

Vicky

# VICTORIA CHUIKO VISUAL IDENTITY

Vicky

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## Logotype

The logo is constructed using the Blackwork typeface, a bold gothic font. Its imperfect appearance reflects an indie, rebellious style that aligns with the brand's values perfectly.

The wording “Vicky”, a short-form of “Victoria”, adds a personal and approachable touch to the logo. By pairing this nickname with the strong, edgy typeface, the logo creates a unique balance between intimacy and intensity, embodying the spirit of an independent filmmaker driven by creativity and individuality.

Always aim to use the full “Vicky” logo and make sure the logo is clearly visible. If the logo is too small and the text becomes unreadable, you can use monogram instead.

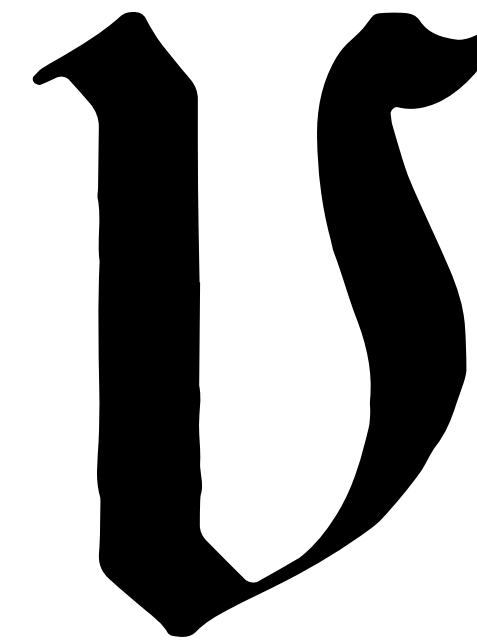
Vicky

# Vicky

Logotype

## Monogram

The monogram consists of a single letter “V”, the 1st letter of the full logo. Typically, it is used when the full logo is not fully visible. For example, on mobile app icon, favicon, and such.



# Vicky

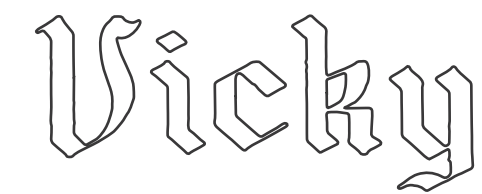
Logos Don'ts

## Logos Don'ts

Never modify the logo and don't apply any effects to it. The typo needs to be clearly visible with enough white space around it.

The word "Vicky" in a black, stylized, gothic-style font, centered within a light gray rounded rectangle.

Do not distort or morph the logo.

The word "Vicky" in a black, stylized, gothic-style font, centered within a light gray rounded rectangle. The letters have a thin black outline.

Do not outline the logo.

The word "Vicky" in a black, stylized, gothic-style font, centered within a light gray rounded rectangle. The text is rotated diagonally.

Do not rotate the logo.

The word "Vicky" in a blue, stylized, gothic-style font, centered within a dark gray rounded rectangle.

Do not use colours outside Colour Pallette.

The word "Vicky" in a black, stylized, gothic-style font, centered within a dark gray rounded rectangle. The text is blurred.

Do not add any effects to the logo.

The word "Vicky" in a black, stylized, gothic-style font, centered within a dark gray rounded rectangle. The text is semi-transparent.

Do not adjust opacity of the logo.

The word "Vicky" in a black, stylized, gothic-style font, centered within a dark gray rounded rectangle. The letter spacing is adjusted.

Do not adjust lettering of wordmark.

The word "Vicky" in a black, sans-serif font, centered within a dark gray rounded rectangle.

Do not adjust typeface of wordmark.

# COLOUR PALLETE

Vicky

Colour  
Pallette

Colour Pallette

Hex    #E4DCCA  
RGB    228, 220, 202  
HSB    42, 11%, 89%  
CMYK   10, 10, 20, 0

Brand Color  
**Bone**

Hex    #000000  
RGB    0, 0, 0  
HSB    0, 0%, 0%  
CMYK   75, 68, 67, 90

Black Color  
**Black**

Hex    #E9ED9A  
RGB    233, 237, 154  
HSB    63, 35%, 93%  
CMYK   10, 0, 50, 0

Accent Color  
**Mindaro**

Hex    #FFFFFF  
RGB    255, 255, 255  
HSB    0, 0%, 100%  
CMYK   0, 0, 0, 0

White Color  
**White**



# TYPOGRAPHY

Vicky

Typography

## Typeface Overview

Inter ensures clarity and focus, keeping the design approachable and professional while letting the message shine without distraction.

This typeface feels fresh without being overly trendy and provides a balanced contrast to the bold, striking look of the 'Vicky' wordmark.

Its clean, geometric forms prioritize clarity, ensuring the focus stays on the content—adding sophistication to the design without unnecessary complexity.

