



Official Brand Book

Who is justin.?

justin. is a creator whose work spans audio production,
film, and digital storytelling

justin. believes in creating content that is genuine and
representative of people and their stories, rather than
creating corporate content

justin. is a brand. The lowercase “j” and period are
imperative to communicate
simplicity with authenticity

Logo/Wordmark

The primary logo is a wordmark that uses a serif typeface, called DejaVu Serif, to create a confident, authentic presence. The logo should be used in full color whenever possible

justin.

Primary Application

justin.

justin.

Use the lowercase "justin." wordmark for clean applications where the full logo isn't appropriate

The j

The j was never meant to be loud.
It was never meant to stand above everything else.
It represents the things I choose to build quietly.
The things I care about without needing to prove it.
I don't need you to hear my name.
I need you to feel my work.
That's what this is.
Expression

j.

Color Palette

This palette was chosen with a vibrant orange paired with deep navy and soft cream. These colors create contrast and convey both energy and sophistication (and of course, well, because orange is my favorite color)

	<p>Sunburst Orange HEX: #FF8000 RGB: 255, 128, 0 CMYK: 0, 64, 100, 0</p> <p>Main accent color representing energy and creativity</p>
	<p>Deep Sea HEX: #003D4D RGB: 0, 61, 77 CMYK: 100, 21, 0, 70</p> <p>Secondary color for depth and contrast</p>
	<p>Soft Cream HEX: #F9F5EF RGB: 249, 245, 239 CMYK: 0, 2, 4, 0</p> <p>Neutral background to balance brightness</p>

Use orange for highlights and calls to action. Navy anchors the design, while cream provides breathing room. Avoid using all three colors in equal proportion

Typography

Primary Font: DejaVu Serif (Aa Bb Cc 123)

DejaVu Serif is the main typeface used to represent the justin. brand. It is used for headings, titles, and key brand moments because it feels classic, grounded, and expressive without being overly formal. Its serif details give the brand a more thoughtful and personal tone, which fits the quiet but intentional identity behind justin. This font should be used whenever the goal is to create emphasis, presence, or a more editorial feel

Secondary Font: Cascadia Mono Light (Aa Bb Cc 123)

Cascadia Mono Light is used for supporting text and body copy throughout the brand book. It creates contrast against DejaVu Serif by feeling more modern, technical, and minimal. That balance helps the brand feel both creative and precise. This font works best in smaller passages, descriptions, and informational text where readability and structure matter most

Brand Voice & Personality

The tone of the Justin. brand is creative, confident and authentic. Colors are described with unique names because personality matters

Use your voice to convey authenticity and warmth. Speak like a collaborator rather than a salesperson. Infuse your communication with passion for media and design

Usage Guidelines

Do's	Don'ts
Do use plenty of whitespace to let the content breathe	Don't stretch or distort the logo
Do keep the orange color as an accent, not the background	Don't use multiple typefaces besides our approved fonts
Do align elements cleanly and consistently	Don't place text on top of the orange color without sufficient contrast

Contact & Social

Connect with justin. and see more of his work:

- YouTube: youtube.com/@elitsohh
- Portfolio: youtube.com/@ReifeisTDMP
- SoundCloud: soundcloud.com/younginprod
- Upwork: tinyurl.com/justinreifeis
- Calendly: tinyurl.com/1on1withjustin