



One candy. Two strangers. *Endless conversations.*

· THE SAFER STRANGER BRAND ·

02 · THE INQUIRY

so, stranger...
would you like a candy?

The word stranger is locked to Cocoa. All punctuation, trailing spaces, and surrounding phrasing pop forward in radiant Amber.

Always left-justified. Never centered.

03 · WHAT IS SAFER STRANGER?

A conversation series about becoming **more human**.

Safer Stranger is an unscripted conversation series where two strangers share a piece of candy and uncover the extraordinary stories, perspectives, and shared humanity that emerge when unfamiliarity gives way to honesty.

04 · REALIZATION

Dismantling Presumption.

Every episode begins with a simple, quiet invitation and ends with a quiet realization.

*A stranger isn't dangerous — they are simply **unfamiliar**.*

05 · THE OASIS

The Public Oasis.

By positioning a welcoming living room within public spaces, Safer Stranger invites people to explore a strange dichotomy: removing presumption, listening deeply, and discovering the extraordinary humanity that waits beyond unfamiliarity.

06 · APPROACH

The Ritual: Choreography 01.

A pedestrian walks up to an asymmetric sandwich board.

so, stranger...
would you like a candy?

07 · THE ROOM · THE DIALOGUE · THE SEAL

The Ritual: 02 · 03 · 04.

They turn the corner and find the Safer Stranger's open-air living room. There's Julien — warm, kind, unique, inviting — sitting alone. He waves them in for a seat.

Then the most honest conversation happens. It goes anywhere and everywhere. No judgment. Laughter, tears, repose.

And at the end, Julien asks again: “So, stranger... would you like a candy?” That person takes a candy from a stranger.

*Everyone leaves the living room a little more
alive.*



Set rendering is a visual concept — not the final built set.

08 · WHY

Why Safer Stranger?

*I've always been more interested in **people** than opinions.*

Long before I became a writer or producer, I became an observer. Trauma first awakened that instinct.
Hospitality taught me the practice.

— JULIEN DE PAUL WEBSTER LYONS

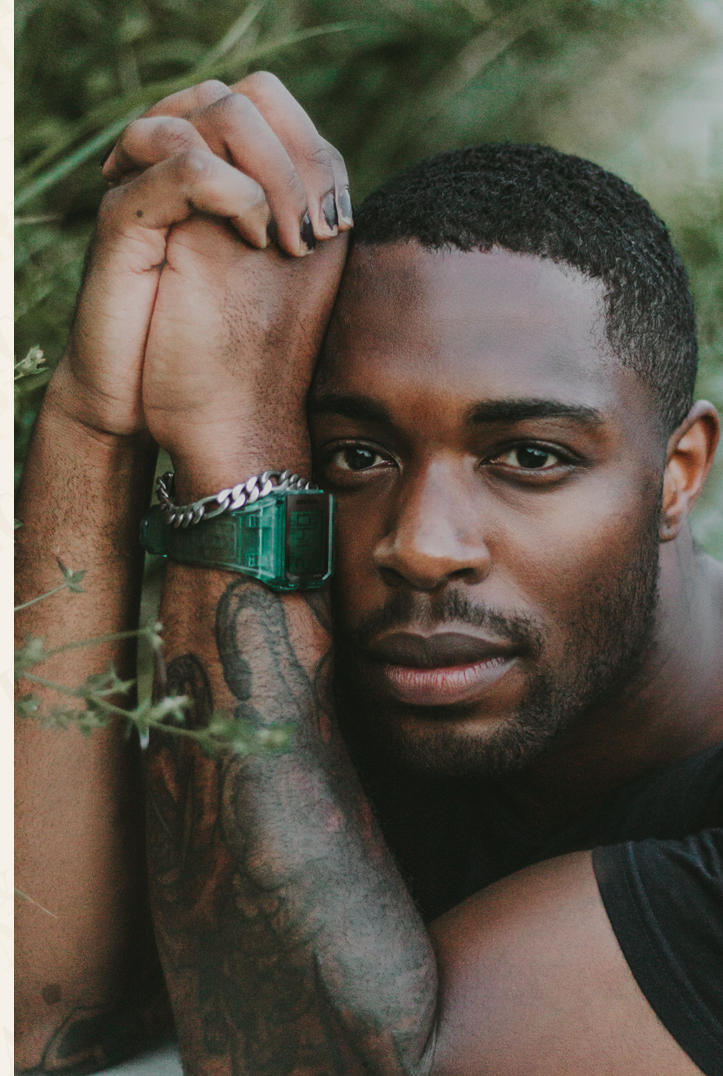
09 · FOURTEEN YEARS & THE COURAGE TO REMAIN

