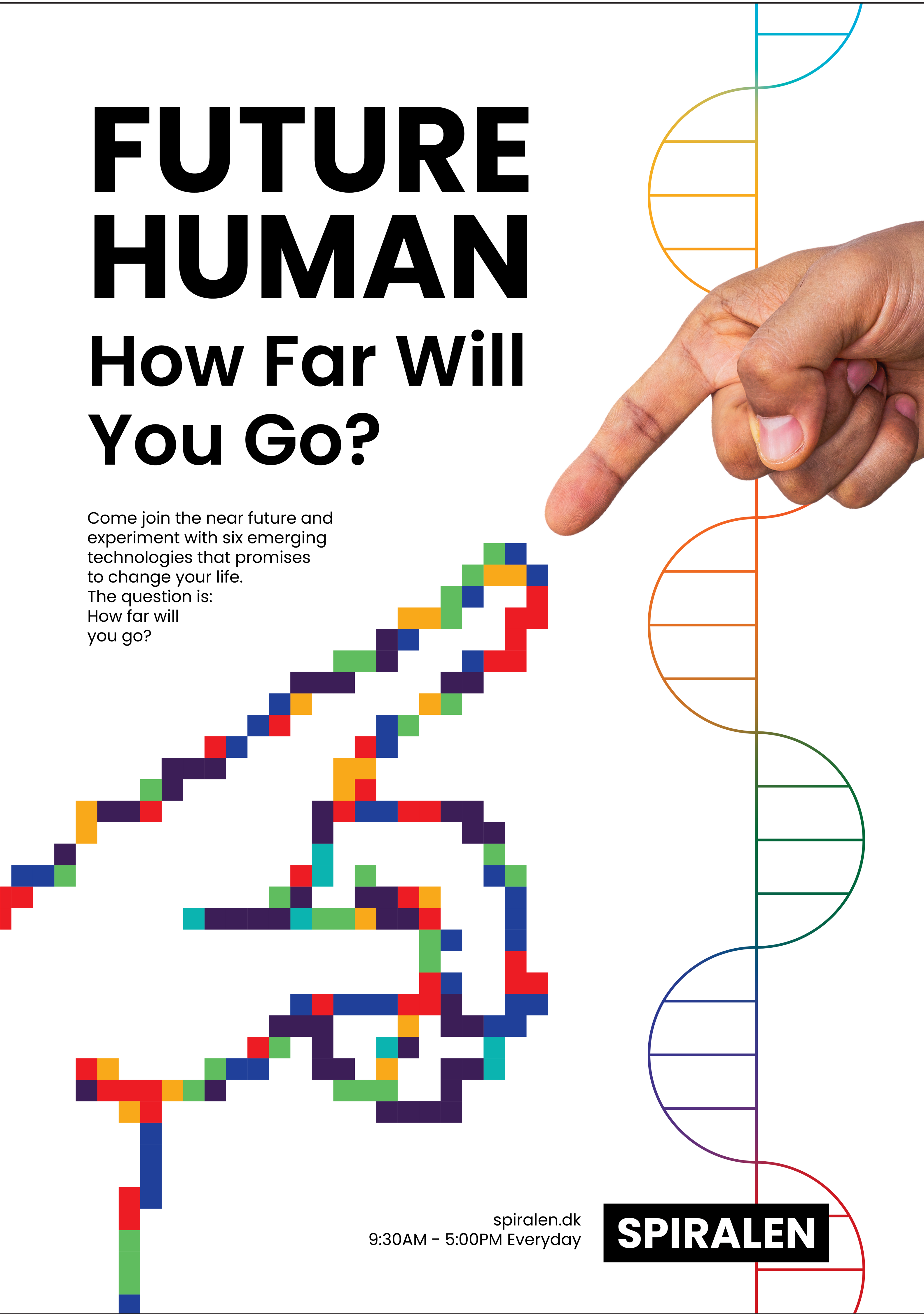
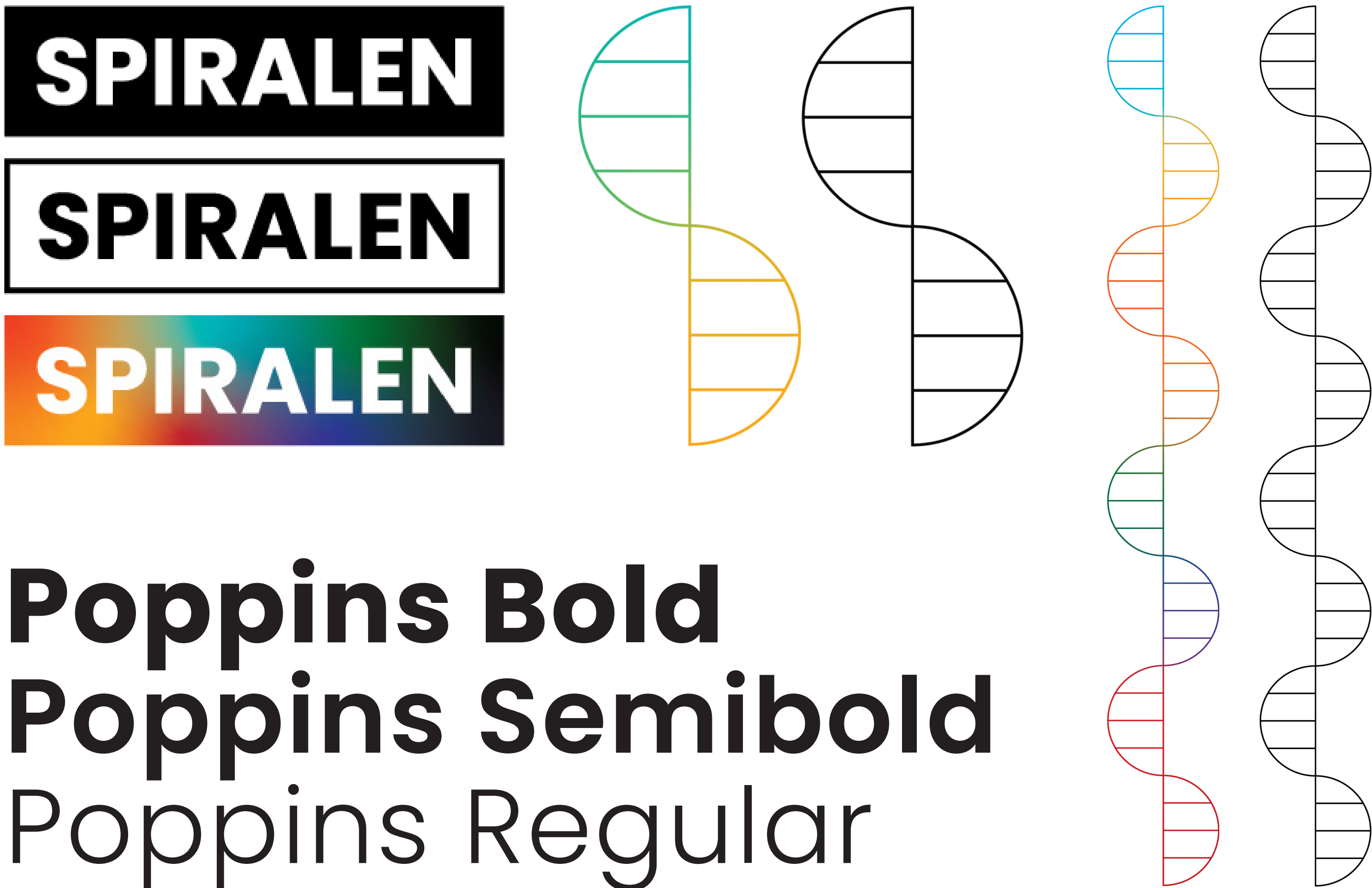


