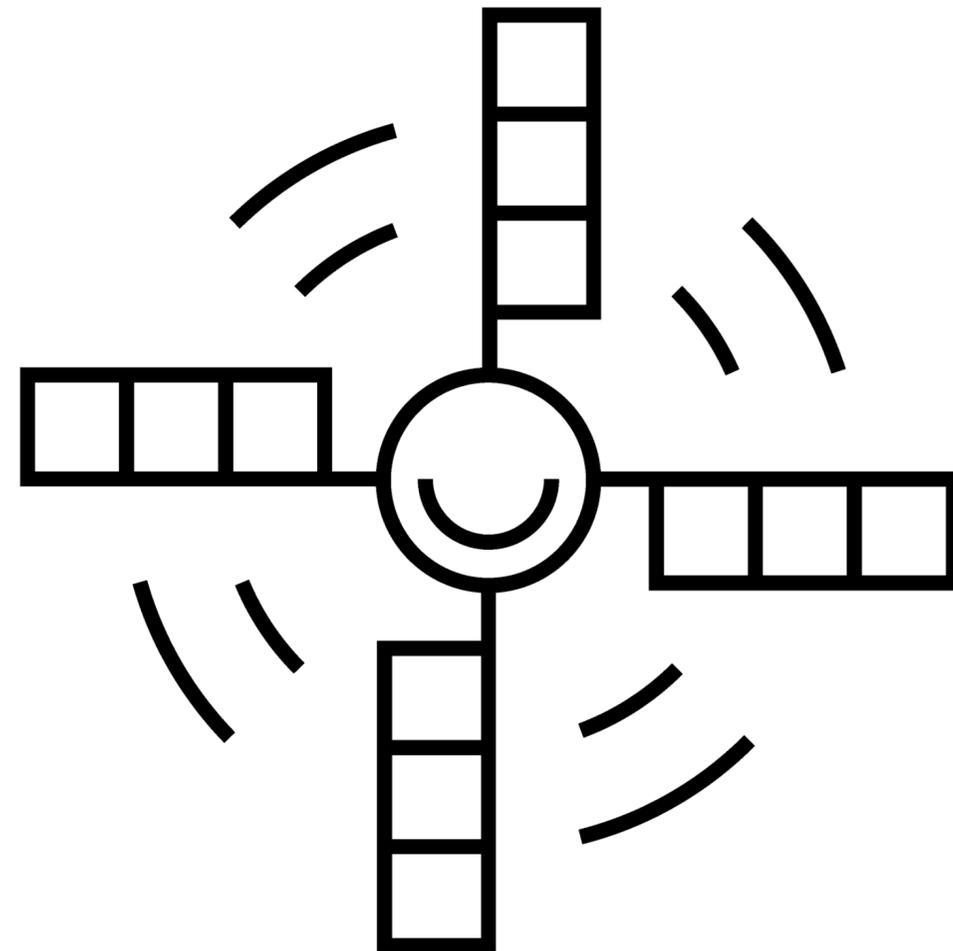


**Millý**

2025

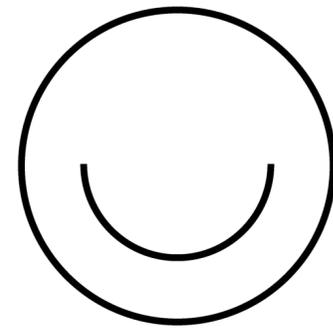


Logo  
horizontal  
version

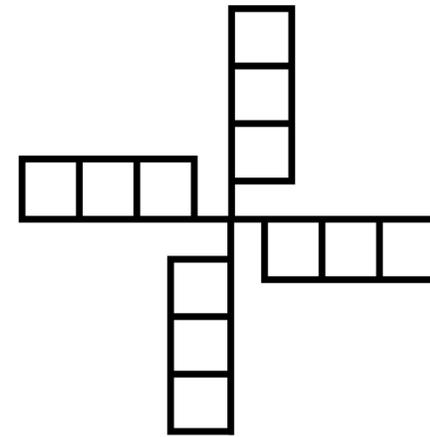
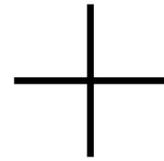


**Millý**

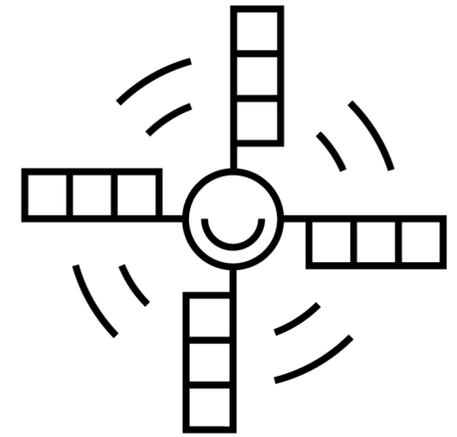
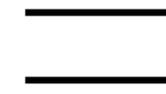
2025



