

YANAK.



# MAVA COFFEE AI REDESIGN

VISUAL IDENTITY • PACKAGING • SPACE DESIGN

# A SUCCESSFUL COFFEE SHOP WITHOUT A COHESIVE IDENTITY.

INCONSISTENT BRANDING.  
WEAK VISUAL SYSTEM.  
DISCONNECTED CUSTOMER  
EXPERIENCE.

YANAK.



# AI WORKFLOW

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RESEARCH



PROMPTING



GENERATION



SELECTION





# BRAND DIRECTION

SCANDINAVIAN MINIMALISM  
WARM MATERIALS  
HUMAN-CENTERED EXPERIENCE



# TRANSFORMATION



**From inconsistency  
to a unified brand experience.**

# DESIGNED WITH AI

CRAFTED FOR PEOPLE

