

# PORTFOLIO

## 2021

SERGEI TATARNIKOV

---

CITY BRANDING  
LOGOFOLIO



## WORK EXPERIENCE

1980 - 1885

JEWELRY DESIGNER

1985 - 1988

SCIENTIFIC RESEARCH INSTITUTE OF DESIGN (VNIITE)

1988 - 2002

ARCHITECTURAL DESIGNER

1988 - 2002

ARCHITECTURAL DESIGNER

2002 - 2016

ARCHITECT, INTERIOR DESIGNER

2016 - 2021

GRAPHIC DESIGNER

CITY BRANDING

---

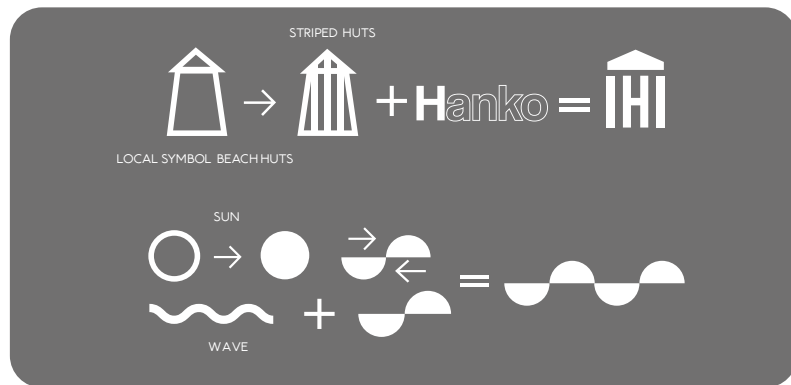
BRAND IDENTITY



BRAND MARK



INSPIRATION

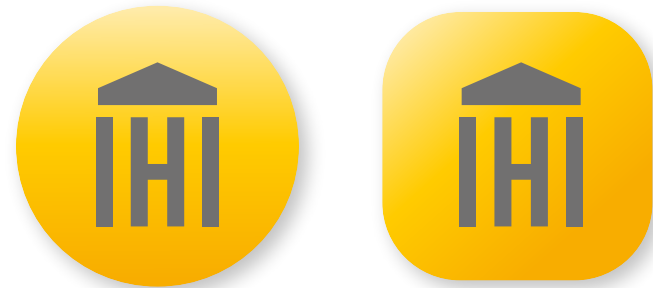


COLOR PALETTE

- F9B233
- 716F6F
- 1D1B1B
- FFFFFFFF



APP ICON



PATTERN



CITY BRANDING

HANKO CITY LOGO

BRAND IDENTITY



COLOR PALETTE

- 1A1A38
- 283481
- 4E9FD8
- F1861D
- E52A21
- ECEDEE



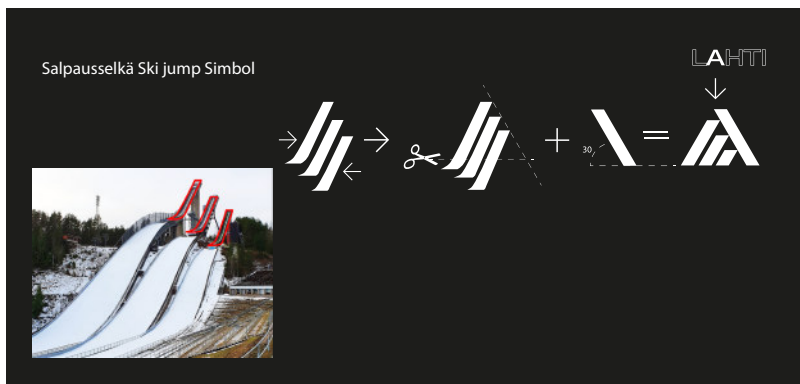
BRAND MARK



APPICON



INSPIRATION



PATTERN



BRAND IDENTITY



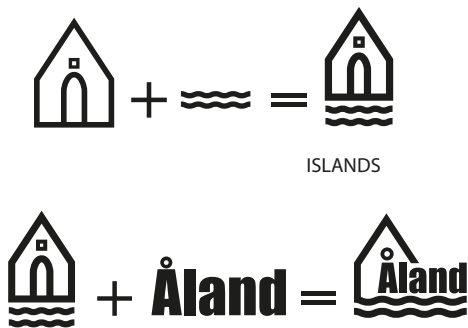
BRAND MARK



INSPIRATION



St. George's church Architectural symbol of the city of Mariehamn, Åland.



