01 THE LOGO

Visual *identity* guide

Direction: "I keep the lights on."

The daily work of support (keeping everything lit, opening access, closing tickets) told in Alisa's own world: the black and white Victorian engraving of her mirror photo and the violet of her headset and of her handle, purpurjs.

THE SIGNATURE OF THE SITE

Alisa Sedashova

Alisa Sedashova

Colour
Violet moon #6b3fd0, ink name #1d1925, on light grounds

Alisa Sedashova

Light on dark
Lilac moon #b9a3f2, paper name #f4f2f8, on #1d1925 or #111013

Alisa Sedashova

Dark, one colour
All #1d1925, for print in one ink or on pale tints

Alisa has no logo of her own, so the site uses her signature. A crescent moon drawn as a thin line (two strokes, 1.4 and 0.8) next to her name in Cormorant Garamond 600 italic. On the site: 25 px text, 24 px moon, gap 10 px (header, menu, footer). The moon always leads, the name always follows on one line.



Favicon and app icon
Rounded square #1d1925, crescent #b9a3f2, one small white star. The only place where the lilac #b9a3f2 appears. File: img/favicon.svg.

Clear space
Keep a free margin of one moon height (x) on every side. Nothing enters this zone: no text, no edge, no photo detail.

x
x Alisa Sedashova x
x

Minimum size
Signature: **120 px** wide on screen, 32 mm in print.

Alisa Sedashova

Favicon: **16 px**.

What not to do

Alisa Sedashova
Do not stretch or squash

Alisa Sedashova
Do not recolour

Alisa Sedashova
Do not add a shadow


Do not place on a busy photo

02 COLOURS

Violet, lilac, ink and *engraving black*

All 19 colours used on the site, nothing else. HEX and RGB are exact; CMYK is an approximation for print (check with a proof).

Paper
#F4F2F8
RGB 244 242 248
CMYK 2 2 0 3
Page background, mobile menu, header band once scrolled (92 %).

White
#FCFBFE
RGB 252 251 254
CMYK 1 1 0 0
Cards, tickets, the contact frame, the status pill.

Ink
#1D1925
RGB 29 25 37
CMYK 22 32 0 85
Text and titles, outline buttons, engraving lines, favicon ground.

Grey
#5D5868
RGB 93 88 104
CMYK 11 15 0 59
Secondary text, navigation links, captions.

Line
#D6D0E2
RGB 214 208 226
CMYK 5 8 0 11
Hairlines, card outlines, ticket perforations, timeline rail.

Violet
#6B3FD0
RGB 107 63 208
CMYK 49 70 0 18
Buttons, links, italic words in titles, stamps, the moon in the signature.

Deep violet
#5730B0
RGB 87 48 176
CMYK 51 73 0 31
Hover state of the violet buttons.

Lilac
#D9CDF7
RGB 217 205 247
CMYK 12 17 0 3
Fill of the 700 card; arrow and star accents on black.

Pale lilac
#EBE5FB
RGB 235 229 251
CMYK 6 9 0 2
Tag chips on tickets, the 99 % band.

Engraving black
#111013
RGB 17 16 19
CMYK 11 16 0 93
60 to 92 % card, scrolling tools band, ground of the mirror photo.

Light on black
#F1EEF7
RGB 241 238 247
CMYK 2 4 0 3
Text on the engraving black card.

Light, band
#EFEAF7
RGB 239 234 247
CMYK 3 5 0 3
Text of the scrolling tools band.

Corner light
#E9E4F2
RGB 233 228 242
CMYK 4 6 0 5
Moon and star corners on the black card.

Grey on black
#BDB6CB
RGB 189 182 203
CMYK 7 10 0 20
Secondary text on engraving black.

Chip text
#47376E
RGB 71 55 110
CMYK 35 50 0 57
Text of the tag chips on tickets.

Text on lilac
#3E3550
RGB 62 53 80
CMYK 22 34 0 69
Text inside the lilac 700 card.

Green
#2FA44F
RGB 47 164 79
CMYK 71 0 52 36
The “Available” status dot, nothing else.

White, pure
#FFFFFF
RGB 255 255 255
CMYK 0 0 0 0
Text on violet buttons and on the floating bar.

Favicon lilac
#B9A3F2
RGB 185 163 242
CMYK 24 33 0 5
The crescent of the favicon only.

Transparencies

Mist behind “hello”: #ece8f6 at 42 %, blurred.
Floating bar: #1d1925 at 94 %.
Header band: #f4f2f8 at 92 %.
Engraving lines on black: #f1eef7 at 38 % and 18 %.
Ticket and pill shadows: #2d195a at 40 %, soft, never heavy.

