01 LOGO · ALINA SÓKUR, VALENCIA

Visual identity guidelines

One place, one word: a *fashion-house journal* filed by dialing code, where photos develop from black and white into colour.

alina sókur.

HER NAME, WRITTEN LIKE HER CAPTIONS

GEIST 500 · −0.02 EM · LOWERCASE

VERSIONS

alina sókur.

Ink on paper
main version

alina sókur.

Light on ink
dot in light sky blue

alina sókur.

Sky blue
one colour, dot included

CLEAR SPACE

x alina sókur. x

x = height of the k, kept free on every side

MINIMUM SIZE

alina sókur. 19 PX

96 px wide on screen, 25 mm in print, the size of the site header

NEVER

alina sókur.

Stretch or squash the letters

alina sókur.

Recolour outside the palette

alina sókur.

Add a shadow, outline or effect



Place on a busy photo, only on a calm ground

02 COLOUR

Nine colours, *one accent.*

Taken from her feed: the ink of her silhouettes, the mist of her mornings, the sea of her captions, and the blue of her skies.

CMYK values are an approximation computed from RGB, for print briefs. Check against a proof before a large print run. The site is light theme only.

Ink

Text, the “off camera” section, the bottom bar

HEX #15191C
RGB 21 25 28
CMYK 25 11 0 89

Ink 2

Secondary running text

HEX #3A4248
RGB 58 66 72
CMYK 19 8 0 72

Sea

Captions, dates

HEX #4E6577
RGB 78 101 119
CMYK 34 15 0 53

Mist

Text on ink backgrounds

HEX #AFBEC4
RGB 175 190 196
CMYK 11 3 0 23

Mist soft

Portrait backgrounds, image grounds

HEX #E2E7E9
RGB 226 231 233
CMYK 3 1 0 9

Paper

Page background

HEX #F3F3F1
RGB 243 243 241
CMYK 0 0 1 5

White

Light sections

HEX #FBFBFA
RGB 251 251 250
CMYK 0 0 0 2

Sky blue

The only accent: buttons, dialing codes, the dot

HEX #2456A6
RGB 36 86 166
CMYK 78 48 0 35

Light sky blue

The dot of the favicon, the dot on ink

HEX #3D74D6
RGB 61 116 214
CMYK 71 46 0 16

03 TYPOGRAPHY

Three typefaces, three *voices.*

Geist speaks, Geist Mono counts, Bodoni Moda italic says her words. Titles are lowercase and set very tight (−0.05 em).

MAIN TYPEFACE · TITLES, TEXT, CAPTIONS

Geist

Aa. fit check.

leave everything. 200 · TITLES

go into the unknown. 300 · TITLES

visual storyteller, based in Spain 400 · TEXT

UKRAINE TO SPAIN, 2024 500 · CAPTIONS

	DESKTOP 1440	PHONE 390
Name on the home page	193 px	55 px
Section title (fit check)	115 px	52 px
Title (the leap)	78 px	38 px
Lead	21 px	17 px
Running text	17 px	17 px
Caption, capitals	10.5 px	10.5 px

Where: variable woff2 (100 to 900), served from the site (fonts/geist-latin, latin-ext, cyrillic). Fallback system-ui.
Licence: SIL Open Font License 1.1, Vercel.

DIALING CODES, DATES

Geist Mono

+34 +39 +351

july 2026 300 · DATES

+34 UKRAINE TO SPAIN 400 · DIAL

+39 +351 +356 +353 500 · CODES

spain · october 2026 400 · NOTES

	DESKTOP 1440	PHONE 390
Dialing code of a chapter	158 px	64 px
Date, fit check	49 px	26 px
Code in the story bar	12 px	12 px
Dial on the home page	15 px	15 px
Small text	13 px	13 px

Where: variable woff2 (100 to 900), served from the site (fonts/geistmono-latin, latin-ext). Fallback ui-monospace.
Licence: SIL Open Font License 1.1, Vercel.

HER WORDS · ITALIC ONLY

Bodoni Moda italic

sin prisa.

solo date with Rome. 400

The polka dot skirt again 400 · OUTFIT

silencio. sirena. inner peace. 400 · TICKER

visual storyteller, *based in Spain.* INSIDE A LINE

	DESKTOP 1440	PHONE 390
Scrolling captions	95 px	44 px
Chapter word	40 px	26 px
Outfit line, fit check	35 px	22 px
Quote	49 px	32 px
Single word (Malta)	101 px	52 px

Where: variable woff2 (400 to 700, italic), served from the site (fonts/bodoni-i-latin, latin-ext). Fallback Didot, serif.
Licence: SIL Open Font License 1.1, Google Fonts, Owen Earl.

