noortje

visual identity

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concept

dreamy
ethereal
light
hopeful
playful
feminine

the (visual) identity story

in the lucid hush between **sleep and waking**, noortje's music exists. her songs begin as fragments of her own dreams – symbols, whispered sentences, small visitations – and return as **ethereal hyperpop**: bright, catchy melodies wrapped in soft electronics and layered vocal harmonies. each track is a small **dream portal**, gently opening toward inner growth, light, and hope.

her visual identity feels like a **dream journal** in motion: handwritten notes, long **white nightgowns** and dresses, soft fabrics and light pastel colours drifting through gentle, nature-filled worlds. she wanders through misty fields and cottage-like rooms, past wildflowers and quiet trees, as if **sleepwalking** through her own inner landscape. the places she moves through feel familiar – rooms, fields, small everyday objects – but always slightly off, quietly tilted into **surreality**, as if a dream has edited reality just a little. surreal, tender scenes unfold at dusk and at night: a bed standing in the middle of nowhere, a pink sky hanging overhead, the moon and stars watching closely, spirals and flowers appearing like recurring **dream symbols**. it's a soft yet distinct world where dreams, nature and the unseen meet, built around **inner growth and transformation**, with **spirituality** appearing as **childlike wonder** – tender, playful, a little **otherworldly**. her music is meant as a space where you can breathe, dream, and remember that somehow everything will be okay, as if we are being softly guided by the unknown.

character archetypes

the magician

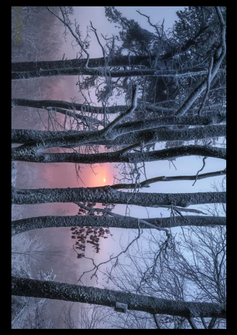
+ the innocent

resonating with the magician archetype, she works with dreams, symbolism and the subconscious. she seeks to create transformation and subtle shifts in perspective - to cast something in a different light. through her music, the listener feels as if they are briefly transported into another world.

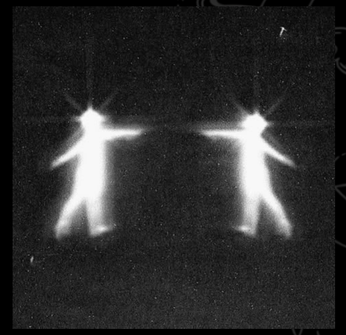
resonating with the innocent archetype, she longs for light, hope, purity, freedom and goodness – for a world in which everyone can follow their own path. carrying a soft side and a deep, childlike conviction that everything will ultimately turn out well.

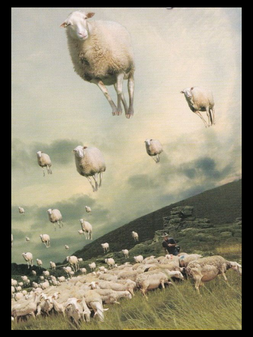
moodboard

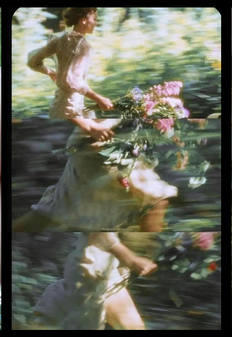


























@MK_TATTOOIST


















fashion

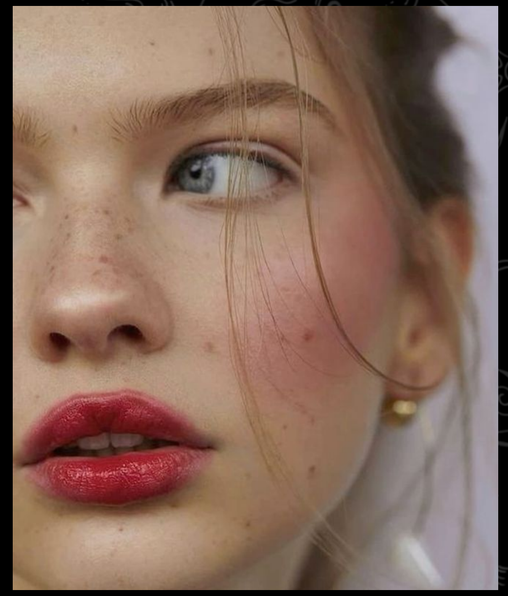
the style drifts between ethereal and grounded: white nightgowns, dresses, satin and lace embody innocence & playfulness, while layered knits, arm warmers and leg warmers add warmth and texture. boots with long socks or cowboy boots anchor the dreaminess to the earth – sturdy, yet playful. colours lean towards white and light, with touches of sky blue and earthy tones, balancing heaven and ground. hair is sometimes adorned with scarves or small fabrics, carrying a sense of ritual playfulness. garments need not remain pristine – they may carry the traces of the forest, a little stained or worn, as if marked by a journey through nature. accessories such as a hood-like scarf, poncho or oversized knit add further layers of protection and mystery. the overall look is dreamlike, ritualistic, and natural – as if the clothes were taken straight from a memory or a myth. possible brands: free people / kimchi blue.









