

T A B U L A

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

Brand Guidelines

Visual identity · voice · usage

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

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C O N T E N T S

The brand

Curated, large-scale art that makes a beautiful home feel finished — chosen for you by a curator who knows what good looks like, without the price or pressure of the gallery.

TABULA is a curated line of large-scale, made-to-order art for the considered home. Each piece is chosen by curator Lia Snisarenko and offered as premium canvas or framed paper, from open prints to signed limited editions. A Snisarenko Gallery line, TABULA brings gallery judgment to your walls without the price or pressure of the gallery.

Who it is for

Affluent, time-poor homeowners with large, empty walls and low confidence about art, plus interior designers and trade. They want a finished, expensive-looking, personal result without risk or guesswork.

Brand pillars

- **Curated, not catalogued.** We show a tight, confident selection, not an endless catalogue.
- **Quiet luxury.** Restraint over noise. The art is the loudest thing in the room, and it still whispers.
- **Personal.** A curator chooses with your room, light and life in mind.
- **Accessible.** Gallery judgment and scale, without gallery prices or pressure.

The logo suite

The identity is flat, typographic and timeless. The wordmark is set in Jost Light with wide tracking; the greige hairline is a recurring brand device. No icons, gradients, shadows or paint motifs.

Primary lockup

T A B U L A
BY LIA SNISARENKO

Wordmark + "by Lia Snisarenko". The default mark.

Wordmark

T A B U L A

For tight spaces and where the brand is already established.

Horizontal lockup

T A B U L A | BY LIA SNISARENKO

For headers, navigation bars and wide formats.

LS monogram

L | S

Favicon, avatar, watermark and stamp. Hairline-divider treatment.

Gallery endorsement

A SNISARENKO GALLERY LINE

A separate small lockup — see section 06.

Clear space & minimum size

Give the logo room to breathe. Clear space on every side equals X, the cap height of the wordmark. More space is always better.



Clear space on all sides = X, the cap height of the wordmark.

Never reproduce the logo below these minimum sizes, where the tracking and hairline begin to break down.

T A B U L A
BY LIA SNISARENKO

PRIMARY
min 32 mm / 150 px wide

T A B U L A

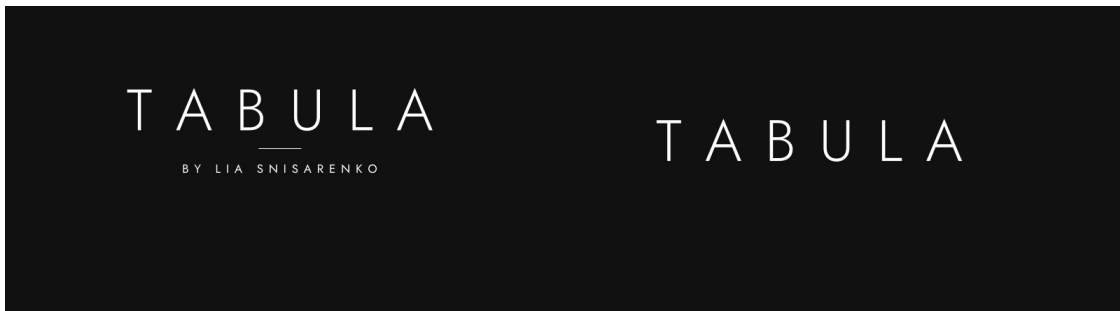
WORDMARK
min 24 mm / 120 px wide

L | S

MONOGRAM
min 16 px

Colour versions

- **Primary** — near-black (#111111) for the wordmark and all text on light grounds.
- **Reversed** — white, for use on near-black or over calm, high-contrast imagery.
- **Accent** — greige (#A89A86), tone-on-tone, for subtle watermarks only.



Reversed lockup on near-black.

Do's and don'ts

Do



✓ On white



✓ On near-black



✓ On calm imagery, high contrast

Don't



Don't condense or stretch



Don't recolour off-palette



Don't add shadows or effects



Don't rotate or tilt



Don't place on busy / low-contrast



Don't box or outline the mark

The Snisarenko Gallery endorsement

Snisarenko Gallery is the parent house; TABULA is its direct-to-consumer line. The relationship is expressed through a small, separate endorsement — never built into the primary logo.

