



Hanna Malinen
Brand Book 2026





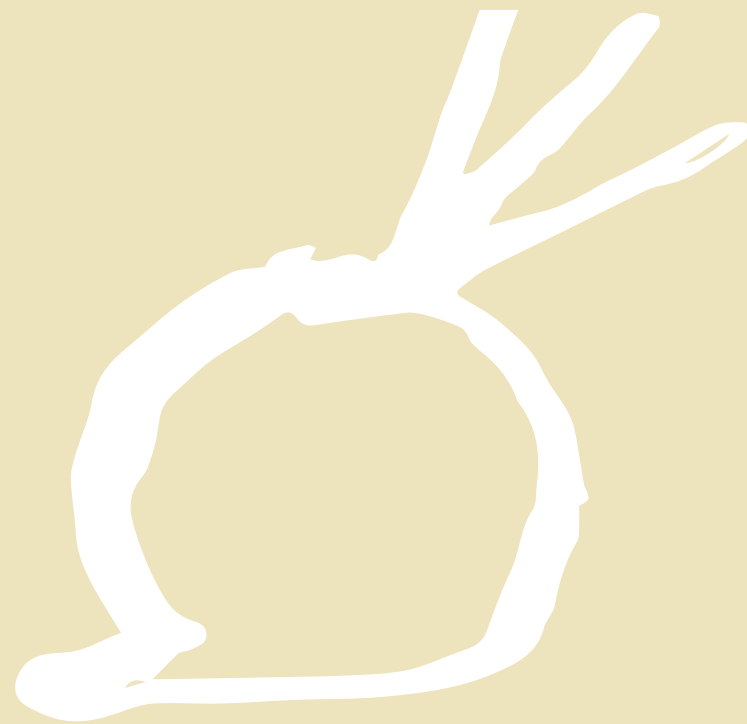
Hanna Malinen

Finnish Designer

Hanna Malinen is a Finnish illustrator and surface pattern designer whose work is shaped by a deep attention to nature, rhythm, and everyday beauty. Raised among the forests and lakes of Eastern Finland, she learned early to notice small wonders — the curve of a branch, the delicate texture of a leaf, the beauty of nature's quiet patterns.

Her designs combine a minimalist yet expressive Nordic aesthetic with carefully balanced colour palettes. She enjoys working with abstract shapes as well as refined, detail-driven illustrations, creating patterns that feel calm, thoughtful, and timeless.

Currently based between Helsinki and Berlin, Hanna draws inspiration from both urban life and quiet moments of everyday beauty — from fruit markets and communal gardens to the soft rhythm of seasonal change. Her goal is always to create timeless patterns that feel contemporary yet timeless, offering a premium visual language for brands and products worldwide.



