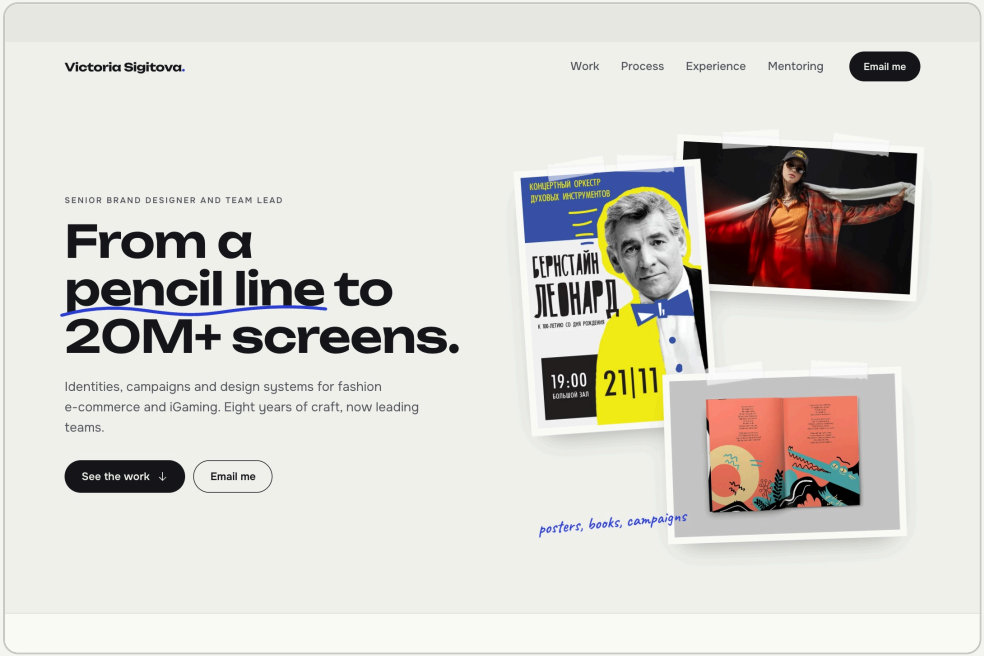
Two directions for victoriasigitova.com

Two website proposals, built only from Victoria's own material: her CV, her Behance and her Figma portfolio. They share the same content and differ in voice. Each one comes with its own visual identity guide on the following pages.

