



# MANDALINA



## BRAND STORY

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*Mandalina is a sweet escape — a place where every bite tells a story of joy, freshness, and flavor.*

- \* Our Promise: Dessert should make you feel good—it should be light, fresh, and part of everyday life.
- \* What We Offer: Daily-made sweets with light textures and simple, real flavors. No fuss, just feel-good.
- \* The Name: Mandalina (Turkish for Tangerine)—A symbol of vibrancy, lightness, and perfect balance.

*Our signature mascot — the bitten orange cookie — embodies the fun, freshness, and delightful experience of Mandalina.*

## VISION

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*To shift dessert perception: From heavy and occasional to fresh, easy, and routine.*

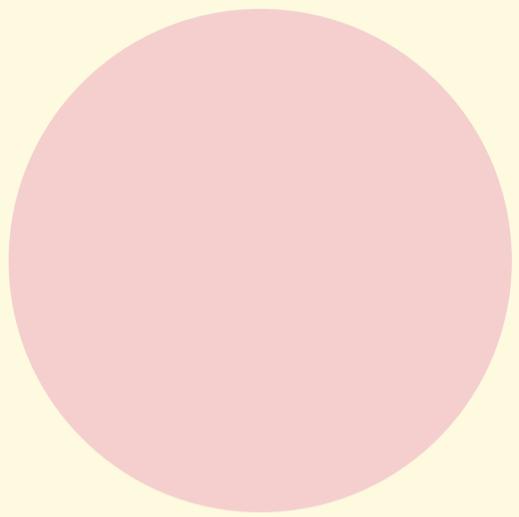
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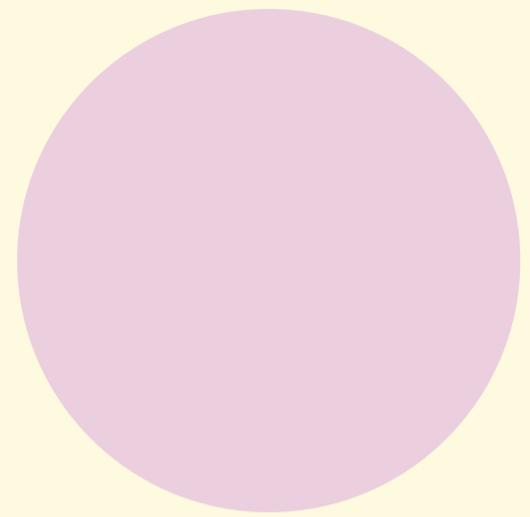
*To create light, fresh, and flavorful desserts that fit effortlessly into modern routines.*

# COLORS

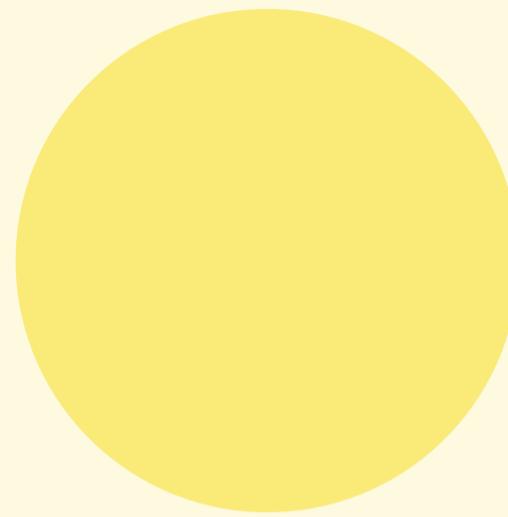
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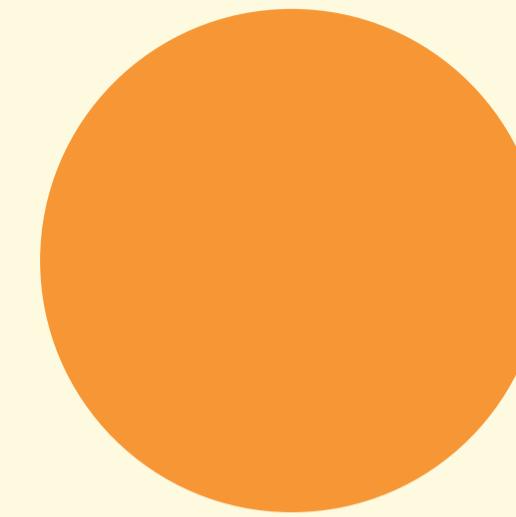
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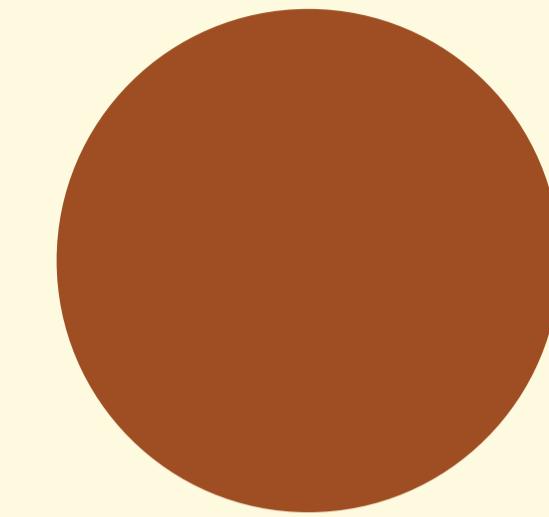
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#ffea78



