01 · THE MARK

Polina Buzinova

Where buyers meet brands: Belgrade's two rivers, and a hang tag ticked Buyer and Brand.

THERE IS NO EXISTING LOGO. THIS IS THE MARK THE SITE PROPOSES: A MUSTARD HANG TAG AND THE NAME, AND A PB MONOGRAM ON A TAG.

Polina Buzinova

PRIMARY MARK: HANG TAG + NAME

PB

MONOGRAM TAG

VERSIONS

Polina Buzinova — COLOUR ON PAPER

Polina Buzinova — LIGHT ON INK

Polina Buzinova — DARK, SINGLE COLOUR

CLEAR SPACE



Keep free on every side: x = the height of the tag.

MINIMUM SIZE

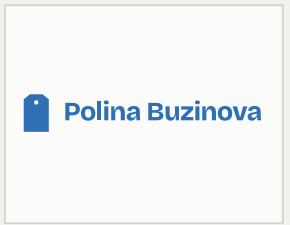
Polina Buzinova

Tag at least 7 mm (27 px) high, name beside it. Tag alone, never below 5 mm (19 px).

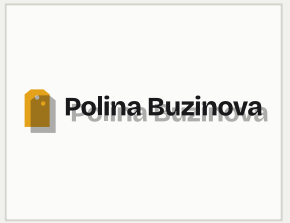
WHAT NOT TO DO



× STRETCH OR SQUASH



× RECOLOUR



× ADD SHADOWS OR EFFECTS



× PLACE ON A BUSY PHOTO

02 Colours



WHERE THE MUSTARD COMES FROM

Her mustard sweatshirt in Hallstatt, picked up as the single accent on a paper and ink page.

Black, white and one colour: the portraits are black and white, so mustard is the only colour the interface adds. CMYK values are approximate; proof before printing.

Paper

#F1F1EE
RGB 241 241 238
CMYK 0 0 1 5

Page background and the menu panel.

White

#FBFBF9
RGB 251 251 249
CMYK 0 0 1 2

Raised sections, chips and the light card.

Ink

#19191B
RGB 25 25 27
CMYK 7 7 0 89

Text, lines, the rail and dark sections.

Grey

#56565A
RGB 86 86 90
CMYK 4 4 0 65

Secondary text, labels and captions.

Hairline

#D4D3CD
RGB 212 211 205
CMYK 0 0 3 17

Thin rules and borders.

Mustard

#E3A21A
RGB 227 162 26
CMYK 0 29 89 11

The only accent: hang tag, buttons, the joined line.

Mustard, hover

#F0B22F
RGB 240 178 47
CMYK 0 26 80 6

Button colour when the pointer is over it.

Soft ink

#2C2C2F
RGB 44 44 47
CMYK 6 6 0 82

Introduction text on the home page.

Light grey

#CFCFCA
RGB 207 207 202
CMYK 0 0 2 19

Body text on ink.

Mist

#BDBDB7
RGB 189 189 183
CMYK 0 0 3 26

Captions on ink.

03 Typography

Aa Bricolage Grotesque

TITLES AND TEXT · VARIABLE 200–800 · OPTICAL SIZE

The voice of the site: titles and running text. Tight tracking on large sizes (−0.025 em; −0.045 em on the home title); optical size follows the type size automatically.

Source: Google Fonts, Bricolage Grotesque · Licence: SIL Open Font License 1.1

800	**Two ways to work together.** PB monogram on the tag
780	**Two ways to work together.** Home title
750	**Two ways to work together.** Brand name in the bar
720	**Two ways to work together.** Section titles
700	**Two ways to work together.** Default headings, phone menu
680	**Two ways to work together.** Offer headlines
650	**Two ways to work together.** Buttons, the two-sides statements
600	**Two ways to work together.** Quote
550	Two ways to work together. Navigation links
400	Two ways to work together. Body text

Aa IBM Plex Mono

LABELS AND CAPTIONS · 400 AND 500

The tag's handwriting: small spaced capitals for labels, captions and chips, plus the tag's role line. Always spaced +0.08 em in capitals.

Source: Google Fonts, IBM Plex Mono · Licence: SIL Open Font License 1.1

REAL EXAMPLE · 500, LABEL

FASHION BUSINESS DEVELOPMENT, BELGRADE

Assortment planning | B2B partnerships | Business development

SIZES IN USE

	DESKTOP	PHONE
Home title	135 PX	60 PX
Section titles	78 PX	38 PX
Introduction	22 PX	19 PX
Quote	38 PX	25 PX
Offer headline	36 PX	26 PX
Body text	18 PX	18 PX
Buttons	17 PX	16 PX
LABELS, CHIPS	13 PX	13 PX
CAPTIONS	12 PX	12 PX
TAG DETAILS	12 PX	10.5 PX
BASED-IN LINE	11 PX	HIDDEN

04 Imagery & graphic elements

PB

POLINA BUZINOVA

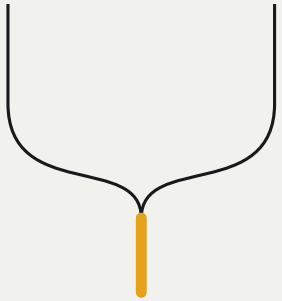
Business development
Fashion & retail

☒ BUYER
☒ BRAND

BASED IN BELGRADE

BEVELLED TOP CORNERS
PUNCHED EYELET
THREAD SHOWS THROUGH
TWO TICKED BOXES

THE TWO RIVERS



Sava and Danube in ink, drawn on scroll; joined, they become one mustard line, where the quote sits.