COLOR PALETTE

- FFD301
- 283481
- 1D1D1B
- 4E9FD8
- DB1316



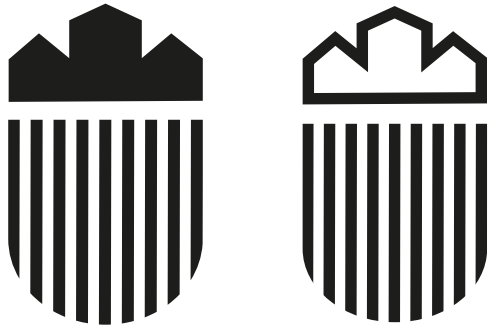
APPICON



PATTERN



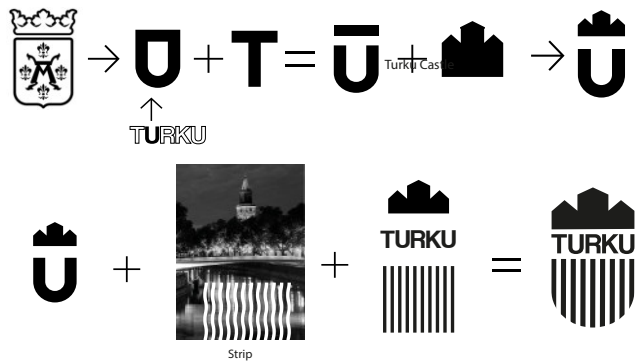
BRAND IDENTITY



BRAND MARK



INSPIRATION



CITY BRANDING

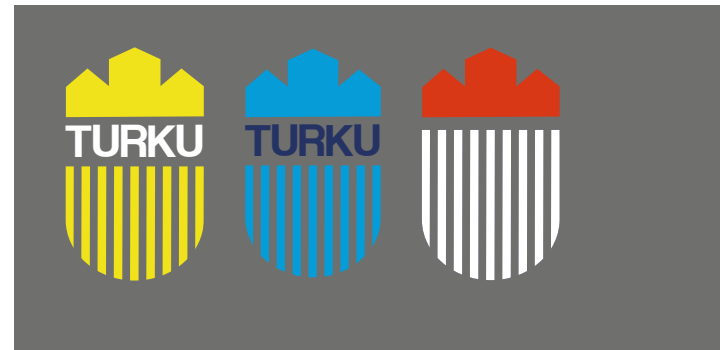
COLOR PALETTE



APP ICON



PATTERN



TURKU CITY LOGO

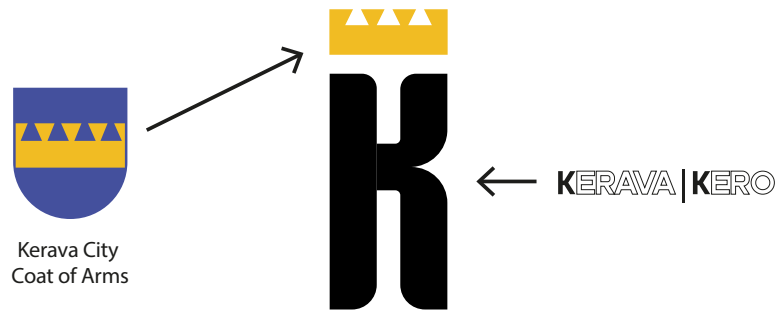
BRAND IDENTITY



BRAND MARK



INSPIRATION



CITY BRANDING

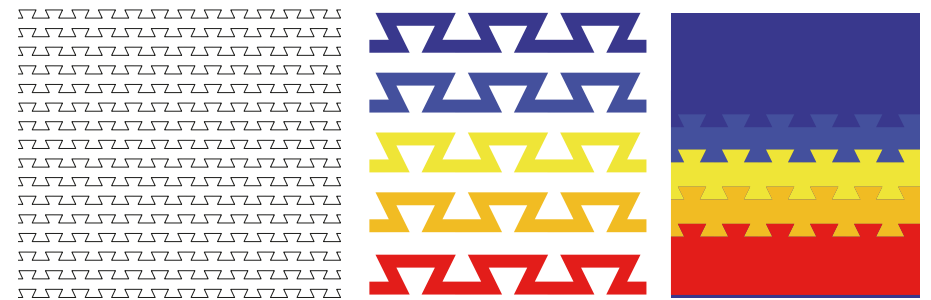
