

DJ ————— MYRTLE BEACH / 843

NIKITA

Everything a venue, a promoter, a planner or a designer needs to put Nikita on a flyer, a screen or a stage.

@DJNIKITA843



02 / THE DJ

Nikita Huttenlocher.

BOOKING MANAGER • DJ • MC, PIERPOINT EVENTS

Nikita has been DJing for more than ten years, with a background that runs far past weddings: nightclubs, bars, private events, large productions and professional audio, video and lighting rooms. He reads a room, controls the energy of a dance floor and handles the technical side of a night without making it anyone else's problem.

He is Pierpoint Events' booking manager and the founder of VYVE, a live-event technology company building tools for DJs, entertainers and venues.

Years

10+

Style

Open format

Also

Founder of VYVE

Base

Myrtle Beach, SC

Plays

Weddings, nightlife, corporate

03 / THE MARK

The name is the logo.

Six letters drawn by hand. Heavy, cut square, leaning forward. The two I's are channel faders on a DJ mixer: each stem splits around a cap, one pushed up, one pulled down, two tracks mid-mix. The A has no crossbar. "DJ" and the city ride a thin rule above the name in a small monospace.

Three things make it ours.



1

The faders

Left one high, right one lower. The cap is the only colour. The stem breaks around it with a small gap, so the cap looks like it slides.

2

The slant

Nine degrees forward. Every letter, the rule and the small type lean together.

3

The open A

No crossbar. It reads as A at a glance and keeps the shape sharp.

3 colours. Nothing else.

Bone

#F2EFE8

Warm off-white, never pure white.
Paint: an antique or warm white

Ink

#0B0B0E

Near-black with a touch of blue.
Paint: flat black

Hot

#FF4B2B

Red-orange. Only on the two fader caps.
Paint: a fluorescent or safety red-orange

On black

Bone letters, Hot caps. This is the board.

On light

Ink letters, Hot caps.

One colour

Use the all-white or all-black file. The caps go with the letters.

Cover the lid.

Two starting points. Both use the whole lid: the name runs past the edges, the mixer tracks fill the black, Pierpoint gets its own plate. The painter has full creative freedom here. This is a direction, not a drawing to copy.