#f69636



#94f4e23

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# TYPOGRAPHY

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**GLIKER**

**A B C D E F G H I J K L  
M N O P Q S W X Y Z**

**a b c d e f g h i j k l m  
n o p q r s t w v x y z**

**1 2 3 4 5 6 7 8 9**

**MOCHI BOOM  
DEMO**

**A B C D E F G H I J K L M  
N O P Q R S T W V X Y Z**

**a b c d e f g h i j k l m  
n o p q r s t w v x y z**

**1 2 3 4 5 6 7 8 9**

**SATOSHI**

**A B C D E F G H I J K L M  
N O P Q R S T W V Y Z**

**a b c d e f g h i j k l m  
n o p q r s t w v x y z**

**1 2 3 4 5 6 7 8 9**

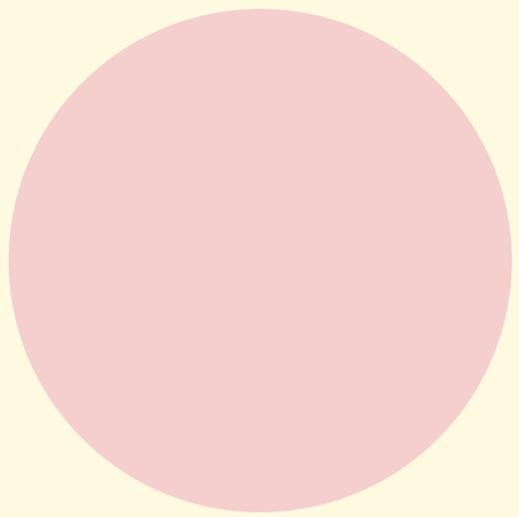
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# BRAND IDENTITY

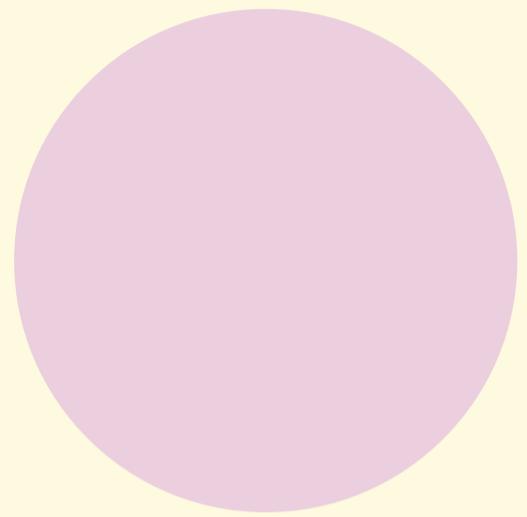
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# COLORS