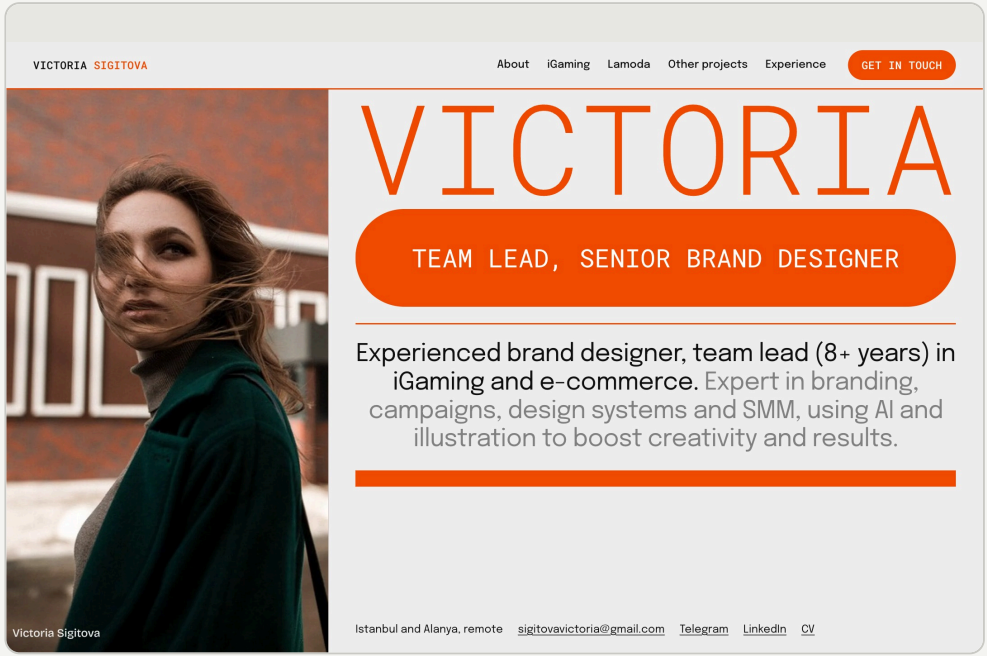
DIRECTION 1, PAGES 2 TO 7



Pencil to screens.

From a pencil line to 20M+ screens. Her real sketches turn into the finished work as you scroll, and her projects arrive taped to the page like a studio board. Paper, graphite and one cobalt accent, set in Unbounded and Onest.

DIRECTION 2, PAGES 8 TO 13



HER PORTFOLIO, LIVE

Her current Figma portfolio, turned into a website. Her orange, her pills and bars, giant Roboto Mono capitals, and checkerboard chapter openers for iGaming, Lamoda and other projects that build square by square.

Prepared by remy.paris, October 2026. Direction 2 is live at victoriasigitova.com.

THE SIGNATURE

Victoria Sigitova

From a pencil line to millions of screens: her real sketches turn into the finished work as you scroll, and her projects arrive taped to the wall like a studio board.

Victoria Sigitova.

No logo exists yet. Her signature is her name set in Unbounded Bold, closed by the cobalt full stop. It is the only mark on the site.

VERSIONS

Victoria Sigitova. — Colour, on light

Victoria Sigitova. — Light, on ink

Victoria Sigitova. — One colour, dark

CLEAR SPACE

Victoria Sigitova.

Keep the height of the capital V free on every side.

MINIMUM SIZE

Victoria Sigitova.

120 px wide on screen, 30 mm in print.

DO NOT

Victoria Sigit

Do not stretch

Victoria Sigitova.

Do not recolour

Victoria Sigitova.

Do not add shadows



Not on a busy photo

Colours

A neutral paper and graphite base with one single accent, the cobalt blue of her jazz posters. No other colour appears in the interface: colour comes from her work.

Paper
#F2F2EE
RGB 242 242 238
CMYK 0 0 2 5 (approx.)
Page background

Sheet
#FBFBF9
RGB 251 251 249
CMYK 0 0 1 2 (approx.)
Frames, numbers band, experience

Ink
#17181B
RGB 23 24 27
CMYK 15 11 0 89 (approx.)
Titles, text, dark buttons, contact block

Graphite
#55585E
RGB 85 88 94
CMYK 10 6 0 63 (approx.)
Secondary text

Lead
#8B8E93
RGB 139 142 147
CMYK 5 3 0 42 (approx.)
Pencil marks, quiet details

Line
#D6D7D1
RGB 214 215 209
CMYK 0 0 3 16 (approx.)
Hairlines and borders

Cobalt
#2C3FD6
RGB 44 63 214
CMYK 79 71 0 16 (approx.)
The one accent: pencil line, links, numbers, active states

Cobalt deep
#1F2FAE
RGB 31 47 174
CMYK 82 73 0 32 (approx.)
Accent on hover

Typography

MAIN TYPEFACE

Unbounded

Aa Bb Cc 0123 Жж

Role	Titles and signature
Weights	600, 700
Where	Google Fonts, by the NaN type foundry
Licence	SIL Open Font License
Desktop	66 px
Phone	34 px

ON THE SITE

SECONDARY TYPEFACE

Onest

Aa Bb Cc 0123 Жж

Role	Body text, buttons, captions
Weights	400, 500, 600
Where	Google Fonts, by Dmitri Voloshin
Licence	SIL Open Font License
Desktop	17 px
Phone	16 px

