

 Mandalina – Work

- 1. Goal
- To create a fresh, modern, and feel-good brand identity for Mandalina — a dessert concept that blends light, fruity flavors with a clean, contemporary design style. Our goal is to visually express the brand's personality: refreshing, simple, uplifting, and designed to fit effortlessly into everyday life.

2. Team Roles

- Hana — Social Media Design
 - Handles the visual direction of social posts, layouts, and digital presence.
- Fatma — Company Profile
 - Creates and structures the full brand profile with a friendly, modern tone.
- Rawan — Final Presentation
 - Designs and organizes the final slide deck showcasing the entire project.
- Bassant — Packaging Design
 - Develops packaging concepts and mockups aligned with the brand's light identity.
- Mariam — Brand Identity
 - Creates the logo, color palette, typography, and main visual identity system.

3. Tasks

- A) Brand Identity
 - Develop the logo concept and final artwork
 - Create the color palette and typography system
 - Build visual elements (patterns, icons, shapes)
 - Establish the overall brand look & feel
- B) Company Profile
 - Structure and write profile content
 - Compile brand story, vision, mission, and "Why Us"
 - Align tone of voice with Mandalina's fresh identity
- C) Packaging Design
 - Create packaging concepts for both classic and light dessert items
 - Design stickers, labels, and bakery boxes
 - Produce clean, modern packaging mockups
- D) Social Media Content
 - Design posts
 - Create visuals inspired by the brand's light, feel-good mood
 - Develop content that reflects freshness and simplicity
- E) Final Presentation
 - Build the final slide deck showcasing the project journey
 - Present branding, applications, and mockups in a cohesive flow
 - Ensure the presentation reflects Mandalina's clean, modern aesthetic
- F) Mockups
 - Prepare realistic mockups for identity, packaging, and digital content
 - Present products and visual elements in a fresh and appealing way

4. Applications / Tools Used

- We used a focused set of creative tools that helped us build a clean, modern, and consistent brand experience:
 - Adobe Photoshop
 - Photo editing & retouching
 - Social media visual design
 - Mockup creation
 - Color enhancements matching the brand vibe
 - Adobe Illustrator
 - Logo design & refinement
 - Vector-based icons and brand elements
 - Packaging layouts
 - Scalable, sharp identity assets
- These tools ensured a smooth workflow and a polished, feel-good visual identity throughout the project.

5. Deliverables

- At the end of the project, the team will deliver:
 - Final Logo Design + variations
 - Complete Visual Identity System
 - Color Palette
 - Typography
 - Patterns / Elements
 - Company Profile (written + designed)
 - Packaging Designs + professional mockups
 - Social Media Templates (posts + stories)
 - Final Presentation (brand story + process + applications)
 - Full Mockup Set (identity, packaging, and digital content)