

BLUE LAGOON
ICELAND

Blue Lagoon 2.0

Leiðin að nýjum
vef Bláa Lónsins

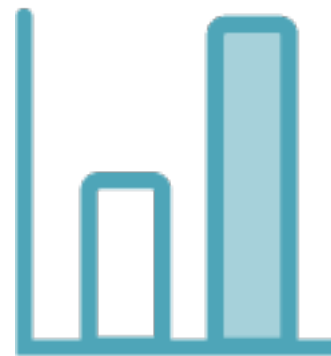




**2.7 milljón userar
á vefnum á ári**



**70% á mobile
30% desktop**



**50% bókana
á mobile**

Stafrænt teymi innanhúss í Bláa Lóninu. Góður grunnur innanhúss af fólki með mikla þekkingu og sótt í kraftmikla verktaka til að vinna með teyminu.

Balance milli innanhúss þekkingar og verktaka.

Typography

Lorem ipsum dolor sit et amet. Dolor
lorem dit amet solar. Lorem dit amet
solor prok.

Headline styles

Call to action button to start or continue a page flow.

The Blue Lagoon

An otherwise wonder in the heart of a volcanic landscape.

Secondary Headline

Used for secondary sections, such as displaying short
descriptions, including the longer paragraph (shown in 2
lines etc).

Plan your visit

Please contact for a memorable time.

Headline X-Large

Used for secondary sections, such as displaying short
descriptions, including the longer paragraph (shown in 2
lines etc).

Is the Blue Lagoon a Wonder of the World?

Summary List

Used for secondary sections, such as displaying short
descriptions, including the longer paragraph (shown in 2
lines etc).

Summary

Summary text

Summary text

Summary text

Headline In Modal

Call to action button to start or continue a page flow.

Select Message

Quick setting for message from system.

Quick setting for message from system.

Quick setting for message from system.

Quick setting for message from system.

Quick setting for message from system.

Bullet List

Call to action button to start or continue a page flow.

Calendar

Calendar text

Calendar text

Calendar text

Calendar text

Calendar text

Stories Titles

Call to action button to start or continue a page flow.

Svartsengi Geothermal Resource Park

12.12.2023 12.12.2023

How to prepare for your Blue Lagoon visit

12.12.2023 12.12.2023

Stories User

Call to action button to start or continue a page flow.

Stories

Stories text

Stories text

Stories text

Stories text

Stories text

Solids

Call to action button to start or continue a page flow.



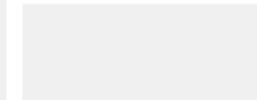
Light blue

Light blue gradient



Dark blue

Dark blue gradient



Light grey

Light grey gradient



Dark grey

Dark grey gradient

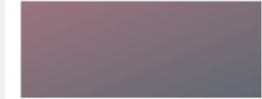
Theme Gradients

Call to action button to start or continue a page flow.



Light blue

Light blue gradient



Dark blue

Dark blue gradient



Light grey

Light grey gradient



Dark grey

Dark grey gradient

Cards

Lorem ipsum dolor sit et amet. Dolor
lorem dit amet solar. Lorem dit amet
solor prok.

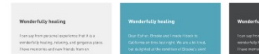
Card Images

Call to action button to start or continue a page flow.



Cards Copy

Call to action button to start or continue a page flow.



Card

Call to action button to start or continue a page flow.



Cover Card

Call to action button to start or continue a page flow.



Gradients

Call to action button to start or continue a page flow.



Light blue

Light blue gradient



Dark blue

Dark blue gradient



Light grey

Light grey gradient



Dark grey

Dark grey gradient

Suite Gradients

Call to action button to start or continue a page flow.



Light blue

Light blue gradient



Dark blue

Dark blue gradient



Light grey

Light grey gradient

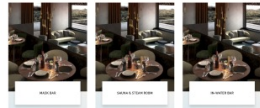


Dark grey

Dark grey gradient

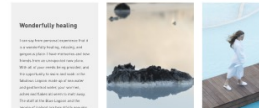
Carousel Cards Tall w. Sliders

Scroll when user taps to select between two equally
important actions.



Carousel Card Copy + Image

Call to action button to start or continue a page flow.



Package Cards

Call to action button to start or continue a page flow.