ON THE SITE

SECONDARY TYPEFACE

Caveat

Aa Bb Cc 0123 Жж

Role	Pencil annotations
Weights	600
Where	Google Fonts, by Impallari Type
Licence	SIL Open Font License
Desktop	25 px
Phone	20 px

ON THE SITE

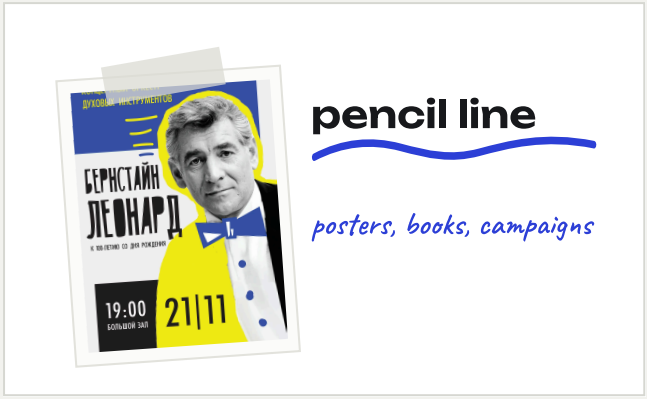
From a pencil line to 20M+ screens.

Identities, campaigns and design systems for fashion e-commerce and iGaming.

the rough · January, final

Illustration and photography

SIGNATURE SHAPES

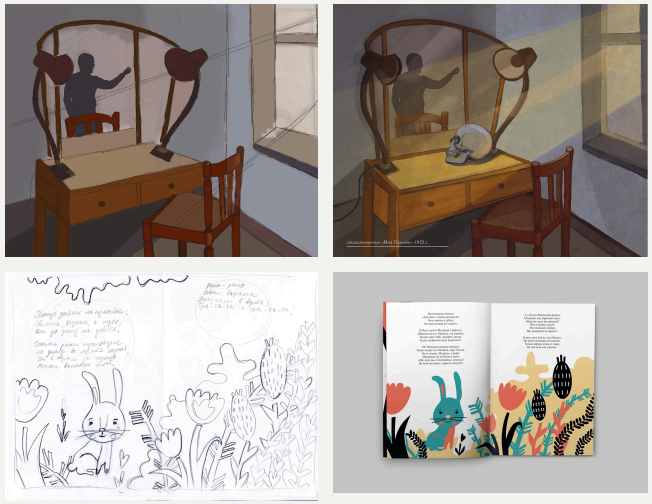


Works arrive **taped** to the page in a white frame, slightly tilted. One hand-drawn cobalt line underlines the key words. Notes are written in Caveat, like pencil on a board.

ICONS

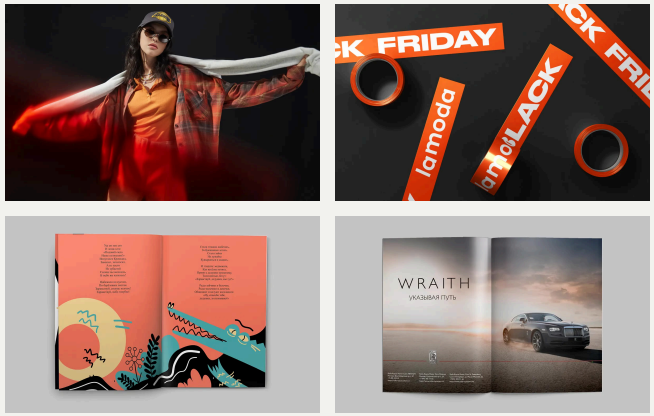
Phosphor icons, regular weight, in ink or cobalt. Never filled, never mixed with another set.

FROM ROUGH TO FINAL



The site shows her process: the real rough, then the final piece in the same frame. Only pairs that truly match (same drawing, same framing) are used.

PHOTOGRAPHY



Do

Her own project images only, credited when a team made them. Square corners. Full colour, untouched. Campaign photos on dark, books on grey.

