

eYou Brand Book

for Partnerships



Lockup

The eYou lockup — our logo icon paired with the eYou wordmark — is the preferred expression of the brand. The lockup should only appear in eYou Blue, white, or black. Never use other colors, gradients, outlines, shadows, or visual effects. Always make sure the logo has enough contrast against its background. The perceptual contrast value should be at least 50 APCA.



Icon

The eYou icon is the simplest visual expression of the brand. Use it when space is limited or when eYou is already clearly identified nearby, such as in app environments, social profiles, favicons, and compact layouts. The icon should only appear in eYou Blue, white, or black. Do not change its shape, color, proportions, or style. Make sure it always has enough contrast against the background, with a minimum perceptual contrast value of 50 APCA.

#0A80FF
eYou Blue

#232324
eYou Black

#E1E2E5
eYou Light Gray

#F7F6F9
eYou Off White

R10, G128, B255
C96, M50, Y0, K0

R35, G35, B36
C3, M3, Y0, K86

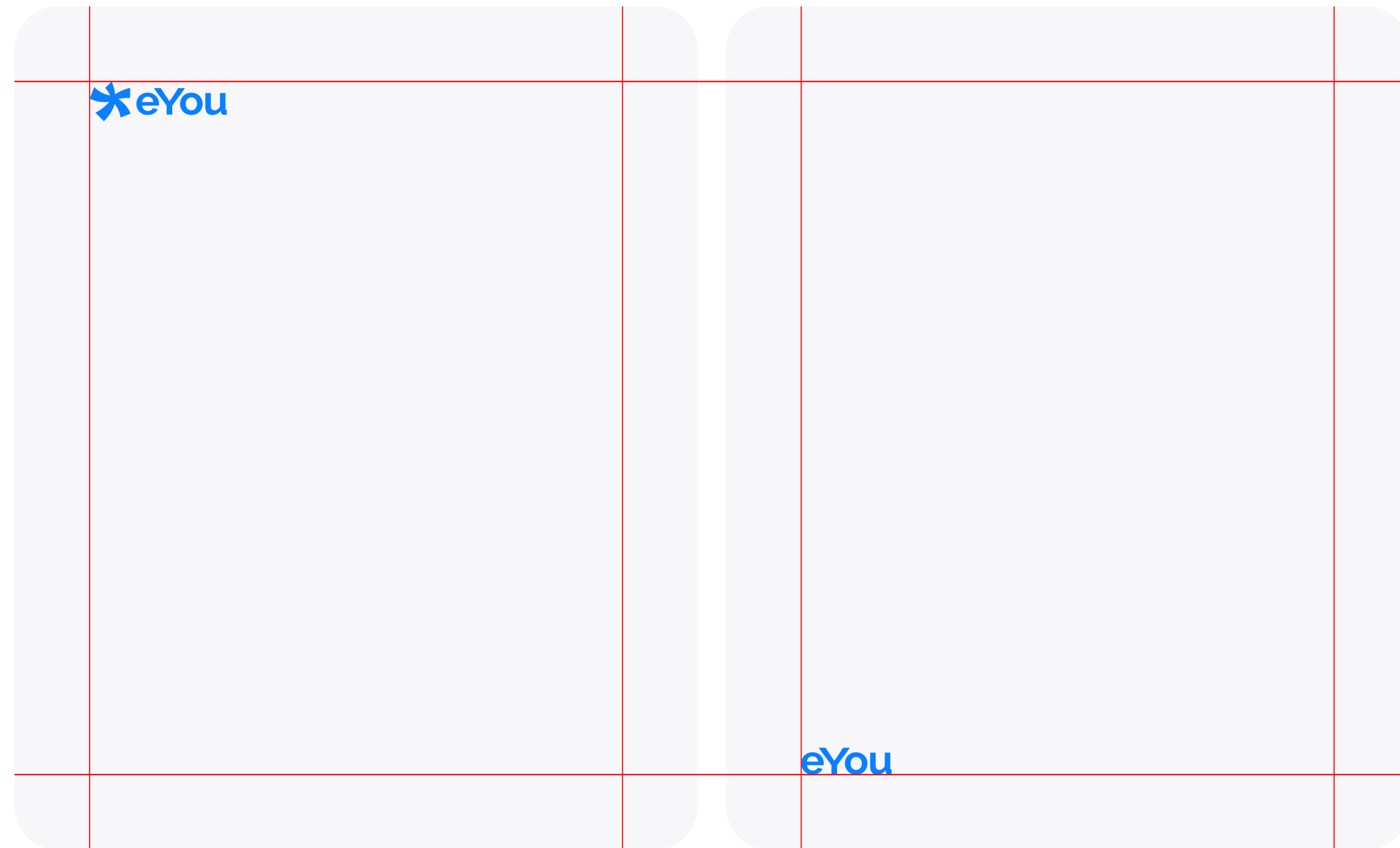
R225, G226, B229
C2, M1, Y0, K10

R247, G246, B249
C1, M1, Y0, K2



Clear Space & Positioning

For consistent brand placement, keep the eYou mark on the left side of the layout whenever possible, either at the top or bottom edge. This applies to the lockup, icon, and watermark. Always leave enough space around the mark so it stays clear, readable, and separate from other visual elements.



Fonts

Typography helps eYou feel clear, modern, and easy to read across every touchpoint. Use the approved typefaces consistently in product screens, brand materials, templates, and communications to keep the experience familiar and recognizable.

Product Text: Inter

Title: Raleway Bold

Paragraph: Raleway Regular

Your content

Agree

Disagree

Verified

Comment

React

**The social media
you can trust**

Now available on iOS and Android.

Partnerships

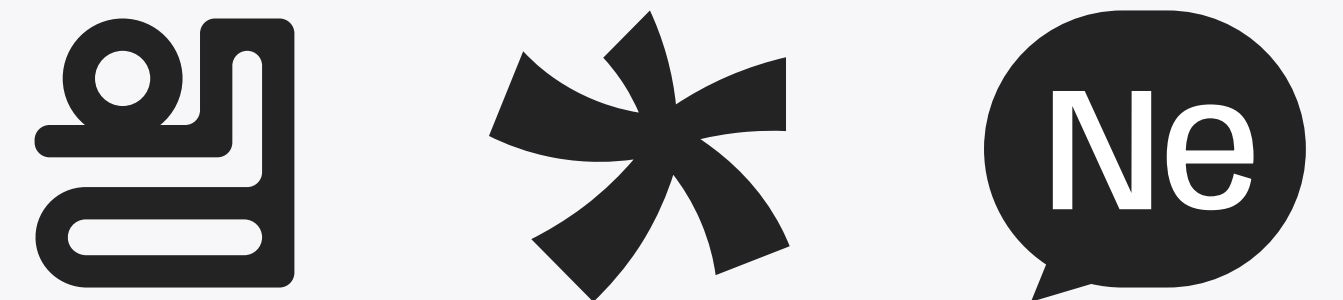