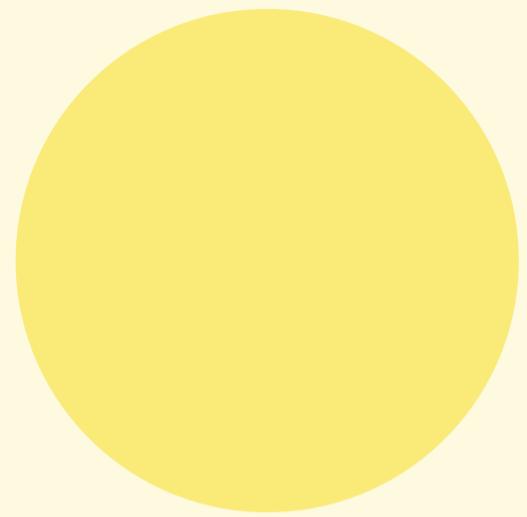
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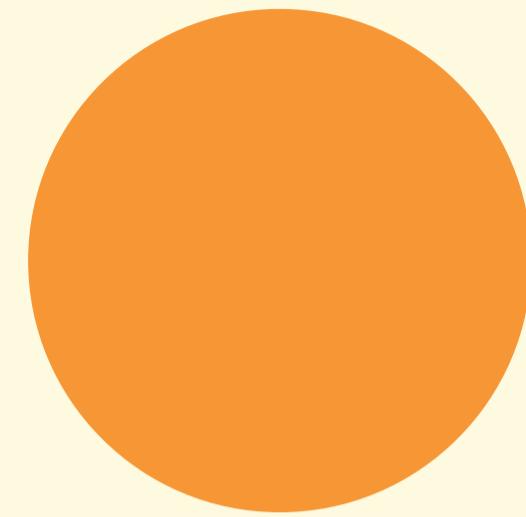
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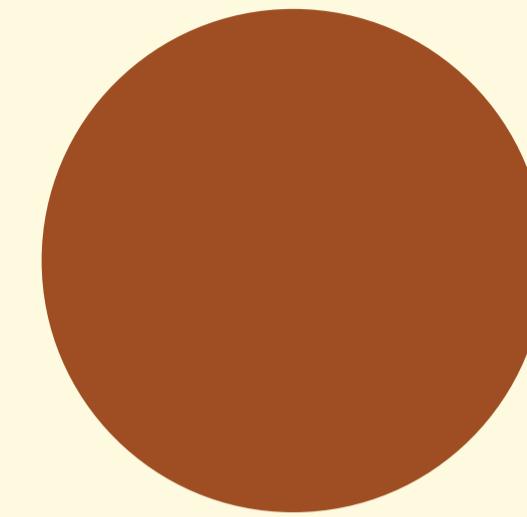
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n o p q r s t w v x y z**

**1 2 3 4 5 6 7 8 9**

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# BRAND IDENTITY

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# PRIMARY LOGO

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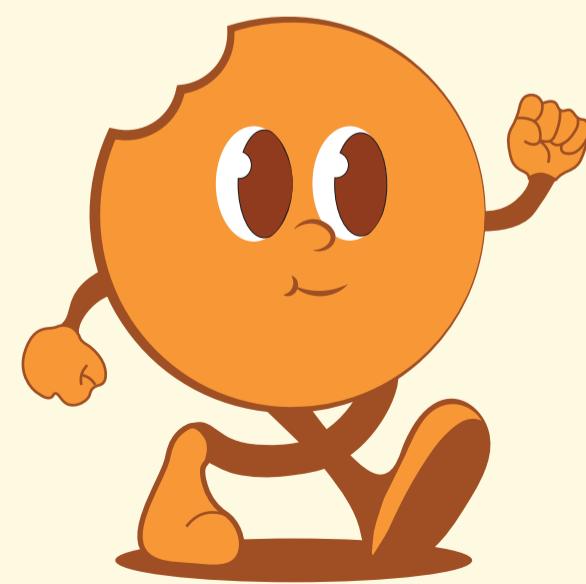


