



MEDIA KIT

Brand & Media Kit

The mark, colors, type, and language for representing the Viewer Economy.

The mark

The Viewer Economy mark is an **eye nested inside a “V.”** The V carries the name; the eye signals the “viewer.” Together they say, in one shape, that the audience is watching, present, and central. The mark is monochrome and built entirely from geometric curves.



Primary (on light) and reversed (on dark). Files in /logos.

Clear space & minimum size

- **Clear space:** keep padding around the mark equal to at least the height of the eye opening on all sides.
- **Minimum size:** 20 px tall on screen / 8 mm in print. Below that, the eye detail closes up — use the favicon tile instead.
- Do not place the mark on busy imagery without a solid tile behind it.

Color



Ink

#15161A · text, mark on light



Paper

#FCFCFB · backgrounds



Accent

#2D47F0 · links, highlights

The mark itself is monochrome (ink on light, paper on dark). Accent blue is for interface and emphasis, not the logo.

Typography

Headlines and UI use a clean geometric sans (the site uses **Inter**); long-form editorial may use a serif companion (**Newsreader**). For documents, any neutral sans (Helvetica/Arial) is an acceptable substitute.

Do & don't

DO	DON'T
Use the supplied SVGs at any size	Recolor the mark or add gradients/shadows
Keep ample clear space	Stretch, rotate, or outline the mark

Use reversed mark on dark backgrounds

Place ink mark on dark or busy backgrounds

Write “the Viewer Economy” (category)

Imply it is a single company or product

Boilerplate

One-liner: The Viewer Economy is the next evolution of media, where audiences become participants and participation creates value.

Short (≈50 words): The Viewer Economy is an emerging model of media in which audiences move from passive viewers to active participants — discovering, curating, voting, and referring — and share in the value they help create. It is an open category and movement, not a single company.

Assets in this kit

- /logos — mark (SVG + PNG), reversed mark, favicon, and horizontal lockup.
- brand-guide.pdf — this document.
- boilerplate.txt — approved language and contact details.

Questions, additional formats, or partnership use: hello@viewereconomy.com · viewereconomy.com