



BANSHEE

Brand Guide

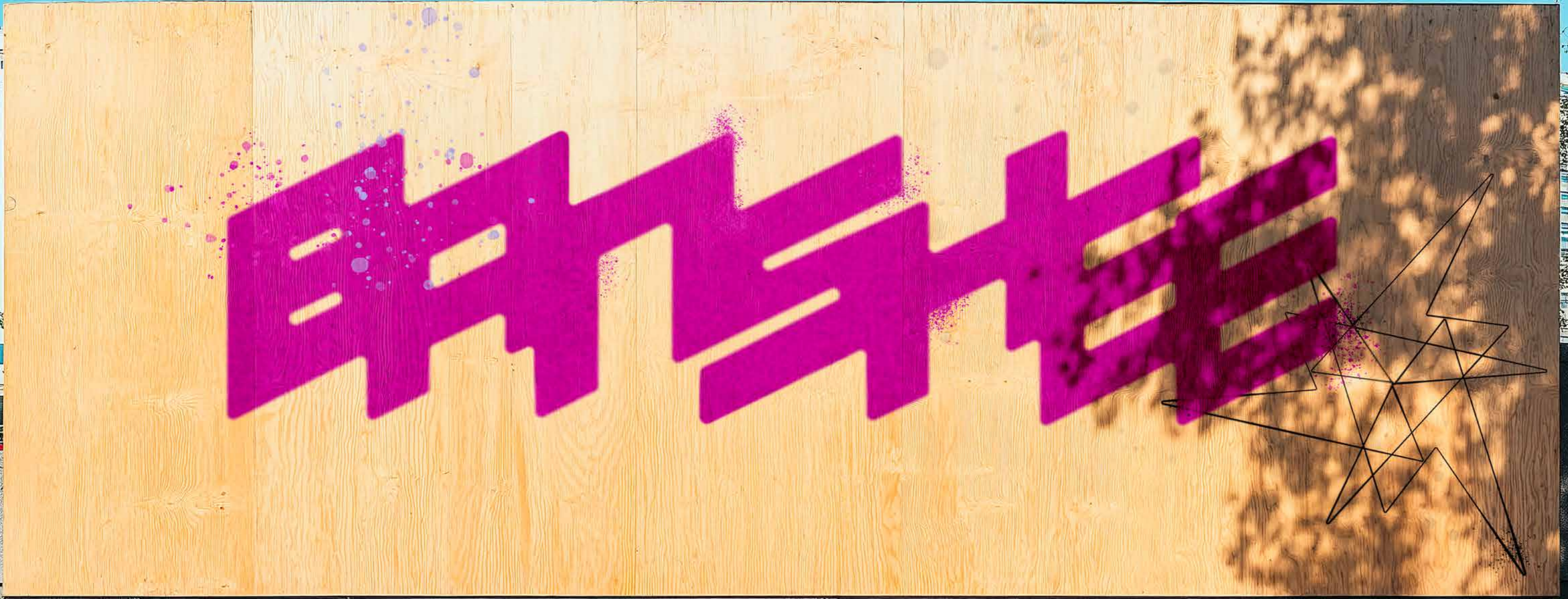
Complete
May 14, 2025

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TO NE OF VOICE





Wordmark

The wordmark of Banshee is stylized into an abstract shape, as opposed to being typed in a specific font.

