



BRAND GUIDELINES AND ASSETS | SEPTEMBER 2026

Foster Thinking.

The home for Justin Foster's work. Brand crafting for conscious leaders.

Branding on purpose.

Brand Crafting is the skill of extracting the essence of an organization or a person, and sharing it with the world. Foster Thinking is where that work lives: Brand Activation for companies, Oracle Brands for founders, F the Formula for solo pros, plus the speaking and the books.

THE VOICE

Heretical and pragmatic. Esoteric, never abstract. Humble confidence. Foster Thinking challenges the thinking, and means it.

THE SYSTEM

Logos.

STANDARD • LIGHT GROUNDS



REVERSE • DARK GROUNDS



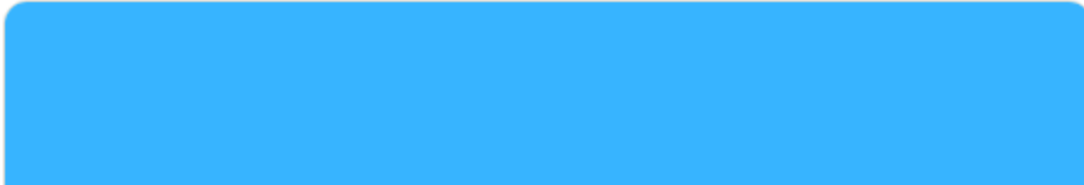
THE MARK • AVATARS AND FAVICONS



Clear space: keep at least the height of the blue dot on every side. Minimum size: below 160 pixels wide, use the mark alone. Never recolor the logo, stretch it, add effects, or square off the dot. The dot is always a perfect circle.

THE SYSTEM

Color.



Sky
#38b6ff
The logo blue. Graphics and big moments.



Deep blue
#0f76c2
Color bands, buttons, links.



Ink blue
#0b5f9e
Small blue text and labels.



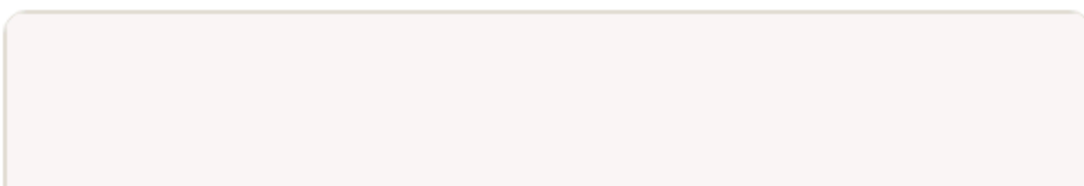
Charcoal
#555555
The wordmark gray.



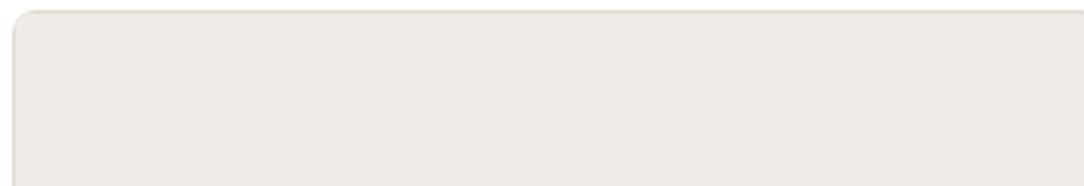
Ink
#2e2e2e
Headlines and body text.



Night
#1d1d1b
Footers and dark blocks.



Paper
#faf9f5
The warm ground.



Paper dim
#f1efe8
Alternating bands.



F the Formula red
#e5202b
F the Formula only. Never a site color.

Rokkitt

Headlines • 700 to 800

Brand crafting for conscious leaders

Source Serif 4

Body • 400

Brand Crafting is the skill of extracting the essence of an organization or a person, and sharing it with the world.

IBM Plex Mono

Labels • 500 to 600

01 • SECTION MARKERS AND BUTTONS

Caveat

Mantras • 500

Branding on purpose.

How the brand behaves.

- + Photos of Justin are always black and white. The blue does the color work.
- + The blue dot can hold a photo, bleed off an edge, or stand alone. It stays a perfect circle.
- + Big statements end in a round blue dot, echoing the logo, not a squared-off period.
- + Mantras are set in the handwriting face, unexplained. If you read it, great.
- + F the Formula red belongs to F the Formula. It never becomes a site color, so Foster Thinking and Massive stay unmistakably different places.
- + No stock photography. Typography, the dot, and Justin do the work.

Prepared for Foster Thinking by [sparklecreative](#) · September 2026