

# M e nín

CREATIVE  
STUDIO

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PORTFOLIO

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Mud - Cristais & Energia

# Brand & Social Media Identity

Mud is a brand that dreams of spreading positive energy around the world! They do that by selling crystals, macrame, and sharing free content on social media that helps people to have more joy and inspiration in their daily lives.





We have developed a brand identity that translates this essence, and a social network identity that grabs Mud's audience's attention, helping them to connect with their ideal-customers and achieve their mission.

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CLIENT

Mud

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INDUSTRY Natural Healing / Handicrafts

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SERVICES Brand Identity

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DATE November 2020

Daztec

# Brand Identity & Web Design

DazTec is an IT company that has built its great reputation through the biggest Brazilian Design agencies. They wanted to refresh their brand to express their excellence in the service and trust of their clients.



The website was rebuilt in order to make it easier to navigate. To achieve that, we've used UX principles and focused on alternative ways of navigation and refined visuals – making the whole experience more intuitive and enjoyable.

[Check the website →](#)



## CLIENT

Daztec

## INDUSTRY

Technology

## SERVICES

Brand & Web Design

## DATE

March 2021

The Purest One

# Brand Identity & Graphich Desing

The Purest One has the mission of taking care of women's skin while helping to transform the cosmetics market by providing high-quality products, which contain only natural and organic ingredients, and through conscious processes, without social and animal exploitation.





The Purest One has the mission of taking care of women's skin while also helping to transform the cosmetics market by providing high-quality products, which contain only natural and organic ingredients, and through conscious processes, without social and animal exploitation.

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**CLIENT**

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The Purest One

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**INDUSTRY**

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Natural Beauty

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**SERVICES**

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Brand & Graphic Design

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**DATE**

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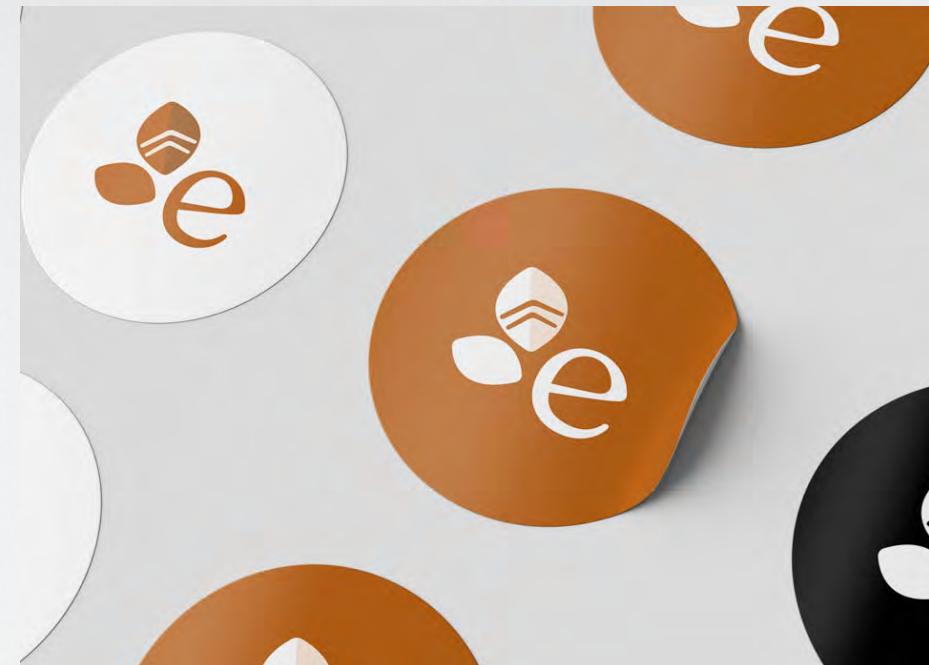
September 2019

Essina - Wholefoods

# Brand Identity

The brand name, Essina, refers to an ancient city located on the southeast coast of present-day Somalia. The company offers wholefoods, such as nuts and seeds, and works in a socially and environmentally responsible way.





Despite its African origin, the organization is located in London. Essina was looking for a brand identity that was linked to its history and ideal-audience profile (active women who care about their own health and social and environmental movements).

