

**BRAND
BROKERS**

**WE BROKER
ATTENTION.**

BRAND GUIDELINES

**A reusable identity system
for web, deck, social and
growth.**

POSITION / VOICE / VISUALS / UI

V1.0

Core

WE BROKER ATTENTION.

Brand Brokers sits between brands, creators and distribution - turning relevance into measurable action.

PROMISE

**The right creator, audience and distribution
- connected.**

PERSONALITY

**Sharp. Human. Culturally aware.
Commercially accountable.**

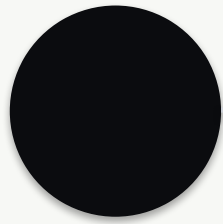
BELIEF

**Attention matters. Trust makes it work.
Results prove it.**

Positioning

THE SYSTEM

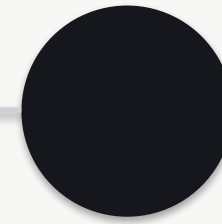
Brand ↔ Broker ↔ Creator



BRAND



BROKER



CREATOR

Primary line

We broker attention.

Use as the master positioning statement.

**WHERE CREATORS MEET
PERFORMANCE.**

Logo

MASTER RULE

Keep the mark simple, bold and unaltered.

BRAND BROKERS

FOR THE CREATORS, BY THE CREATORS

CLEAR SPACE = 1x

Keep a breathing zone equal to the cap-height of the wordmark around the logo.

DO

Original proportions

DO

Black / white only

DON'T

Stretch / rotate

DON'T

Effects / shadows

Palette

INK

#0B0C0F

Primary dark

DEEP

#15171C

Surfaces

PAPER

#F7F8F5

Primary light

FOG

#E7E9EE

UI grey

STONE

#CDD1D8

Borders

STEEL

#777D88

Secondary text

VIOLET

#8B3DFF

Signature accent

SOFT VIOLET

#E7D8FF

Soft accent

Application

THE RATIO

60%
INK / DEEP

Authority + contrast

35%
PAPER / FOG

Calm UI + editorial space

5%
VIOLET

Signal, action, emphasis

Typography

INTER DISPLAY

**Sharp, confident,
editorial.**

Headlines / Section names / Hero copy / Stats

INTER

**Readable. Neutral.
Built for UI.**

Body / Navigation / Captions / Long-form

DEJAVU SANS MONO

Labels / Data / Metadata / Page numbers

Scale & hierarchy

DISPLAY / 56

WE BROKER ATTENTION.

H1 / 36

One idea. One screen.

H2 / 24

Sharp enough to scan.

BODY / 16

Use short paragraphs and strong hierarchy.