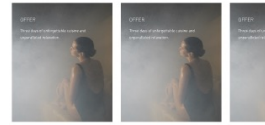


Image Cards

Call to action button to start or continue a page flow.



Style guide



Viðtöl við gesti og starfsfólk



SVÓT greining

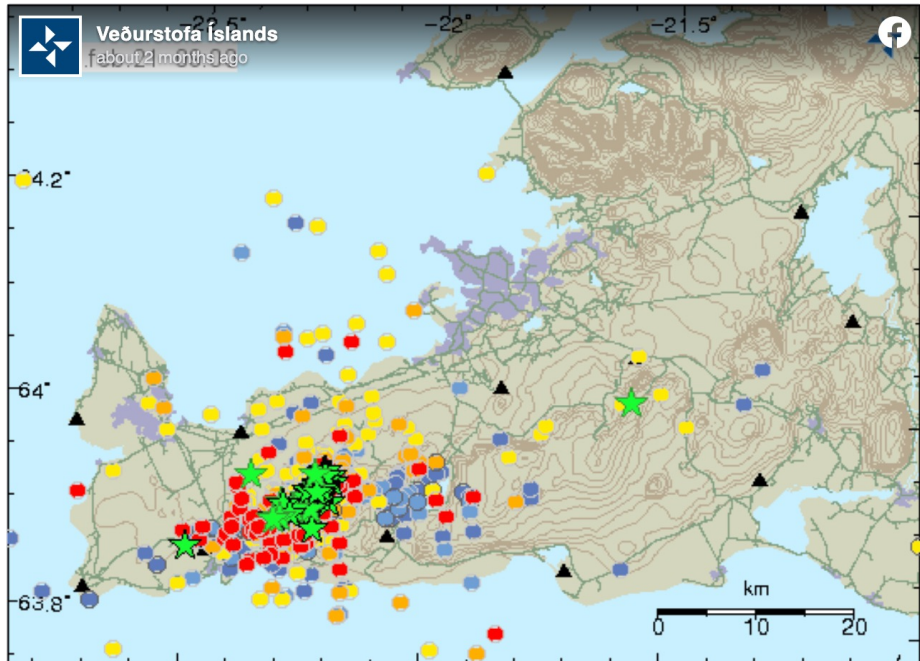
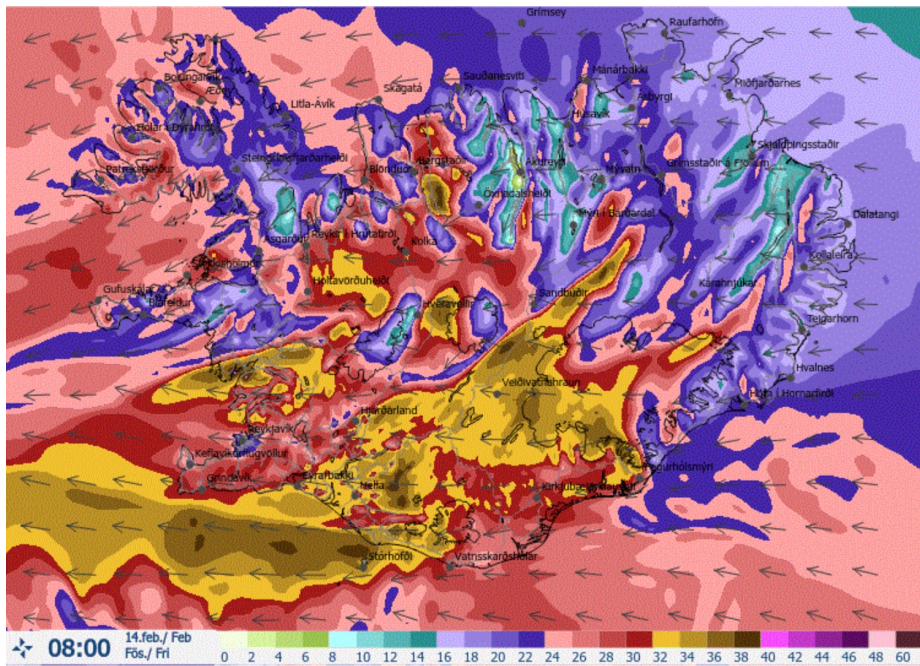
Niðurstöður úr SVÓT greiningu

- Ekki margar ógnanir
... eða svo héldum við



Talið líklegt að Wuhan-veiran berist til Evrópu

Sunna Kristín Hilmarsdóttir skrifar © 23. janúar 2020 14:03



Útgöngubann er í borginni Wuhan þar sem talið er að uppruni veirunnar sé.