A SNISARENKO GALLERY LINE

- **Use it in:** footers, the About page, packaging inserts and press materials.
- **Set it:** uppercase, tracked, in greige or near-black; set in Inter or Jost.
- **Never make it:** larger than the “by Lia Snisarenko” byline, and never more prominent than TABULA itself.

Colour system

The core palette is deliberately spare: a white ground, near-black for type, and greige as a quiet accent. Values are approximate for print; always proof against your own colour profile.

	NAME	HEX	RGB	CMYK	USE
	White	#FFFFFF	255 · 255 · 255	0 · 0 · 0 · 0	The ground. Default background everywhere.
	Near-black	#111111	17 · 17 · 17	0 · 0 · 0 · 93	Wordmark, headings, body, UI. Softer than pure black.
	Greige	#A89A86	168 · 154 · 134	0 · 8 · 20 · 34	Accent only: fine rules, labels, the endorsement.

Artwork tonal range

The warm-neutral world the artwork and photography live in. For imagery, packaging texture and the art itself — not for UI or the logo.

TONE	HEX	RGB	CMYK	
Paper	#F4F1EA	244 · 241 · 234	0 · 1 · 4 · 4	
Oatmeal	#E8E0D2	232 · 224 · 210	0 · 3 · 9 · 9	
Sand	#D9C9B2	217 · 201 · 178	0 · 7 · 18 · 15	
Clay	#C2A883	194 · 168 · 131	0 · 13 · 32 · 24	
Umber	#8A7860	138 · 120 · 96	0 · 13 · 30 · 46	
Charcoal	#39342D	57 · 52 · 45	0 · 9 · 21 · 78	

Typography

Two typefaces, both free and open-source. Jost — a refined geometric grotesque — carries the wordmark, display and headings. Inter handles body, UI and captions for clarity at small sizes.

ELEMENT	TYPEFACE & WEIGHT	SIZE	TRACKING	LEADING
Logo wordmark	Jost Light	per lockup	+0.40 em	—
Display / H1	Jost Light	44–56 px	+0.02 em	1.1
Heading / H2	Jost Light	30–34 px	+0.02 em	1.2
Subhead / H3	Inter Medium	18–20 px	0	1.3
Eyebrow / Overline	Inter Medium	12–13 px caps	+0.20 em	1.4
Body	Inter Regular	16–18 px	0	1.6
Caption / Label	Inter Regular	12–13 px	+0.04 em	1.4

Font notes

- **Display** — Jost (SIL Open Font License, Google Fonts). Display & wordmark. Always set the wordmark in Light with wide tracking.
- **Text** — Inter (SIL OFL, Google Fonts / rms.me). Body, UI, captions.
- **Web stacks:** Display — "Jost", "Century Gothic", "Futura", sans-serif. Body — "Inter", "Helvetica Neue", Arial, sans-serif.
- **Fallback:** where webfonts are unavailable (e.g. email), use Century Gothic or Arial for headings and Arial or Helvetica for body.

Voice & messaging

Confident, never condescending. Calm, editorial and warm. We make the buyer feel elevated and tasteful, never judged, and we frame everything as: we make it effortless to get it right. Sparing with words.

How we speak

- Confident, never condescending. Elevate the buyer; never judge them.
- Calm and editorial. Describe the feeling and the room, not art theory.
- Warm and personal. We make it effortless to get it right.
- Avoid hype, jargon, exclamation marks, pressure and em dashes.

Positioning statement

Curated, large-scale art that makes a beautiful home feel finished — chosen for you by a curator who knows what good looks like, without the price or pressure of the gallery.

Boilerplate

TABULA is a curated line of large-scale, made-to-order art for the considered home, chosen by curator Lia Snisarenko. A Snisarenko Gallery line, it brings gallery judgment to your walls without the price or pressure of the gallery.

Taglines

- Art that finishes the room.
- Curated, large-scale art. Chosen for you.
- The wall, considered.
- A finished home, without the guesswork.