**milý**



**mill (mlyn)**



**millý**

2025





2025



2025



# Mrs. Hope

2025

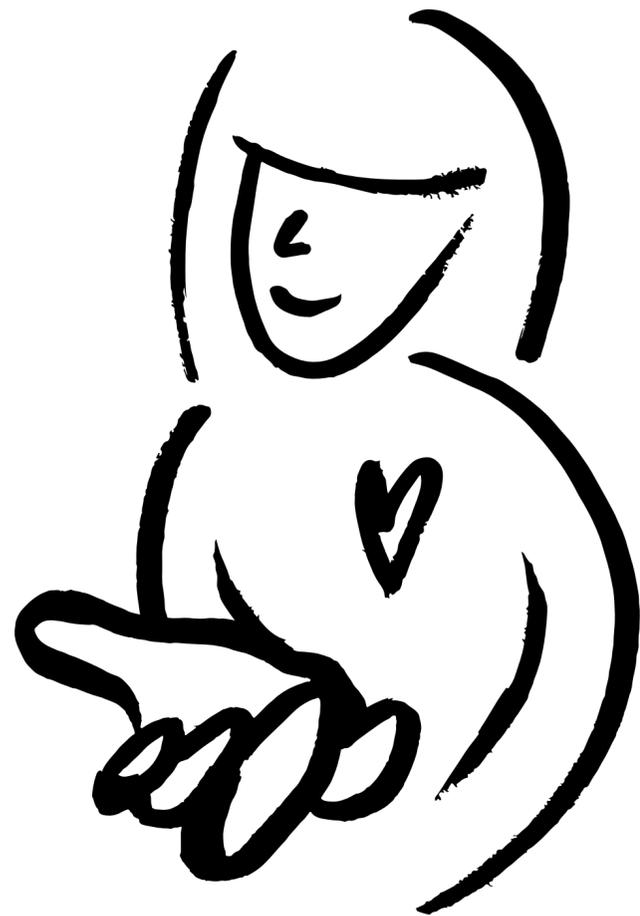
## logo and brand identity

Creating a brand identity for the psychotherapy centre that would target the younger generation and teenagers was a real challenge. The target group decided on illustration as the supporting graphic element, which eventually took over the logo. For the illustration, I chose a Japanese-zen form. The centre was founded by a kind therapist, so the choice of a woman giving a helping hand was fated. The brand identity had to communicate an image of trust and openness, in a “cool” contemporary form so that the brand would be recognizable.

Typographic version of  
the logo

**Mrs. Hope**  
**Psychoterapeutické středisko**

2025



# **Mrs. Hope**

**Psychoterapeutické stredisko**



# Mrs. Hope

Psychoterapeutické stredisko



**Mrs. Hope**  
Psychoterapeutické stredisko

2025



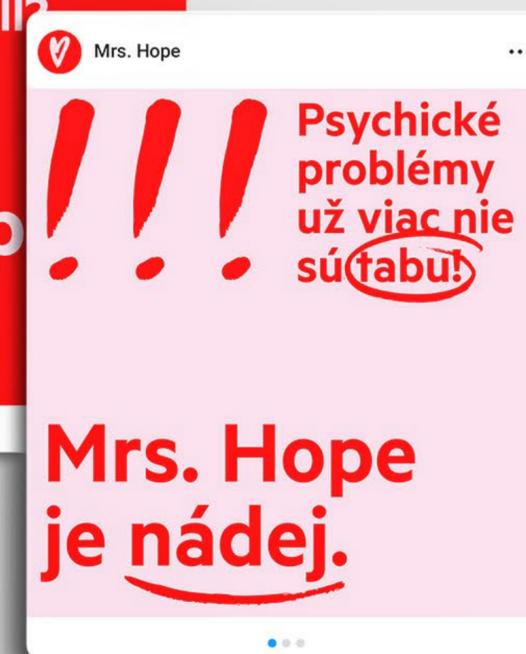
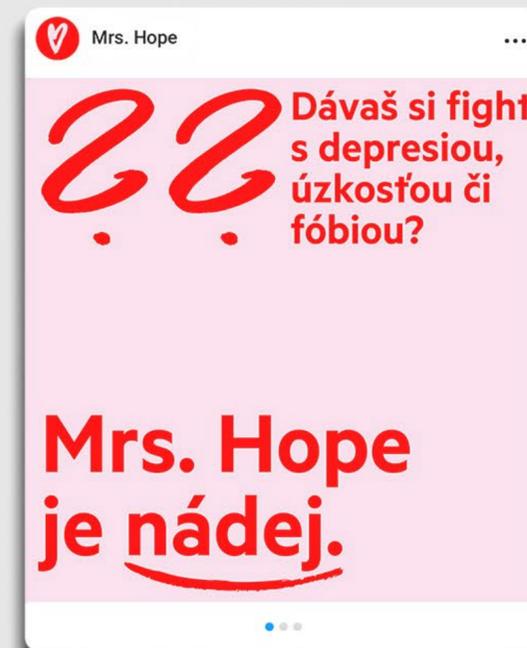
2025



2025



2025



# Garden Nasturtium 2025

## package design and illustration

It can be very boring to design the packaging for a pharmaceutical product, but this was not the case. The main idea was to find a visual connection between tradition and the present. After all, the extract of the plant is the traditional way of preparing the medicine. In the drawing of the plant, I started from classical scientific illustrations. The orange-red flowers of the plant create the visual centre. The result is accompanied by a modern serif.

2025



2025



2025



2025



# About me

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Graphic design has always been with me, first coming into my artistic work where I played with its rules and created a trash aesthetic. Then, later in commissioned projects, I sought the total opposite - purity, simplicity, balance, minimalism and precision. It became important for me to understand what the client wanted to communicate and to find an answer to that. Therefore, the basis of my practice is listening and out of it growing a creative solution. Illustration, branding or DTP is what sparks my passion.

I have a rare background - I graduated in aesthetics, which taught me, for example, how the complementary color relationships work, or why Fear and Loathing in Las Vegas is a valuable film. I had a lot of activities after my studies, curating contemporary art exhibitions, which taught me to think about the spatial experience of the viewer. Reviewing, in turn, gave me critical thinking skills. My position as a cultural manager pushed my communication skills. What became a constant was the moving skate beneath my feet, not just in the skatepark, but occasionally in the wet woods.

Thank you  
for your  
time.

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