Selected Customer Works



© Hanna Malinen







Metsä / Mökki

Exclusive pattern collection for Shimamura Japan, Autumn 2022

Selected Customer Works

© Hanna Malinen





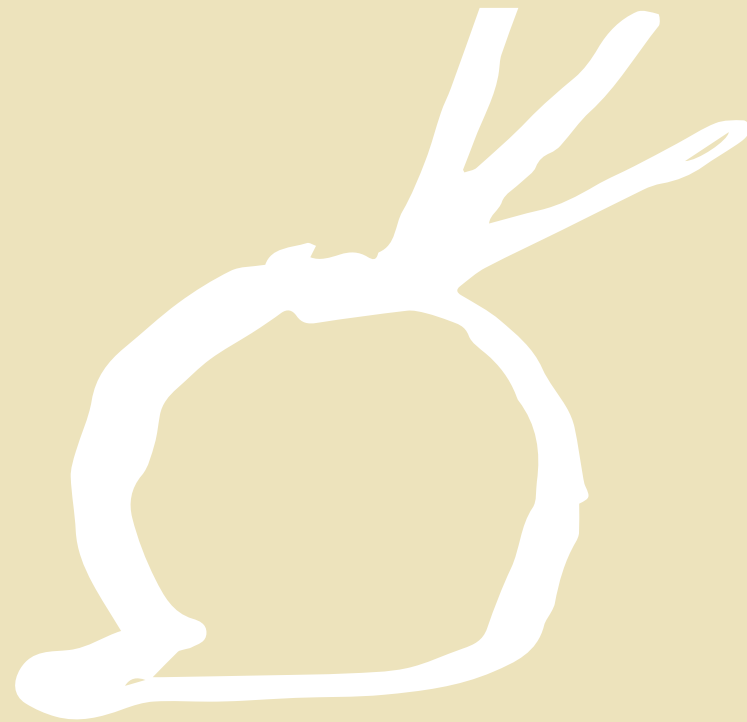
Daily Dose

For Finnish clothing label VIMMA / Non-Exclusive

Selected Customer Works

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Designs Available for Licensing



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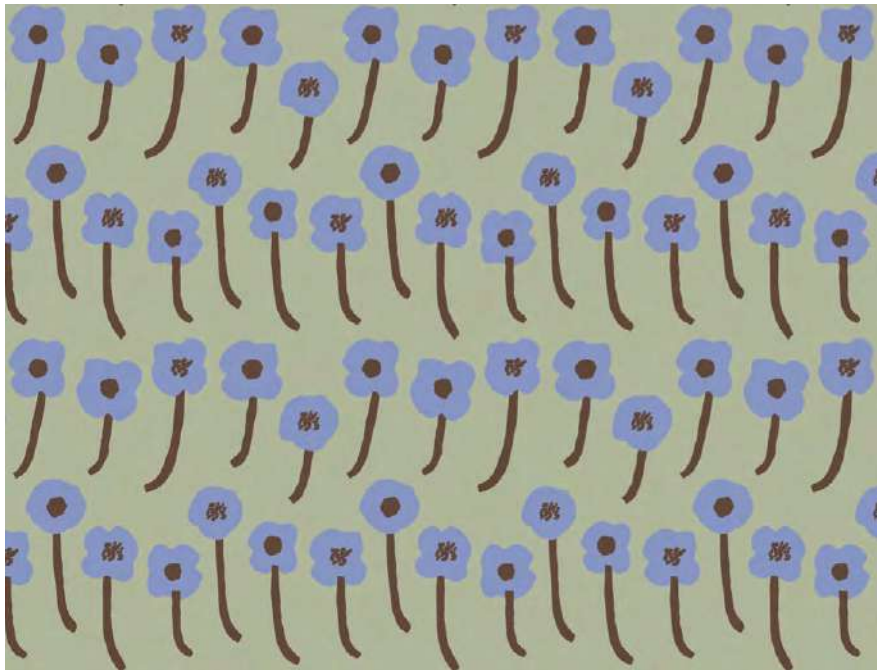
Azra

Ode for rhythm of shapes.