Avoid

Stock photos, filters, rounded photo corners, cropping her layouts, adding text on top of her work.

In use

INSTAGRAM POST, 1080 × 1080

Every brief starts as a rough.

Posters jazz, 2018



Victoria Sigitova.

INSTAGRAM STORY, 1080 × 1920

From rough to January.



the rough · final

Victoria Sigitova.

BUSINESS CARD, 85 × 55 MM

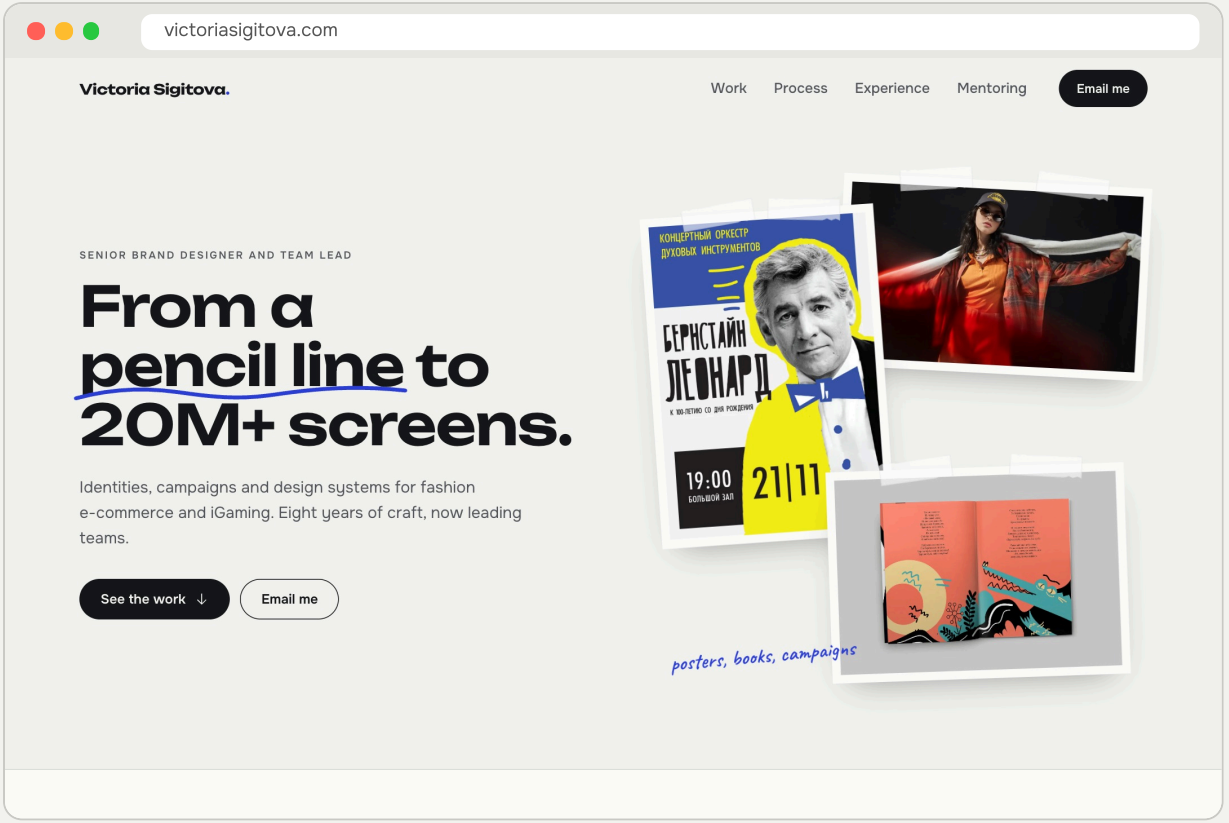
Victoria Sigitova.

