

MANDAILINA

BRAND IDENTITY

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Brand Story

Mandalina began with quiet inspiration – a grandmother who found joy in creating simple desserts filled with warmth and care.

Each recipe carried her gentle touch, turning ordinary ingredients into something memorable.

Among them was the hint of mandarin – a fresh note that inspired the brand's name and soul.

Today, Mandalina brings that feeling into a modern world. Its identity is soft, refined, and sincere – a blend of timeless taste, minimal design, and the comfort of something made from the heart.





1 2 3 4 5 6 7 8 9

Brand Inspiration

The brand's essence lies in three ideas:
the calm elegance of classic patisseries,
the warmth of recipes passed down with care,
and the fresh touch of mandarin – a quiet reminder of where it all began
Every detail in Mandalina reflects that blend of heritage and modern softness.

Moodboard



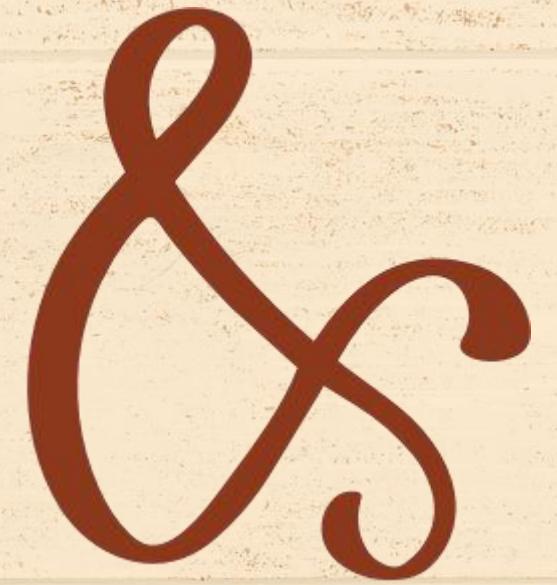
logo concept



**The logo tells the story of Mandalina in its simplest form.
It brings together two ideas**



**the warmth of a
grandmother's presence**



**the freshness of the
mandarin.**



logo development process

1

2

3

4



Logo Gridlines



X



Mandalina

from mandalina's hidden recipes

X/4





Typography

lery font

Brillant

It's known for its elegant and handwritten appearance. The soft curves and natural rhythm add a personal, warm touch, making it ideal for logos, packaging, and highlight text where character and emotion matter.

Font Usage:

Brillant is suitable for:

Branding and logo design

Product packaging

Titles and accent text

2ndry font

NEXA

It's known for its modern, geometric, and versatile style.

Its clean structure and wide range of weights make it perfect for minimal and readable layouts.

Font Usage:

Nexa is suitable for:

Headings and subheadings

Editorial and web design

Brand materials and body text

Color palette



#E2812A
ORANGE

#35461E
DARK GREEN

#8C381D
BROWN

#F2B880
PASTEL ORANGE

#FCDBAB
LIGHT ORANGE



Brand Application



Mandolina

from mandolinashiddenrecipes







Mandalina

from mandalina.lt







Mandalina

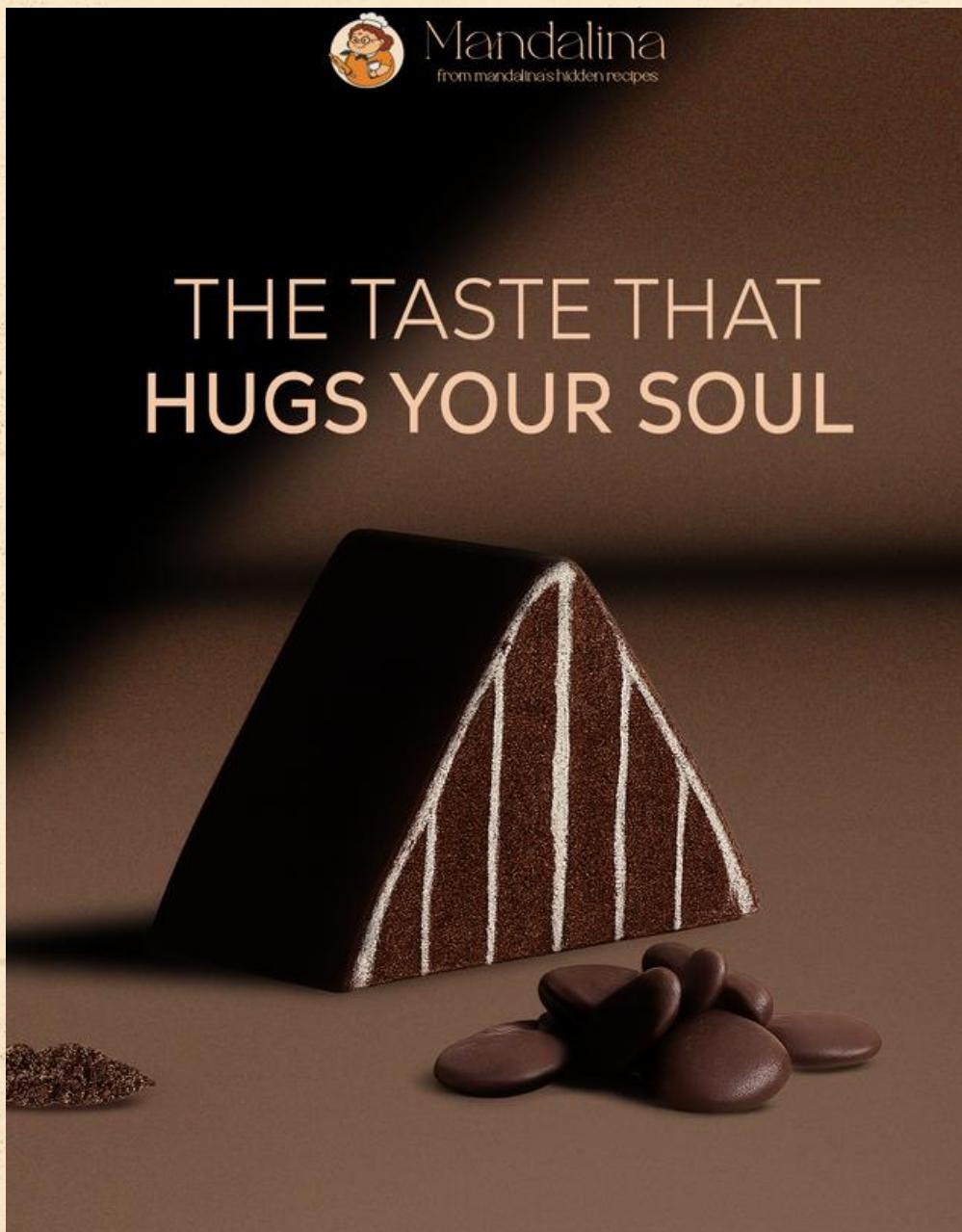
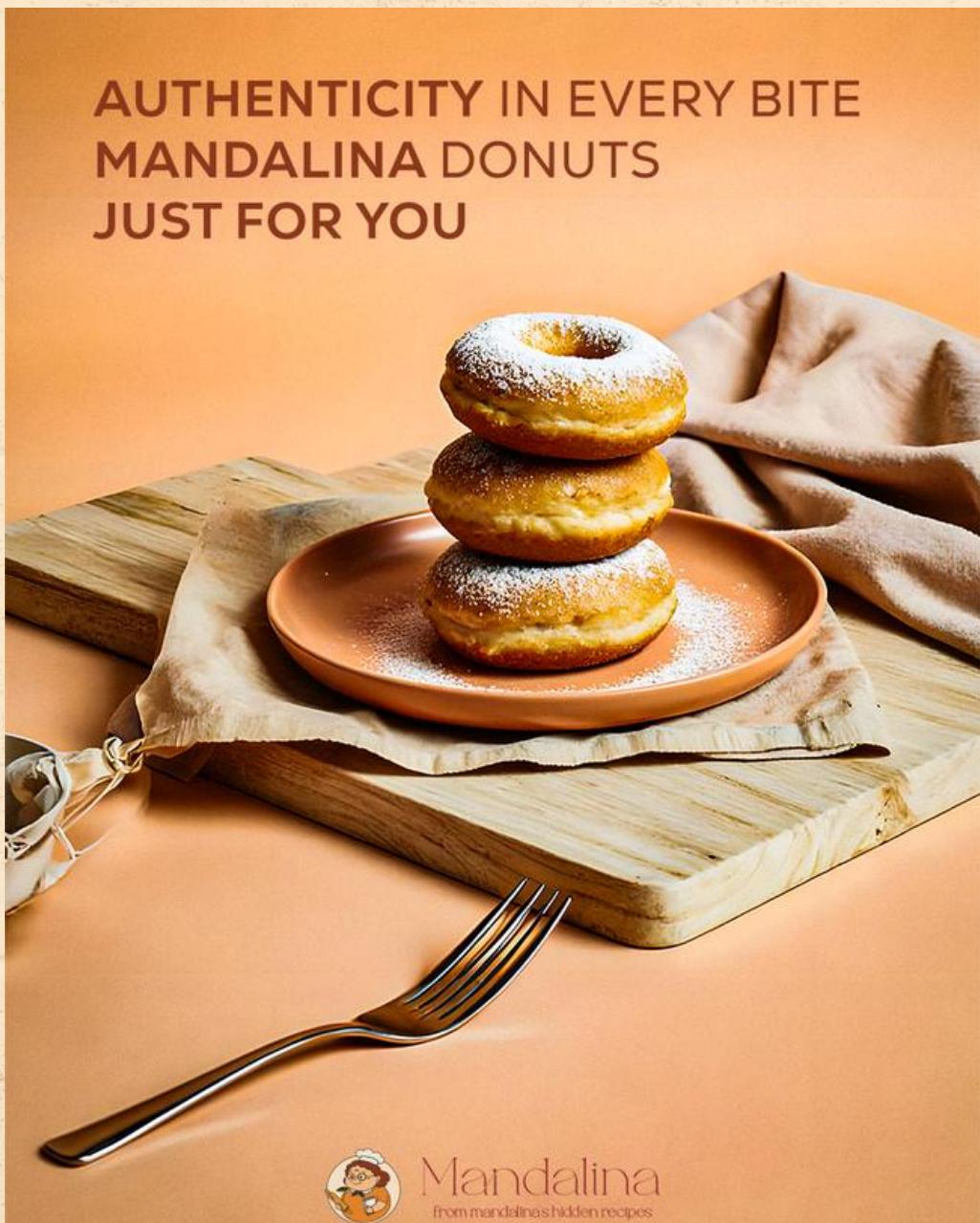
from mandalina's hidden recipes



