



DigiJunks

Brand Guidelines



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01 – DigiJunks Brand Position



Brand Story

DigiJunks embodies the idea of giving second-hand digital cameras a new life while embracing creativity and sustainability. The name reflects the playful charm of transforming “junk” into treasures for photographers and creators who value both functionality and character.

At its core, DigiJunks is about celebrating the novelty and experience of using pre-loved cameras that carry great memories, adventures, and milestones captured. DigiJunks supports accessible photography for everyone, through playful, approachable, and resourceful cameras.

Mission

To make photography accessible to everyone by providing high-quality, affordable second-hand digital cameras, ensuring every storyteller has the right tool to capture their vision.

Vision

To be the most trusted marketplace for second-hand digital cameras, fostering a sustainable photography community where creativity thrives and gear gets a second life.

Values

Playfulness: Sparking joy through fun, novel photography.

Nostalgia: Capturing memories with timeless gear.

Authenticity: Showcasing unique cameras and stories.



02 – DigiJunks Visual Identity



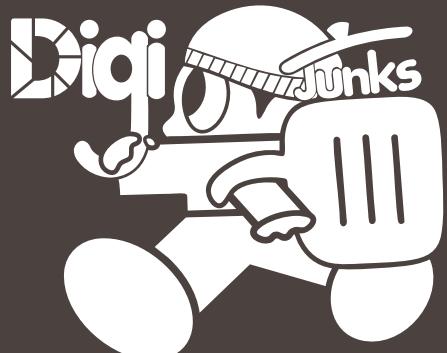
Logo

The DigiJunks logo embodies the brand's ethos of reviving forgotten digital cameras with a fresh, creative twist. "Digi" represents digicams, while "Junks" symbolises breathing new life into old gear. The character, a playful and street-style figure, reflects the spirit of rediscovery—like a scavenger uncovering hidden gems. With a dynamic pose and a beanie adding a rebellious edge, the design captures the essence of nostalgia, creativity, and the underground culture of collecting and appreciating vintage tech.

Primary Logo



White Logo



02 – DigiJunks Visual Identity

Variations

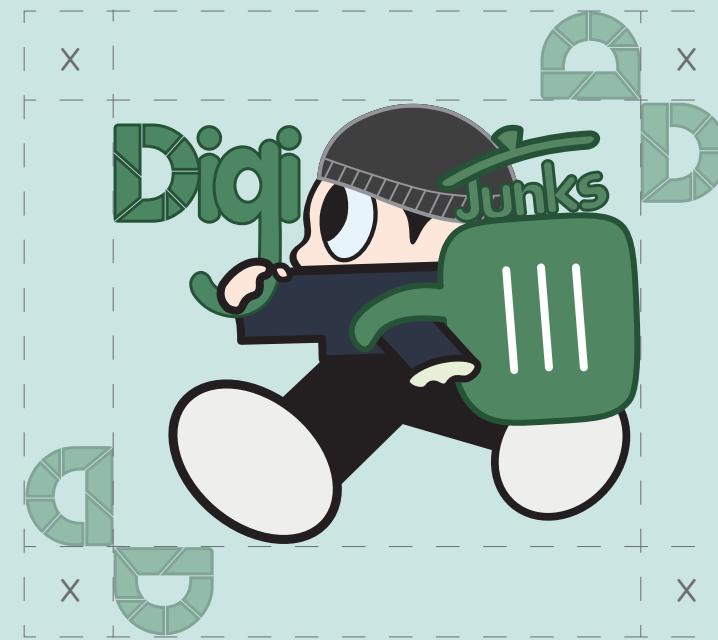
The full colour logo is the primary variation, commonly used across digital platforms and branding materials.

The white version is designed for dark backgrounds, making it ideal for high-contrast applications and minimalistic designs.