Curator's notes — in the voice

Strata. Warm, settled bands of sand and stone, like afternoon light moving down a plaster wall. Calm at scale; it asks nothing of the room and gives it depth. Open edition, made to order on premium canvas.

Form. A single generous shape in clay and umber, grounded and quiet. It holds a large wall on its own and sits easily with oak, linen and stone. Signed limited edition of 25.

Horizon. The simplest gesture: two fields of warm neutral meeting at a soft line. Restful above a sofa or bed, and happiest where there is room to breathe. Open edition.

Drift. Soft overlapping fields in oatmeal and greige, like weather passing slowly. Abstract enough to live with for years. Available as canvas or framed paper.

Art direction

Room-scale is the hero. Show the work large on a calm, neutral wall, with real furniture for scale and soft daylight. Let the art be the loudest thing in the frame, and keep everything else quiet.

Principles

- One hero artwork per image, with generous negative space.
- Warm, neutral interiors: plaster, oak, linen, stone, paper.
- Consistent warm white balance; matte, never glossy.
- Detail shots welcome: canvas weave, the edge, the signature on limited editions.

Do / Don't

- **Do** — calm rooms, natural light, straight-on or a slight angle, a clear sense of scale.
- **Don't** — cluttered rooms, saturated or clashing colour, hard flash, tilted phone snaps, heavy filters, competing patterns, logos or watermarks over the art, or art left too small on a large wall.



Representative tonal range for the artwork.

Applications

TABULA | BY LIA SNISARENKO

JOURNAL CURATION SHOP

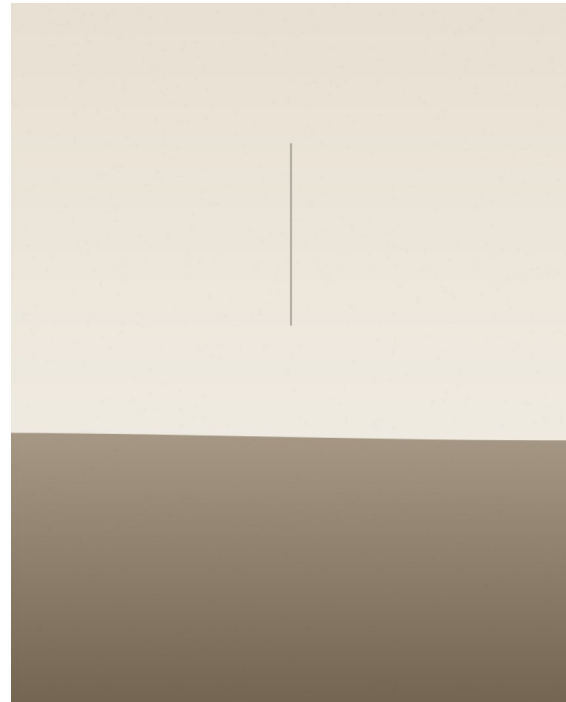
CURATED · LARGE-SCALE ART

Art that makes
a home feel finished.

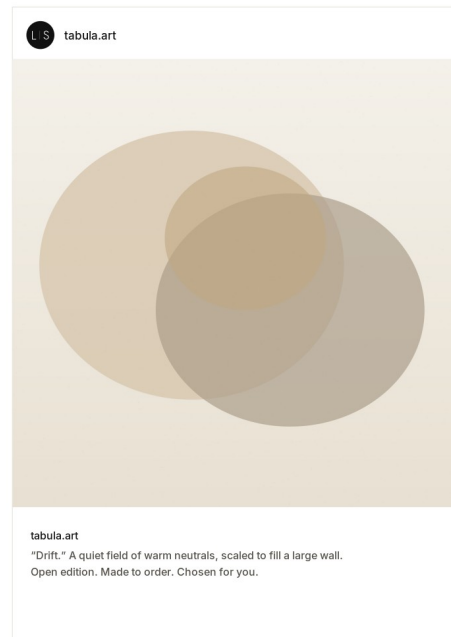
Chosen for you by a curator who knows what good
looks like, without the gallery's price or pressure.