When eYou appears together with a partner brand, keep the layout simple, clear, and balanced. Use the full eYou lockup when the brand needs to be easily recognized, and make sure both identities have enough space, good contrast, and a similar visual weight. Avoid crowding the logos or creating new combined marks. For special campaign materials or larger brand collaborations, reach out to the eYou team so we can help you keep everything aligned.



Pairing identity marks

When placing eYou next to another brand, choose marks that feel equal in style and importance. Pair full logos with full logos, icons with icons, and wordmarks with wordmarks whenever possible. Keep the size, spacing, and contrast balanced, so each brand remains clear without one visually overpowering the other.

mazoc
eYou
LARQIV



What Not to Do

Use the eYou marks exactly as provided. Avoid changes that affect the name, color, shape, spacing, or overall appearance of the logo, so the brand stays clear, consistent, and easy to recognize.

Eyou

 don't write eYou with a lowercase "y" or a capslock "e"

eYou

 don't change the color of the logo, other than the colors mentioned

eYow!

 don't add letters, remove letters, rewrite it, or alter the wordmark in any way

the eYou app

 don't replace the official wordmark with typed text. Use the eYou wordmark in key titles and messages whenever possible.

What Not to Do

Keep the eYou marks stable and easy to recognize. Do not move, rotate, distort, recolor, or rebuild the logo, and always use the official files without changing the relationship between the icon and wordmark.



 don't change the position of the logo



 don't place the main lockup on colored backgrounds. Keep contrast above 50



 don't rotate, don't change perspective, don't modify position, don't alter the icon in any way



 don't resize or reposition the icon and wordmark within the lockup

Thank you for using eYou with care

These guidelines are here to help keep the eYou brand clear, consistent, and easy to recognize wherever it appears.

Questions or special requests?

For partnerships and brand usage: partners@eyou.social

For press and media requests: press@eyou.social