Exclusion Zone

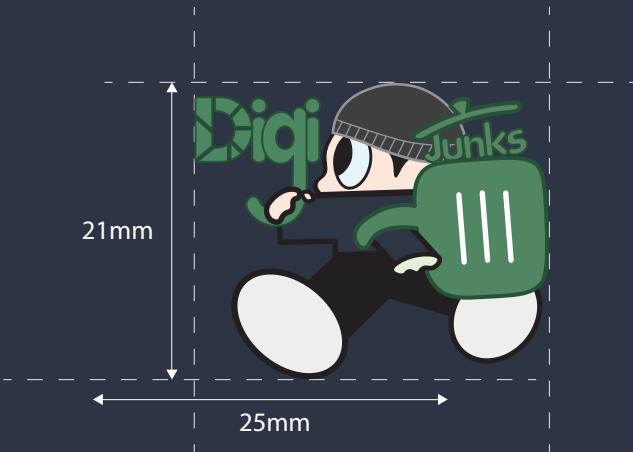
To maintain a professional and cohesive look, keep all elements outside the dotted margins. This clear space ensures the logo remains sharp, legible, and free from visual clutter.

The minimum clear space is defined by the size of the logo's "D," providing a protective buffer on all sides.



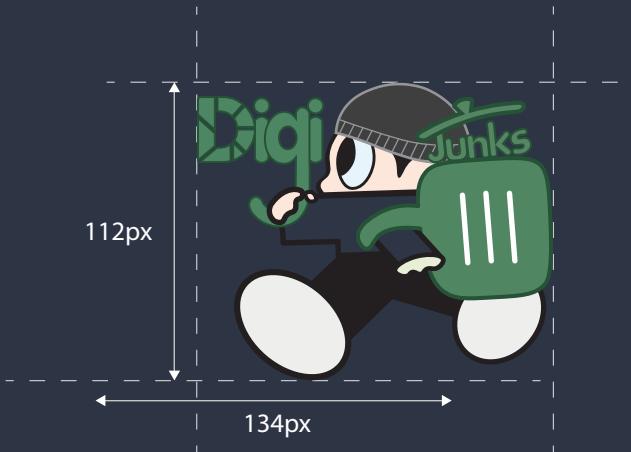
Minimum Size

For Print



To maintain visual clarity of the logo in printed materials, ensure it has a minimum width of 25mm and height of 21mm.

For Digital

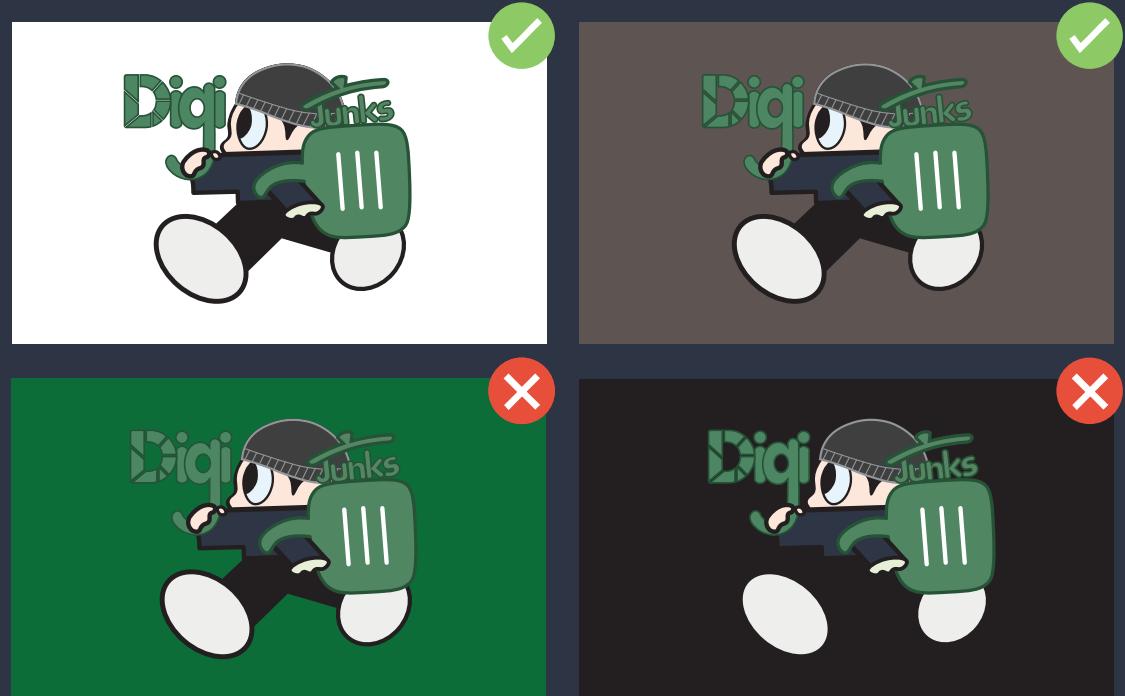


To maintain visual clarity of the logo in digital materials, ensure it has a minimum width of 134px and height of 112px .