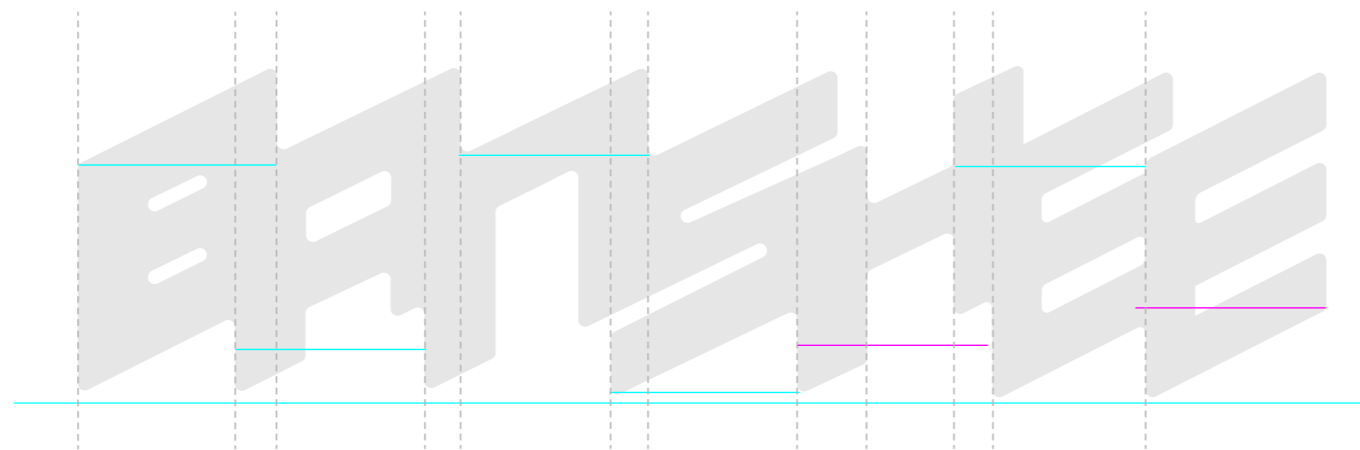
The wordmark may be presented as Horizontal or Vertical, with slightly different artwork for each. The letter forms in the Horizontal and Stacked versions are basically the same with slight variation for balance. Do not change or exchange the letter forms on any version for any reason.

Note that the letters in the horizontal version TOUCH and OVERLAP, where the letters in the vertical version do not. Although there is basic symmetry in play, it is imperfect, and based on visual balance more than mathematical.

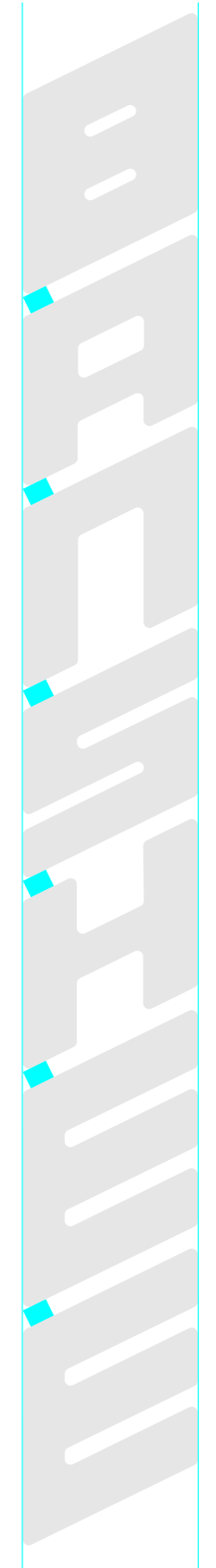
The wordmark may be presented in any of the brand colors, but should always default to Banshee Red when possible, unless contrast or printing limitations prohibit.

If the wordmark must be used in plain type, always attempt to use one of the brand's approved fonts where possible.

Horizontal wordmark



Vertical wordmark





Subheading

The wordmark may be amended by two tiers of subheading. An H2 and an H3.

The H2 is a standard case use of the Europa-Bold font, and the H3 is a standard case use of the Garet Book font at 25% the height of the H2.

The baseline of the H2 and H3 should align. The horizontal space between the H2 and the H3 is 50% of the height of the tag.

The word mark is 3X overall compared to the H2 at 1A, with a .5X vertical space between the two.

See font palette page for more details and usage rules on each font.

