DARIYA VOVK · CLINICAL PSYCHOLOGIST · KARLSRUHE

Visual identity *guide*

Science-based therapy. *And simply a human being.*

A high-end, warm practice: a dark opening with her portrait, then light pages the colour of paper. A serif for her voice, a sans-serif for information, one accent, the amber of her Instagram posts.



THE LOGO

No existing logo: a typographic wordmark set in Playfair Display, and a monogram.

Dariya *Vovk*

Wordmark · ink on paper

Dariya *Vovk*

Wordmark · paper on Night #0a0a0b

D

Monogram · italic D

CLEAR SPACE

D

Dariya *Vovk*

Protection zone = the height of the “D” on every side.

MINIMUM SIZE

Dariya *Vovk*

Wordmark 24 px
(18 mm wide in print)

Dariya *Vovk*

18 mm

D

Monogram
16 px

Never smaller than these sizes.

DO NOT

Dariya *Vovk* ×

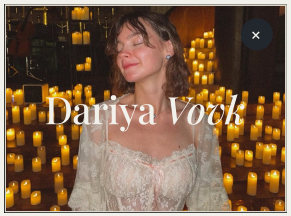
Stretch or distort

Dariya *Vovk* ×

Recolour outside the palette

Dariya *Vovk* ×

Add a shadow or effect



Place on a busy photo

Warm paper, deep ink, *one* amber.

Every colour comes from the site's design tokens. Amber is the only accent: it marks the primary action and nothing else. CMYK values are approximate, for reference; proof before printing.

Paper

HEX #f2f0eb
RGB 242 · 240 · 235
CMYK 0 · 1 · 3 · 5

Main background of the site, header and page areas.

Paper light

HEX #fbfaf7
RGB 251 · 250 · 247
CMYK 0 · 0 · 2 · 2

Light sections and form fields.

Cream

HEX #e7e1d2
RGB 231 · 225 · 210
CMYK 0 · 3 · 9 · 9

"Long-term strategy" banner and training pills. The colour of her cardigan.

Ink

HEX #22262d
RGB 34 · 38 · 45
CMYK 24 · 16 · 0 · 82

Text, dark buttons, video section and footer. The midnight blue of her carousels.

Ink 2

HEX #454a53
RGB 69 · 74 · 83
CMYK 17 · 11 · 0 · 67

Secondary body text.

Muted

HEX #686c73
RGB 104 · 108 · 115
CMYK 10 · 6 · 0 · 55

Captions and small notes.

Line

HEX #d8d3c8
RGB 216 · 211 · 200
CMYK 0 · 2 · 7 · 15

Hairlines and dividers.

Amber

HEX #f2b53a
RGB 242 · 181 · 58
CMYK 0 · 25 · 76 · 5

The single accent: primary button, underlines, play badge. The amber of her "Welcome!" posts.

Amber light

HEX #f7cd73
RGB 247 · 205 · 115
CMYK 0 · 17 · 53 · 3

Hover state of the primary button.

Night

HEX #0a0a0b
RGB 10 · 10 · 11
CMYK 9 · 9 · 0 · 96

Background of the home page, melting into the black of her portrait.

Sand

HEX #d8cfbe
RGB 216 · 207 · 190
CMYK 0 · 4 · 12 · 15

Italic line of the headline on black.

Stone

HEX #c9c4ba
RGB 201 · 196 · 186
CMYK 0 · 2 · 7 · 21

Body text on black.

Indicative balance of the palette on the site



A serif for her voice, *a sans for the facts.*

Aa Playfair Display

Primary typeface. Titles, quotations and italics. The voice of the site.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 &
Clinical psychologist · Клинический психолог

REAL EXAMPLE

Science-based therapy. *And simply a human being.*

Regular 400 · titles
Medium 500 · wordmark
ExtraBold 800
Italic 400 · accents

USE	DESKTOP	PHONE
Home headline	76 px	40 px
Section titles	62 px	34 px
Italic quotations	30 px	22 px

LICENCE
SIL Open Font License 1.1. Free for web and print. Cyrillic included.