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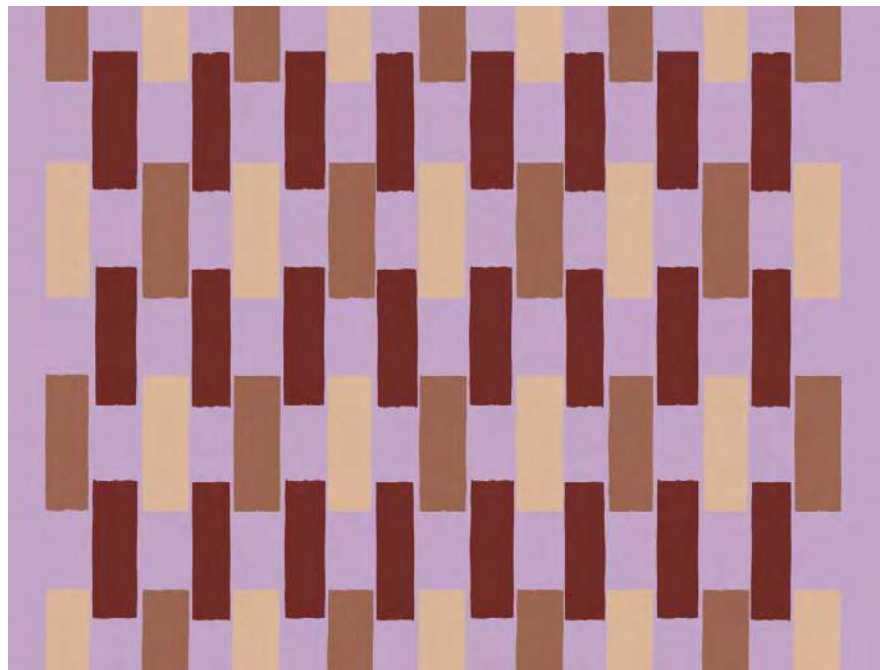
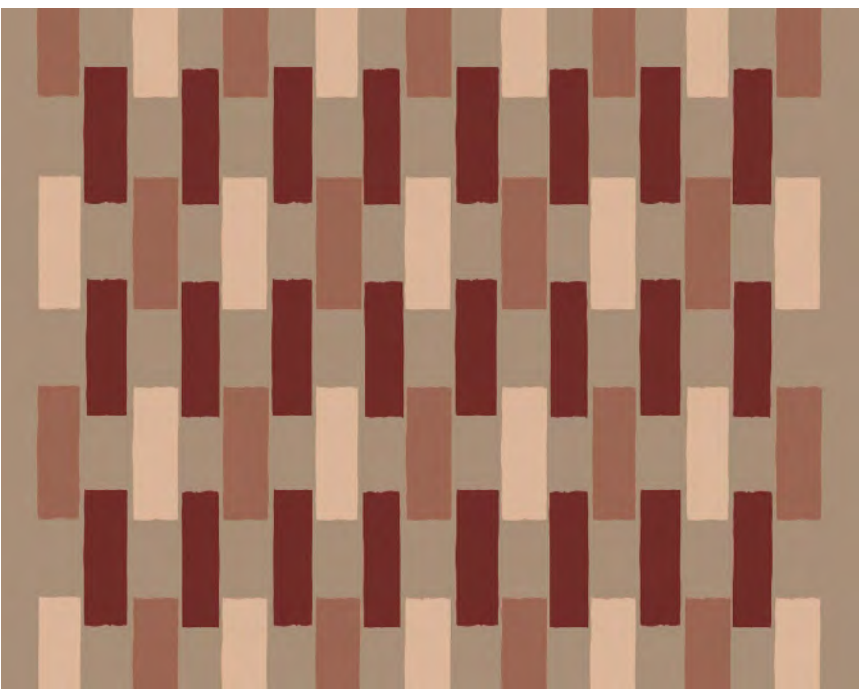
Kesäkukat

Inspired by Mom's Garden.

Available for licencing

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Tiili

Inspired by urban architecture.

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Lohkare

Inspired by harmony found in the unexpected.

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Taivaalla

Inspired by the night sky.