VÍSIR/GETTY

Aðgerðarlisti

- Nota skýrari myndir
- Ekki texta ofan á myndum
- Taka út hástafi
- Sýna betur vöruframboð - Hótel og veitingastaði
- Hætta að nota hliðar scroll, lítið notað
- Meiri áhersla á mobile
- Birta navigation þegar scrollað er upp
- Header-ar með video
- Bæta contrast

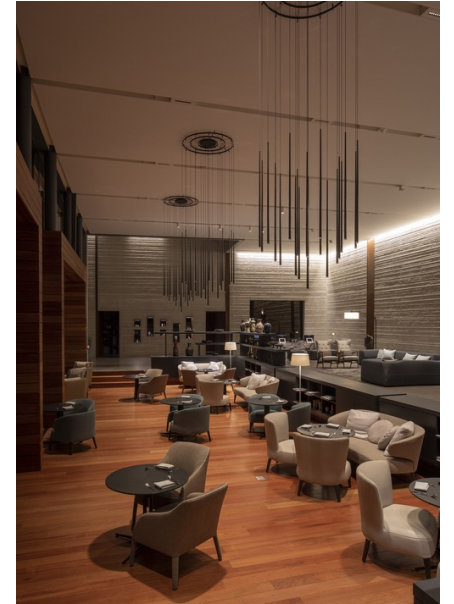


Ákveðið að taka hverja einingu fyrir sig, greina, hanna, testa og setja live. Minor tweaks létu einingarnar passa saman.

Klára fyrst einingar sem eru notaðar víða á vefnum svo áhrifin sjáist strax.

Byggt á góðum grunni. Contentful og React.

Sækjum innblástur í náttúruna, lýsingu og byggingarstíl



Animation

"Tranquility"

Timing and Curves

MICRO: 150MS

Micro interactions.



SHORT: 300MS

Hover effects for bigger components.



MEDIUM: 450MS

Shorter transitions.



LONG: 950MS

Longer transitions



EASE

Our default curve.



EASE-OUT

Used for shorter transitions.