03 TYPOGRAPHY

One serif for the voice, *two quiet partners*

MAIN TYPEFACE · TITLES

Cormorant Garamond

Aa

ABCDEFGHIJKLM
abcdefghijklm
0123456789 %

Medium 500 — titles, numbers
SemiBold 600 — section titles
Medium 500 italic — violet words
SemiBold 600 italic — signature

I keep the *lights* on.

Role titles, the signature, big numbers, city names, the scrolling band.

Find it Google Fonts, free. Designer: Christian Thalmann, Catharsis Fonts.

Licence SIL Open Font License 1.1 (web and print, free).

On the site woff2 files, fallback Georgia. Signature 25 px.

USE	1440 PX	390 PX
Hero title	95	50
Section title	64	38
Contact title	80	46
Big numbers	86	56
Ticket title	36	28
Scrolling band	38	26

SECONDARY · RUNNING TEXT

Manrope

Aa

ABCDEFGHIJKLM
abcdefghijklm
0123456789 %

Regular 400 — texts, captions
SemiBold 600 — buttons, labels

IT support engineer at Quantori, in Almaty. Tickets, access and incidents for 700 people, around the clock for the C-level.

Open a ticket ↗

Role running text, buttons, navigation, descriptions, captions.

Find it Google Fonts, free. Designer: Mikhail Sharanda.

Licence SIL Open Font License 1.1 (web and print, free).

On the site woff2 latin files, fallback system-ui, sans-serif.

Line height 1.65 for text, white space generous.

USE	1440 PX	390 PX
Body text	17	17
Hero subtitle	19.5	17
Cards and descriptions	15.5	15.5
Buttons (600)	15.5	15.5
Navigation	15	burger
Status pill, footer	14.5	14.5

SECONDARY · LABELS AND TICKETS

JetBrains Mono

Aa

ABCDEFGHIJKLM
abcdefghijklm
0123456789 %

Regular 400 — chips
Medium 500 — types, dates, stamps

INCIDENT 2021-now · Almaty ServiceNow

RESOLVED

Role ticket types, dates, tag chips, stamps, photo captions.

Find it Google Fonts and jetbrains.com/lp/mono, free. Designer: JetBrains.

Licence SIL Open Font License 1.1 (web and print, free).

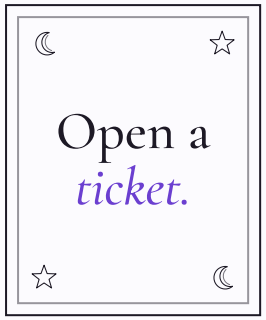
On the site woff2 latin files, fallback ui-monospace, monospace.

Style Stamps and ticket types in capitals, tracking +0.14 em on stamps.

USE	1440 PX	390 PX
Labels, dates, captions	12.5	12.5
Tag chips	12	12
Stamps (capitals)	13	13

04 ILLUSTRATION AND PHOTOGRAPHY

Victorian engraving, *tickets* and ovals



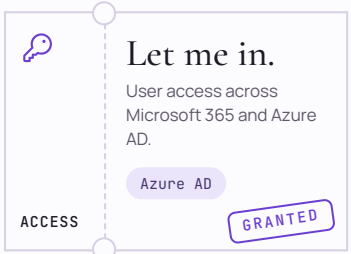
Double line, like an engraving
A 1.5 px line and a 1 px line at 40 % inside it. Contact frame, black number card.



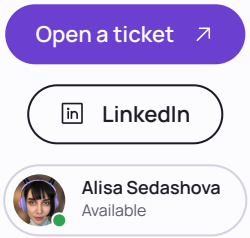
Moon and star
Line drawings, stroke 1.4, one colour. Corners of frames, city names, between the tools of the band.



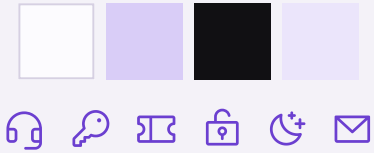
Oval medallion, double ring
3:4 oval, rings 8 and 14 px outside. For her photos outside work (Kyiv, 2021).



Ticket with stub and stamp
Perforated stub, tilted violet stamp: Resolved, Granted, Closed, Done, Published.

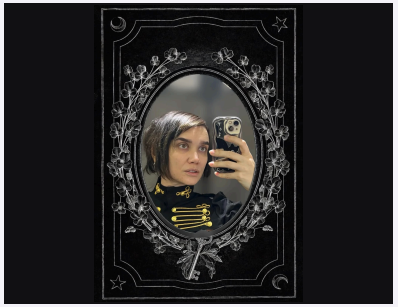


Pills for small things
Buttons, tags and the status are pills (radius 999). Everything large keeps right angles.