Mandalina
from mandalina's hidden recipes



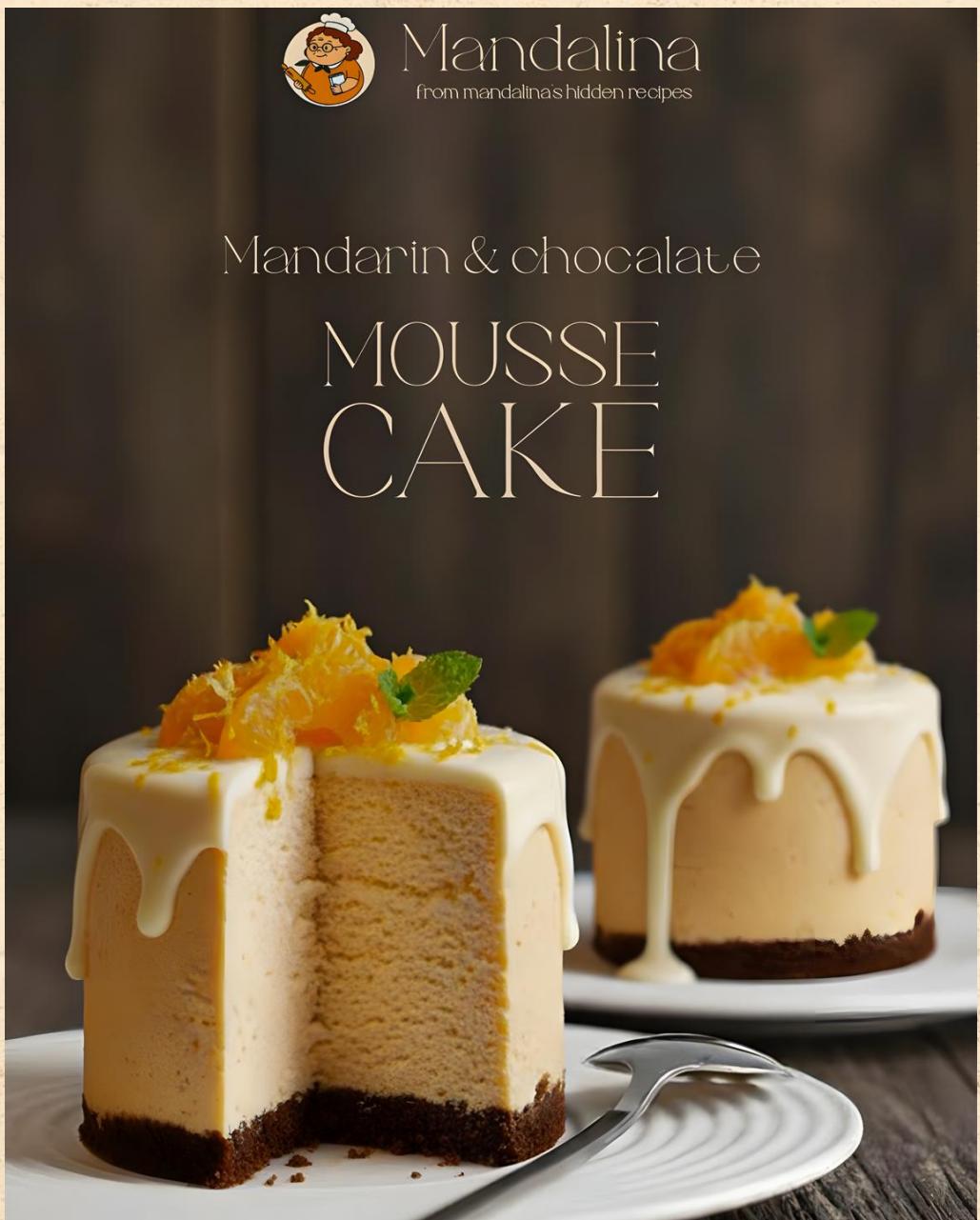