EASE-IN-OUT

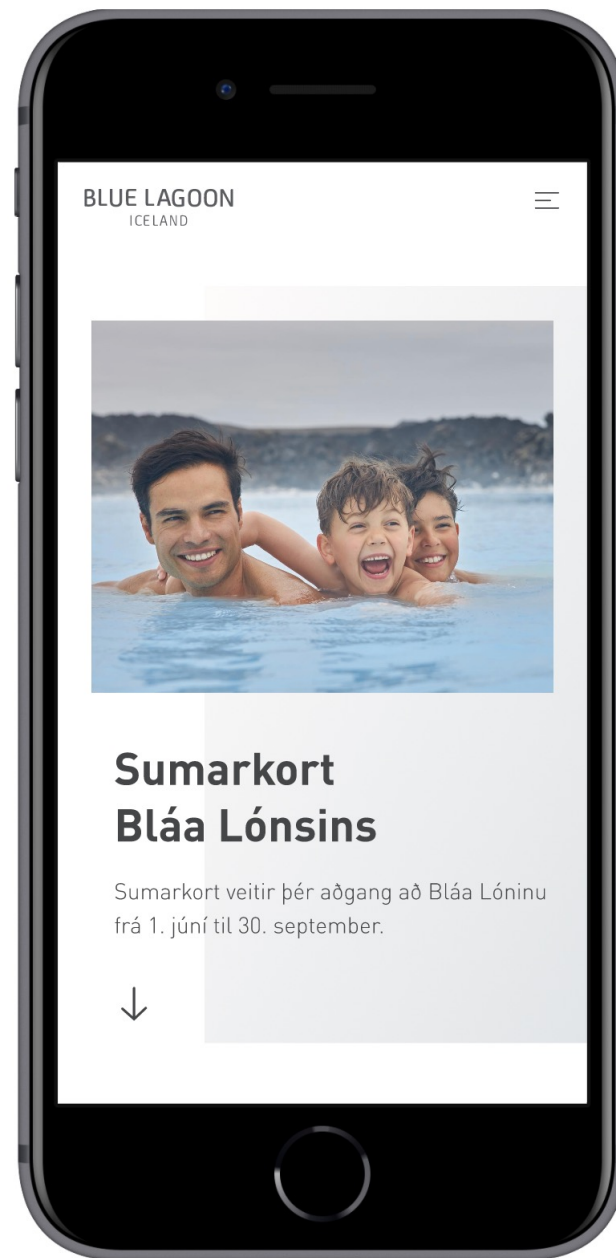
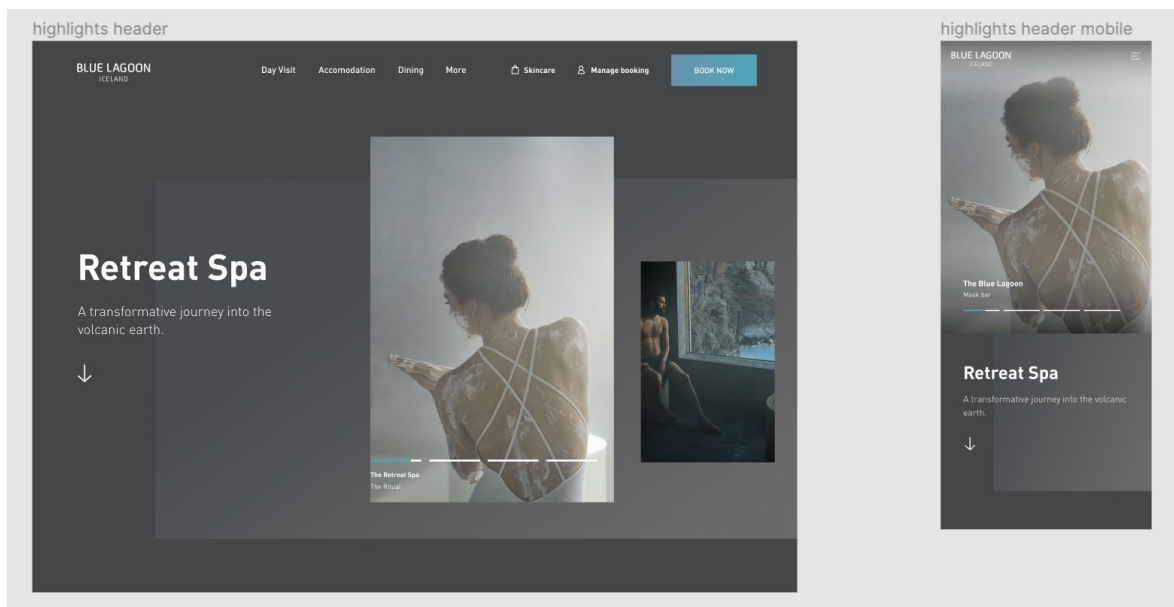
Used for longer transitions.



EASE-IN-OUT-CUBIC

Used for special snappy effect.

Teiknuðum við samhliða upp
desktop og mobile, og allar
skissur testaðar á síma.



„Út með
hástafi“

BLUE LAGOON
ICELAND

DAY VISIT

ACCOMODATION

DINING

SKIN CARE

STORIES

BOOK NOW

BOOK NOW

BOOK NOW

BOOK NOW

BOOK NOW

Blue Lagoon

BOOK NOW

BOOK NOW

Retreat Hotel

BOOK NOW

BOOK NOW

Basic Default

BOOK NOW

BOOK NOW

Retreat Spa

BOOK NOW

BOOK NOW

Silica Hotel

INPUT LABEL INACTIVE

Placeholder text

Laga contrast

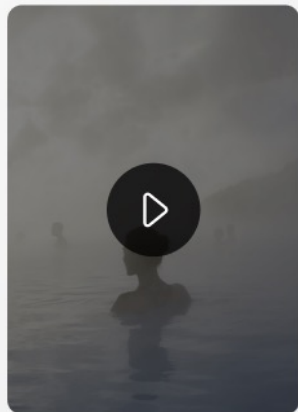


The **ratio** 4.5:1 represents the minimum legibility (AA standard) on the **web**

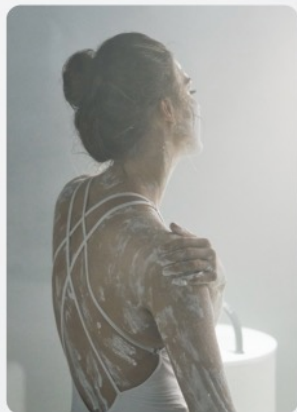
Sýna vöruframboð betur

Let your mind travel

Enjoy our visual highlights from one of the wonders of the world.



