SELECTED WORK / MINA

02

Mina

Street food, with a twist

A new Milan food brand built around Neapolitan pasta fritters.
Positioning, identity and launch.

MINA

Italian comfort food.
Made your way.

Neapolitan pasta fritters meet
a choice of classic Italian sauces.



Give a new idea an identity

Mina had no history to draw on. Its offer had to make sense at first glance. I shaped the **positioning and creative direction**, taking the identity from early ideas to opening day.

MY CONTRIBUTION

Naming development and positioning
Creative direction and designer briefs
Menus, signage and photography
Social launch and PR agency liaison

The proposition

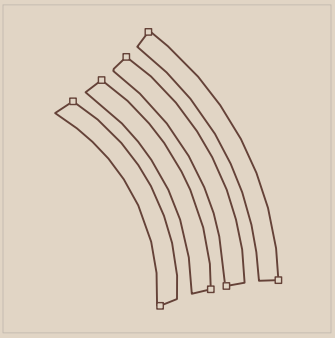
Gourmet comfort food at an accessible price:
a different break, rooted in Italian street food.

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An identity *rooted in the product*

Interwoven tagliolini became the starting point for Mina's symbol.



01 / Pasta strands



02 / Interwoven form



03 / Final symbol



Illustrative reconstruction of the symbol's logic.

The product in the mark

The symbol draws on the pasta itself. The client's Milan–Naples connection informed the naming brainstorm.

A colour with appetite

Red connects the identity to Italian cooking: the sauces, the warmth and the energy.

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One identity, *from store to screen*

The same visual language helps people recognise the brand and choose their food, in store and on delivery platforms.



MENU / LAUNCH MATERIALS



From identity to application

I directed the designer across the logo, signage and menus, and oversaw the photography, including the product shoot for social media & Glovo.

DESIGNED AROUND THE FOOD

The product leads. Colour, imagery and information work together across print and digital.

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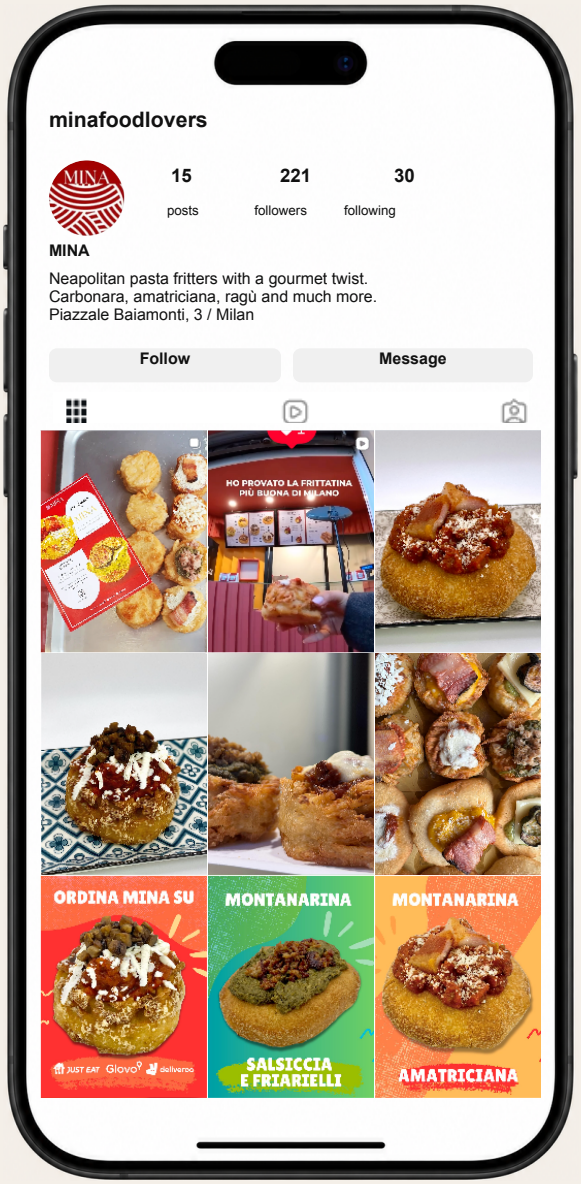
Ready for *its first customers*

I opened the Instagram account and planned the teaser content, then coordinated creator visits with the PR agency for the launch.

One direction, a tight budget

I aligned creative and PR work from teasers to opening.

INSTAGRAM / THE PROFILE



CONTENT / THE FEED