Usage Specification

Dos:

1. Choose background colors that create strong contrast with the brand logo.
2. Use backgrounds that align with the brand's color palette.



Don'ts:

1. Avoid backgrounds that closely match the logo's colors.

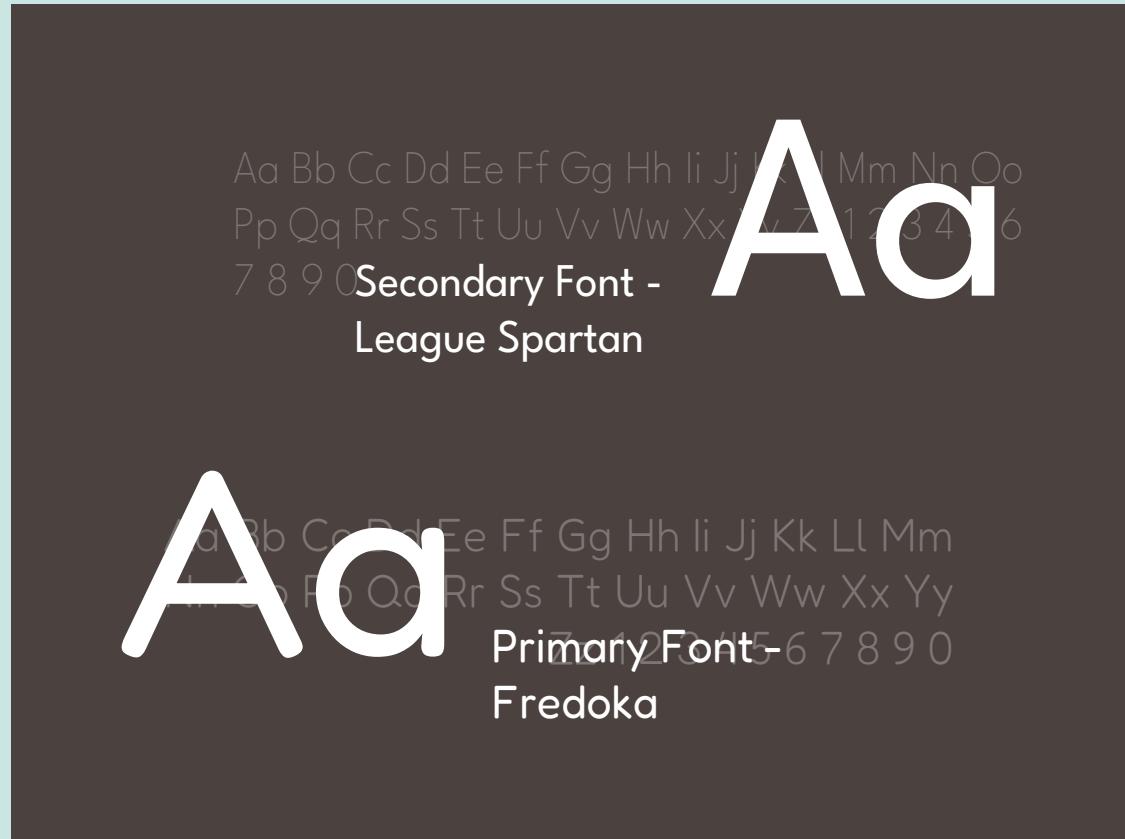
Typography

Header Font: League Spartan

League Spartan has a geometric, bold, and professional style. It serves as the perfect choice for headings, balancing the playful energy of Fredoka with a grounded and structured design.

Body Text Font: Fredoka

Fredoka embodies a friendly, rounded, and modern aesthetic that aligns with the brand's playful and approachable nature. Its clean curves and bold presence make it ideal for body text, subheadings, and key messages that need to grab attention while maintaining a fun, creative tone.