The Blue Lagoon



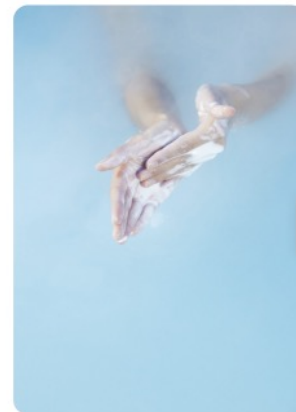
The Retreat Spa



The Retreat Hotel



Restaurants



Skin Care



„Texti ofan á myndum ekki að virka“

Silica Hotel

Experience the luxury

From EUR 500

EXPLORE

BOOK

The Retreat Hotel

Experience the wonder

From EUR 1 150

EXPLORE

BOOK

Accommodations

Unwind the clock of modern life and unlock the door to a wonder of the world.



Retreat Hotel

Comfort, warmth, wellbeing.



Silica Hotel

Sophistication, serenity, luxury.



Breytingar á navigation

BLUE LAGOON
ICELAND

DAY VISIT

ACCOMODATION

DINING

SHOP SKIN CARE

BOOK NOW

The Blue Lagoon

Experience the wonder

From ISK 6 990

* Pre booking is required

Retreat Spa

Experience the luxury

From ISK 35 500

* Per changing room, occupancy 1-2 guests

BLUE LAGOON
ICELAND

Day Visit

Acomodation

Dining

More

Skincare

Manage booking

BOOK NOW

← Back

Day visit

Experience the radiant powers of geothermal seawater.



Blue Lagoon

World wonder, Geothermal waters



Retreat Spa

Unforgettable. Luxury.

Dark mode
fyrir luxury

Light mode
fyrir wellness

BLUE LAGOON
ICELAND

[Day Visit](#)

[Accommodation](#)

[Dining](#)

[More](#)

[Skincare](#)

[Manage booking](#)

[Book now](#)

The Retreat Hotel

Unwind the clock of modern life. Unlock the door to a wonder of the world.



Enhance your visit

Fine dining at Blue Lagoon Iceland takes you into a gourmet landscape of tradition, innovation, purity, and freshness.



Retreat Spa and Moss Restaurant

Experience the luxury of the Retreat Spa and enjoy a culinary journey at our Moss Restaurant.

Summer 2020



Retreat Spa and Moss Restaurant

Experience the luxury of the Retreat Spa and enjoy a culinary journey at our Moss Restaurant.



BLUE LAGOON
ICELAND

[Day Visit](#)

[Accommodation](#)

[Dining](#)

[More](#)

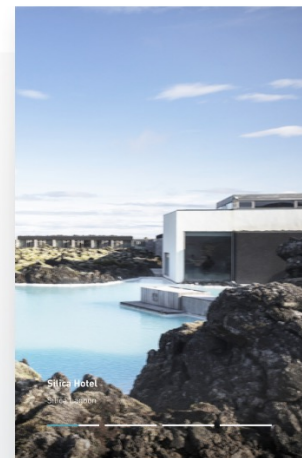
[Skincare](#)

[Manage booking](#)

[BOOK NOW](#)

Silica Hotel

Comfort and hospitality in the heart of an otherworldly landscape.



Silica Rooms

Conceived for wellness and designed for wellbeing, each room is the foundation of an enchanting experience.

[View all rooms](#) →



Silica Deluxe

From €80



Lava Deluxe

From €80

Vildum sveigjanleika í notkun á einingum

Accommodations

Unwind the clock of modern life and unlock the door to a wonder of the world.



Retreat Hotel

Comfort, warmth, wellbeing.



Silica Hotel

Sophistication, serenity, luxury.



A culinary journey

Fine dining at Blue Lagoon Iceland takes you into a gourmet landscape of tradition, innovation, purity, and freshness.