Senior brand designer and team lead
sigitovavictoria@gmail.com
Istanbul and Alanya

from a pencil line

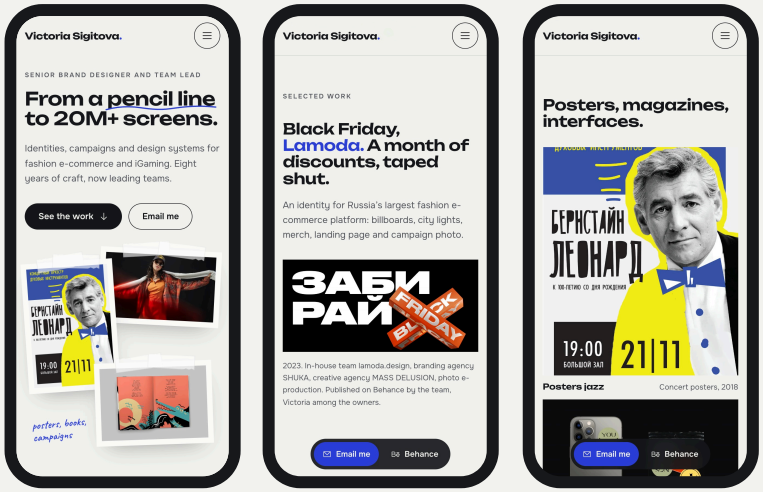
The website

DESKTOP, 1440 × 900



Address: victoriasigitova.com. Captured on the live preview, Direction 1.

PHONE, 390 × 844



Home, Black Friday for Lamoda, the project mosaic. Burger menu with the same entries as on desktop.

THE SIGNATURE

VICTORIA

Her own Figma portfolio becomes the site: giant monospace capitals, orange pills and bars, and checkerboard chapter openers that build square by square.

VICTORIA SIGITOVA

No logo exists yet. Her signature is the one from her own portfolio: her name in Roboto Mono capitals, SIGITOVA in orange. On the home page, VICTORIA is set huge, filling its column.

VERSIONS

VICTORIA SIGITOVA — Colour, on light

VICTORIA SIGITOVA — Light, on orange

VICTORIA SIGITOVA — One colour, dark

CLEAR SPACE

VICTORIA SIGITOVA

Keep the height of the capital V free on every side.

MINIMUM SIZE

VICTORIA SIGITOVA

120 px wide on screen, 30 mm in print.

DO NOT

VICTORIA SIGIT

Do not stretch

VICTORIA SIGITOVA

Do not recolour

VICTORIA SIGITOVA

Do not add shadows



Not on a busy photo

COLOURS

Measured on her own portfolio slides: the orange is her brand colour, violet and blue only open their chapters, the dark tones belong to the iGaming chapter.

Orange
#F14B01
RGB 241 75 1
CMYK 0 69 100 5 (approx.)
Her brand colour: giant words, pills, bars, buttons

Orange deep
#C93E00
RGB 201 62 0
CMYK 0 69 100 21 (approx.)
Buttons on hover

Grey paper
#EFEFEF
RGB 239 239 239
CMYK 0 0 0 6 (approx.)
Page background

White
#FFFFFF
RGB 255 255 255
CMYK 0 0 0 0 (approx.)
Logo grid, checkerboards

Ink
#111111
RGB 17 17 17
CMYK 0 0 0 93 (approx.)
Text, floating bar

Grey
#6F6F6F
RGB 111 111 111
CMYK 0 0 0 56 (approx.)
Secondary text

Soft grey
#828282
RGB 130 130 130
CMYK 0 0 0 49 (approx.)
Second half of the statement

Violet
#8C14E7
RGB 140 20 231
CMYK 39 91 0 9 (approx.)
iGaming chapter

Blue
#3048EA
RGB 48 72 234
CMYK 79 69 0 8 (approx.)
Other projects chapter

Night
#0B0B0C
RGB 11 11 12
CMYK 8 8 0 95 (approx.)
iGaming chapter background

Night 2
#1A1A1D
RGB 26 26 29
CMYK 10 10 0 89 (approx.)
Panels in the dark chapter