Subheading lockup

Tag Line Secondary Subheading

1x 50% 25% baseline

BANSHEE

Tag Line Secondary Subheading

3x .5x 1x

BANSHEE

Example Secondary Subheading

BANSHEE

Two Words Secondary Subheading

BANSHEE

Option Single Line if that's all that's needed



Icon + Lockup

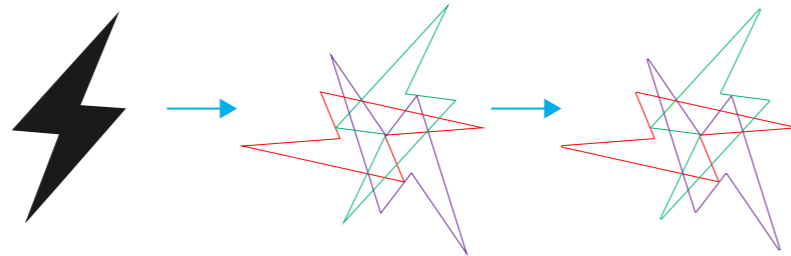
The icon for Banshee is a mashup of 3 lightning bolts, representing the three principals of the company - and referencing the previous "Runners" branding. The resulting abstract shape ends up looking like a star, an explosion, shattered glass, or a simply random scribble.

Although the tips of the lightning bolts are usually pointed - they are rounded here for the icon to better match the roundness of the letters in the wordmark.

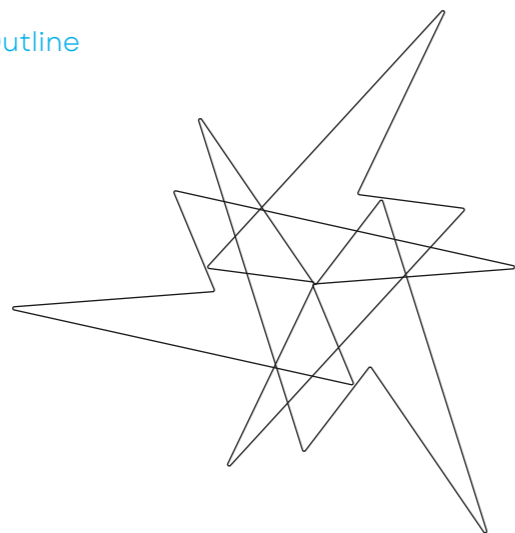
The icon may be presented whole and opaque, as its respective lightning shapes overlaid, outlined, or stylized in various ways as long as the exact shape, dimensions, and orientation is kept the same.

The icon may be placed over the Wordmark or Wordmark and subheadings for a full brand lockup. Alignment of the icon over the wordmark should always be as shown - which is visually aligned, not mathematically.

