

PRESS / MEDIA KIT FOR JUST2BOYS



LOGO BANNER
(no white variation)



Ian Norum

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Javi Ben Bueno

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Just2Boys is a creative production agency focused on making **music videos that don't suck**.
The boys pitch and develop ideas for artists in order to create original concepts.

Their **Just2Boys Podcast** discusses the making-of and reception of each video created with the artist, which further helps market the artist. One podcast episode per released video and several social clips along with it.

The two pull from extensive years in the film industry; Javi in the commercial space,
Ian in the documentary and narrative space.

Branding is purposefully and unabashedly non-conforming, bold, borderline abrasive.

Just2Boys follows very specific rules for creating music videos:

- no music video concepts that are set in basic warehouses, white cycs, or live performances
- only work with artists whose music we enjoy
- focus on unique concepts at an affordable price



PODCAST LOGO

black with white stroke
(no white variation)

FONT:

Roboto Black & Roboto Light

COLOR:

Black = #000000, Brown = #8a3b00