Square cards, Phosphor icons
Radius 0, hairline or flat fill. Icons: Phosphor, regular weight, violet, next to text.

PHOTOGRAPHY



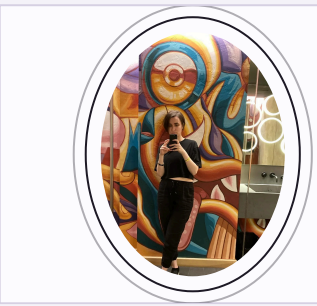
Engraved mirror portrait
Her selfie inside the engraved frame; the background blurred at her request.



Small circle
The violet headset, as she asked: "just a small circle somewhere", with the green dot.



Portrait on black
Warm light kept as shot, framed tight on the face, in a black card.



Walks and places
Full-length shots become ovals, never cropped to a square.

What we do

- \+ Use only her own photos, where she is alone.
- \+ Keep the face centred and straight; crop around it, never through it.
- \+ Put every portrait in a frame: engraved card, oval or small circle.
- \+ Leave the light as shot, warm and natural; blur a busy background.

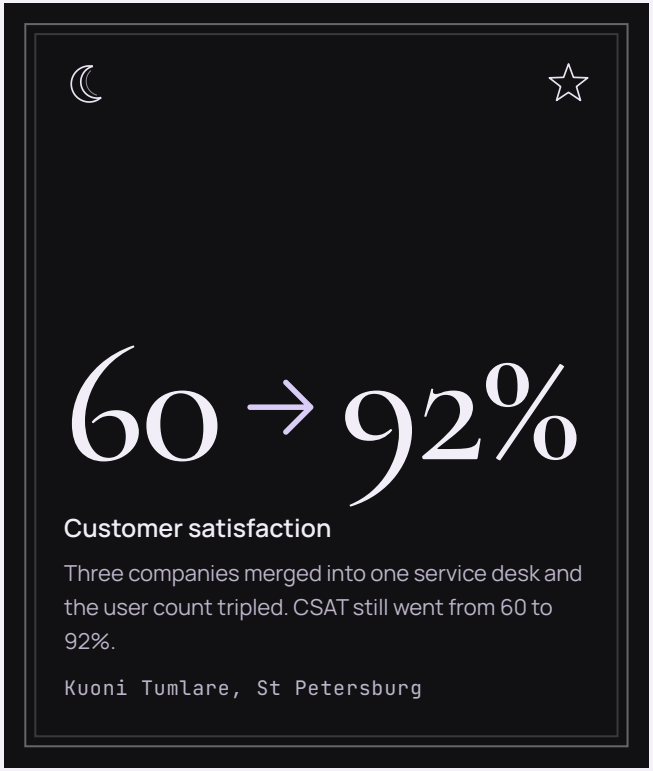
What we avoid

- × Photos where other people appear.
- × Crops that cut or tilt her face.
- × Heavy drop shadows (only the soft ones of the tickets).
- × Dark mode: the site stays light, black is a card, not a theme.
- × The signature laid on a busy photo.

05 THE GUIDE IN USE

A story, a post and a card, *same engraving*







WHAT THIS SHOWS

Logo

The signature, light version, top left of the story; the dark version on the card. Clear space respected.

Colours

Engraving black as the ground, light text, lilac for the one italic word, violet only for the action.

Typefaces

Cormorant Garamond for titles and numbers, Manrope for text and buttons, JetBrains Mono for the card labels and stamps.