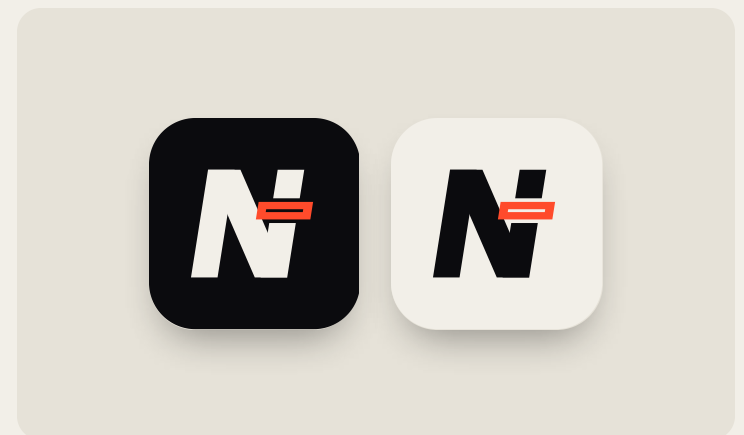
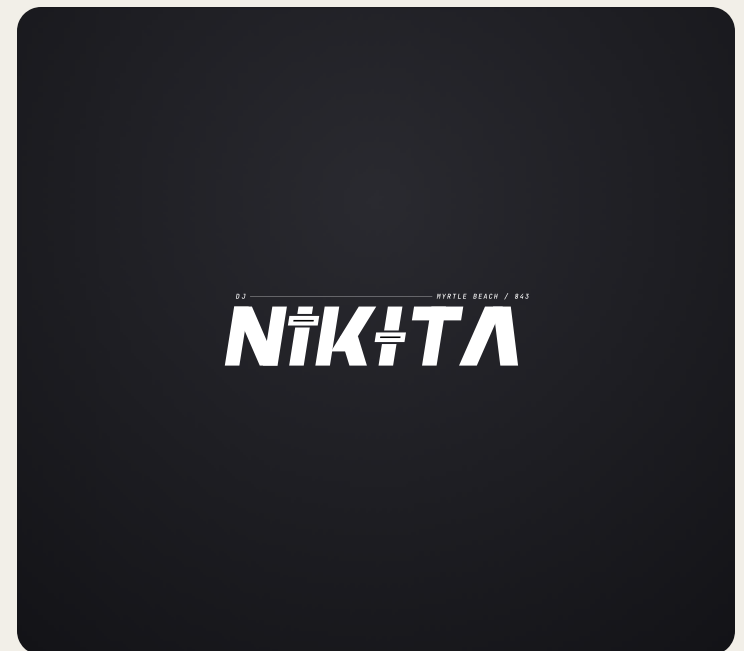
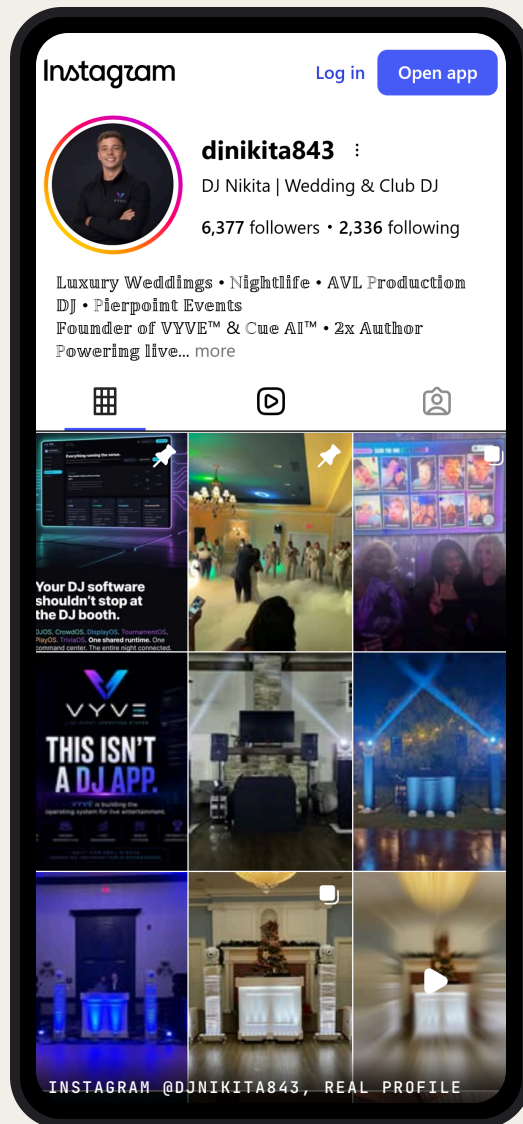


A / Full bleed. The name bigger than the lid, fades behind it, hazard stripe on the bottom rail.



B / Wallpaper. Outlined name tiled across the lid, one solid lockup on a plate, Pierpoint on a badge.

Built to live everywhere.



Photos, ready to run.

Full-size files are in the kit folder (photo-*.jpg). Crop freely; do not add filters or stretch.



Keep it clean.



Clear space

Keep a margin around the mark at least the height of the tallest letter. Nothing inside it.

Do

Trace or project the SVG at any size. Paint it flat. Use the all-white file for a stencil.



The icon

The N with a fader in its right stem. For small spaces, stickers and profile pictures.

Don't

No glow, outlines, drop shadows or gradients on paint. Don't straighten the slant. Don't move the caps. No crossbar on the A.



Chrome

For Instagram and flyers only. Never paint.

Minimum size

Keep the full lockup at least 3 inches wide so the small "DJ" line reads. Smaller than that, use the icon.

What's in the folder.

Logo files come as SVG (vector, any size, no blur) and PNG with a transparent background. Photos are JPG.

logo (dark) / logo (light)

The full lockup on its own background. Screens, flyers, posts.

logo all white / all black

One colour. Painting, vinyl, stencils, embroidery.

logo with handle

@DJNIKITA843 in the top line instead of the city.

photo-01, photo-02

Headshots, 1200 px.

logo transparent, for dark / for light

Drop onto photos and other backgrounds.

logo chrome (social)

Instagram and flyers only.

icon / icon (light)

The N mark, 1000 × 1000. Profile pictures, stickers, small spaces.

CONTACT

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