Social Media



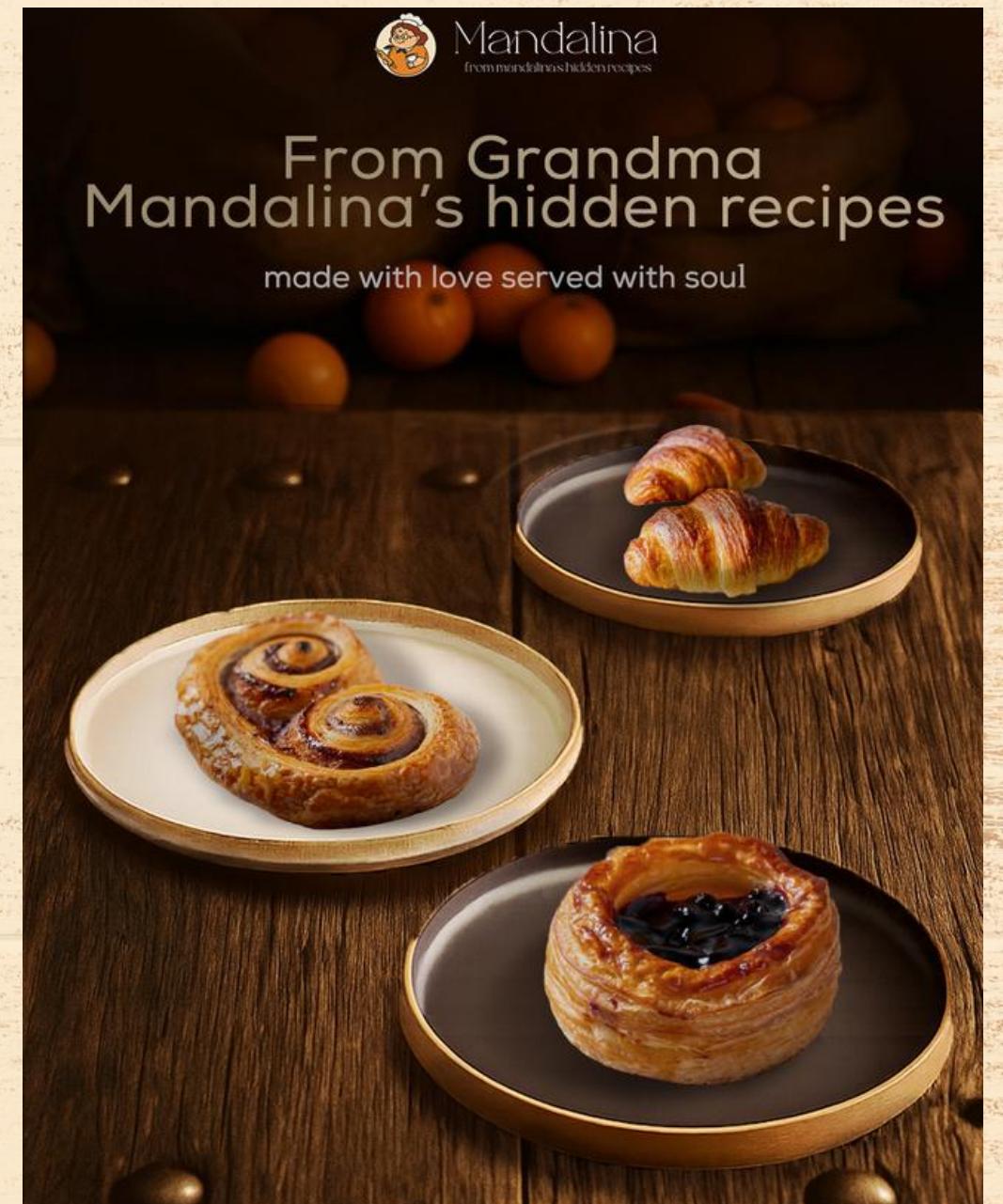