EXPLORE THE COLLECTION

Book a curation →



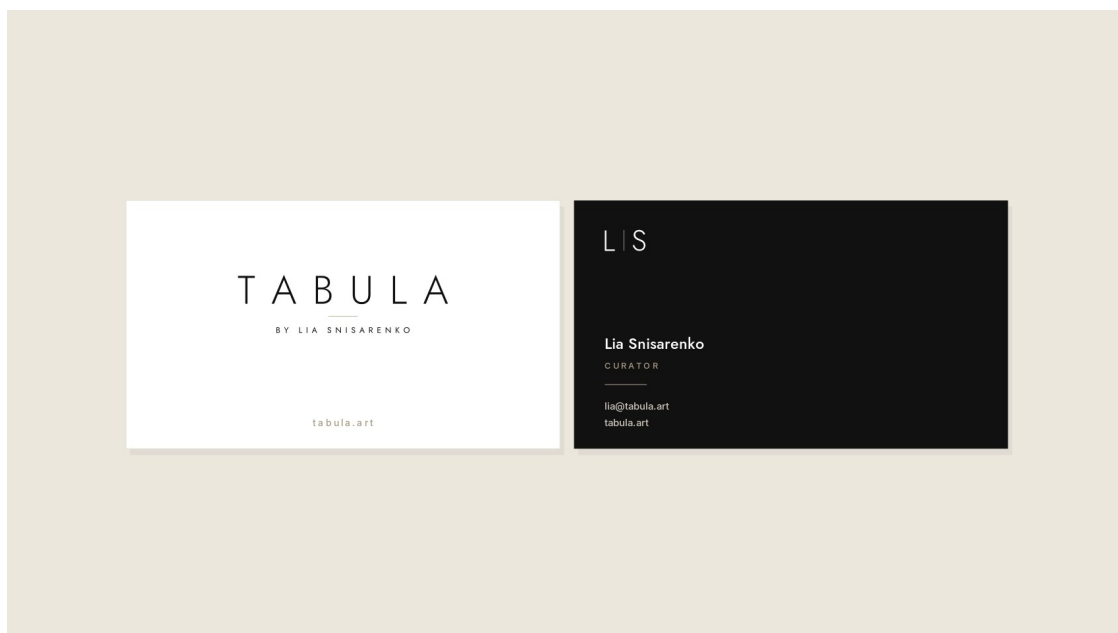
Website hero



Instagram profile & post template



Packaging insert / thank-you card



Business card — front & back

One-page style sheet

TABULA | BY LIA SNISARENKO

QUICK-REFERENCE STYLE SHEET

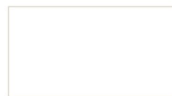
THE MARKS

T A B U L A
BY LIA SNISARENKO

T A B U L A
L | S
monogram · favicon

A SNISARENKO GALLERY LINE

COLOUR



White
#FFFFFF
RGB 255 255 255
CMYK 0 - 0 - 0 - 0



Near-black
#111111
RGB 17 - 17 - 17
CMYK 0 - 0 - 0 - 93



Greige
#A89A86
RGB 168 154 134
CMYK 0 - 8 - 20 - 34

White is the ground.
Near-black for wordmark
and all text.
Greige for hairlines and
small labels only — never
as a loud fill.

ARTWORK TONAL RANGE



#F4F1EA



#E8E0D2



#D9C9B2



#C2A883



#8A7860



#39342D

TYPE

Aa

Jost · Light
Display & headings

Aa

Inter · Regular / Medium
Body, UI & captions

Display

Jost Light · +0.02em · 1.1

Heading

Jost Light · 1.2

Body copy

Inter · 16px · 1.6

CAPTION / LABEL

Inter · +0.06em caps

VOICE

Art that finishes the room.

Curated, large-scale art that makes a beautiful home feel finished —
chosen for you by a curator who knows what good looks like.

CURATED · QUIET LUXURY · PERSONAL · ACCESSIBLE

Clear space = the wordmark's cap height on every side. Minimum width: 150px / 32mm digital, 24mm print.

tabula.art

A SNISARENKO GALLERY LINE

L | S

tabula.art

A SNISARENKO GALLERY LINE