



DMITRIY MIKHEEV VISUAL GUIDELINES



INTRODUCTION

BRAND OVERVIEW

LOGOTYPE

SYMBOLS

COLOUR PALETTE

TYPOGRAPHY



INTRODUCTION

Introduction



Dmitriy is an opera singer (tenor) from Ukraine. His renditions of opera arias have captured the hearts of not only Ukrainians but also opera enthusiasts worldwide.

He's passionate and dedicated opera singer who's warmly received by both critics and the public.



BRAND OVERVIEW



Easily recognisable among opera enthusiasts.
Warm, measured, sincere.

Considered, not precious;
Premium, not distant.

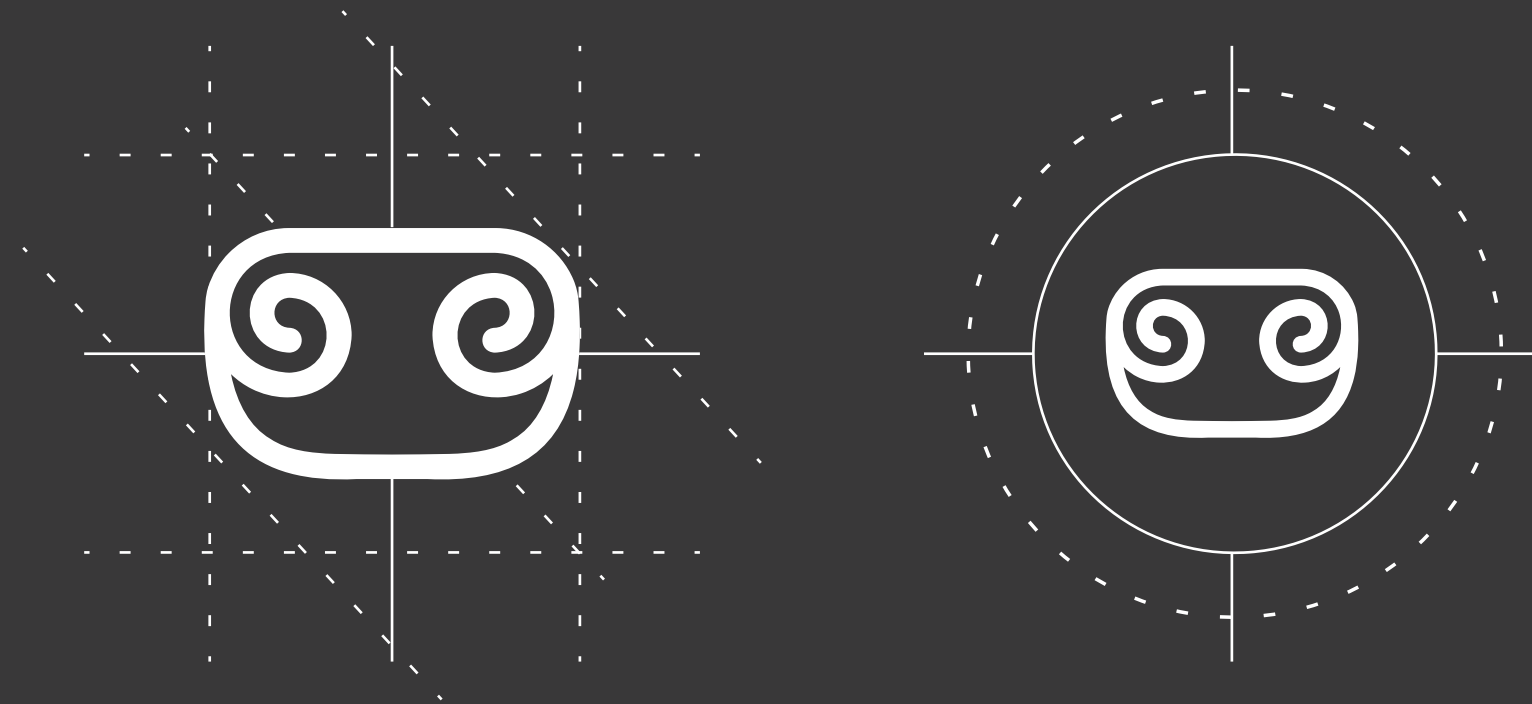


We use stone/crema bases, forest/teal greens, warm ochres, and charcoal “ink” to create calm, tactile surfaces. Clean, readable type keeps the system modern; organic marks (water, wood grain, brushstrokes, topographic lines) add movement and humanity.

For a classically trained opera singer, it swaps the usual velvet-and-gold for something quieter and more intimate—still premium, but approachable.