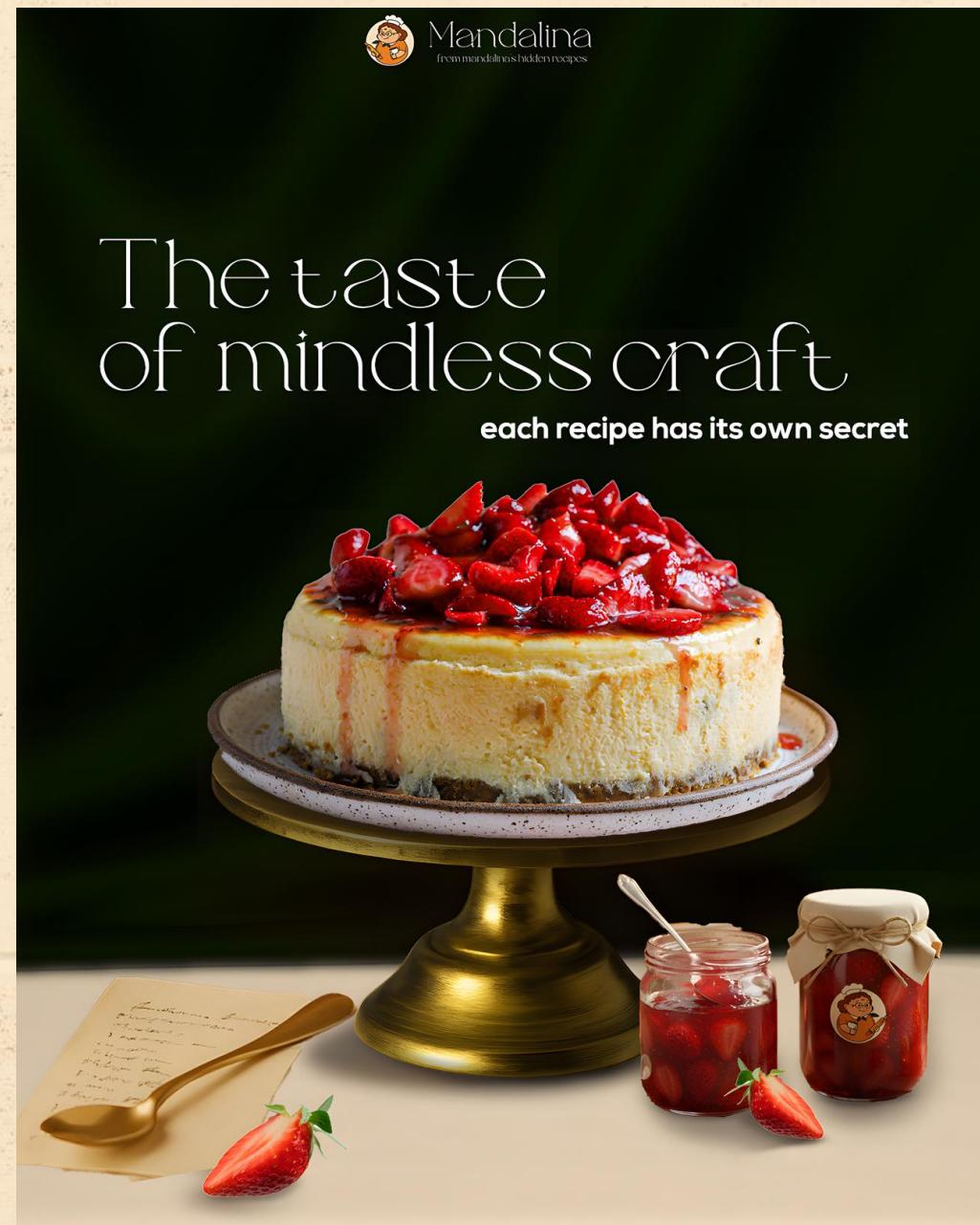
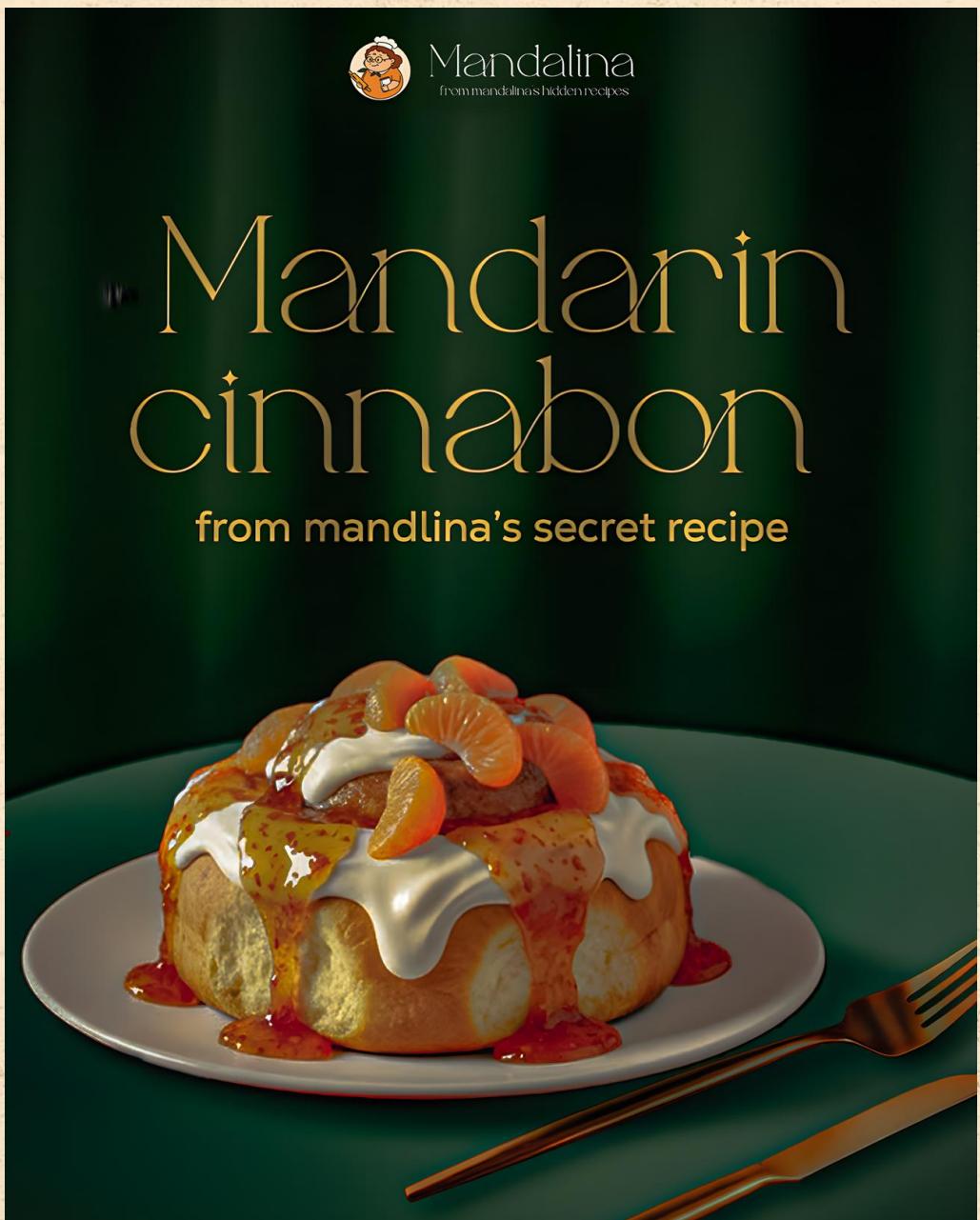
Social Media