Shapes and photo

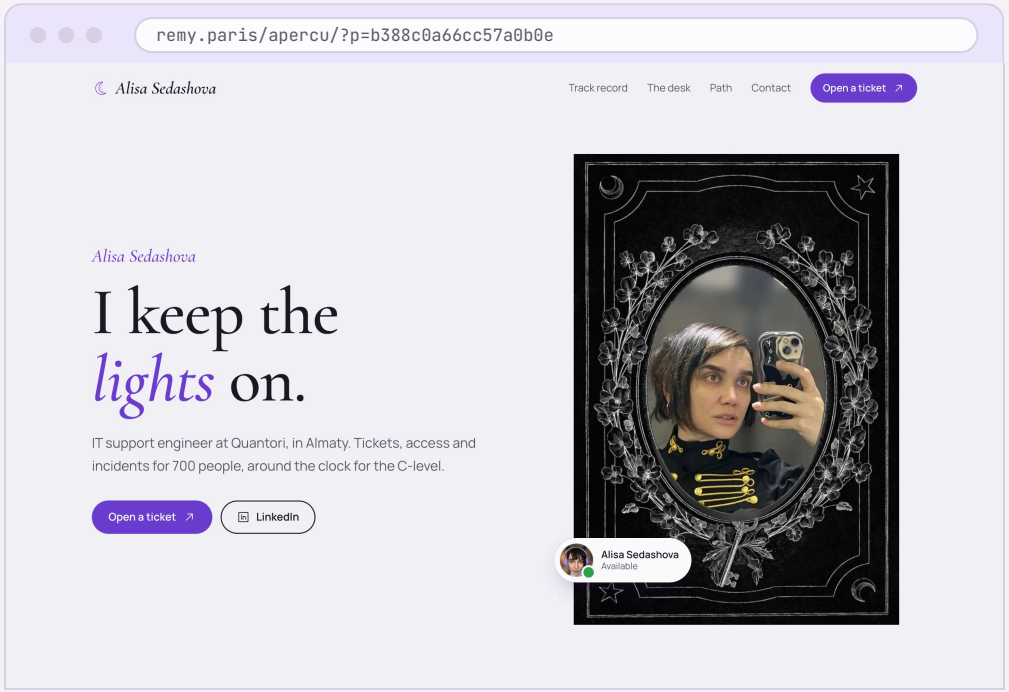
Double engraving line, moon and star corners, pill buttons, a ticket as a business card with its stamp. Her own mirror portrait in its engraved frame.

Formats

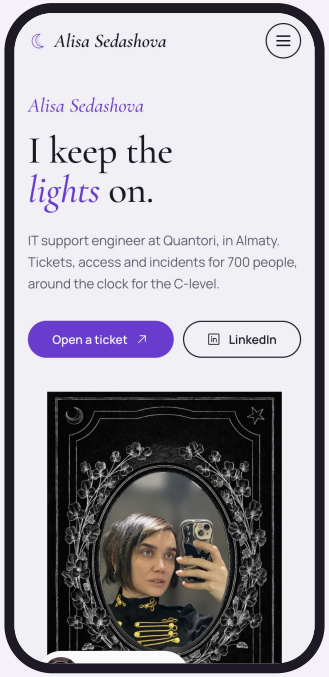
Story 1080 × 1920 px, post 1080 × 1350 px (4:5), card 85 × 55 mm. Mock-ups built from the files of the site.

06 THE SITE ITSELF

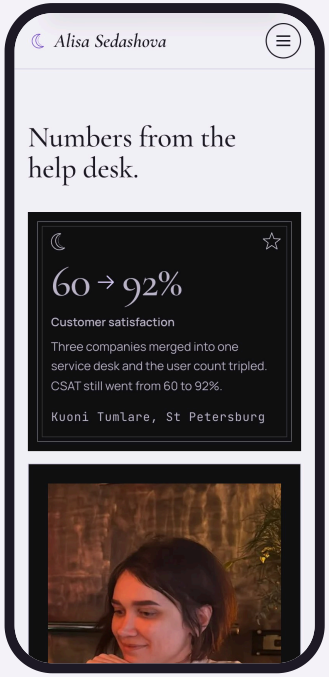
Online, on a laptop and *in the pocket*



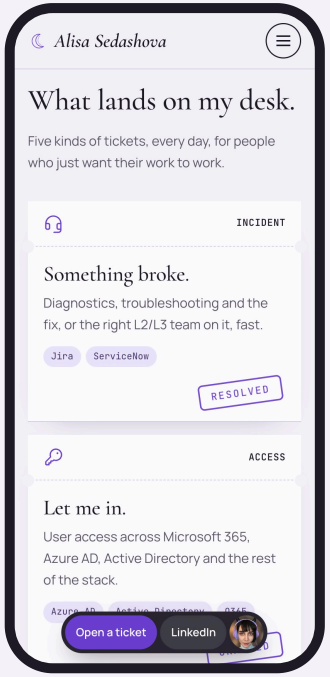
Desktop, 1440 × 900
Home: the engraved mirror opens, the lilac headset circle says “Available”.



Phone, home
390 × 844. Title, buttons, the engraved mirror.



Phone, track record
The black engraved card, numbers that count up.



Phone, the desk
Tickets with their tilted violet stamps.

1440
Wide screens
Content up to 1240 px with 24 px gutters. The home shows text and mirror side by side; tickets alternate left and right.

1020
Tablets
Ticket stamps drop below the text, so nothing overlaps on narrower cards.

860
Phones
One column. The menu becomes a round burger button opening a full-screen panel in Cormorant 36 px; a floating bar keeps the actions at hand.

420
Small phones
Gutters go from 24 to 18 px and buttons run full width. The theme stays light, always, on every device.