04 ILLUSTRATION AND PHOTOGRAPHY

Sharp corners, *soft light.*



1 BLACK AND WHITE

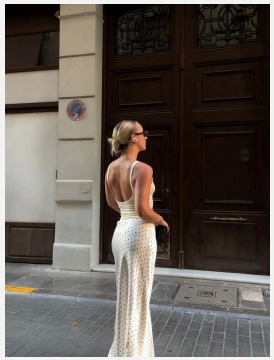


2 DEVELOPING

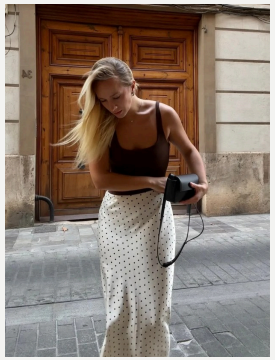


3 COLOUR

OCT. 2026



OPEN BACK



POLKA DOTS



SIN PRISA



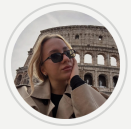
ROME

Her outfits in front of the wooden doors of Valencia, the satin polka dot skirt, natural light, black and white often. On the site, each photo is unveiled like a curtain, then developed from black and white into colour.

SHAPES AND COMPONENTS



+34



+39



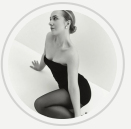
+351



+356



+353



+380

write to me

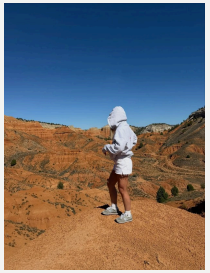
fit check

PHOTOS: SHARP CORNERS · HIGHLIGHTS: ROUND · BUTTONS: PILLS · ICONS: PHOSPHOR, REGULAR

SEND PREV NEXT LINK INSTAGRAM TIKTOK LINKEDIN

TREATING PHOTOS

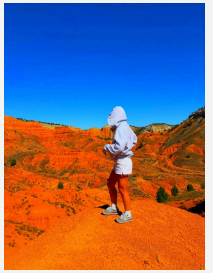
DO

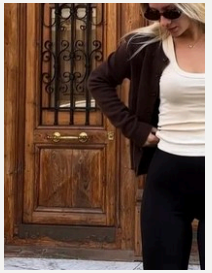




- Natural light, true colour, or black and white
- The whole silhouette in the frame
- Text on a calm ground, beside the photo

AVOID





- Saturated filters
- Crops that cut the silhouette
- Text over a busy photo, colours outside the palette

05 APPLIED COMPOSITION

One look, *two formats.*

alina sókur.

fit check.

october 2026



Cream tank, brown cardigan, black flares

SPAIN

STORY · 9:16

alina sókur.

ESPAÑA

FEBRUARY 2026

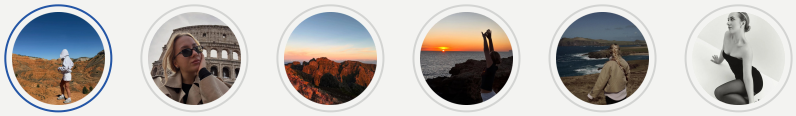
+34



sin prisa.

POST · 1:1

HIGHLIGHTS, FILED BY DIALING CODE



+34 +39 +351 +356 +353 +380

WHAT IS APPLIED

LOGO

Ink on paper, the dot in sky blue, always at the top.

DATE

Geist Mono 300 in sky blue, lowercase: october 2026.

OUTFIT

Bodoni Moda italic, one line of what she wears.

PHOTO

Sharp corners, the whole silhouette, light from the door.

CAPTIONS

Geist 500 capitals, 0.16 em tracking, in sea blue.

