

LOGO DESIGN

2025

IRYNA BANCHU
brand designer

EMAIL: irakozhuhar@gmail.com

INSTAGRAM: banirina.design

TELEGRAM: +38 063 449 50 41

WATSAPP: +38 063 449 50 41

LA PASTRYVILLE

0.3

COLORS & MOODBOARD

STYLISH



AESTETIC



FRENCH-
AMERICAN



DELICIOUS





A cat wearing a beret, a direct reference to French culture, charm, and sophistication. This image immediately brings to mind Paris, cozy cafés, and an atmosphere of enjoyment.



"Pastry Ville" is rendered in a strict geometric font, which adds modernity and reliability. The word "La" is handwritten, light, and elegant, balancing the composition and enhancing the sense of individuality. The slogan "Delight in every bite" completes the brand image. It emphasizes the main idea — that every La Pastry Ville product brings joy, lightness, and pleasure.

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