

Grow without losing yourself.

Jatto Abdul

Engineer. Entrepreneur. Mentor. Author.

A personal website that connects the work,
the learning and the person behind them.

Cinematic website identity

Story · Colour · Type · Motion · Copy



Current portrait treatment; interim asset.

One person. A connected story.

Jatto builds software, shares ideas and mentors young people navigating career, character and faith.

The promise

You can grow in ambition, confidence and influence while staying close to your faith, character and sense of self.

The welcome

The Open Door is the internal idea of welcome. Public copy introduces Jatto directly; avoid a literal house tour or “many rooms” explanation.

The posture

Speak as someone still learning. Let useful work, lived experience and honest reflection give the message weight.

The voice

Calm, warm, practical and grounded. Use first person, contractions and connected thoughts. Keep public copy free of em dashes and numbered chapters.

A person first. A signature of motion.

Signature

Use the authentic lamplight signature in the loader, header and footer. Preserve its proportions and provide the accessible name “Jatto Abdul”.

Portrait

Show the real person on arrival, before scrolling. Keep the face clear of text and dense effects. Preserve likeness and natural skin tone.

Interim formation: JATTO

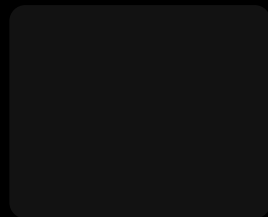
The triangular word formation surrounds the portrait. JATTO is an approved interim scene object. A single-object symbol can be explored later; do not turn this study into a permanent logo or favicon.

Meaningful scene objects

Bulb for ideas, open book for writing, play for speaking, and open hands for faith and ambition held together. These are narrative objects, not additional brand marks.

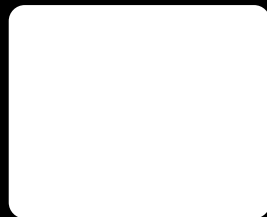
Retain bold triangular particles, spatial depth and foreground movement. Keep the portrait photographic.

Colour gives each action a role.



Canvas

#000000



White

#FFFFFF



Ash

#9A9A9A



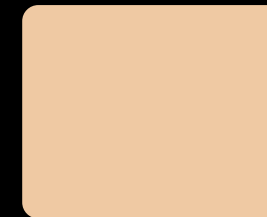
Silver

#BDBDBD



Maroon

#792A3D



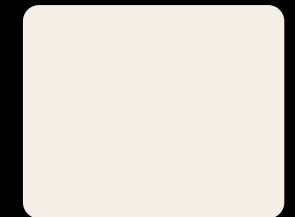
Lamplight

#EFC9A3



Navy

#1B3358



Warm bone

#F4EEE6

Primary action

Maroon fill with a white label. Move to navy on hover and keyboard focus. Keep the lamplight focus outline visible.

Explore my work

Hover / focus

Selected emphasis

Lamplight carries the signature and the phrase “grow without losing themselves”. Black and neutral text leave space for the person and particle field.

Avoid maroon or navy text on black. Keep essential text readable over every moving scene.

Warm bone is the approved homepage text treatment. The canvas swatch is lifted here so its boundary remains visible.

Typography carries the story.

I am Jatto Abdul.

Engineer. Entrepreneur.
Mentor. Author.

Website direction

PP Neue Montreal: regular display, light editorial passages, regular detailed reading and semibold uppercase navigation.

DISPLAY 400 / EDITORIAL 200
DETAIL 400 / NAVIGATION 600

Navigation: 14px, line height 1.2, tracking .025em. Use responsive display sizing and comfortable line lengths. Inset hero copy farther than the signature rail.

The display should feel spacious and personal. Inner pages inherit the type relationships, then settle into a comfortable reading rhythm.

PDF typesetting uses Helvetica. PP Neue Montreal is the website direction; confirm a suitable web licence before production.

A homepage with a beginning and an end.

Meet Jatto

Real portrait inside JATTO; work and writing actions.

I'm growing, too.

The same formation and portrait move left.

Still learning. Sharing as I go.

Scatter; invite visitors to explore talks.

A separate mission

Faith and ambition, together. No extra CTA.

Ideas become useful work

Bulb; Discova with a compact TrustKarry feature.

Put it into words.

Open book; one real essay to begin with.

Some conversations need a voice.

Play formation; a real talk or video.

Find your footing.

Quiet field; mentoring and ways to connect.

People along the way

Professional recommendations with real attribution.

Keep becoming. Stay rooted.

Open hands gather around the reflection.

What are you working toward?

Hands settle; contact and a quieter YouTube link.

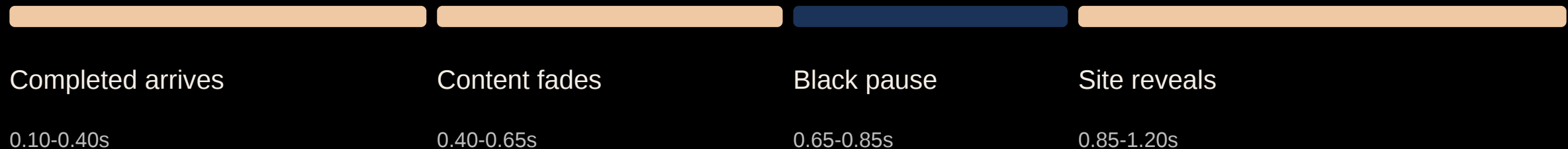
A connected footer

Signature, page navigation, social links and copyright.

A short arrival. A continuous flow.

You can grow without losing yourself.
Welcome to my world.

The signature supplies the name. Loading becomes Completed at the bottom left; keep the numeric percentage hidden.



Gather. Hold. Move. Scatter.

Keep one continuous triangular field. Let each formation settle while people read, and quiet it behind long passages. Mobile and reduced motion must preserve the same meaning with simpler movement.

Make it useful. Keep it true.

Approved homepage mission

I believe young people can build meaningful careers, companies, and influence without trading away who they are.

You can hold your faith and ambition in the same hands. Start before you feel ready. Stay close to God. Stay true to yourself.

This is the life I'm building in public, and you're welcome to grow with me.

Assets and collaboration

Use the approved signature and supplied photography. Confirm font and third-party asset rights for production.

Evidence and attribution

Use real projects, essays and videos.

Recommendations use exact excerpts, an author photo, role, working relationship and date, with the full text available. Label colleagues accurately; do not imply they were mentees.

Across the site

About, Writing, Speaking, Building and Mentoring are independent destinations. Give each useful content, predictable navigation and a clear way to connect.

jattoabdul.com

me@jattoabdul.com