Aa

Typeface  
Overview

Inter

Thin

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

Regular

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

Bold

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

Black

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

Vicky

Business Card

# BUSINESS CARD

# Vicky

Business Card

## Business Card

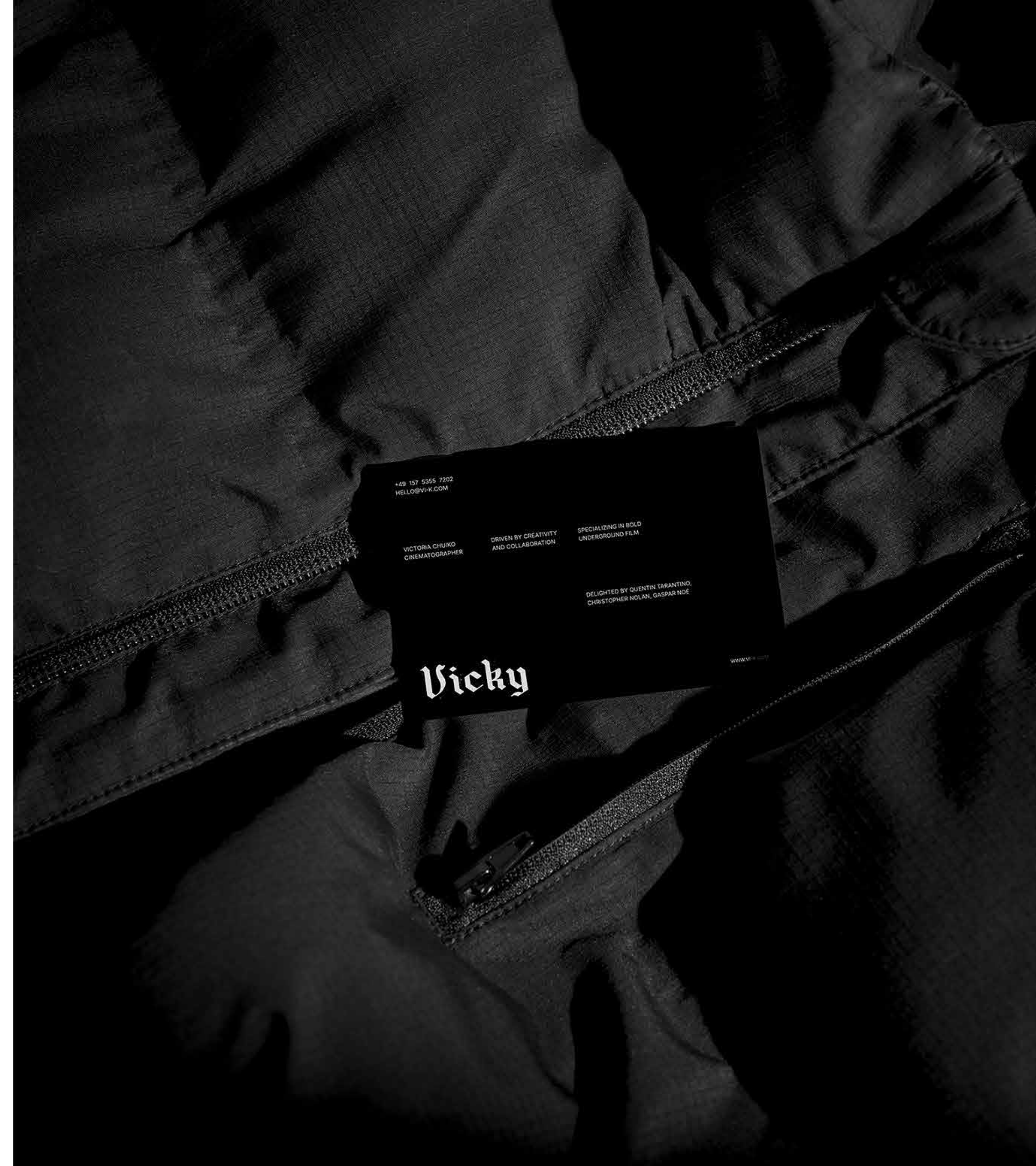
The black background emphasizes minimalism and professionalism. White text on black gives a stark contrast, ensuring readability and a bold, dramatic feel.

The minimal use of color (monochrome) and ample negative space suggests sophistication and a no-nonsense attitude.

Minimalistic sans-serif delivers the message as clear and to the point, while “Vicky” written in classic gothic typography, makes the design feel timeless, emphasizing its elegance.

The text positioned in such a way, to make you wonder around the design. It symbolizes free flow of thought and progression

Visual Guidelines for  
Victoria Chuiko





Vicky

Business Card

## Business Card

+49 157 5355 7202  
HELLO@VI-K.COM

VICTORIA CHUIKO  
CINEMATOGRAPHER

DRIVEN BY CREATIVITY  
AND COLLABORATION

SPECIALIZING IN BOLD  
UNDERGROUND FILM

DELIGHTED BY QUENTIN TARANTINO,  
CHRISTOPHER NOLAN, GASPAR NOÉ

Vicky

WWW.VI-K.COM



Vicky

The End

THANK YOU

+49 157 5355 7202

hello@vi-k.com

@ok\_\_vicky

Visual Identity for  
Victoria Chuiko