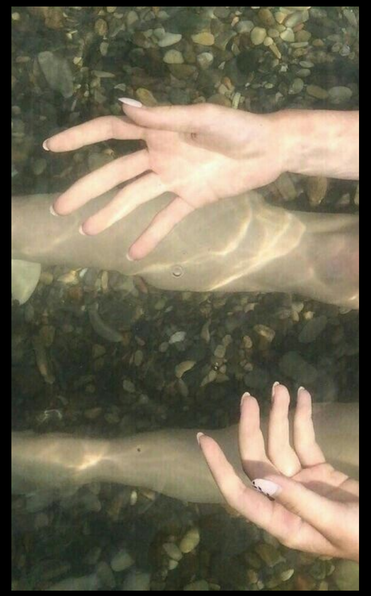
make up & hair

her face carries the coolness of a winter night spent outdoors, as if the chill of the wind still lingers on her skin. her complexion feels natural, fresh, and effortless, with a soft pink flush—like rosy cheeks after a walk through the woods. her lips catch the light with a clear, transparent gloss, as though their glow were borrowed from the cold itself. her eyes are framed by a subtle line of dots—graphic eyeliner, sometimes white, sometimes brown—adding a quiet, mysterious accent. her long blonde hair falls loose, with the occasional braid coming undone in the wind. it is never too neat: slightly wild, a little tangled, as if she has wandered through meadows and forests. here and there, flowers and leaves get caught in her hair—traces of the natural world she carries with her. the overall look feels as though nature itself shaped her makeup and hair: playful, ethereal, and untouched by artifice.









posing style

movement & action is central: always on the way, searching, caught in the moment. Gazes turn away from the camera: the world around her matters more than the lens. playing, running, singing, sleeping – always busy, always in action. sometimes with an instrument, sometimes lost in a ritual gesture. the body tells a story of journey and discovery, never still, always in transition.





photo editing

the photographic style forms a dreamy foundation, analog, warm, and softly out of focus, as if the image itself were captured by memory. the colors are gentle: faded moonlight blending with hues of pink, mint green, and deep nocturnal blues. the grain of 35mm film gives it a tactile, texture, grounding the ethereal in something tangible. this base captures a fleeting, natural moment, a breath of reality suspended in the dark.