WHERE TO FIND IT
Google Fonts, “Playfair Display”. Fallback: Georgia, serif.

Aa Onest

Secondary typeface. Running text, buttons and small print. The information.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 &
Online sessions · Онлайн-консультации

REAL EXAMPLE

Clinical psychologist and Heilpraktikerin für Psychotherapie. Online sessions in English, German and Russian.

Light 300
Regular 400 · text
Medium 500
SemiBold 600 · buttons
Bold 700

USE	SIZE	SAMPLE
Running text	17 px	Regular 400
Buttons	15.5 px	**Book a session**
Eyebrows	13 px	CLINICAL PSYCHOLOGIST

LICENCE
SIL Open Font License 1.1. Free for web and print. Cyrillic included.

WHERE TO FIND IT
Google Fonts, “Onest”. Fallback: system-ui, sans-serif.

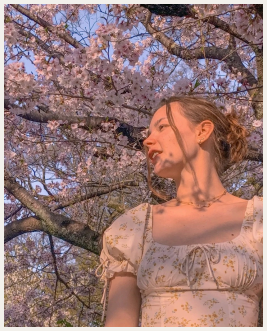
Real photographs, *real light.*

Her own pictures, never stock: portraits in natural light, journeys and nature, evenings.

PORTRAITS

natural light, library, cream cardigan

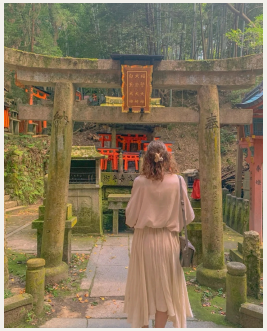
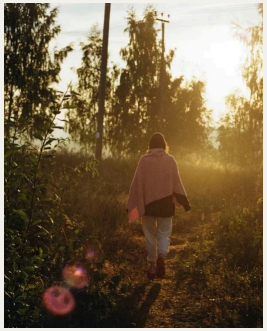





JOURNEYS & NATURE

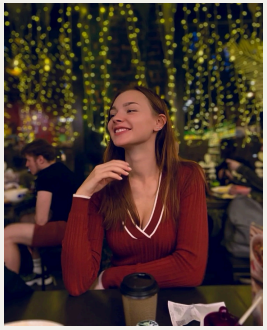
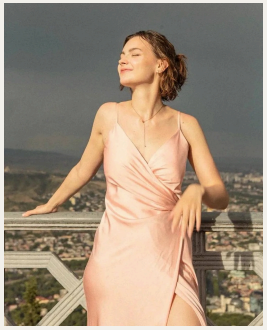
lake, vineyards, cherry blossom, Japan



EVENINGS

candle-lit concert, city lights, golden hour


FRAMING

Book a session

Vertical frames, **4:5 or 3:4**. Photographs have sharp corners and are never rounded. Buttons are pills.

ICONS

Phosphor icons, regular weight, fine line. Amber on ink, or ink on paper.

MOTION

- The portrait on the home page “breathes”, very slowly.
- Photographs unveil from bottom to top.
- The gallery slides in three columns at different speeds.

DO

- ✓ Real photos, natural light
- ✓ Vertical 4:5 or 3:4 crops
- ✓ Sharp-cornered photos