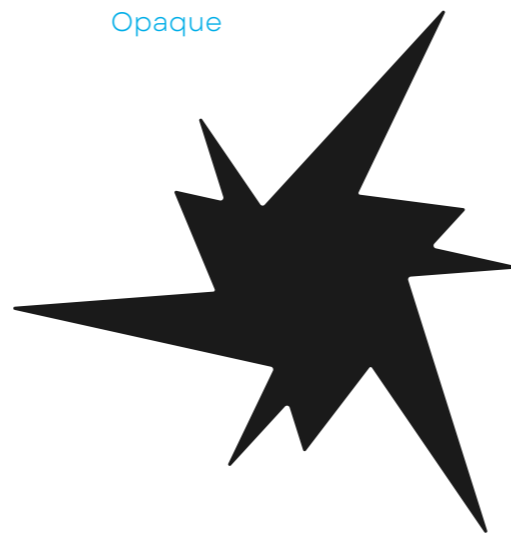
Concept



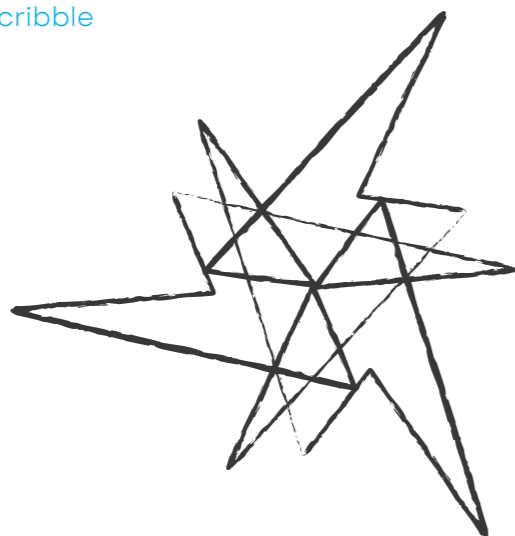
Outline



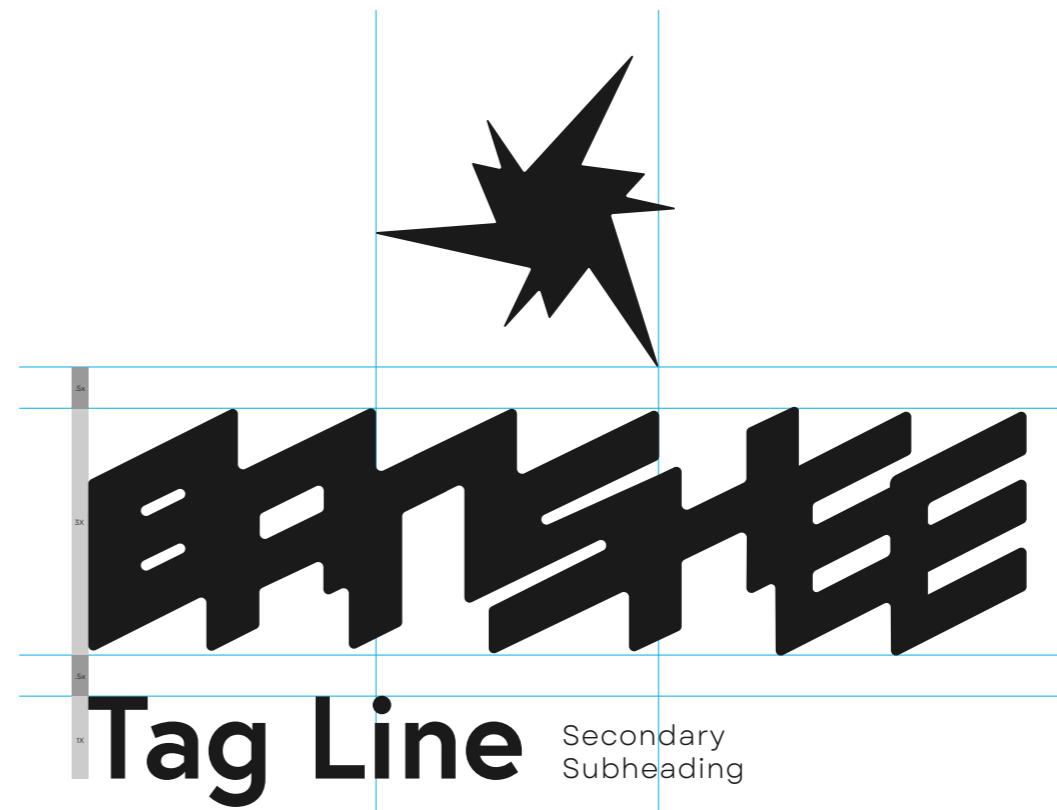
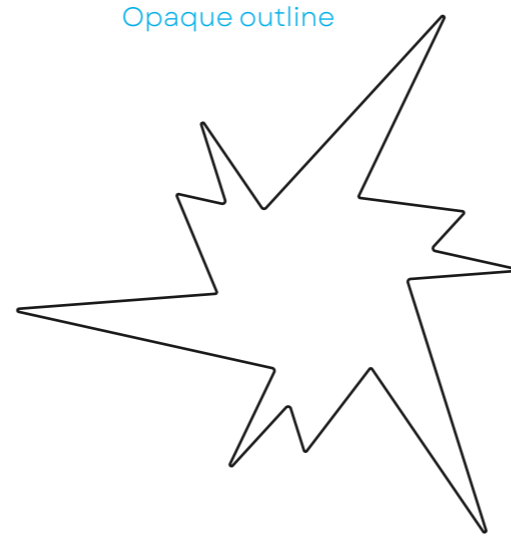
Opaque