03 – Core Design Elements

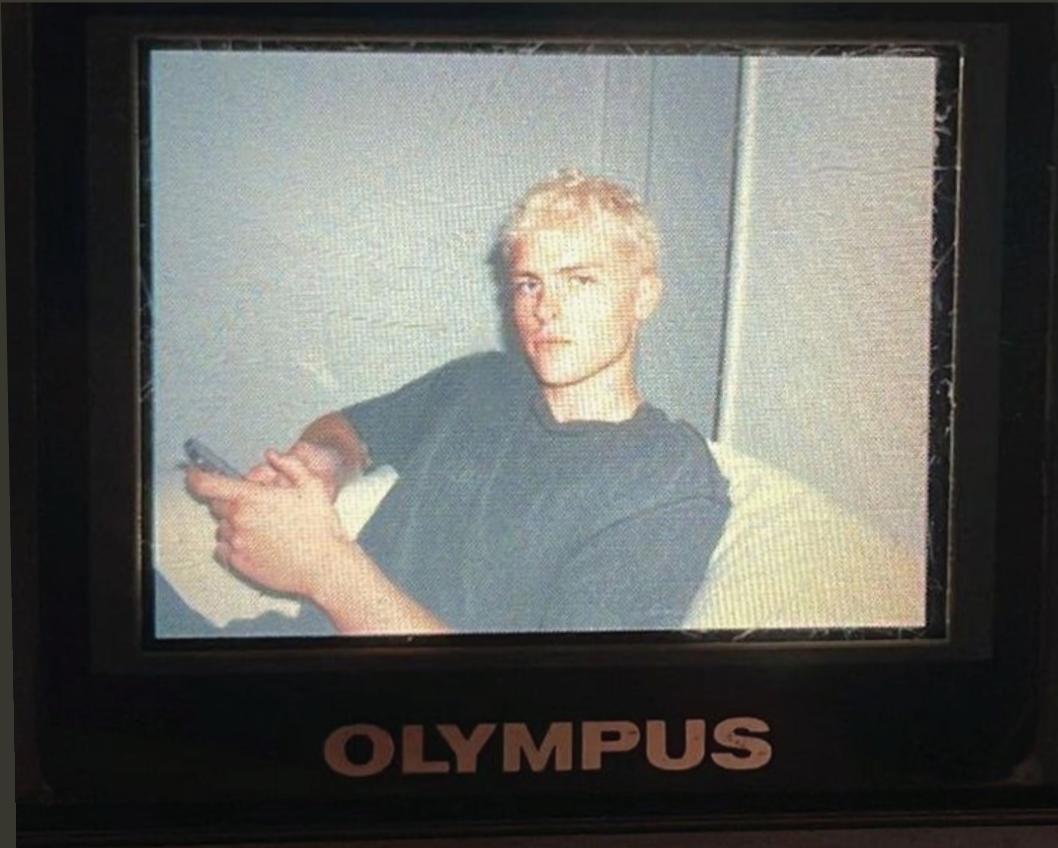
Colours

Teal	Dark Blue	Light Green	Dirty Green	Brown
CMYK (20%, 1%, 11%, 0%) #CBE5E1	CMYK (81%, 71%, 51%, 47%) #2E3544	CMYK (70%, 28%, 71%, 10%) #D2DDCE	CMYK (66%, 59%, 69%, 57%) #383830	CMYK (61%, 62%, 62%, 45%) #4C423F

Visual Quality

Digijunks embraces a warm, vintage-inspired aesthetic with earthy brown tones and a slightly aged charm. Our visuals should feel nostalgic yet intentional—think classic textures, soft lighting, and subtle grain to add depth and character. Avoid anything overly polished or ultra-modern; instead, lean into a naturally worn-in, timeless look. Showcase our products in authentic, lived-in settings, mixing curated shots with candid, everyday moments that highlight their practicality and charm. Keep images clear and well-composed, ensuring a balance between aesthetic appeal and raw authenticity.





Digital Personality

Aesthetic but Unpolished – Think film grain, natural light, and off-the-cuff moments.

Less Talk, More Vibes – Let the visuals and culture speak for themselves. Keep captions short, witty, and real.

Authentic & Underrated – Engage with our followers, speak in a way that feels real, not corporate or forced.