Fourteen Years of Sincerity.

For more than fourteen years, I watched thousands of people walk through restaurant doors carrying entirely different lives. Some arrived celebrating milestones. Others quietly mourned losses no one else in the room could see.

What shapes a person? What gives someone the courage to discover who they are — and remain that person when the world encourages them to become someone easier to understand? So I asked.

— JULIEN DE PAUL WEBSTER LYONS



10 · PHILOSOPHY

Our Philosophy.

Understanding another person's perspective is not the same as agreeing with their actions.

Respect does not require approval. Compassion does not require compromise. Safer Stranger exists to recognize humanity before disagreement begins.

11 · HUMANITY

Humanity.

Every person becomes a point of reference. Their convictions. Their fears. Their generosity. Their contradictions. Their lives quietly ask something of us in return.

What kind of person do I choose to be?

12 · THE LIVING ROOM · STRUCTURAL SAFETY

The Living Room.

A private room, **held in public.**

For generations, the living room has been where families gather, difficult conversations unfold, strangers become friends, and memories are made. Safer Stranger simply moves that room into the public square.

Nature quietly holds space around it while the living room holds space within it.



13 · THE MARK

The Logo.



The overlapping wordmark is our primary signature. The two words sit close enough to touch — a quiet visual of the show's premise: two strangers meeting at a distance small enough to hear each other.

Cocoa on cream is the default lockup. Reserve clear space equal to the height of the letter S on all sides. Never re-color, re-space, or separate the two words.

14 • THE PALETTE

Color.

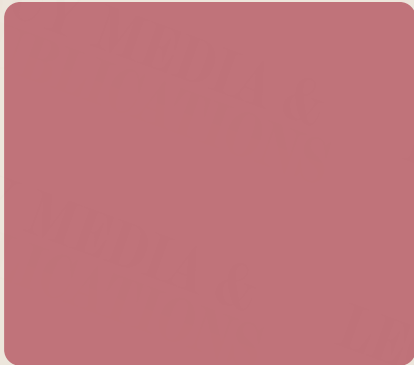
Five colors carry the world. Cocoa holds the voice, cream holds the room, amber sets the invitation, dusty rose softens, and raspberry is the moment a conversation catches. No secondary palette, no gradients, no substitutions.



Amber
#FFBF00
Invitation



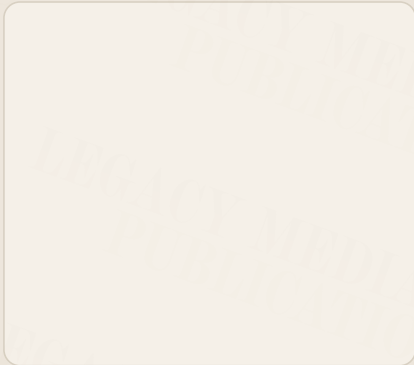
Cocoa
#35281E
Humanity



Dusty Rose
#C0737A
Tenderness



Raspberry
#D93C65
Conversation



Cream
#F5F0E8
Hospitality

05 • **TYPOGRAPHY**

Type Hierarchy.