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**CLIENT**

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Essina

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**INDUSTRY**

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Wholefoods

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**SERVICES**

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Brand Identity

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**DATE**

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May 2021

Cloudideas

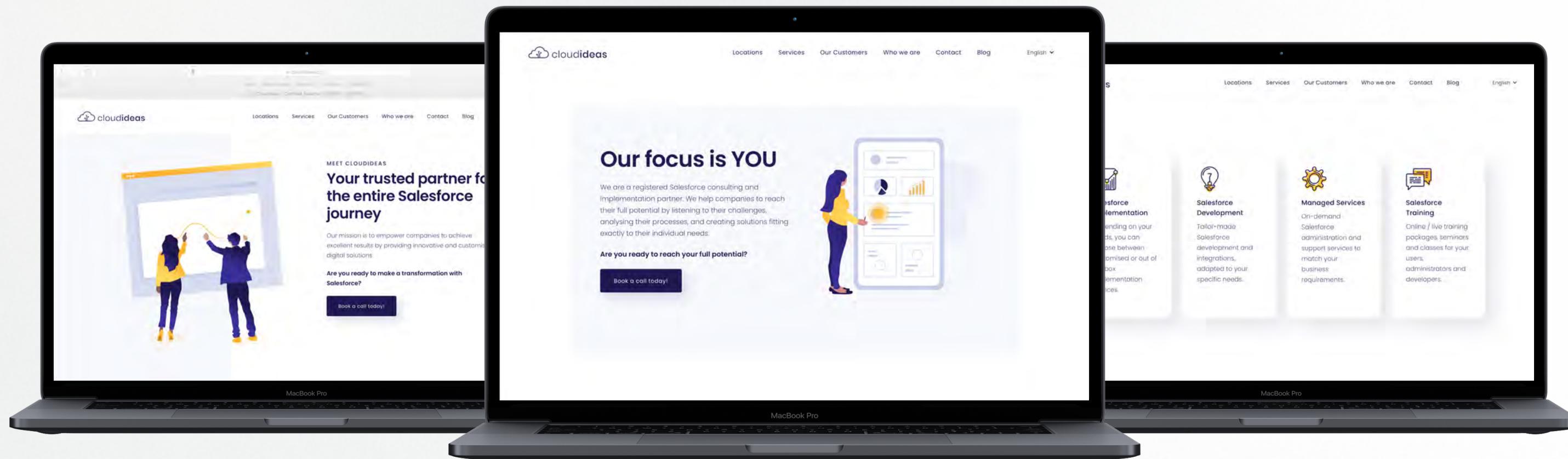
# Brand Identity & Web Design

Cloudideas, an IT company from Germany, aims to simplify CRM processes and make customer tasks easier and more intuitive. They treat each customer as a person, not as 'another project'. And this is the exact image they wanted to transmit to their consumers: of a cheerful, receptive, and at the same time, innovative, reliable and technological brand.



More than applying Cloudidea's new identity on the website, our mission was to improve the experience of the users. We have created a website that is easy to navigate, smooth & easy to digest, responsive to all viewports, and naturally guides users to the company's CTAs.

[Check the website →](#)



CLIENT

Cloudideas

INDUSTRY

Technology

SERVICES

Brand & Web Design

DATE

August 2020

# Espanha na Mesa Brand Identity

Espanha na Mesa is a family-based business that produces and distributes Spanish goods in Brazil, such as olive oil and wine. We have focused on the company's story, goals, and ideal consumer profile to develop a modern, warm and youthful identity.





CLIENT

Espanha na Mesa

INDUSTRY

Food & Beverages

SERVICES

Brand Identity

DATE

July 2020

Corrente do Bem do Lar

# Campaign Identity

LAR is a philanthropic institution that works with vulnerable communities in São Paulo – Brazil, promoting educational and cultural activities for children. Recently, the NGO developed a fundraising campaign – called 'Corrente do Bem', or 'The Good Chain' in English.





In this pro bono job, we helped them by developing a campaign identity (a primary logo, 2 secondary logos, and a Brand Guide). In the process, we've explored the brand's colors, organic and playful typography, and created a heart chain icon (that relates to the campaign's name, making direct association with the 'union' concept).

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CLIENT

LAR

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INDUSTRY

NGO

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SERVICES

Campaign Identity

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DATE

May 2021

Thaís Zorzetto

# Brand Identity

Passionate about the personal care industry, Thaís works as a massage therapist, esthetician and lymphologist and helps (mostly) women of all ages. Her clients end up not only relaxed but with a stronger feeling of self-assurance. The logo was developed with that in mind, and it translates this feeling of caring, combined with a feminine and serene touch.





CLIENT

Thaís Zorzetto

INDUSTRY

Personal care & beauty

SERVICES

Brand Identity

DATE

June 2021

# Need our help with a project?

If you wish to receive a proposal with a complete description of our creative process, please send us a message or fill in our online [briefing](#).

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