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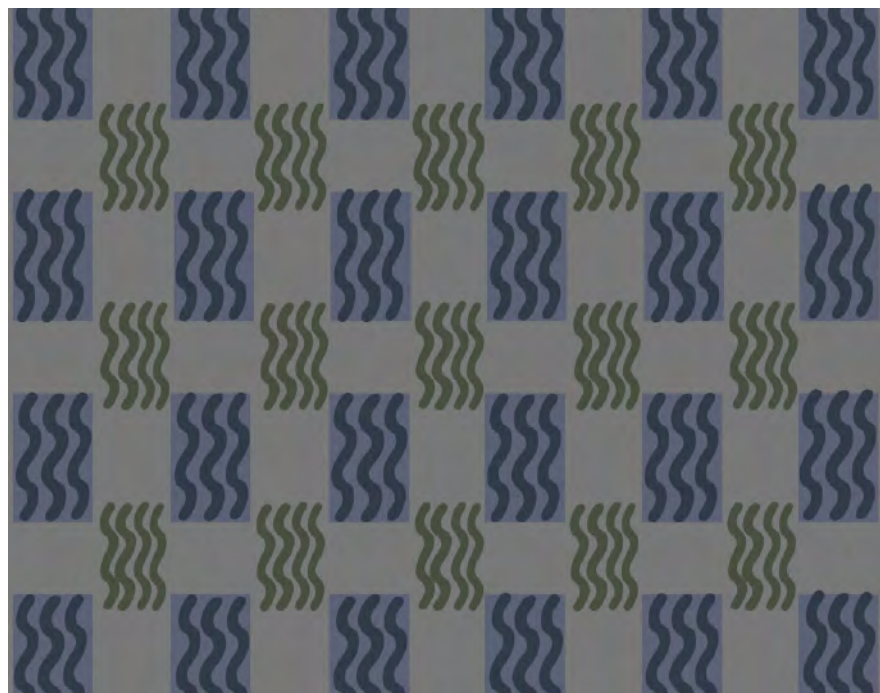
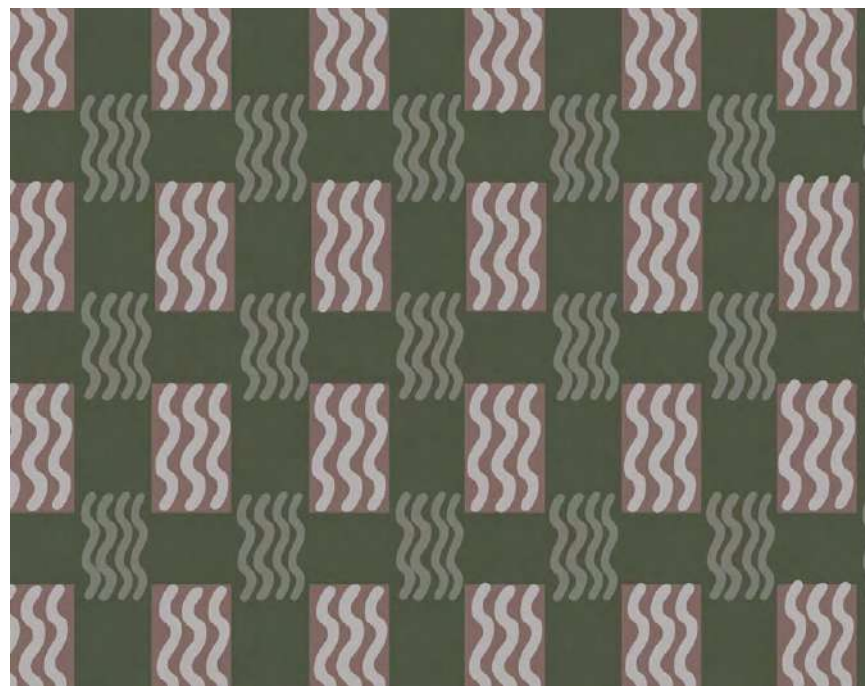
Leikko

Inspired by Finnish summer.