# MANDALINA

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# ALTERNATIVE LOGO

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# MANDALINA



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## BLACK LOGO

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## WHITE LOGO

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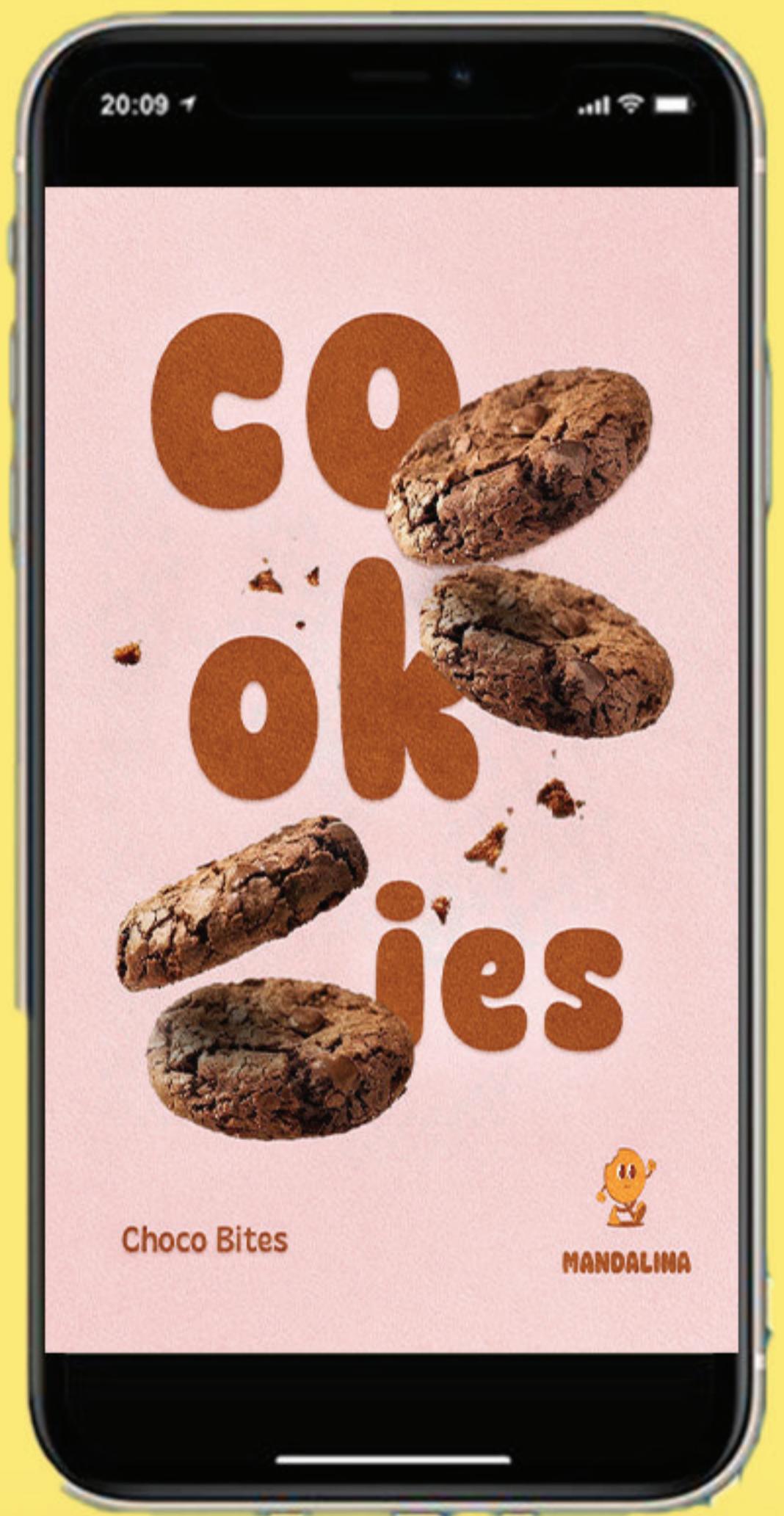
# PATTERNS

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# SOCIAL MEDIA





# cupcake

→ Bake Sale ←



Sale 30% OFF  
All Items

ELVELAI, BENNA, QALUBIA  
[WWW.MANDALINA.COM](http://WWW.MANDALINA.COM)



facebook



MANDALINA

## FRESH FRUIT TART



Artistic, Vibrant, Delightful.

Golden tart, colorful fruit made with love  
and sunshine taste you'll always remember.



15 Comments

Write your comment....