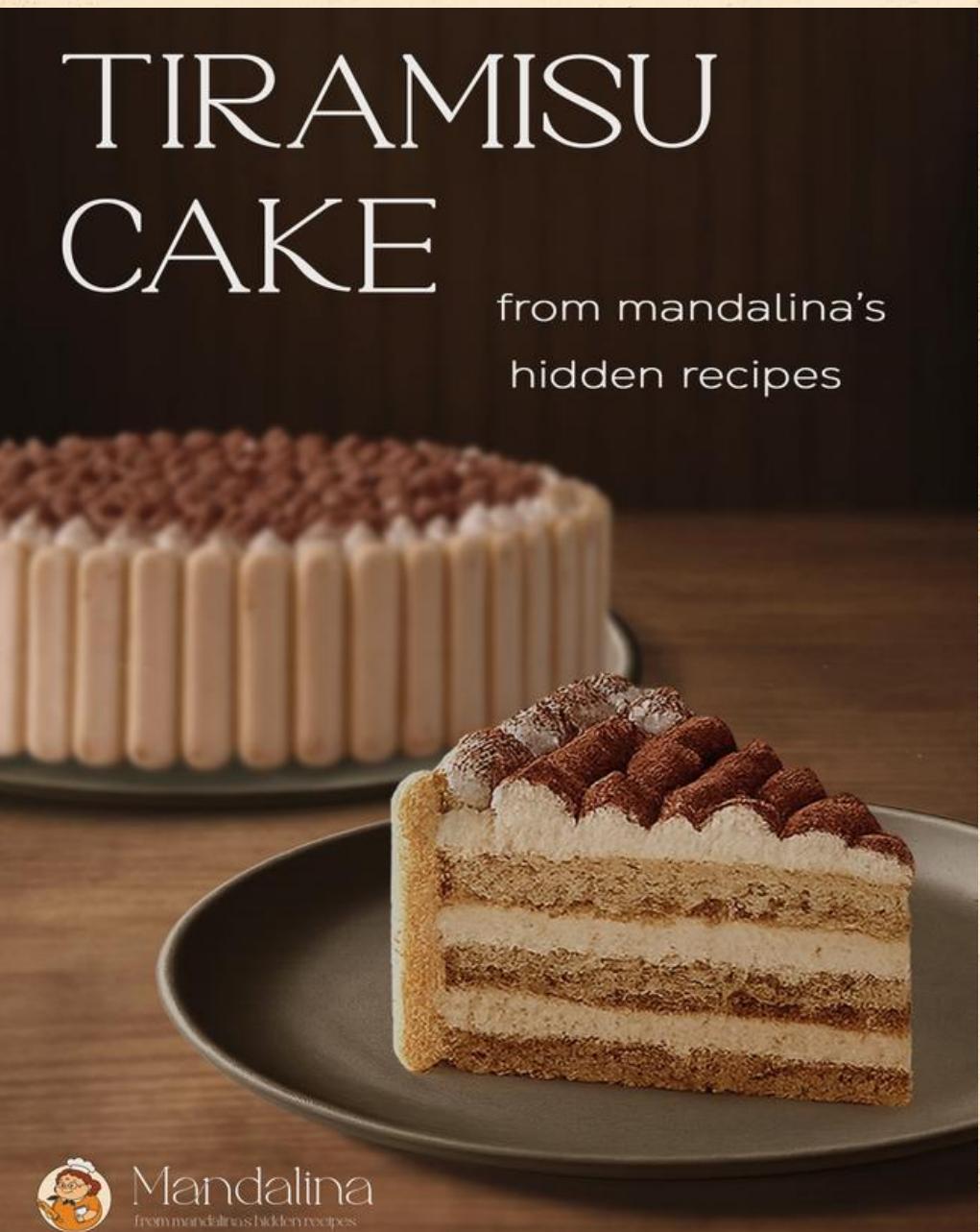
Social Media



Social Media



Social Media





Thank you

FOR WATCHING