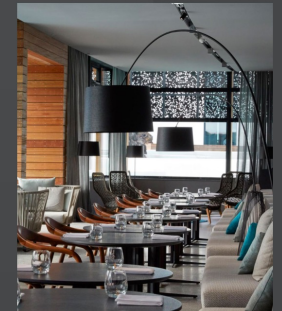
Moss Restaurant

Unforgettable cuisine. A Michelin recommended experience.



Lava Restaurant

Culinary classics. Volcanic architecture.



Spa Restaurant

Gourmet delicacies at the Retreat Spa.



APRÍL

Vinatilboð mánaðarins

Vinaklúbbsfélagar fá 20% afslátt af Blue Lagoon vörum í apríl. Að auki fá þeir fríar þrur af andlitsmóskum við heimsókn í Bláa Lónið.



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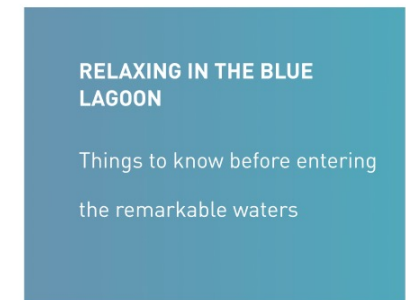
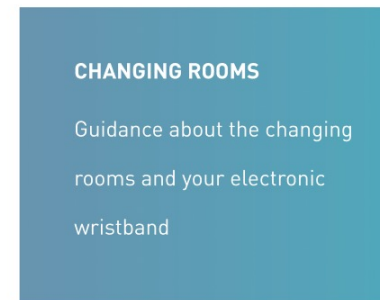
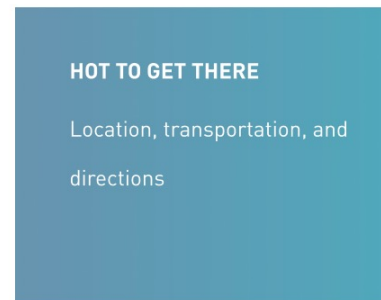
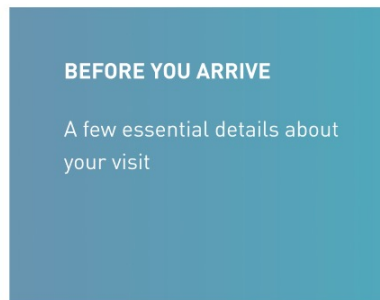
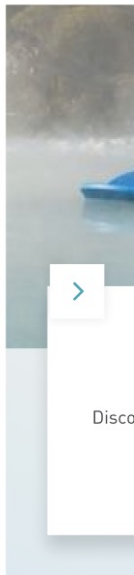
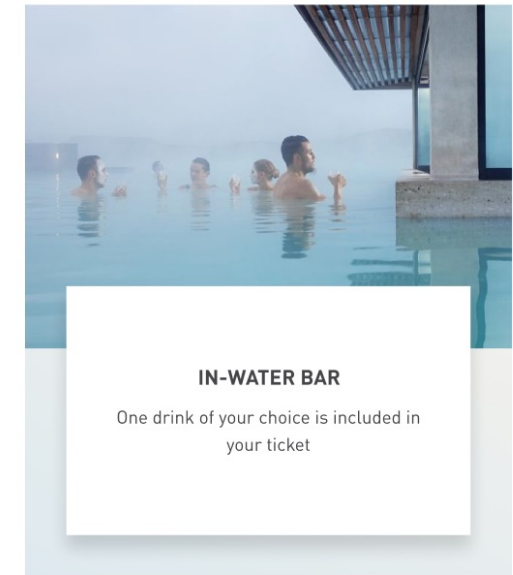
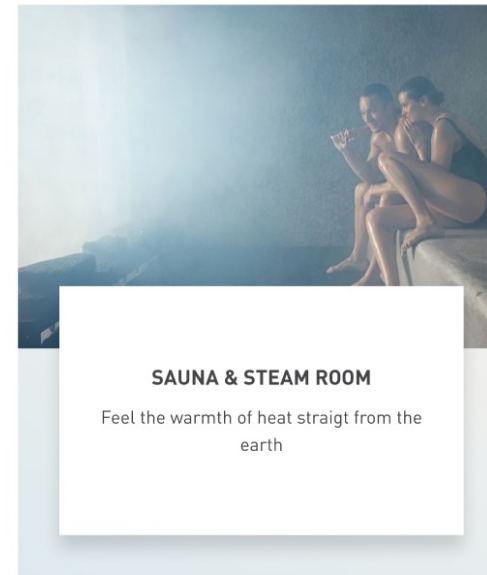
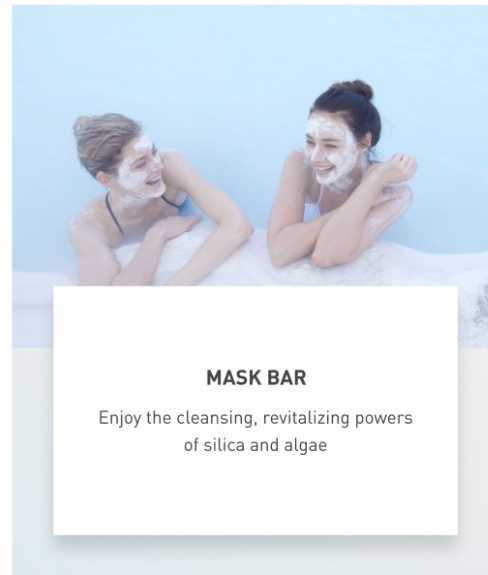