AVOID

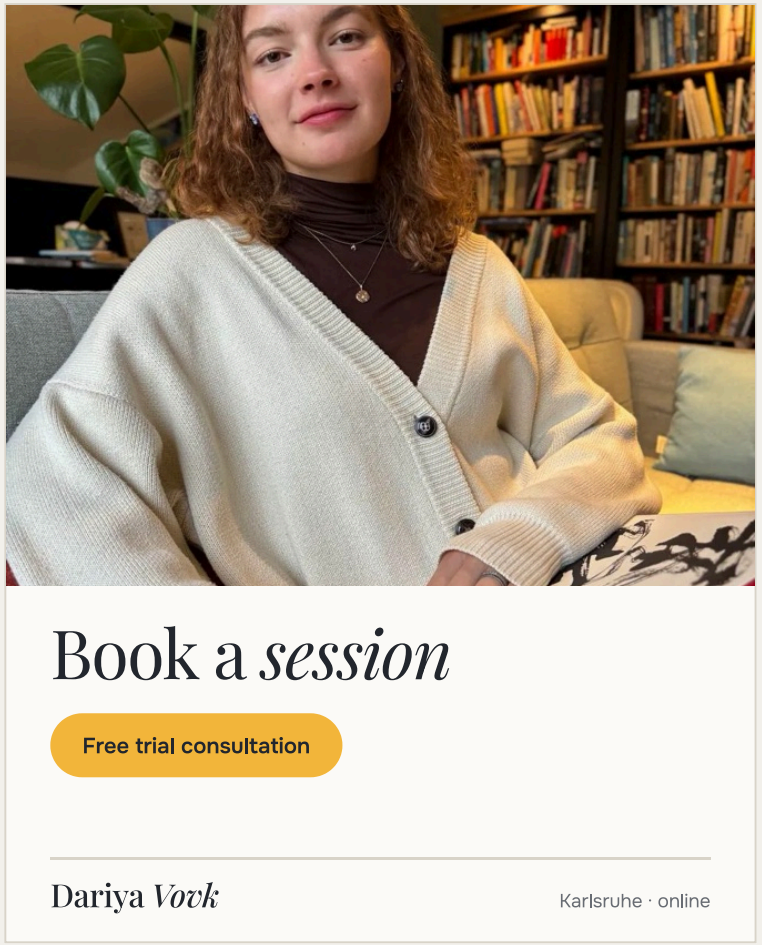
- ✗ Stock photography
- ✗ Heavy filters
- ✗ Text laid over photos
- ✗ Blurry stills from videos

Book a session, *composed.*

One portrait, the wordmark, the amber, Playfair and Onest. The same four ingredients at every size.