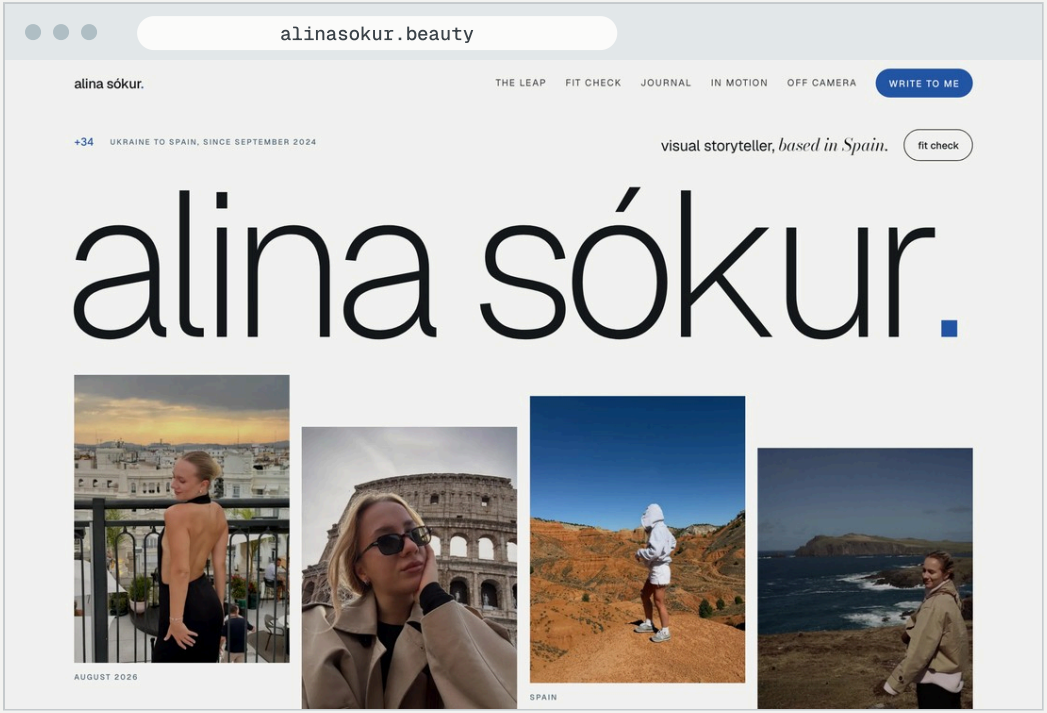
PALETTE

Paper, ink, sea, sky blue. Nothing else.

06 THE SITE ITSELF

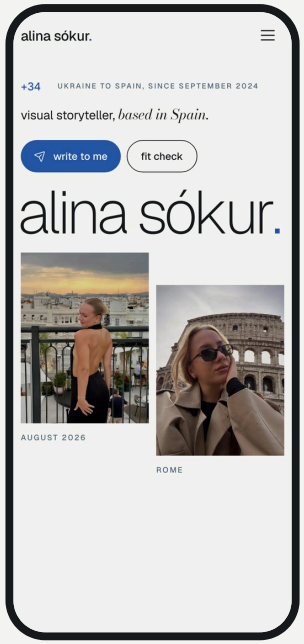
The identity, *in place*.

alinasokur.beauty: a cover with her name, a fit check of her outfits, and a journal filed by dialing code.

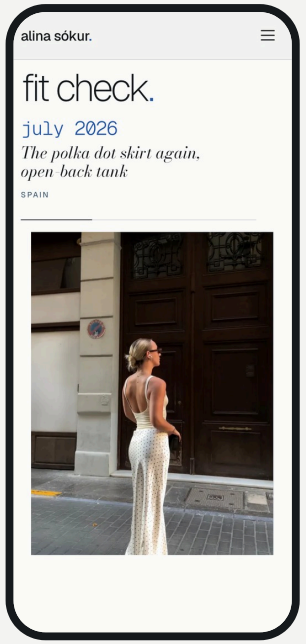


DESKTOP · 1440 × 900

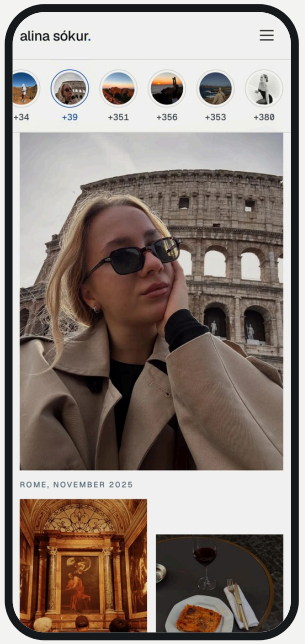
HOME



HOME



FIT CHECK



JOURNAL, +39

STRUCTURE

The leap · fit check · journal (+34 +39 +351 +356 +353 +380) · in motion · off camera · write to me.

MOTION

An opening curtain, her name letter by letter, outfits unveiled one by one, photos developed from black and white into colour. **Reduced motion switches everything off.**

BUILD

Light theme only. Geist, Geist Mono and Bodoni Moda italic served from the site. Phosphor icons. Captures: 1440 × 900 and 390 × 844, after the animations.