COLOR PALETTE



APP ICON



PATTERN



KERAVA CITY LOGO



BRAND IDENTITY



COLOR PALETTE

- #30358c
- #e9cc3f
- #1186ce
- #878787



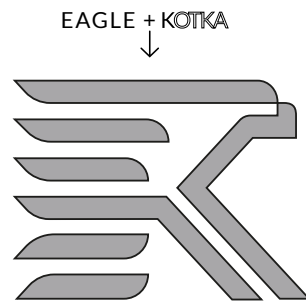
BRAND MARK



APPICON

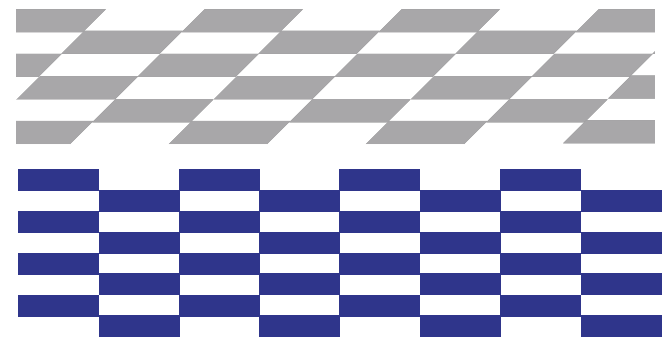


INSPIRATION



Turku Castle

PATTERN

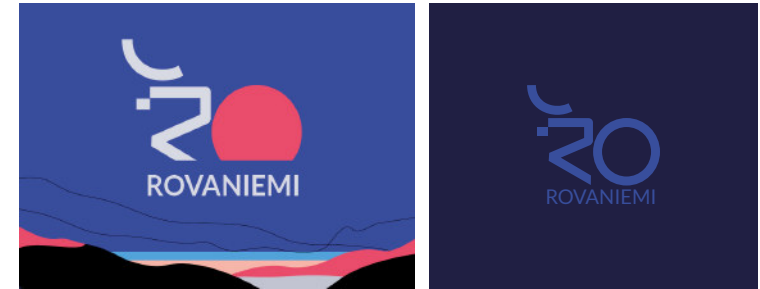


BRAND IDENTITY



COLOR PALETTE

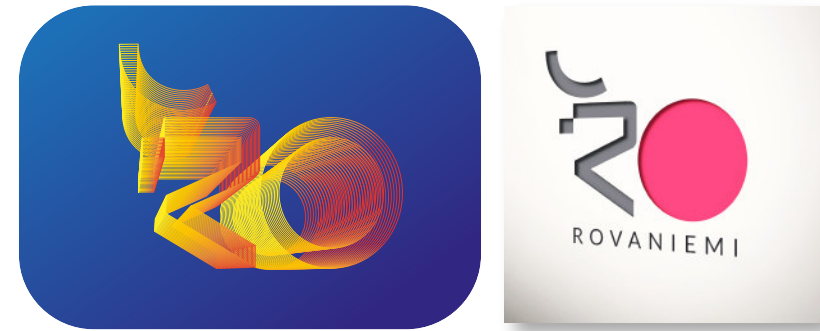
- #372fff
- #fa4b6a
- #ffb8a9
- #53a2da
- #000000
- #aaaaaf



