

VISUAL IDENTITY / 2026

CHARACTER IN EVERY DETAIL.

Quiet typography. A human touch. Well-timed humour. A guide to staying true to yourself - on the website, in a presentation and in the very first hello.

Confident. Considerate. Full of character.



JUST CALL ME MISHA.

01 / IDENTITY

WITTY.
AND CLASSY :))

A host who lets people be themselves. The visual language carries the same feeling: confidence without pressure, character without noise.

01

A quiet foundation

Space, generous type and two contrasting surfaces. Precision creates a premium feel, not decoration.

02

A human detail

A brief chalk note, a candid photograph, a gently imperfect outline. Every detail supports the message.

03

Considered irregularity

Asymmetry in composition. Clarity in reading. Body copy and navigation always stay straight.

01 / SIGNATURE HERO COMPOSITION

NAME. FACE. CHARACTER.



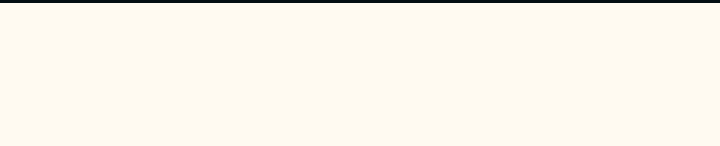
This is a composition, not a set of independent letters. The portrait replaces the “o”; the “K” sits behind it. Use the site's current assembly; never stretch or rebuild it by eye.

For new layouts, leave at least one capital-letter height around the name. The hero follows its own established composition.

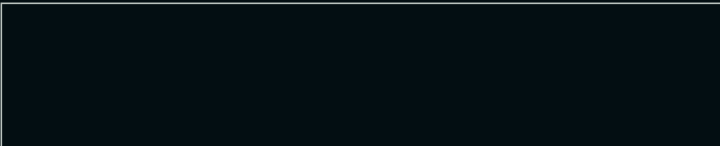
02 / COLOUR

TWO SURFACES. A FEW ACCENTS.

Light / dark / light. Colour remains an accent, not another full-screen surface.



Warm paper #FFFAF1
Primary light surface



Deep ink #030E12
Text and dark surfaces



Sky accent #8FE6FF
A small detail, not a page background



Red stroke #F2211D
Graphic accents, not small text



Accent on light #B10000
Notes on warm paper



Accent on dark #FF8273
Notes on deep ink

Body text: ink on paper, or paper on ink. Avoid sky blue on light backgrounds and #F2211D for small text. Use the dedicated accent pair for notes on light and dark surfaces.

03 / TYPOGRAPHY

TWO VOICES.
ONE CHARACTER.

FOUNDATION · TEXT AND NAVIGATION

Manrope

Aa Bb / Aa Бб
0123456789

Medium 500 for headings and navigation; 400-450 for paragraphs. Navigation stays straight, without chalk texture or decorative distortion.

Manrope provides structure. Misha Chalk Note adds a human voice. They do not compete for attention on every line.

ACCENT · BRIEF NOTES

MISHA
CHALK NOTE

AA ББ / AA BB / 0123

Our font derived from the original hero lettering. RU/EN, numbers and arrows. Brief phrases only; never paragraphs or interface copy. Lowercase uses the same drawn forms as capitals.

03 / USING THE FONTS

INSTALL. AND CREATE.

Manrope Regular (400), Medium (500) and Misha Chalk Note. Desktop TTFs, web WOFF2s, installation instructions and rights information. No font installation is needed to view the PDF.

H1 / H2

Large. Quiet.

34-64 px · 500 · 1.04

BODY

We start with what matters to you, not with a programme.

15-17 px · 400-450 · 1.7

NOTE

yes, sound helps

16-23 px · 400 · 1.5

Download fonts

04 / PHOTOGRAPHY

A REAL PERSON. NOT A STOCK PHOTO.



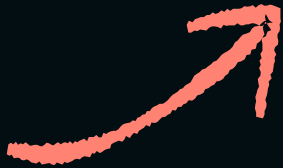
PEOPLE BEFORE FRAMES.

Real photographs of Mikhail. In the studio: silhouette and character. At events: eye contact, reactions and connection. Never pass a studio portrait off as an event photograph.

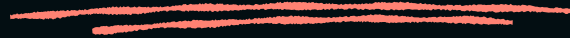
- 01 Preserve human proportions. Never stretch one axis.
- 02 Give a landscape photo a landscape frame. Do not crop out feet to make every card identical.
- 03 Keep cutouts intact. Fragments must not split the face or distort the figure.
- 04 AVIF/WebP for the web; high-resolution originals for print. Keep captions off faces.

05 / DETAILS

AN IMPERFECT LINE. IN THE RIGHT PLACE.



Direction



Emphasis



An aside

An arrow guides. A frame highlights. An underline adds emphasis. Decoration is not a way to fill space: space has a job too.

Motion responds.

A small shift, a slight turn, a gentle lift. No scroll hijacking, cursor chasing or endless motion. Touch and reduced-motion visitors get a calm layout.

A LITTLE LIVELIER,
NOT LOUDER

05 / COMPOSITION

KEEP THE
STRUCTURE QUIET.

A LITTLE LIVELIER,
NOT LOUDER

22-80 px

Responsive page gutters

56-88 px

Section spacing

1-3°

Card tilt, never navigation tilt

44 px

Minimum touch target

06 / VOICE

HOW MISHA SOUNDS.

In the first person. No grand promises or packaged “unforgettable experiences”. Be specific, keep humour kind and invite without pressure.

IN OUR VOICE

A good evening should never feel forced.

Hi, Misha! Shall we work together?

An introvert is a guest. Not a special assignment.

NOT OUR VOICE

An unforgettable event of the highest standard!

Submit an enquiry to request a consultation.

We will get even your most boring guests going!

LAUGH TOGETHER. NEVER AT SOMEONE'S EXPENSE.

07 / MOCKUPS / PRINT / POSTER

Poster. First impressions.



A clear name, a composed portrait and a human aside. The poster introduces a person, not a generic promise of a great party. Photography and typography each have room to breathe.

AI concept visualization. Carrier artwork is shown in Russian. Not a photograph of a real placement or a print-ready layout.

[Download JPG](#)

07 / MOCKUPS / PRINT / BADGE

Badge. Just call me Misha.



Deep ink, a light name and one chalk phrase. The role reads at a glance, and the introduction feels informal. A matte surface keeps the identity understated.

AI concept visualization. Carrier artwork is shown in Russian. Not a photograph of a real placement or a print-ready layout.

[Download JPG](#)

07 / MOCKUPS / DIGITAL / SOCIAL

Social. People first.



One thought per screen. A generous headline, a real portrait and a brief invitation to talk. The same visual language in a vertical 9:16 format.

AI concept visualization. Carrier artwork is shown in Russian. Not a photograph of a real placement or a print-ready layout.

[Download JPG](#)

08 / ASSETS

THE RIGHT ASSETS. NO REDRAWING.

Before publishing

- 01 The name and face are immediately recognisable
- 02 Navigation is straight, in Manrope Medium
- 03 Chalk is an accent, not body copy
- 04 Light and dark surfaces alternate
- 05 Photos are undistorted, essential details uncropped
- 06 RU/EN, mobile and reduced motion are checked

Open resources for organisers, designers and partners. Signature artwork, lettering and usage guidelines in one place. No sign-in required.

Manrope Regular (400), Medium (500) and Misha Chalk Note. Desktop TTFs, web WOFF2s, installation instructions and rights information. No font installation is needed to view the PDF.

[Download fonts](#)

[Download all mockups](#)

[Brand guide / EN](#)

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