Visualizing Life, Growth, and Discovery

The visual identity of Spiralen is rooted in the museum’s iconic DNA-inspired staircase. This central structure not only guides visitors upward, but also reflects the museum’s deeper focus on curiosity and aliveness. From this idea, Spiralen emerges as a living identity - playful and modern. Its simplified vertical logo echoes the DNA helix and appears consistently across materials and exhibition posters. The name Spiralen captures both the physical form and the spirit of the museum: vibrant, evolving, and always reaching toward discovery.



A2 POSTER
This exhibition poster demonstrates how the Spiralen logo creates a cohesive identity across materials. A pixelated and a human hand point towards each other, representing the exhibition's themes of ethical questions behind future technology.



LOGOTYPE
The Spiralen logo, inspired by the structure of DNA, uses two semi-circles, a vertical line, and short horizontal segments to create a modern, timeless mark. Its thin strokes convey elegance and flexibility, allowing it to repeat seamlessly as a pattern.

COLORS AND FONTS
A bright, playful color palette is used to evoke the sense of fun and liveliness at a children's museum. A rounded, friendly typeface reinforces the sense of approachability and activity.

Poppins Bold Poppins Semibold Poppins Regular



STORYBOARD
This storyboard animates the exhibition poster. The human hand draws the pixelated hand, and the two interact through crashing, expanding, and shrinking, illustrating the dynamic relationship and tension between humanity and technology.



OUTDOOR POSTER EXAMPLE
The Future Human poster is shown in an outdoor Danish setting.

STICKERS
These stickers demonstrate how the logo can be rearranged into various patterns and color combinations.