BRAND GUIDELINES UTKINA DESIGN

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INTRODUCTION

Introduction

Everything you want to know about Utkina Design is inside this Brand Guidelines document.

Daria Utkina is an interior designer from Ukraine. She honed her skills at one of London's leading architectural firms. Daria has a goal to make designs that reflect client's unique vision.

She's passionate and dedicated interior designer with extensive experience in transforming spaces into functional and stylish environments that immerse you in a unique atmosphere.

BRAND OVERVIEW

Purpose

To transform spaces into functional and stylish environments that immerse you in a unique atmosphere.

Vision

Easily recognisable among designers, clean, modern and minimalistic.

Mission

To create designs that reflect each client's unique needs and adapt to various spaces—ranging from private interiors to public venues.

TARGET AUDIENCE

**Target
Audience**

Homeowners, Real Estate Developers, Property Managers, Businesses.

Homeowners looking to renovate or redecorate their living spaces, from single rooms to entire homes.

Rental properties or vacation homes who are willing to make spaces more appealing to potential buyers or tenants.

Hotels, resorts, and spas to craft unique, comfortable, and luxurious spaces for guests.

Shops, boutiques, and restaurants might seek Daria to create inviting spaces that align with their branding and improve customer experience.

Education institutions could ask to improve spaces like libraries,

LOGOS

Full Logo

The full logo version is used for high-visibility and large-format applications where the brand can be showcased in full detail.

Examples: Billboards, large posters, website headers, magazine covers, and brand presentations.

DARIA UTKINA

INTERIOR DESIGN

Logotype
Full Detail

Use the full detail logotype when content is clearly readable.

Examples: e-mails, blog posts, posters, business cards, websites, watermarks, and corner branding.

The main logo with full detail should always be used. Make sure the logo is large enough, so that the lines on the Wings are clearly visible.

Always aim to use full detail logo.

Logotype Simplified

The simplified logotype works best for smaller spaces or situations where the brand is already recognizable.

Examples: app icons, website favicons, social media profile pictures, watermarks, and corner branding.
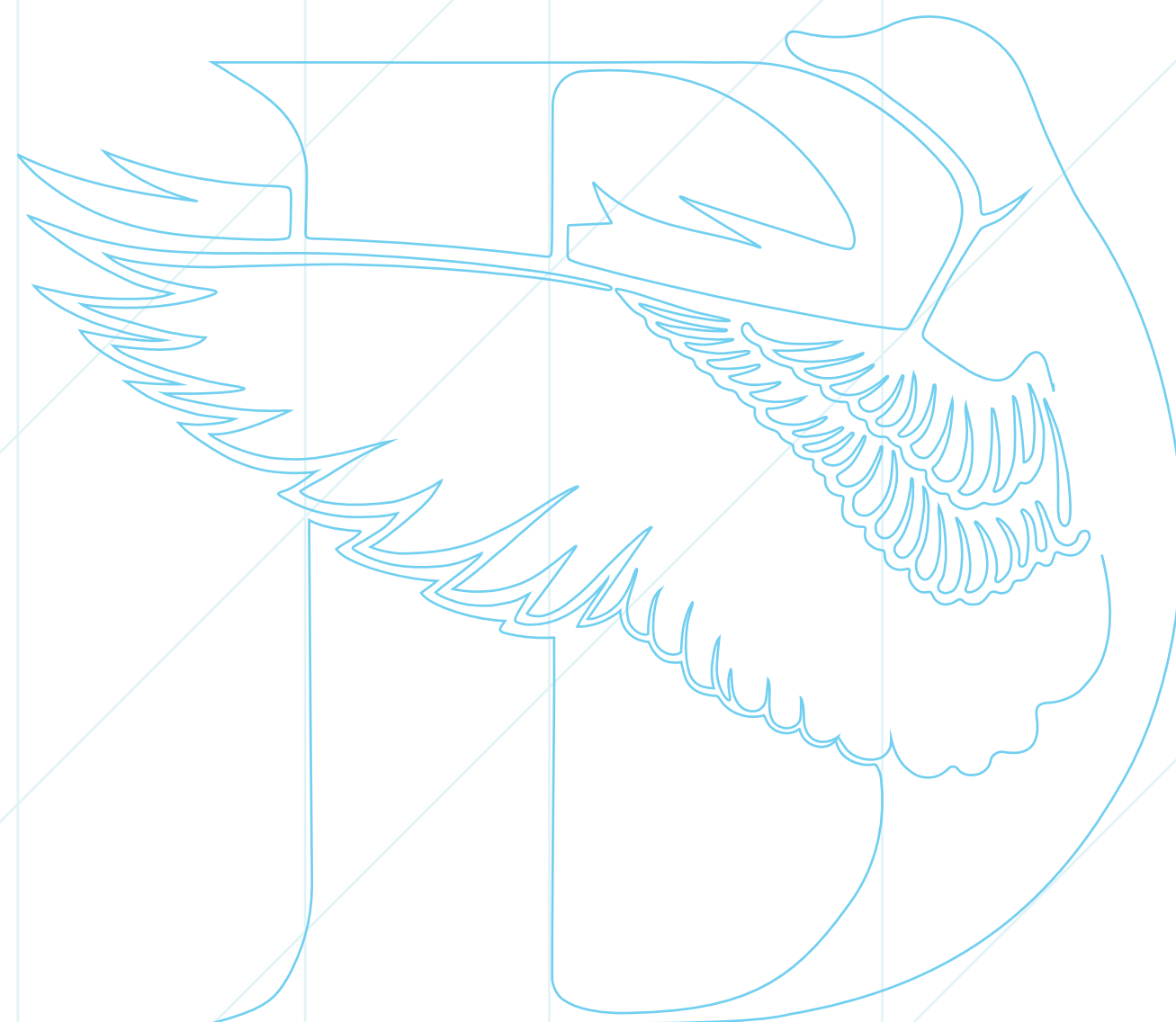
Simplified logo is used when lines on the Wings are not readable. It's okay to use simplified logo when the logo is too small, for example, on mobile devices.