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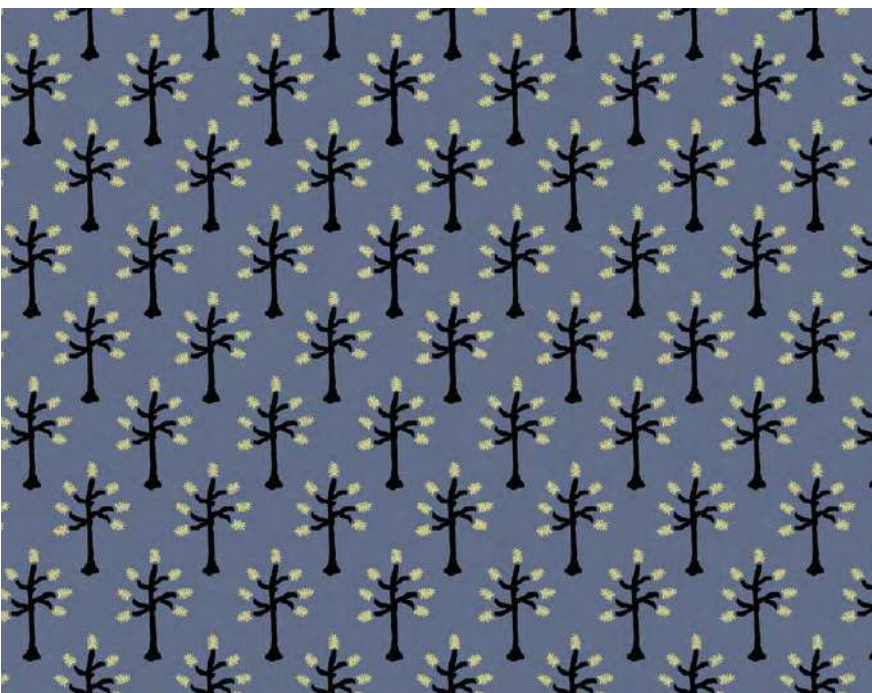
Virta

Inspired by eternal flow of the water.

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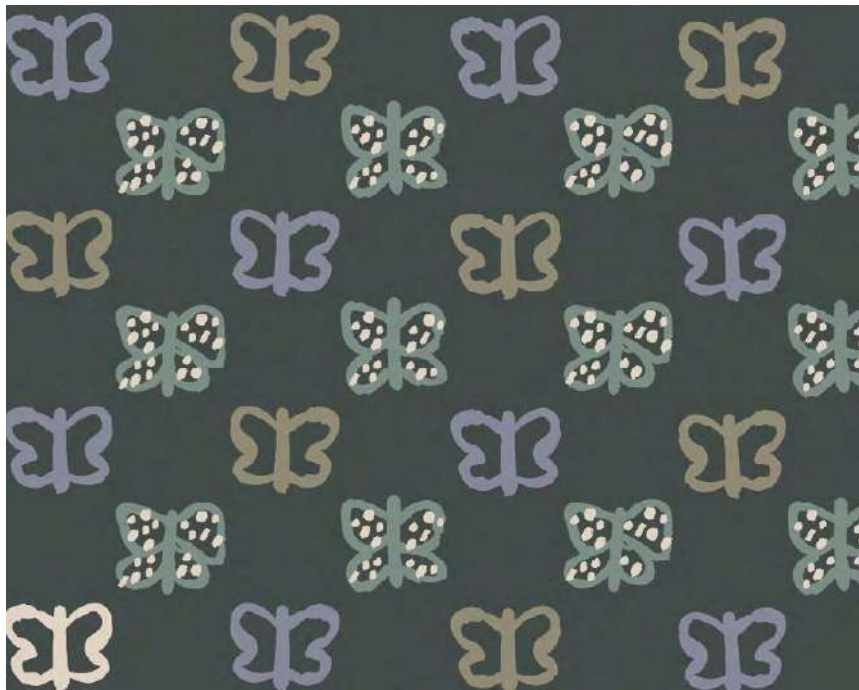
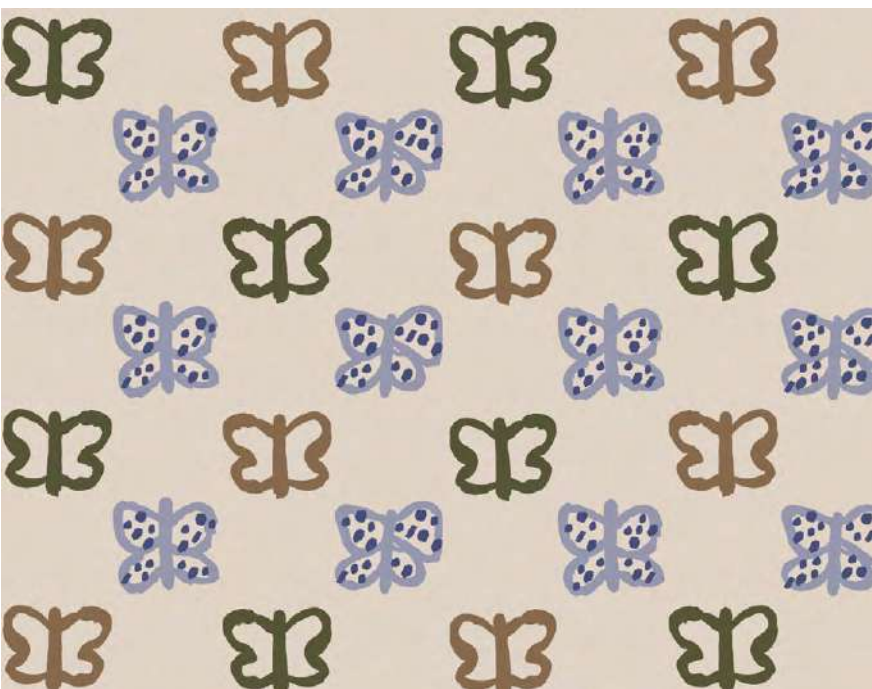
Mäntymetsä