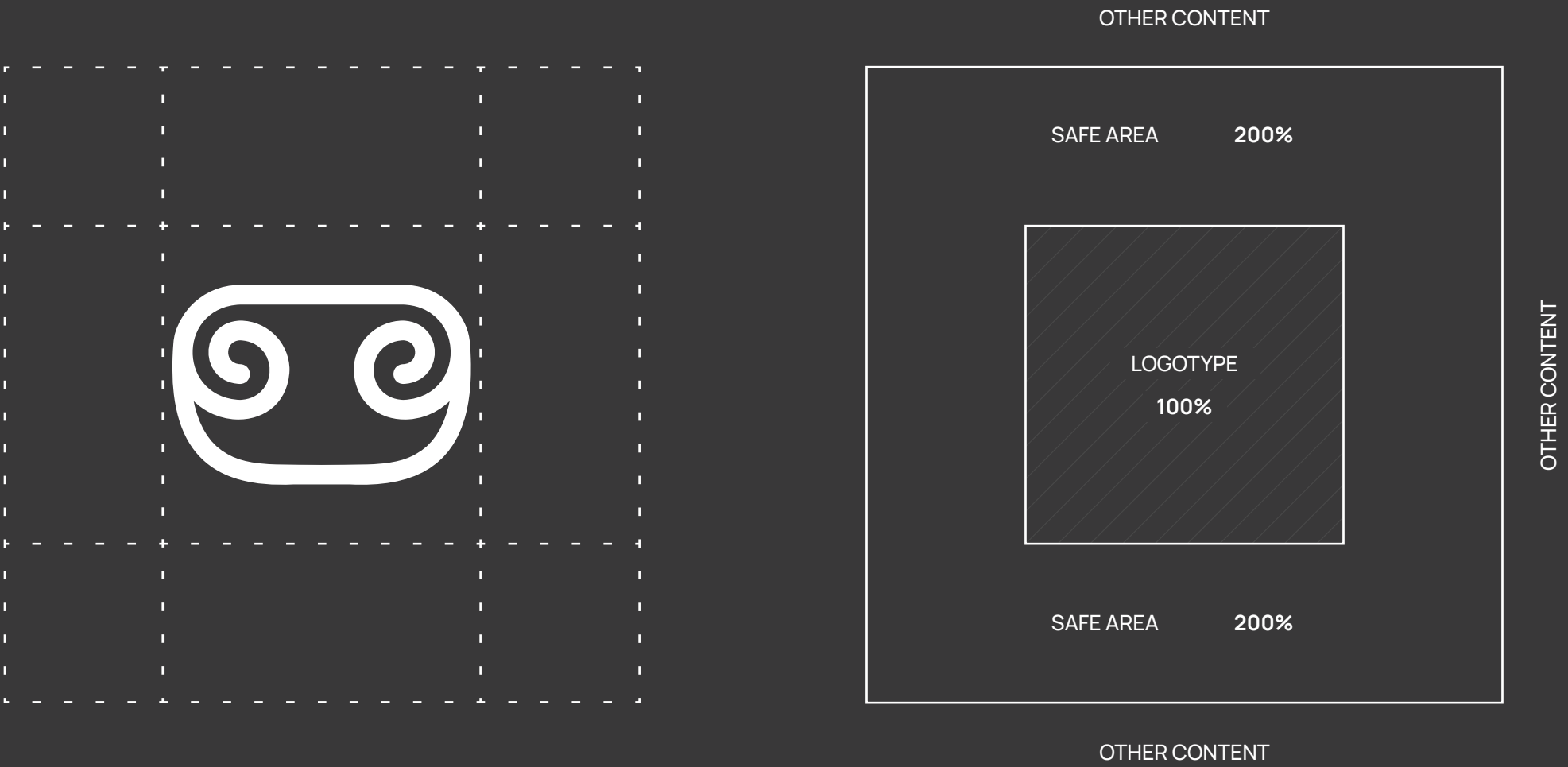


LOGOTYPE





Logo resembles classical dorian column,
in the form of a theater mask.

Safe Area



Minimum Logo Size

-  H: 25px (web)
-  H: 9mm (print)

Logotype Example





WORDMARK

Full Wordmark



Minimum Logo Size

Dmitriy Mikheev
OPERA SINGER

H: 300px (web)

H: 100mm (print)

