



“Killing Eve” is an exquisitely vicious and fresh take on the typical spy thriller. Usually, this genre takes itself far too seriously, but “Killing Eve” is a black comedy that balances the horrific with humor. It’s a show with style and substance, as you’ll see in the below analysis.

- 1) The razor-sharp base of the “V” and the drop of blood descending signify the gratuitous bloodshed and violence prevalent in this show. The blood slithering down a different letter in each episode is emblematic of the dangerous cat-and-mouse game Eve and Villanelle play with one another.
- 2) The typeface is both sophisticated and savage. Urbane and unsettling. These contradictory themes run rampant throughout the show, often simultaneously.



- 3) The palette is subdued, lending even more refinement to the logo. The various color pairings echo the numerous combinations of cities and countrysides Eve and Villanelle trek to sustain their twisted courtship.



- 4) The lowercase “g” is my favorite part of the logo. It’s more than just a visual contrast nestled between capital letters. It, like the drop of blood, is another visual device. When you look at the letter straight on, it’s a mundane lowercase “g,” but it resembles a mask if you tilt your head to the left. This is a nod to the chameleon-like Villanelle—an exceptional assassin who dons disguises like a second skin. (Her propensity for accents and languages are equally fluid and impressive.)



The accompanying type that introduces the locations where the spy and assassin hunt one another is not as busy as the main logo, but it is no less

elegant. Like the central typeface, it is elongated, in all caps, and takes up most of the screen. The extreme font echoes the larger-than-life adventures of the show's central characters and the extreme danger Eve and Villanelle put themselves in to pursue one another.