Sponsoring partners and editorial teams must strictly adhere to the three-tiered font mapping system outlined below. This structural distribution enforces and preserves the specific emotional cadence of our media ecosystem across all print, digital formats, and corporate documentation.

Recoleta

Recoleta — Reserved exclusively for the Safer Stranger wordmark and select branded marks. The visual signature of the company. Distinctive. Personality. Memorable.

Fraunces

Fraunces — Used for headlines, invitations, and moments of intention. Warmth. Elegance. Intention.

Lora

Lora — Used for body copy, captions, contracts, and extended reading. Clarity. Comfort. Competent.

Recoleta = the identity · Fraunces = the invitation · Lora = the conversation

16 • THE CANDY

The Candy.

The candy is not a reward. It is not payment. It is not a gimmick. It is a ritual. A symbol.

*A small gesture that quietly says, **I see you.***



17 · AUDIENCE

Our Audience.

For people curious about people. Built for viewers who value authenticity over performance. They are emotionally curious, culturally engaged, and drawn to conversations that reveal more than a headline ever could.

- Culture
- Mental Health
- Design
- Human Behavior
- Books
- Travel
- Food
- Conversation

18 • DISTRIBUTION

Distribution.

One conversation. Many doors.

Full-length unscripted conversations premiere on YouTube. Clips, moments, and B-roll material are shared across Instagram, TikTok, Facebook, and Threads.



YOUTUBE

@saferstranger



INSTAGRAM

@saferstranger



TIKTOK

@saferstranger



FACEBOOK

@saferstranger



THREADS

@saferstranger

19 • FOUNDATION

The Foundation.

Humanity doesn't end at the living room.

Dignity isn't reserved for a privileged few.

Entertainment can create impact. A portion of future partnerships and initiatives will support dignity-centered community efforts through the Safer Stranger Foundation. Because conversation should inspire action.

foundation@saferstranger.com →

20 · PARTNERSHIP

Partnership Opportunities.

How partners become part of the ritual.

CANDY PARTNER
The bowl and the invitation.

BOTANICAL PARTNER
The green that quietly holds space.

HOSPITALITY PARTNER
The welcome that prepares the guest.

TECHNOLOGY PARTNER
The tools that make it possible.

LOCATION PARTNER
The public squares that host the room.

FOUNDATION PARTNER
The local and national ripple effect.

LIVING ROOM PARTNER
The space where it happens.

PRODUCTION PARTNER
The craft behind the conversation.

WARDROBE PARTNER
The dress of the host and the room.

TRANSPORTATION PARTNER
The safe journey to the room.

DISTRIBUTION PARTNER
The doors the conversation walks through.

Become part of the inaugural season of a new conversation tradition.

21 · STANDARD

The Safer Stranger Standard.

Humanity requires responsibility.

- Human First
- Accuracy & Transparency
- Accessibility
- Respect for Difference
- Editorial Independence
- Viewer Care
- Children & Vulnerable
- Accountability

Our standards evolve as we grow.

22 · STEWARDSHIP

Stewardship.

Safer Stranger is created, developed, and produced by Legacy Media & Publications. The company serves as steward of the series, its visual language, and its editorial integrity. Ownership remains absolute.



THE SERIES

LEGACY MEDIA &
PUBLICATIONS

THE STEWARD

23 · CONTACT

Contact.

We'd love to hear from you.

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SUBJECT: SAFER STRANGER MEDIA KIT - FOUNDATION INQUIRY

24 · BRAND MARKS

Downloads.

The marks below sit flat on the Safer Stranger cream. Use them at full opacity, with generous breathing room, on cream or cocoa surfaces only.



Wordmark

[DOWNLOAD PNG](#)



Candy Icon Mark

[DOWNLOAD PNG](#)

So, stranger...
would you like a candy?

SAFER STRANGER · A LEGACY MEDIA & PUBLICATIONS PRODUCTION.