THE RAIL

FOR BRANDS

Bringing a fashion brand into Serbia.

- Brand presence
- B2B partnerships

FOR STORES

Local stores that sell.

- E-commerce

Two offers hang from a black bar as tags: one mustard, one ink. They swing once, then rest.

DETAILS

- Square bullets

Retail strategy

Product selection

Framed mono chips, sharp corners. Buttons are pills.

ICONS: PHOSPHOR, REGULAR



arrow-up-right



map-pin



linkedin-logo



instagram-logo

PHOTOGRAPHY: REAL PICTURES FROM THE SITE



PORTRAIT, B&W



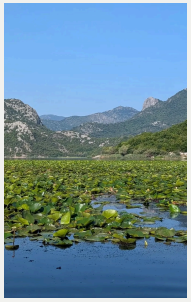
PORTRAIT, B&W



KALEMEGDAN, BELGRADE



DURMITOR



SKADAR



CITROHOUSE

DO

- Portraits in black and white
- Travel in colour, natural late-afternoon light
- Wide landscapes; her, alone

AVOID

- Friends or crowds
- Filters, tints or harsh flash
- Stock photos

05 In use

LINKEDIN BANNER · 1584 × 396 PX



BUSINESS CARD · FRONT · 85 × 55 MM

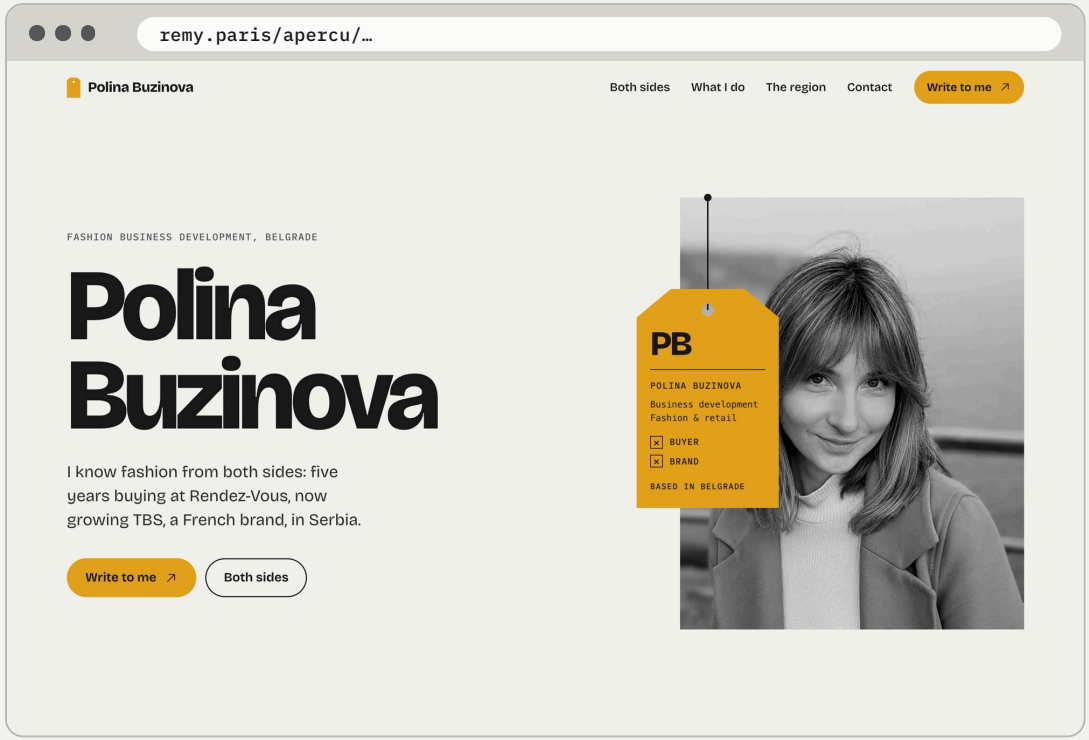


BUSINESS CARD · BACK



- The banner leaves the lower left free for her profile picture.
- The card front is the tag alone: ink, one mustard tag, the thread.
- Only published details appear: no phone, no e-mail.

06 The website



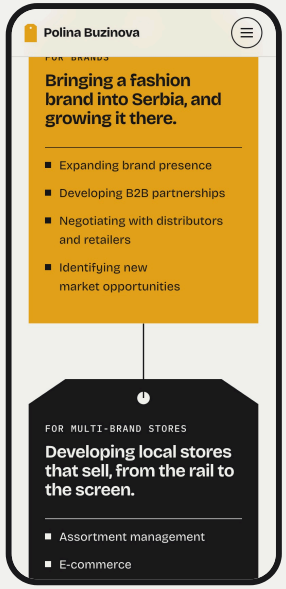
DESKTOP · 1440 × 900



HOME



BOTH SIDES



WHAT I DO

OPENING
The hang tag swings once when the page opens, then hangs straight.

BOTH SIDES
The two rivers draw as you scroll and join in one mustard line.

WHAT I DO
Two offers swing on the rail, then rest.

CAPTURED FROM THE PRIVATE PREVIEW WITH ANIMATIONS FINISHED · 390 × 844 ON PHONE