

MANGO BAY LOGO RATIONALE

The Mango Bay logo is a sophisticated, minimalist visual identity that captures the essence of high-end interior design. Created for a business that curates bespoke spaces and furniture, the mark balances organic coastal inspiration with iconic Mid-Century modernism.

The Concept & Form:

The central icon is a fusion of three distinct visual elements. It integrates the curve of a coastal bay, the shape of a mango, and a lounge chair.

The Ball Chair Silhouette:

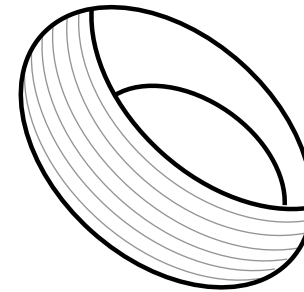
The iconic silhouette of ball chair by Eero Aarnio, signals a deep appreciation for design history, structural innovation, and timeless style.

The Colour Palette:

Steering away from literal tropical colours, the identity uses a strict black and white palette. The high-contrast choice is clean, and high-end.

Typography:

The brand name is set in a light, non-disruptive typeface. Its understated weight provides a quiet elegance, allowing the structural icon to remain the focal point while ensuring the business name is perfectly legible and refined.



mangobay
DESIGN