Vinatilboð mánaðarins

Vinaklúbbsfélagar fá 20% afslátt af Blue Lagoon vörum í apríl. Að auki fá þeir fríar þrur af andlitsmóskum við heimsókn í Bláa Lónið.

NÁÐAR

Sliderar/ hliðarscroll lítið notað



Explore all the Blue Lagoon has to offer

Experience the radiant powers of geothermal seawater. Relaxing. Rejuvenating. Unforgettable.

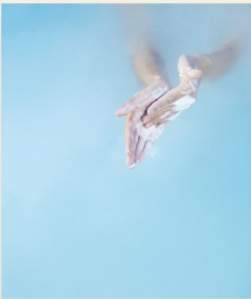
[View all offers →](#)



Retreat Spa and Moss Restaurant

From €290

Experience the luxury of the Retreat Spa and enjoy a culinary journey at our Moss Restaurant.



Retreat Spa and Moss Restaurant

From €290

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Plan your visit

Things to keep in mind before you visit the Blue Lagoon

Before You Visit

Things to keep in mind before you visit the Blue Lagoon



Changing Rooms

Guidance about the changing rooms and your electronic wristband



Children

Safety, enjoyment, and age restrictions



How To Get Here

Location, transportation, and directions



Relaxing in the Blue Lagoon

Things to know before entering the remarkable waters



Skin Care Products

A renowned line of products created from the natural wonders of the Blue Lagoon



Explore all the Blue Lagoon has to offer

Experience the radiant powers of geothermal seawater. Relaxing. Rejuvenating. Unforgettable.

[View all offers](#) →



Mask Bar
Enjoy the cleansing, revitalizing powers of silica and algae.



In-Water Bar
One drink of your choice is included in your ticket.



Sauna & Steam Room
Feel the warmth of heat straight from the earth.



In-Water Massage
Discover the extraordinary pleasures

Plan your visit

Prepare yourself for a memorable time

Retreat Spa og Moss Restaurant
Experience the luxury of the Retreat Spa and enjoy a culinary journey at our Moss Restaurant.

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Retreat Spa og Moss Restaurant
Experience the luxury of the Retreat Spa and enjoy a culinary journey at our Moss Restaurant.

Spa amenities

The Retreat Spa transports your mind and body to new dimensions of peace and rejuvenation.



The Retreat Lagoon
Intimacy. Warmth. Enchantment.



Subterranean Spaces
Enchanting. Warm. Relaxing.



Private Changing Rooms



Outdoor Spaces
Exhilarating. Fresh. Panoramic.

