

BRAND GUIDELINES

VICTORIA CHUIKO

BRAND PERSONALITY

This brand, much like the girl herself, is a blend of the underground, the artistic, and the deeply human. She isn't just a photographer or a cinematographer - she's a storyteller, a techno enthusiast, a pianist, an explorer. She carries pieces of her homeland, Ukraine, and her new home, Berlin, in all she does. This influence is evident in her work, where she blends the gritty charm of the underground with the refined elegance of classic art.

Her brand is friendly and approachable, yet maintains an aura of mystery and intrigue - much like a techno beat that draws you in and keeps you guessing. It's versatile and fluid, effortlessly switching between filming and photography, between the high-energy world of techno and the delicate melody of a piano piece.

Slogan — "Frame the Unframed"

CREATIVITY

Embodying the spirit of exploration and innovation in every piece of work.

AUTHENTICITY

Capturing raw, unfiltered moments and stories, unafraid to dive into the underground.

PASSION

For techno, for art, for photography, for cinematography, for life.

RESILIENCE

Reflecting her journey from Ukraine to Berlin, and the resilience it took to navigate that transition.

VERSATILITY

Being equally comfortable behind a camera, a piano, or a synthesizer, and carrying that versatility into her work.

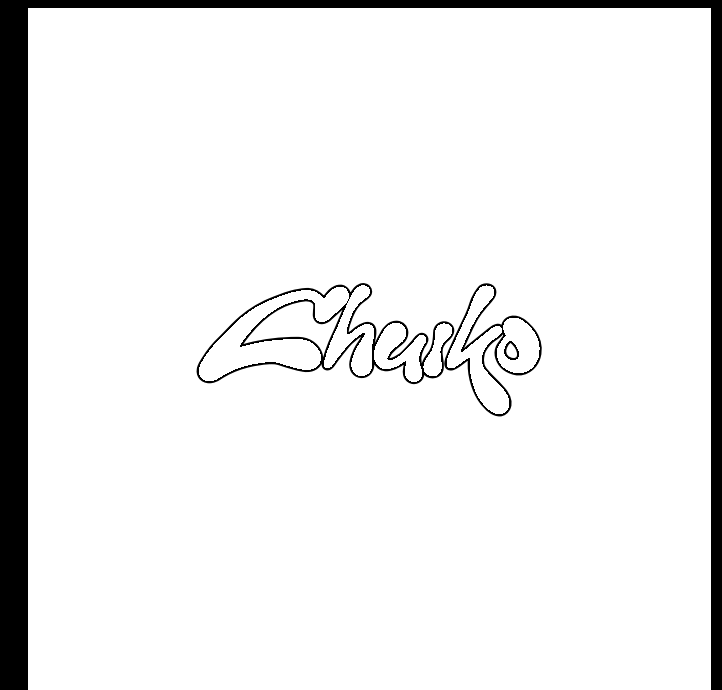
CONNECTION

Creating a bond between the viewer and the subject, using photography and cinematography as a language of emotion and experience.

Cherko

LOGO EXAMPLES

Use black & white colors to represent the brand on the web. When showing the logo, adding colors to the mix is not allowed.



HEADERS

THUNDER LG

FAMILY

BOLD LG

BLACK LG

SEMI BOLD LG

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

PARAGRAPH

Kharkiv Tone

FAMILY

Regular

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

PHOTOGRAPHY

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

Don't crop the photos, don't apply filters, don't alter the look of original images including colors, saturation, luminance and other parameters.

Ensure that the composition is the same as in the original photography (or very-very close to it).







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