

BRAND GUIDELINES

Brand
Victoria Chuiko

Content
Visual Identity

Document
Version 1

Introduction

Content Summary

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01

Introduction

Victoria Chuiko is a cinematographer from Kyiv, Ukraine. As of 2023 based in Berlin, Germany.

Her brand is about analog photography, grainy textures, dark room, techno, underground. It should look modern, but yet minimalistic.



Photography

The Photography section of a brand book outlines the style and usage of photography that is associated with the brand. This section is important to ensure that the brand's visual identity is consistent and recognizable across different media and contexts.

When showcasing the brand, you should use official photographs obtained from Victoria. Photos should be clearly visible, keeping the original composition, and editing.

Don't apply filters, don't change photos including colors, saturation, luminance and other parameters.



Brand Voice & Slogan

The Brand Voice & Slogan section of a brand book outlines the tone, style, and messaging that is associated with the brand. This section is important to ensure that the brand's verbal identity is consistent and recognizable across different media and contexts.



Creating Cinematic Experiences.



Brand Personality:

- Casual
- Mysterious
- Detail-oriented
- Reliable

04

Typography

The brand's visual identity consists of two fonts:

- Thunder LC for headings & logo
- Century Gothic for paragraph text

It's important to maintain the visual hierarchy to keep the brand identity organized.

Aa

HEADERS

THUNDER LC

FAMILY

LIGHT

REGULAR

BOLD LC

BLACK LC

CHARACTERS

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

PRIMARY

Century Gothic

Family

Italic

Regular

Bold

Black

Characters

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

05

Logo

Chuiko

06

Logo Examples



Thank you

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