

More than homemade skincare.

Minarow began with founder Irina Long making natural skincare by hand. We worked together to uncover the story behind what she had created and turn it into an identity that felt distinctly hers.

CLIENT
Irina Long

BUSINESS
Natural skincare



The Identity

The ingredients were already there. Irina’s story, her products and the love of her two grandmothers, Amina and Rowshan. She planned to name the business after them. I brought their names together to create Minarow, then found the thread that connected everything else.

WE GOT TO THE ROOT OF THE STORY

LABELS



ICON



LOGOTYPE



COLOUR PALETTE



TYPOGRAPHY

Butler
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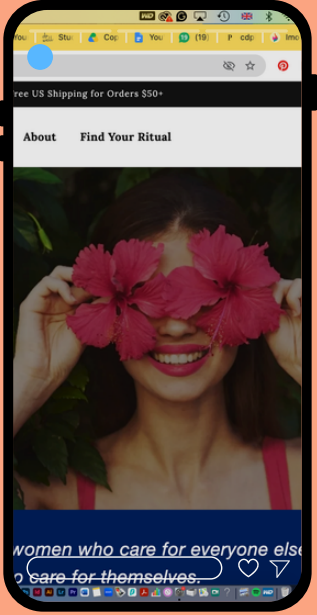
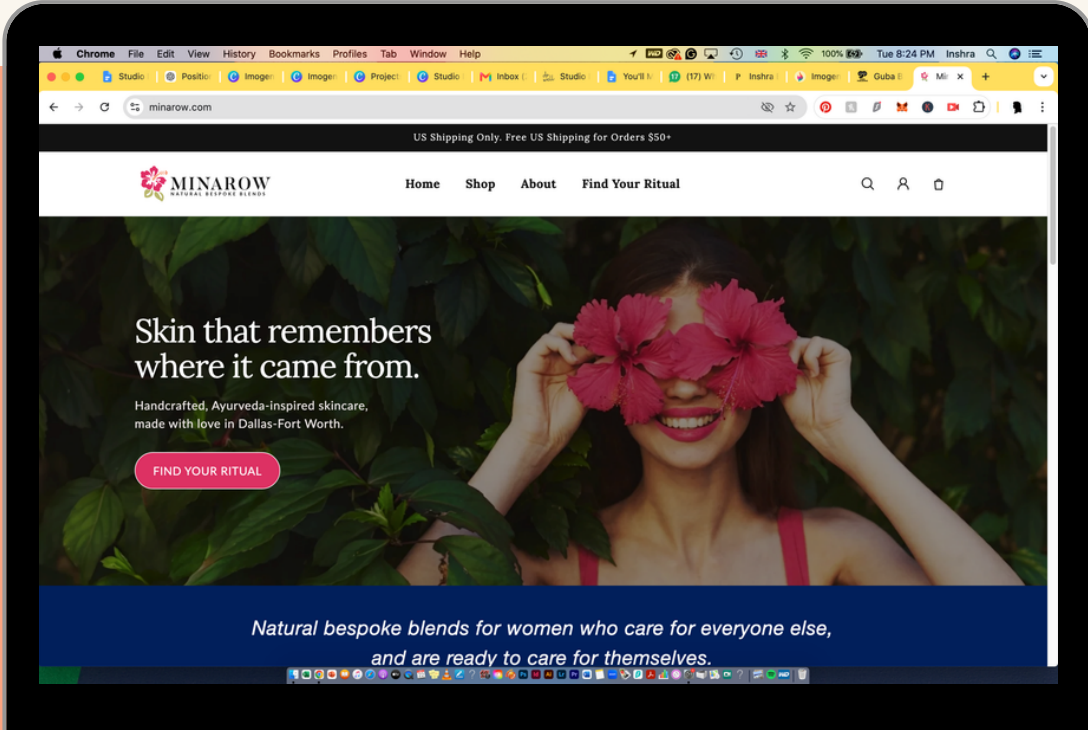
Lato
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Bringing it together

The identity became the foundation for Minarow’s website and brand materials, giving Irina a clearer, more confident way to share what she had built.



The result: Standing out in a crowded skincare market, by making the personal part impossible to miss.



“She helped me talk about my origin story in a way I hadn't previously been able to do.”

Irina Long • Founder, Minarow