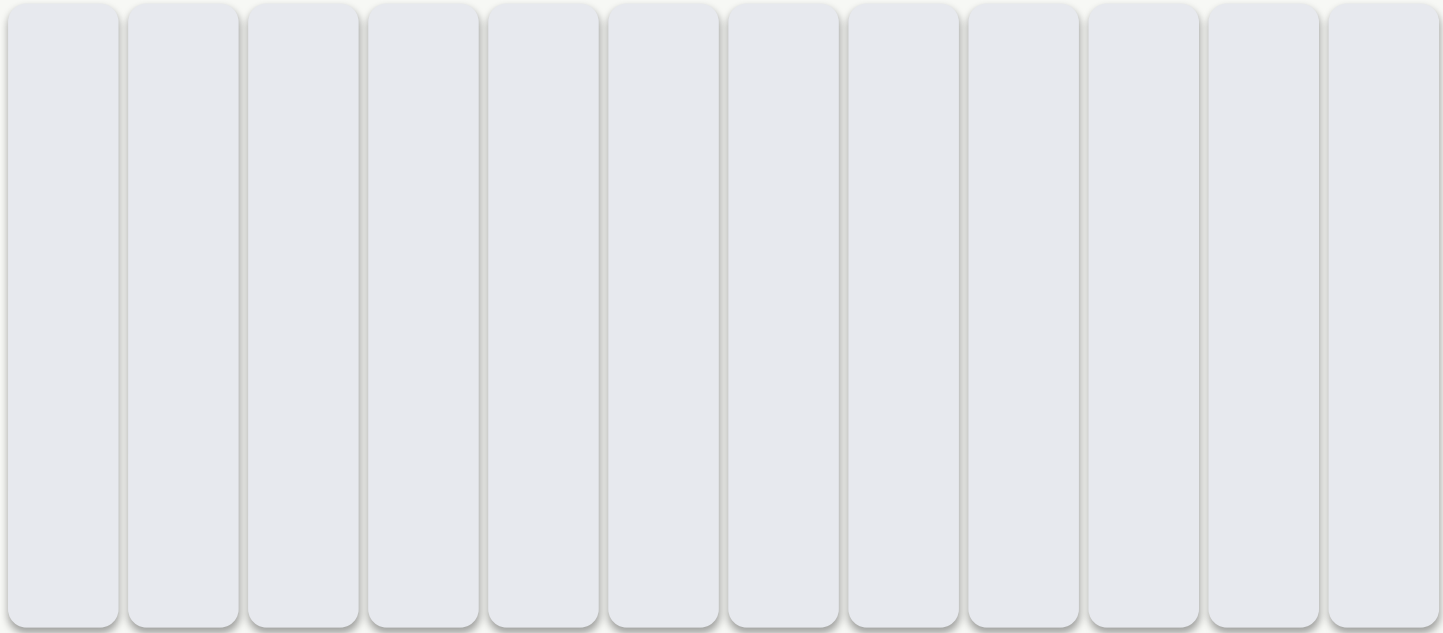
META / 11

CATEGORY / DATE / KPI

Rule: hierarchy should do the explaining before the paragraph does.

Grid & spacing

12-COLUMN / 24PX BASE



SPACE 04	4px
SPACE 08	8px
SPACE 16	16px
SPACE 24	24px
SPACE 40	40px
SPACE 64	64px

Use generous outer margins.
Let empty space signal confidence.

Surfaces

CARD / LIGHT

**Clean proof.
No decoration for
decoration.**

1px border / 16px radius

CARD / DARK

**Use violet
as a signal.**

#8B3DFF / #15171C

CARD / UI

**Soft grey
for systems.**

#E7E9EE / #CDD1D8

Visual language

EDITORIAL + SYSTEMIC

01 / SIGNAL



02 / BROKER

Use lines, circles, grids and labels as structure - not noise.

Avoid gradients, 3D effects, glossy UI, random icons and oversized decoration.

KEY RULE

The graphic should explain something.

Imagery

CREATORS

**Human. Candid.
High energy, not
stock.**

Prefer real moments, clear faces, contextual environments.

PRODUCT

**Show the object
inside the story.**

CASES

**Use outcome-led crops.
Let the result be visible.**

Tone of voice

SHARP

Say the point first.

HUMAN

Talk like a smart partner.

CULTURAL

Know the audience, not just the platform.

ACCOUNTABLE

Numbers without theatre.

USE

Broker / Attention / Signal / Relevance / Outcome / Distribution / Trust

AVOID

Marketing fluff / vague superlatives / "best-in-class" / vanity-metric theatre

Writing rule: fewer words, stronger nouns, specific proof.

Reusable blocks



Build every future webdeck from these primitives.

Webdeck rules

ONE IDEA

One screen should have one job.

ONE HERO

One dominant visual / number / sentence.

ONE SIGNAL

Violet is for emphasis, not decoration.

ONE RHYTHM

Use 4-4-4 page groupings and recurring modules.

PAGE DNA

TITLE / 1 LINE

VISUAL / SYSTEM

PROOF / KPI

MICROCOPY / SOURCE

The identity should survive even when content changes.

Quick sheet

BRAND TOKENS

COLOR	--bb-ink	#0B0C0F
COLOR	--bb-paper	#F7F8F5
COLOR	--bb-fog	#E7E9EE
COLOR	--bb-violet	#8B3DFF
TYPE	--bb-display	Inter Display
TYPE	--bb-body	Inter
UI	--bb-radius	16px
UI	--bb-grid	12 columns
SPACE	--bb-space	4 / 8 / 16 / 24 / 40 / 64px



BRAND BROKERS WE BROKER ATTENTION.