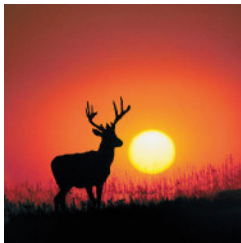
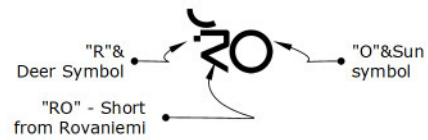
BRAND MARK



APP ICON



INSPIRATION

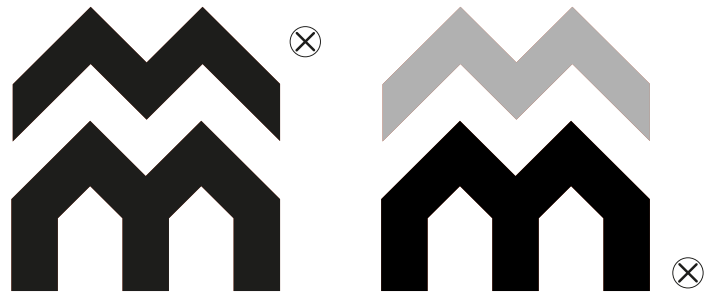


The deer is an ancient symbol associated with the sun, sunrise, light, purity, renewal, rebirth, creation and spirituality.