Use it when necessary.

Blueprint

Blueprint

Wordmark

Wordmark is constructed using Kumbh Sans typeface with Black 900 weight. The lettering is tight, bold and clean.

The wordmark is useful when the logo is small and needs readability without other visual elements. It's often used where the icon might be too abstract or unnecessary.

Examples: Email signatures, letterheads, small digital ads, merchandise tags, and website footers.

Brand Guidelines for
Utkina Design

DARIA UTKINA

DARIA UTKINA

DARIA UTKINA

Logos Don'ts

The lettering is tight, bold and clean.

Use the wordmark when the logo is small and needs readability without other visual elements. It's often used where the icon might be too abstract or unnecessary.
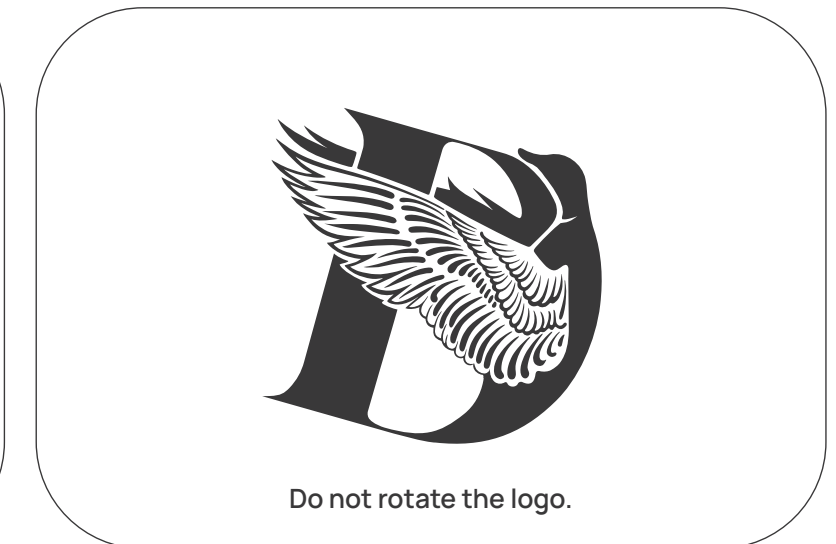
Examples: Email signatures, letterheads, small digital ads, merchandise tags.
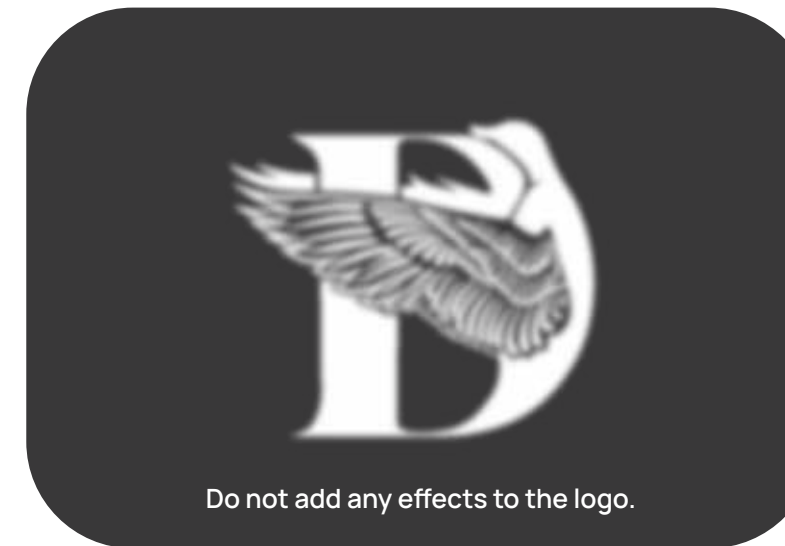
Do not distort or morph the logo.
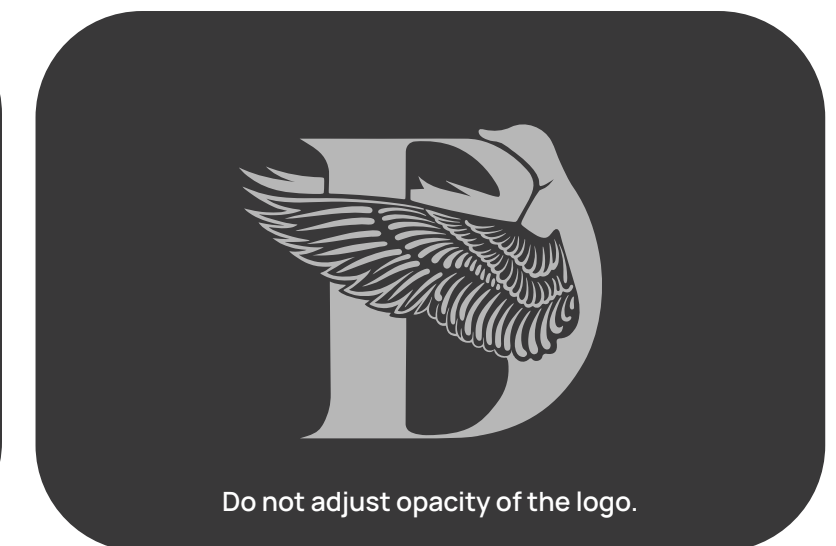
Do not outline the logo.

Do not rotate the logo.

Do not use colours outside Colour Pallete.

Do not add any effects to the logo.