Inspired by my favourite trees, pines.

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Papillon

Inspired by the nature & Finnish summer days.

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Kyyhky

Because we need Peace.

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NAPA
NORDICS



Spirit

Inspired by the spirit world.

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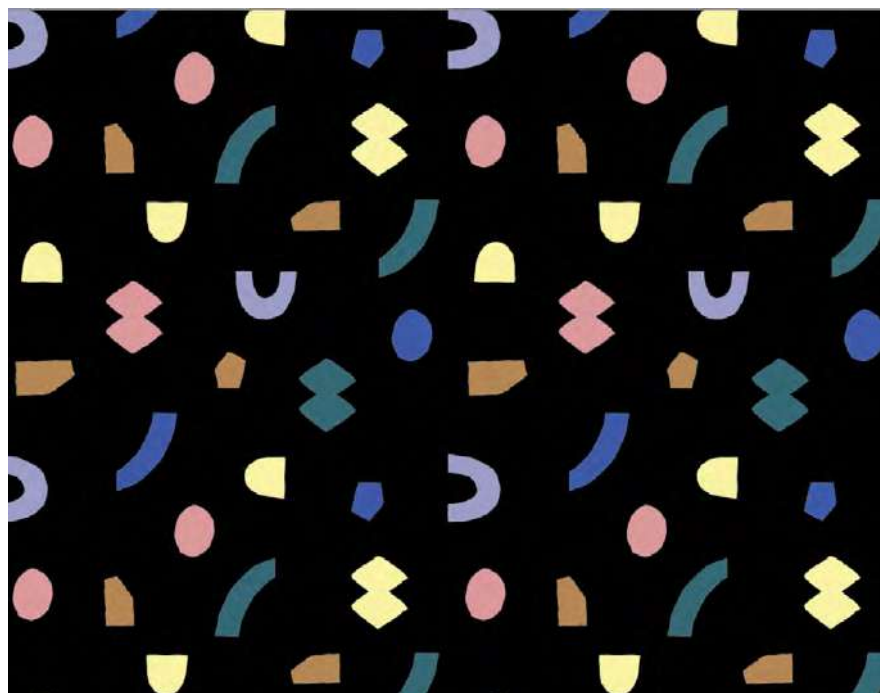
Perhoset

Inspired by beauty of Nature.

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Palaset

Inspired by bits and pieces.

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Kaarna

Inspired by textures in nature.

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Vitamin Bomb

This fruitylicious pattern gives that extra boost to your day.

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© Hanna Malinen





Blossom

The sweet smell of cherry blossoms fills the air.

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© Hanna Malinen





Palstat

This Hand-drawn pattern is inspired by colourful community gardens.

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Hanna Malinen

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Let's work together!

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