Cyan
#22B8FF
RGB 34 184 255
CMYK 87 28 0 0 (approx.)
Results in the dark chapter

Teal link
#0B6F73
RGB 11 111 115
CMYK 90 3 0 55 (approx.)
Lamoda campaign links

TYPOGRAPHY

MAIN TYPEFACE

Roboto Mono

AA BB CC 0123 ЖЖ

Role	Giant words, signature, pills, menu
Weights	300, 400, 500
Where	Google Fonts, by Christian Robertson
Licence	Apache License 2.0
Desktop	Fills its column (190 px)
Phone	Fills the width (72 px)

ON THE SITE

SECONDARY TYPEFACE

Epilogue

Aa Bb Cc 0123 Жж

Role	Statements, titles, body text
Weights	400, 500
Where	Google Fonts, by Etcetera Type Co
Licence	SIL Open Font License
Desktop	40 px statement, 17 px text
Phone	21 px statement, 16 px text

ON THE SITE

VICTORIA

Experienced brand designer, team lead (8+ years) in iGaming and e-commerce.

SHAPES AND IMAGES

SIGNATURE SHAPES



SKILLS

Checkerboard chapter openers (violet for iGaming, orange for Lamoda, blue for other projects), wide orange pills, thick orange bars between lines. All taken from her slides.

ICONS

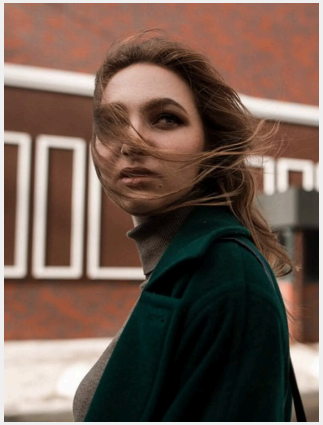
Phosphor icons, regular weight. The lock marks her NDA projects.

HER WORK, CUT FROM HER SLIDES



Images come from her own portfolio slides, at full width, square corners, never retouched. iGaming visuals sit on black, as in her deck.

PHOTOGRAPHY



Do

Her portrait from her portfolio, full height. Real campaign and production photos. Logos of her clients as she presents them.



Avoid

Stock photos, filters, rounded photos, the purple-neon look she moved away from, mixing violet into the Lamoda chapter.

IN USE

INSTAGRAM STORY, 1080 × 1920

LAMODA



Campaigns

VICTORIA SIGITOVA

INSTAGRAM POST, 1080 × 1080



VICTORIA

TEAM LEAD, SENIOR
BRAND DESIGNER

Branding, campaigns, design systems and SMM. 8+ years in iGaming and e-commerce.