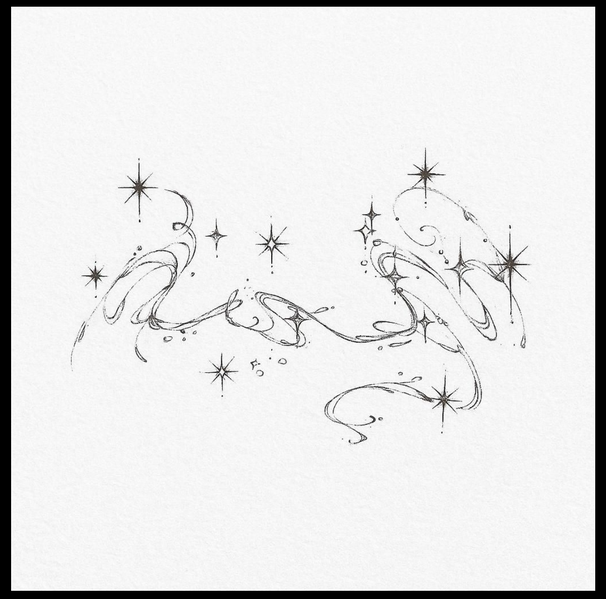
creative guidelines









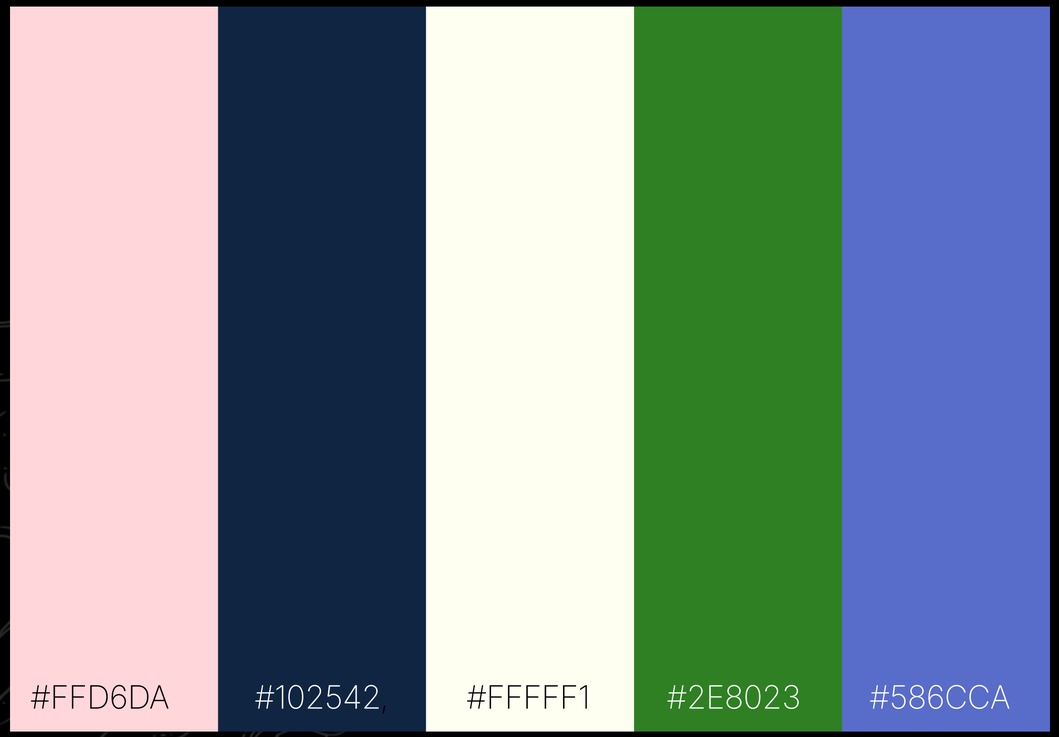


art style

the vibe

the visual style combines fine-art, cinematic photography with an ethereal layer of organic line illustration. ornamental filigree motifs, often featuring celestial and symbolic elements such as moons, stars, and sigil-like marks, are seamlessly integrated into the image through soft glow and light-leak blending. rather than sitting on top of the photograph, these overlays feel luminous and embedded in the scene, creating a dreamlike, surreal photomontage that adds narrative depth and a sense of quiet magic.

colors



the vibe

This color palette is built around a soft, cinematic contrast between intimacy and atmosphere. Warm White (#FFFFF1) forms the visual foundation, used for nightgowns and the delicate illustrative overlays, keeping the imagery light, airy, and timeless. Blush Pink (#FFD6DA) is reserved for subtle glow on skin, adding warmth and a sense of tenderness without overpowering the frame. The two blues shape the nocturnal world: Midnight Blue (#102542) anchors night skies and darker set elements, while Periwinkle Blue (#586CCA) brings a lighter, dreamlike blue tone to props and décor—echoing the softness of the pink while maintaining a cool night mood. Finally, Evergreen (#2E8023) grounds the visuals in nature, reinforcing an organic, living backdrop that balances the ethereal styling.

objects & symbols









the vibe

the moon, spiral, north star and night flowers. a night-blooming flower (moonflower, evening primrose, queen of the night / night-blooming cereus, night-scented stock, four o'clock flower) symbolises hidden beauty, dreams, transformation, and everything that quietly opens in the dark. these objects and symbols should be displayed as illustrated overlays or props in videos, photography and artwork.

typography

the vibe

italianno is used as the display font and is styled as outlined type: the contour/stroke is visible while the fill is transparent, so the interior of each letter takes on the background color. the main header font is inter tight (medium cursive). the body text is inter tight (extra light) to keep text clean, modern, and highly readable. all typography is set in lowercase to maintain a playful touch.