# cookies

# cookies



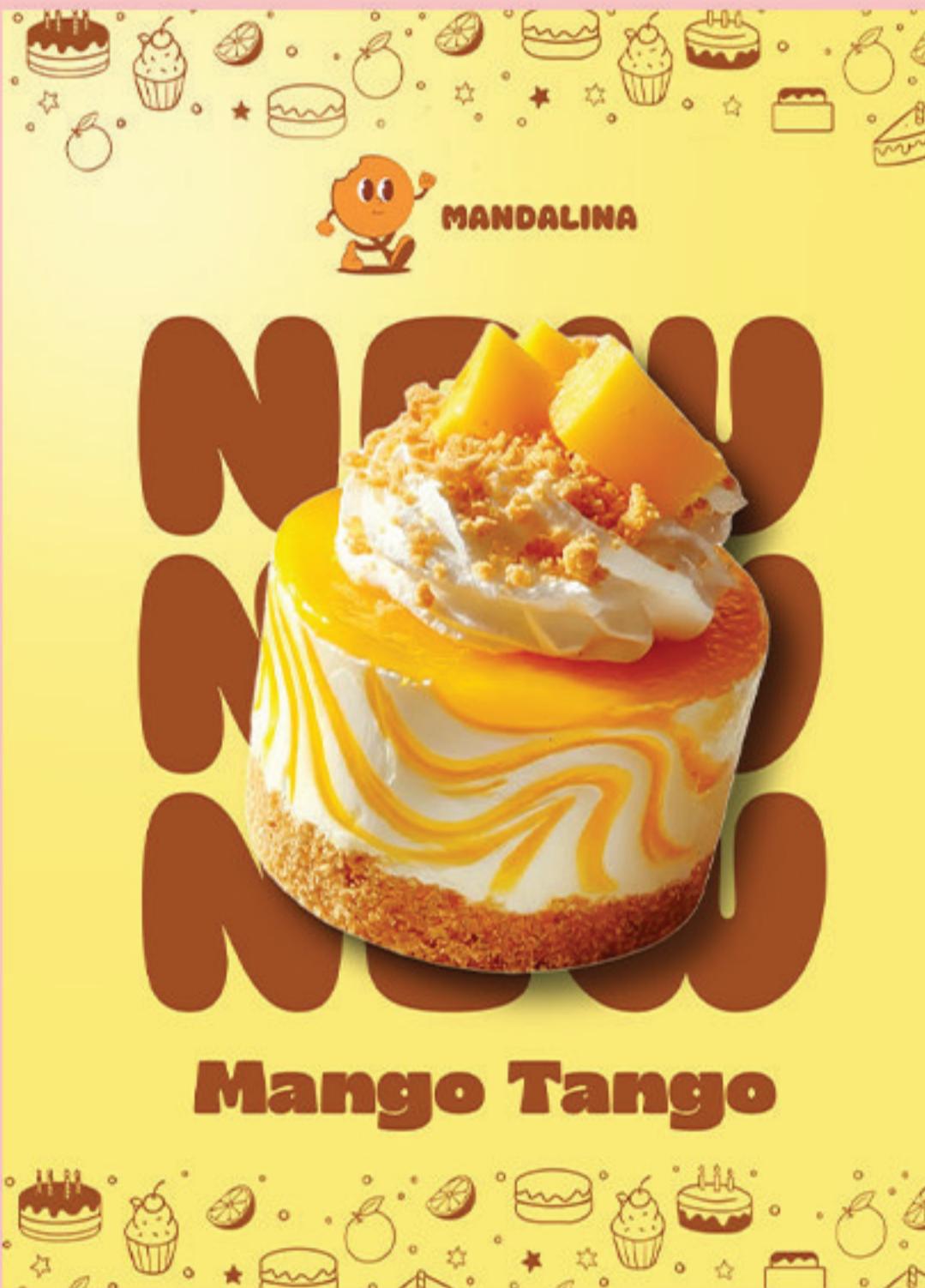
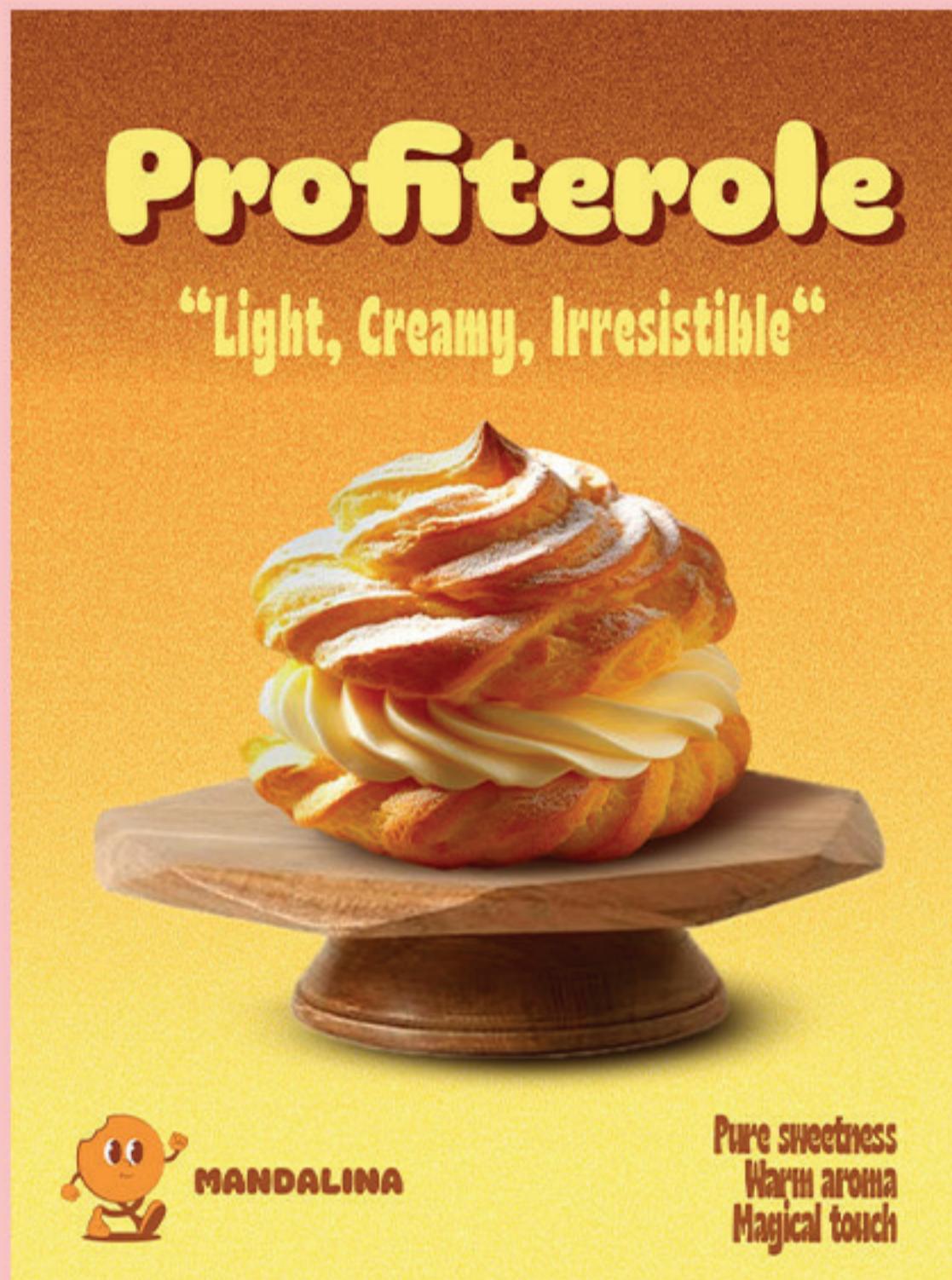
Best cookies are  
made with love