t.me/victoriasigitova

BUSINESS CARD, 85 × 55 MM

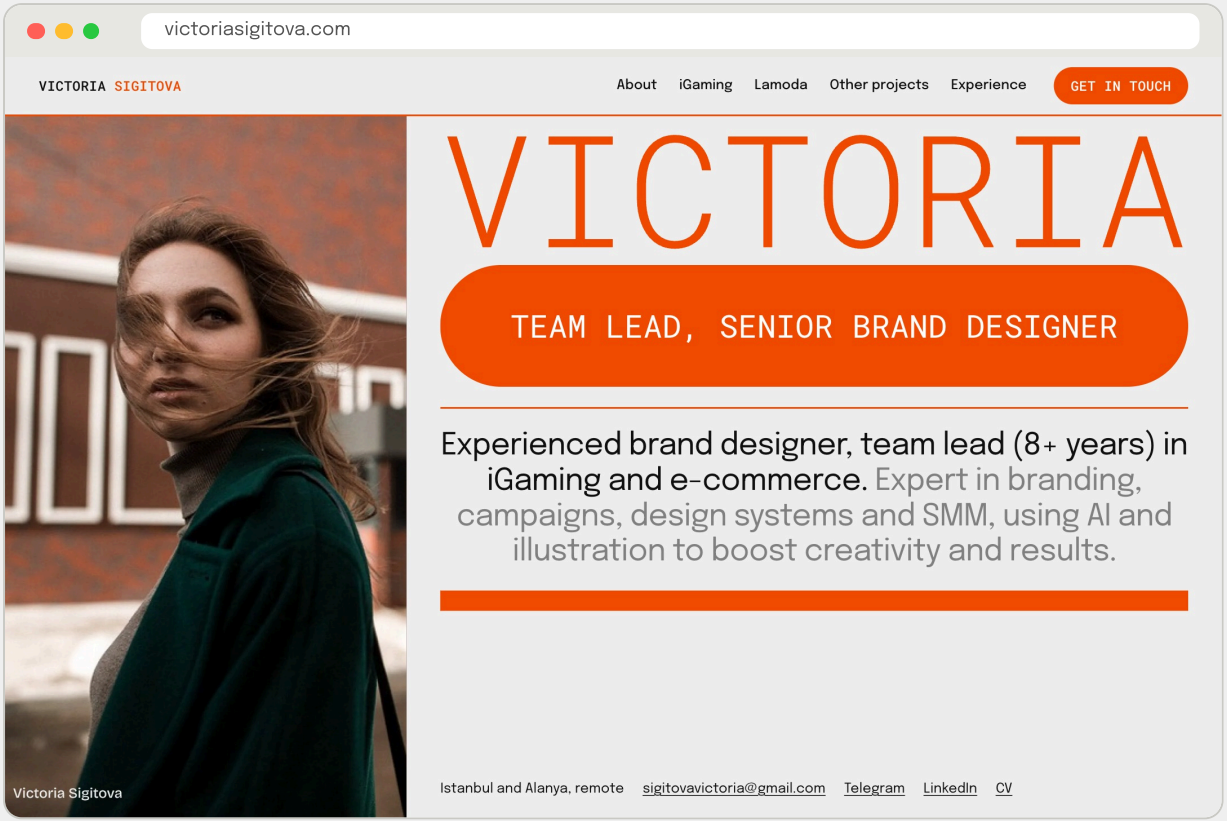
VICTORIA SIGITOVA

GET IN TOUCH

sigitovavictoria@gmail.com · Istanbul and Alanya

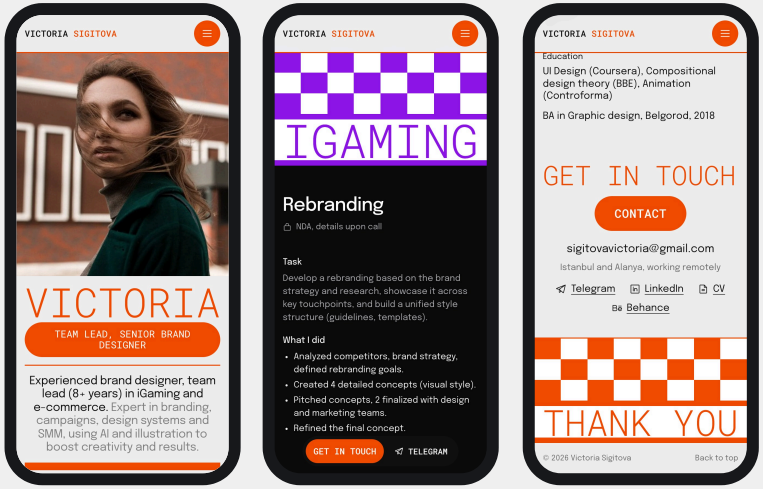
THE WEBSITE

DESKTOP, 1440 × 900



Address: victoriasigitova.com. Captured on the live preview, Direction 2.

PHONE, 390 × 844



Home, the iGaming chapter opener, Get in touch. Burger menu with the same entries as on desktop.