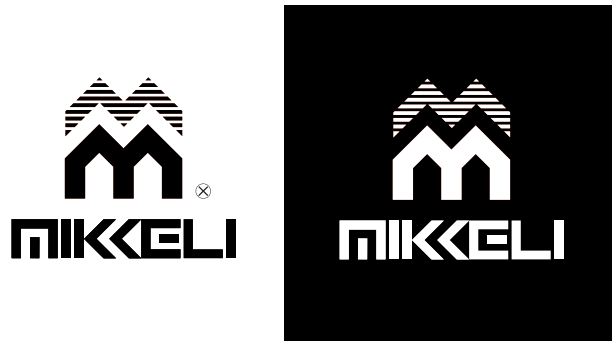
PATTERN



BRAND IDENTITY



BRAND MARK



INSPIRATION

St. Michael's Cathedral



CITY BRANDING

COLOR PALETTE



APP ICON



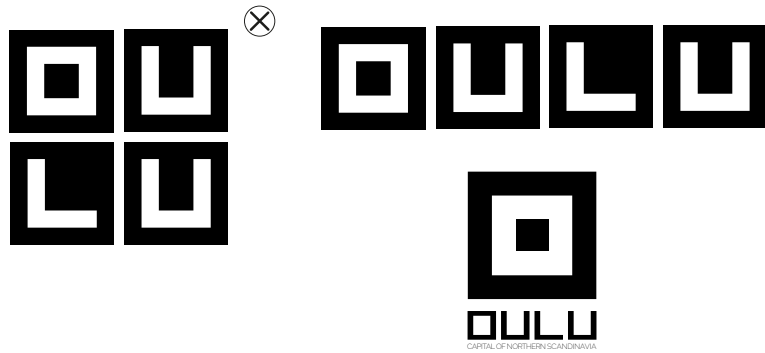
PATTERN



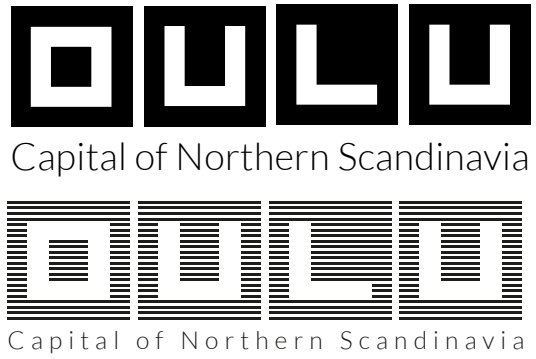
MIKKELI CITY LOGO



BRAND IDENTITY



BRAND MARK



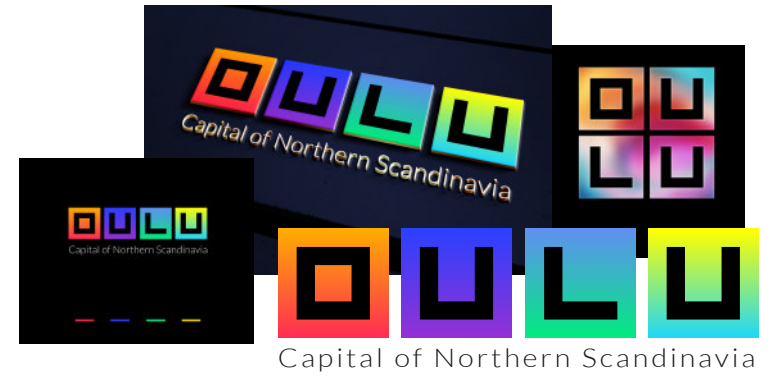
INSPIRATION



Northern lights through frozen glass as a logo metaphor

CITY BRANDING

COLOR PALETTE



MEDIA



PATTERN



OULU CITY LOGO

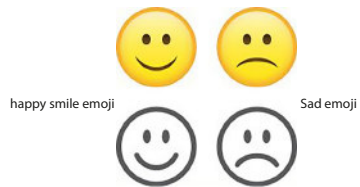
BRAND IDENTITY



BRAND MARK



INSPIRATION

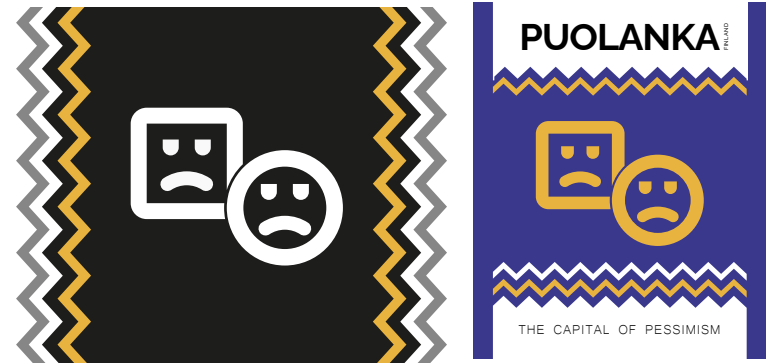


Residents of the city jokingly call themselves the biggest pessimists in the world!

CITY BRANDING

COLOR PALETTE

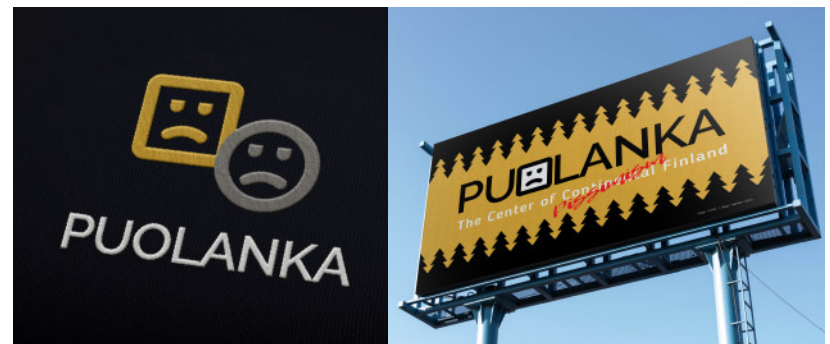
- #30358c
- #1984c6
- #e8ca3e
- #e8b33f
- #878787