Plan your visit

Things to keep in mind before visiting

Before you arrive
A few essential details about your visit

How to get here
Location, transportation, and directions

Changing rooms
Guidance about the changing rooms and your electronic wristband

Bookings
Changes, cancellations and other booking policies

Nýr footer

CONTACT US

Blue Lagoon
Norðurljósavegur 9, 240 Grindavík
[+354 420 8800](tel:+3544208800)

CONTACT US

DAY VISIT

The Blue Lagoon
Retreat Spa
Lava Restaurant
Moss Restaurant

ACCOMMODATION

Silica Hotel
Retreat Hotel

SUPPORT

How to get here
Manage booking
Contact
Support Center
Stories
Lost & found
Meeting rooms
CURRENCY [\\$ USD](#) 
LANGUAGE [EN](#) 

COMPANY

About us
Psoriasis Treatments
Careers
Agent Info
Shop Skin Care
Privacy policy
Terms & Cancellation
Safety Standards
CSR Report

BLUE LAGOON ICELAND

Norðurljósavegur 9
240 Grindavík
Iceland
[Show on map](#)

Contact Us

SUPPORT

How to get here
Support Center
Lost & found
Meeting rooms

COMPANY

About Us
CSR Report
Psoriasis Treatment
Travel Professionals
Legal
Careers

Join The Blue Lagoon loyalty club

Your email

→

☐ I agree to receive marketing communications and agree to the [privacy policy](#)

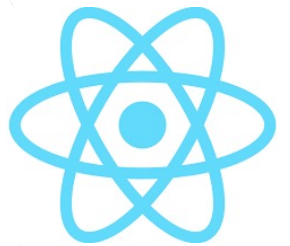
 Manage Booking

Currency: [€EUR](#) 

Language: [EN](#) 

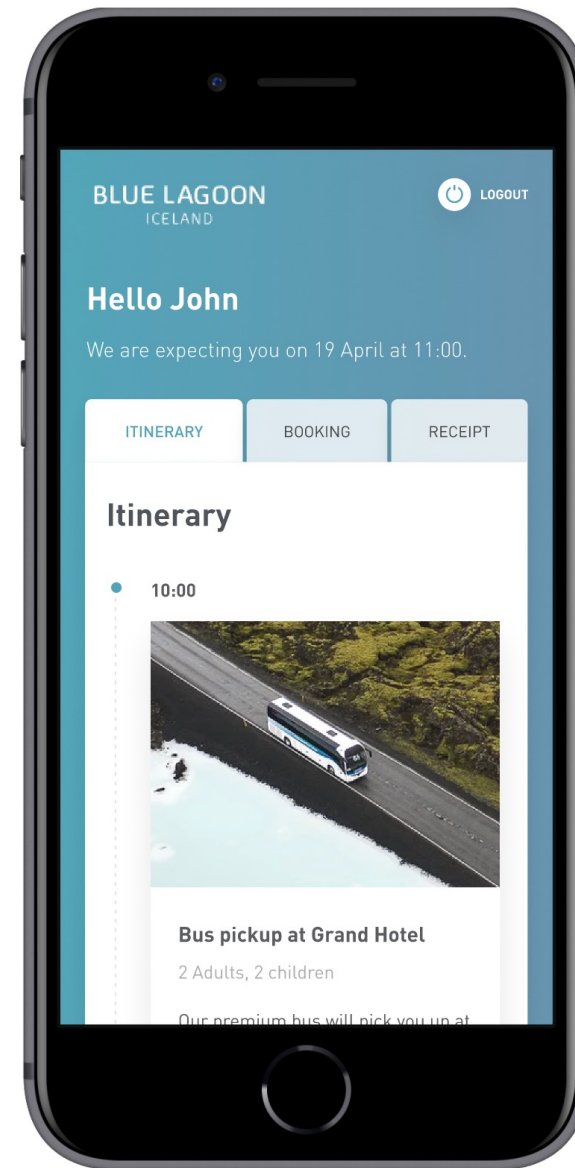
Þetta tæknilega

- Notuðum Figma til að hanna og prótótýpa
- Daglegir fundir í teyminu og vikulega með verktökum
- Hannað af mér ásamt Jónfrí og Co.
- Forritað af Aranja
- React vefur, nota Styled components og Next JS.
- CMS kerfi er Contentful
- Höldum utan um styleguide í Figma og kóða í Storybook
- Visual highlights klippt með Adobe Rush



Getum alltaf gert betur.
Hættum aldrei að uppfæra.

Framundan
Sumarkort
Hótelbókunarvél
My Bluelagoon



Takk fyrir mig

Ef þið hafið spurningar ekki hika við að senda á mig línu

asta.maria.sigmarsdottir@bluelagoon.is