our cookies  
are baked  
fresh daily

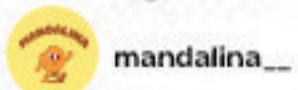
we use only the  
highest quality  
natural ingredients.



Experience the perfect blend of indulgence and well-being. Whether you choose our signature Mandarin-Oat Cookies or our other healthy variations you're choosing a delicious path to guilt-free sweetness.



Instagram



# DONUTS

Did you know  
That donuts  
Can be fruity  
too?

Try the mandalina  
Way!

Soft texture, fresh glaze,  
and a mix of flavors  
that feels like happiness  
in every bite



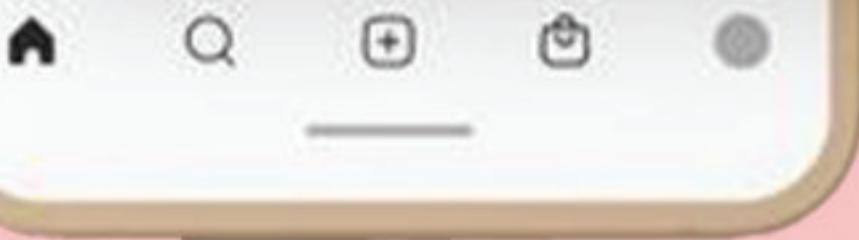
MANDALINA

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Instagram



## Sweets Flow MANDALINA EDITION

limited  
edition



MANDALINA



11.143 likes

Fully Customizable PSD Mockup Template

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Instagram



## Strawberry Dream

A slice that feels like sunshine - light, fruity, and full of joy  
dessert should make you smile, not slow you down

Only at Mandalina.



MANDALINA

11.143 likes

Fully Customizable PSD Mockup Template

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CLASSIC EXPERIENCE,  
NEW FLAVOR



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