MEDIA

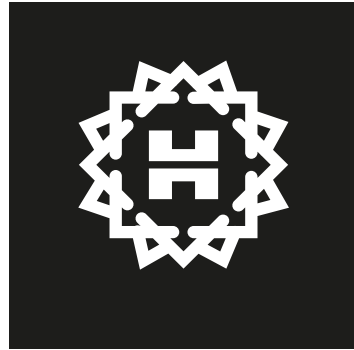
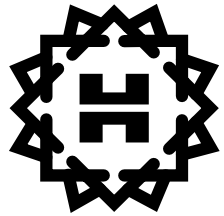


MEDIA



PUOLANKA CITY LOGO

BRAND IDENTITY

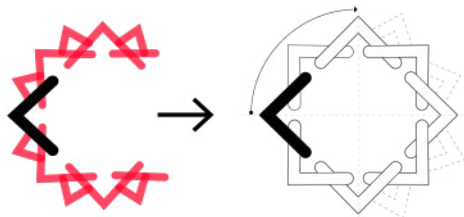
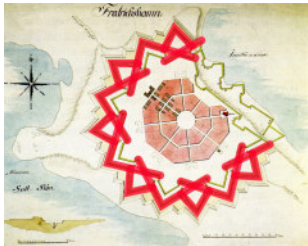


BRAND MARK



INSPIRATION

Friedrichshamn (Hamina) fortress plan



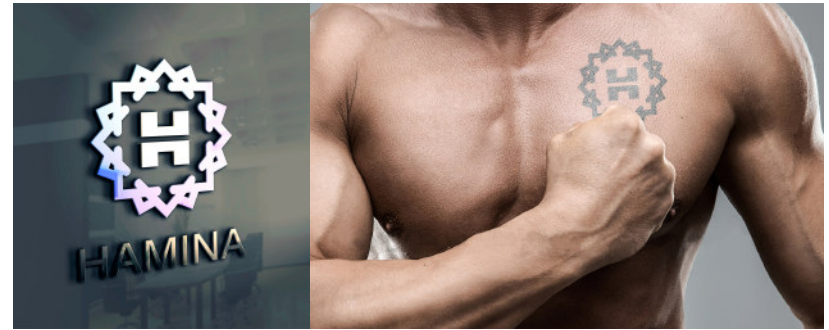
CITY BRANDING

COLOR PALETTE

- #43406
- #021473
- #17710E
- #409609
- #F0A024
- #875530
- #C1272D
- #909B19



MEDIA



MEDIA



HAMINA CITY LOGO

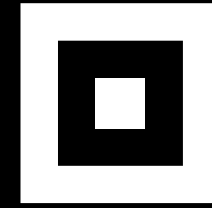
LOGOFOLIO

---





**SIPOO|SIBBO**  
Smart City for Smart People



**OULU**



**akan**  
BORGÅ FOLKAKADEMI



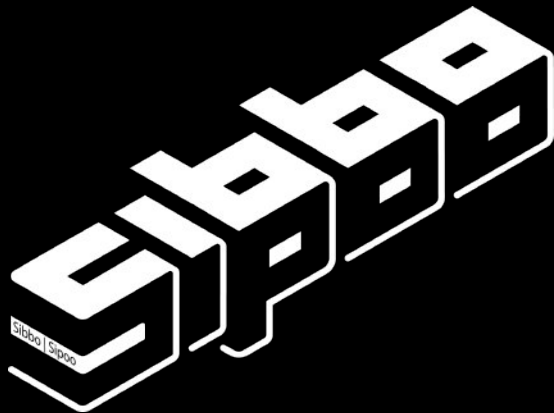
**FORSBY**

**DAVID ARCHITECTS**

**ZEPTEP**  
REAL ESTATE

**SHELL HOUSE**

**JARAM**  
SILVER MOUNTAIN RESORT





Paras Hinta



PRINTCOM  
C E N T E R



PANON<sup>+</sup>  
World of High-tech Development



OULU CAPITAL  
OF NORTHERN  
SCANDINAVIA