

JUSTIFIED

Visual Guide 2026



Every stroke has a reason

Element	Direction	Role
Color	Black / Dark Gray / Silver / Neon Purple	Premium + Authority + Creative Accent
Typography	Modern Serif + Geometric Sans + Hand written	Prestigious + Intelligent
Logo	Controlled Scale & Placement	Brand Recognition
Shape	Abstract / Organic	Creative Freedom
Light	Ambient + Purple Glow	Open Atmosphere + Focus
Background	Dark / Minimal / Premium	Create Depth
Key Visual	Typography Brush	Signature / Concept
Hierarchy	Key Visual > Logo > Information > Supporting Elements	Control Attention

Typographic Brush:

Thoughts > Reason > Design > Identity > Art

Direction:

- Organic
- Dynamic
- Abstract
- Thought-driven

“Brush เกิดจากตัวอักษรและคำที่สะท้อนกระบวนการคิดของ Designer

มองไกลเห็นเป็น Brush

มองใกล้เห็นเป็น Words / Ideas”



Black: Primary Background / Base > Authority / Serious / Premium

HEX	#0A0A0C	CMYK	17 / 17 / 0 / 95
RGB	10 / 10 / 12	Pantone	Black C

Dark Gray: Secondary Background / Depth > Structure / Layer / Contrast

HEX	#1B1C20	CMYK	16 / 13 / 0 / 87
RGB	27 / 28 / 32	Pantone	Cool Gray 11 C

Silver: Used for premium highlights, typography and metallic surfaces.

HEX	#BFC1C5	CMYK	3 / 2 / 0 / 23
RGB	191 / 193 / 197	Pantone	877 C

Neo Purple: Accent / Focus / Energy > Creativity / Artistic Expression / Visual Direction

HEX	#9B3DFF	CMYK	39 / 76 / 0 / 0
RGB	155 / 61 / 255	Pantone	2592 C

Primary: Domine (Semibold)
Modern Serif > Elegant / Premium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz / 0123456789

Information & Paragraph: Montserrat
Geometric Sans > Clean / Intelligent / Readable

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz / 0123456789

Mood / Supporting Text: Nothing You Could do
Handwritten > Human + Artistic Feeling

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz / 0123456789

JUSTIFIED

Means:

having a good, valid reason for an
action, decision, or idea, or text
that is aligned evenly along the
margins

Everything is appropriate
in its own way.

Ambient Light:

Creates an open, neutral atmosphere that minimizes emotional cues, allowing the concept and artwork to shape perception.

Purple Glow:

Used as accent lighting to create a focal point and guide the eye.



1. Concept First. Decoration Second

Every stroke has a reason.

2. Establish Clear Hierarchy

Key Visual / Main Message > Logo / Brand
> Information > Supporting Elements

3. Use Negative Space

- Create a premium feel
- Enhance the clarity of the main element
- Establish rhythm in the layout
- Create space for the concept to shine

Less visual noise. More visual impact.

4. Create Direction & Focus

Movement > Focus > Brand

5. Balance Freedom with Consistency

Fixed:

- Color
- Typography
- Logo
- Key Visual Language
- Light / Material Character

Flexible:

- Position
- Scale
- Crop
- Composition
- Negative Space

CONSISTENCY IN CHARACTER, FREEDOM IN COMPOSITION.