

Vicky

VICTORIA CHUIKO VISUAL IDENTITY

Vicky

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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.

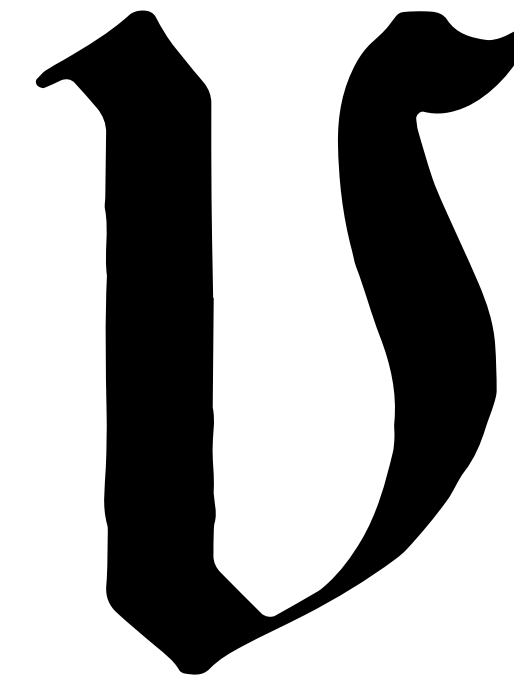
Vicky

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

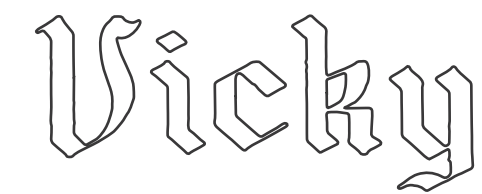
Logos Don'ts

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 faded.

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 letters are spaced out.

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 Pallete

Colour
Pallete

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

Brand 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

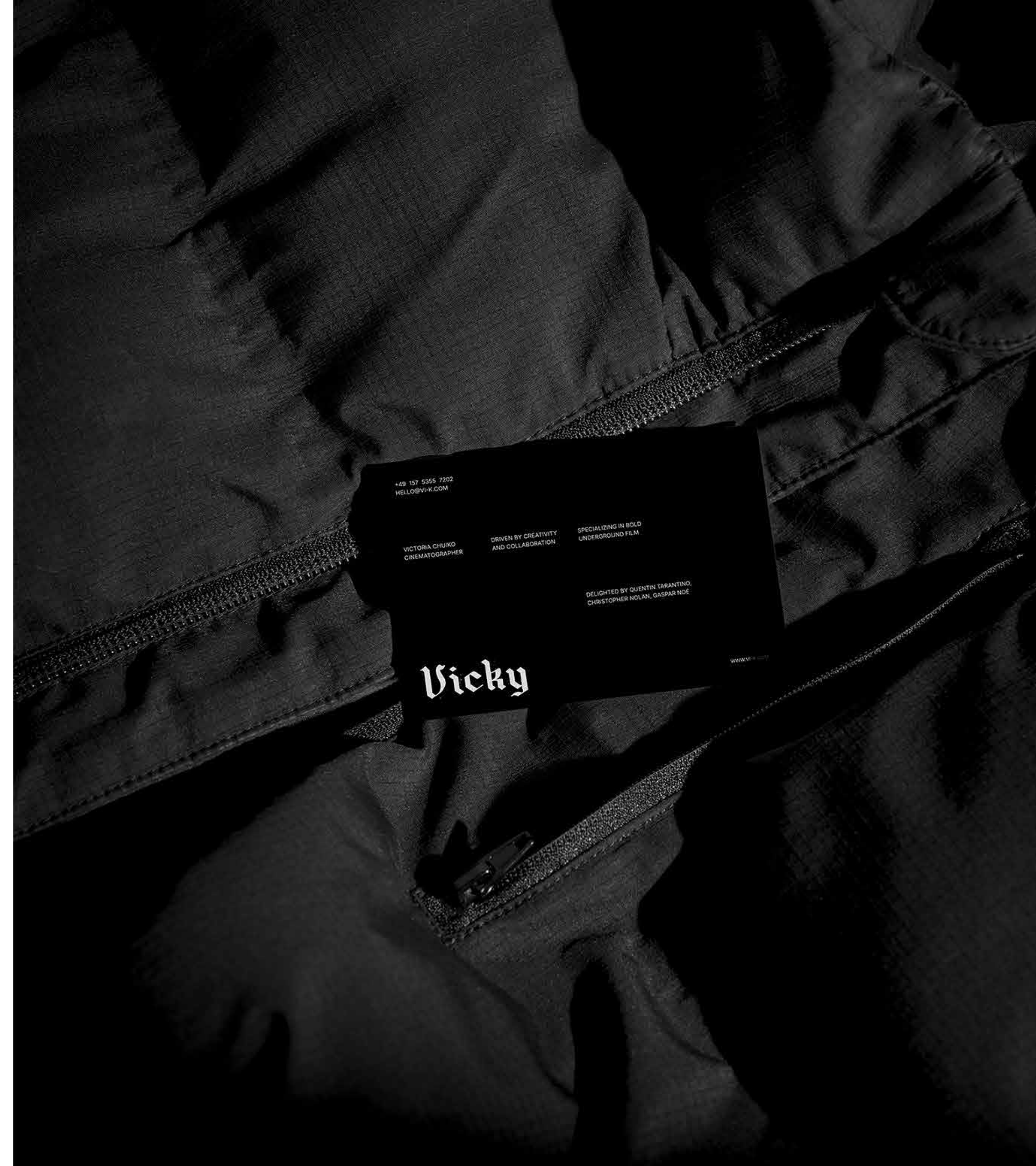
The black background emphasizes minimalism and professionalism. White text on black gives a stark contrast, ensuring readability and a bold, dramatic feel.

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

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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

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hello@vi-k.com

@ok__vicky

Visual Identity for
Victoria Chuiko