Do not adjust opacity of the logo.

DARIA UTKINA

Do not adjust lettering of wordmark.

DARIA UTKINA

Do not adjust typeface of wordmark.

COLOUR PALETTE

Colour
Pallete

Hex: #D4CFC5
R: 212 G: 209 B: 199
C0 M2 Y8 K19
PMS 7527 C / 7527 U

Brand Color

Stone

Hex: #383739
R: 40 G: 40 B: 41
C0 M0 Y0 K93
PMS 426 C / 426 U

Black Color

Jet

Hex: #819FA2
R: 131 G: 161 B: 163
C52 M27 Y33 K11
PMS 5476 C / 5476 U

Accent Color

Cadet
Blue

Hex: #FFFFFF
R: 255 G: 255 B: 255
C0 M0 Y0 K02
PMS 663 C / 663 U

White Color

White

TYPOGRAPHY

Typeface
Overview

Manrope keeps things modern and timeless, making our message clear and straightforward.

This typeface grounds the design, balancing out the bold, condensed look of 'Daria Utkina' wordmark.

By sticking to clean, simple shapes, our typography lets the words speak for themselves—adding just the right touch of elegance without any extra fuss.

Aa

Typeface
Overview

Manrope

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
0123456789

BRAND IMAGERY

Brand Imagery

ANY QUESTIONS? WANNA SAY HELLO?

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