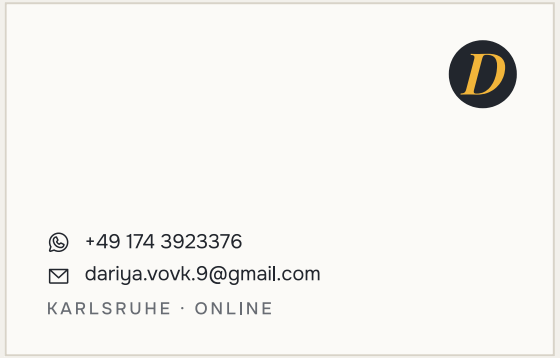
Instagram story · 9:16, dark opening



Post · 4:5, paper



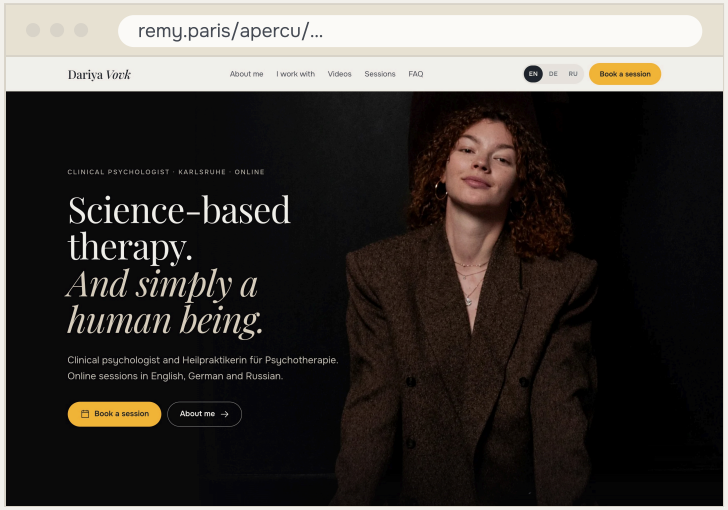
Business card, front · 85 × 55 mm, ink



Business card, back · paper, monogram

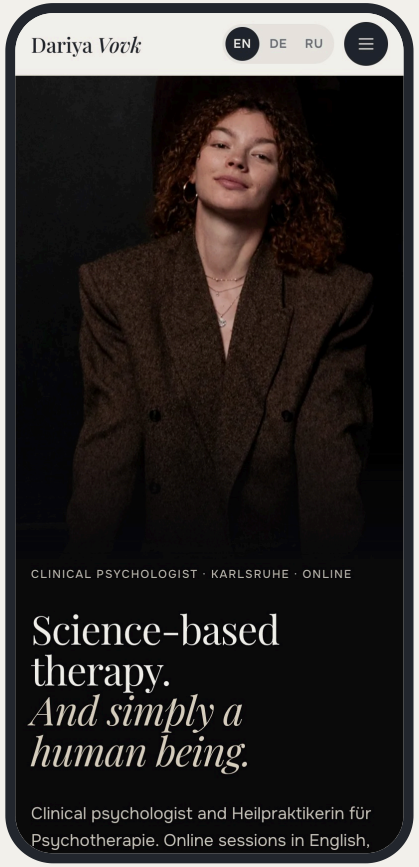
Desktop and phone, *one voice.*

Captured from the working site. The layout switches to the phone version at 860 px.

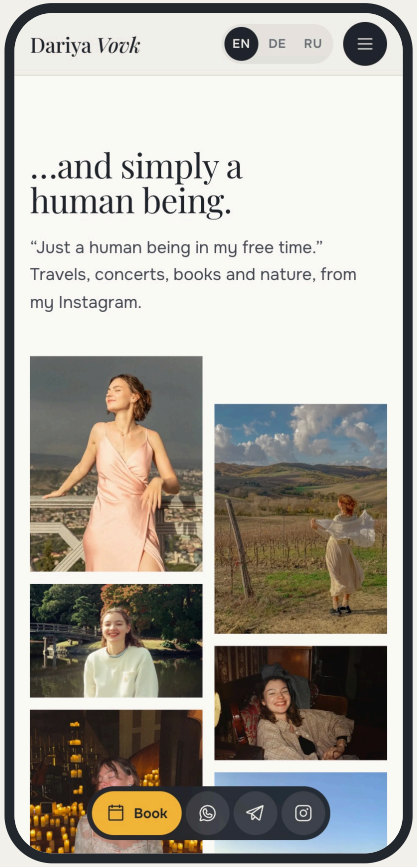


Desktop · 1440 × 900, home page

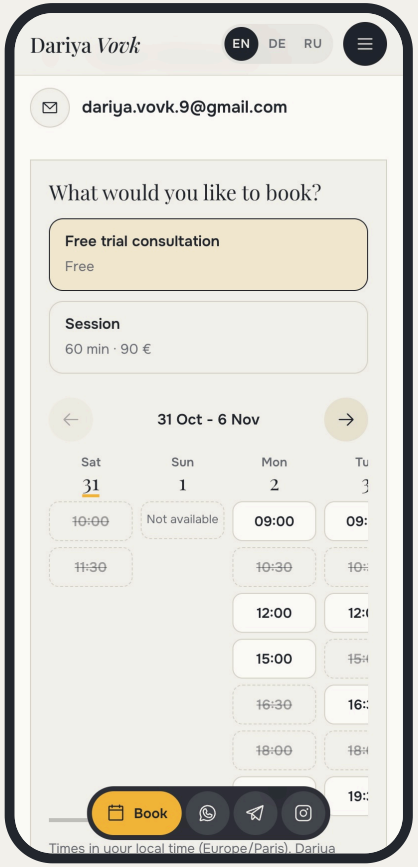
- **Header on paper**: wordmark, EN · DE · RU switch and the amber “Book a session” pill.
- **Dark opening** with her portrait, then light sections the colour of paper.
- **On the phone**: burger menu and a floating bar (Book, WhatsApp, Telegram, Instagram).



Home · 390 × 844



Gallery · “...and simply a human being.”



Booking agenda · times in local time