Wordmark



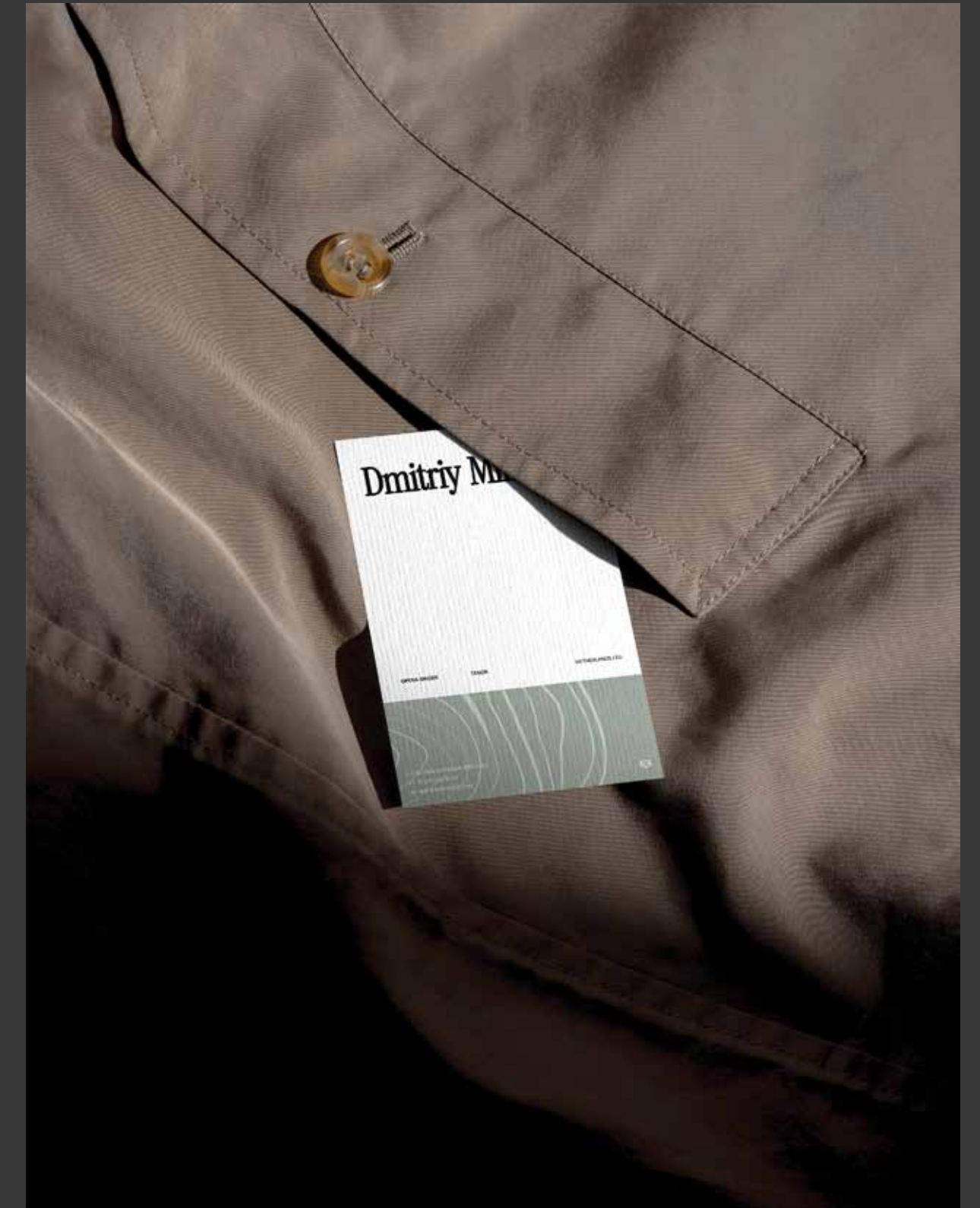
Minimum Logo Size

Dmitriy Mikheev

H: 300px (web)

H: 100mm (print)

Brand Application





Logotype

Use the logo when the wordmark is too small.

Examples: Email signatures, letterheads, small digital ads, merchandise tags, site icons.

Wordmark

Prioritize using the wordmark when there's enough room for clean text readability. Add “Opera Singer” text below the wordmark when extra context is needed.

Examples: Article heading, ads with enough space, merchandise, posters, prints, etc.





COLOUR PALETTE

Colour Palette

HEX #E2DED5
RGB 226, 222, 213
CMYK 11, 9, 14, 0

Brand Color
Timberwolf

HEX #F0E5C9
RGB 240, 229, 201
CMYK 5, 7, 22, 0

Accent Color
Pearl

HEX #C9D2EB
RGB 201, 210, 235
CMYK 19, 12, 0, 0

Accent Color
Lavender

HEX #F0E5C9
RGB 240, 229, 201
CMYK 5, 7, 22, 0

Accent Color
Alabaster

HEX #121312
RGB 18, 19, 18
CMYK 73, 66, 66, 82

Black

HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0

White



TYPOGRAPHY

Typeface Overview



Manrope provides a modern and timeless foundation, ensuring clarity and straightforward communication.

Instrument Serif adds contrast and character, introducing refinement and expressive detail that elevates the overall identity.

Together, these typefaces create a balanced system: clean and highly legible, yet distinctive and sophisticated.

Aa



TYPEFACE

Manrope

EXAMPLE

Dmitriy Mikheev
Opera Singer

tone

Modern, minimal,
and highly versatile

usage

Used for body text, captions,
supporting typography

lettering

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Rr
Ss Tt Uu Ww Xx Yy Zz 0123456789

available weights

Light
Regular
Medium
Bold



TYPEFACE

Instrument Serif

EXAMPLE

Dmitriy Mikheev
Opera Singer

tone

Elegant, expressive,
and refined

usage

Used for primary headings, titles,
pull quotes, emphasis typography

lettering

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Rr
Ss Tt Uu Ww Xx Yy Zz 0123456789

available styles

Regular
Italic



THANK YOU