

LS

B R A N D B O O K

L I A S N I S A R E N K O

I N T E R I O R S & O R I G I N A L A R T

Version 1 · July 2026

The logo

A large, black, serif monogram consisting of the letters 'L' and 'S' in a Jost Light typeface, centered on a light beige background.

PRIMARY MONOGRAM · JOST LIGHT · -0.04EM

The LS monogram is the core of the identity — Lia's initials set in Jost Light, tracked tight (-0.04em). It is the mark used most: site header, artwork stamp, favicon. Always reproduce it from the master files; never re-type or re-space it by hand.

LOCKUPS

A large, black, serif monogram consisting of the letters 'L' and 'S' in a Jost Light typeface, centered on a light beige background.

LIA SNISARENKO
INTERIORS & ORIGINAL ART

PRIMARY · STACKED

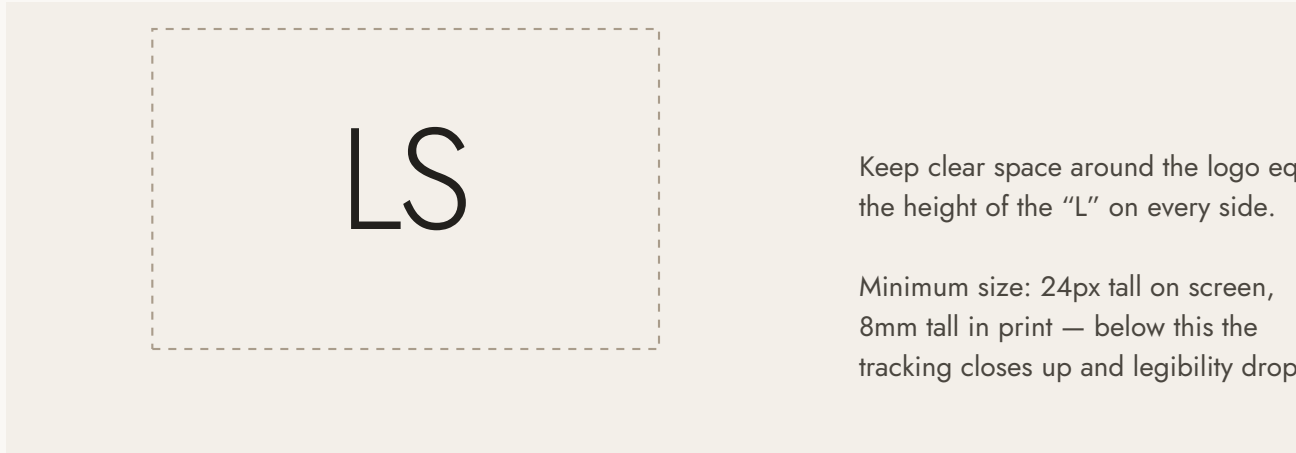
A large, black, serif monogram consisting of the letters 'L' and 'S' in a Jost Light typeface, centered on a light beige background.

LIA SNISARENKO
INTERIORS & ORIGINAL ART

SECONDARY · HORIZONTAL

Clear space & misuse

CLEAR SPACE



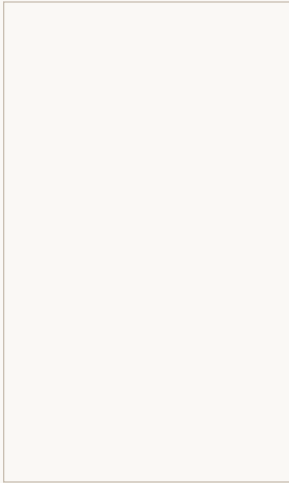
Keep clear space around the logo equal to the height of the “L” on every side.

Minimum size: 24px tall on screen, 8mm tall in print — below this the tracking closes up and legibility drops.

DO NOT

- ⊘ Don't re-space or re-type the letters
- ⊘ Don't use a different font
- ⊘ Don't add shadows, outlines or effects
- ⊘ Don't recolor outside the palette
- ⊘ Don't stretch, skew or rotate
- ⊘ Don't place on a busy/low-contrast photo

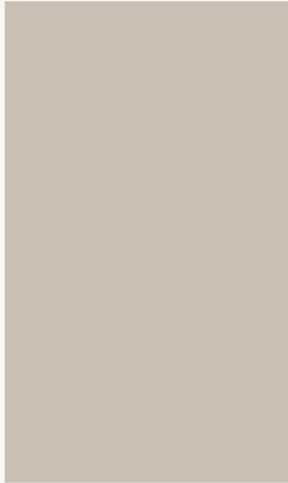
Palette — Greige



Alabaster

#FAF8F5

Background / reversed logo



Greige

#C9BFB2

Rules, dividers, tints



Warm Taupe

#A99C8B

Descriptors, secondary text



Ink

#22201D

Primary logo & body text

The palette is intentionally quiet: warm neutrals anchored by a near-black ink.

The logo lives in Ink on light grounds and Alabaster when reversed on Ink or on artwork.

Warm Taupe is reserved for the smallest supporting text. Use accent color sparingly, if at all.

Print note

For coated/uncoated print, convert Ink to rich black (e.g. C40 M30 Y30 K100) rather than 100%K so it reads deep, not flat grey. Confirm swatches with your printer before a run.

Typeface — Jost

Aa

Jost is a geometric sans in the Bauhaus tradition — clean, circular, timeless. It is the single typeface for the whole identity: logo, headings, and body. Open-source (SIL Open Font License) — free for web and commercial print.

WEIGHTS

LS Lia Snisarenko

Light 300

Logo, large display, elegant headings

LS Lia Snisarenko

Regular 400

Body copy, captions, navigation

LS Lia Snisarenko

Medium 500

Emphasis, labels, small buttons

CHARACTER SET

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Applications

Website

Monogram in the header, small and quiet. Stacked lockup on the About/contact page. Favicon from the monogram. Alabaster background, Ink type.

On artwork

Monogram as a signature stamp in a lower corner — Ink on light work, Alabaster on dark. Keep it small; it signs, it doesn't dominate.

Print & stationery

Stacked lockup on cards, labels, and lookbook covers. Use the vector (SVG/PDF) files for anything printed. Rich-black Ink, generous margins.

Social

Monogram as the profile avatar (centered on Alabaster or Ink). Horizontal lockup for banners and cover images.