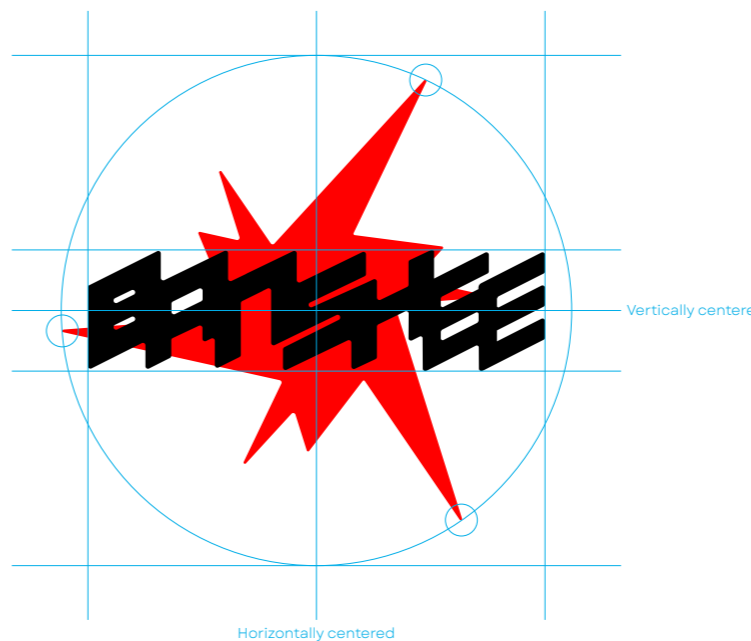
Scribble



Opaque outline



Vitruvian lockup/circle





Iconography

The icons presented on this slide show examples of how the various elements may be used and combined to create interesting and memorable graphics for social media, favicons, stickers, etc.

These do not represent every possible or acceptable iteration, but are to serve as a starting point.

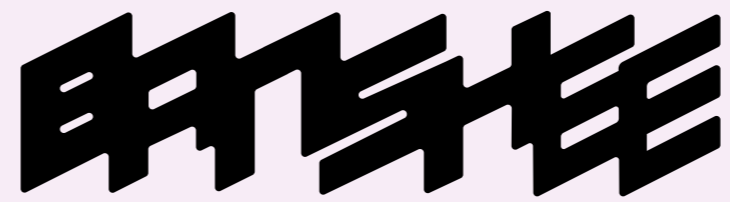




Responsive Design

As needs change from web to print to packaging and other unique uses, there will be times when space and format constraints require the brand to utilize different elements of the logo to fit into the given space.

This slide is meant to guide the brand when needing to cut, remove, or alter elements based on context. Each iteration takes up less space than the one above it.



Largest This is for when you have the most room possible



Alt. Idea



Color + Font Palette





Color Palette

The color palette for Banshee is simple, bold, and unique. It has a slight lean towards the whimsical and bright without being childish or cartoony.

The primary color is a bright and vibrant red chosen to capture attention and stand out. It's complemented by a bright purple for just enough contrast while still being part of the visual language, and accentuated by a poppy yellow and blue, reminiscent of 80s arcade games.

The addition of black and white are important and should not be underused or seen as pedestrian. The black in particular is not a traditional black, but a slightly lighter and more natural version to keep things from being too modern or stark. White should be kept as pure.

PANTONE Bright Red C
HEX FF0000
RGB 255 0 0
CMYK 0 99 100 0

PANTONE 2592 C
HEX 97258E
RGB 151 37 142
CMYK 47 100 1 0

PANTONE 388 C
HEX CADB15
RGB 202 219 21
CMYK 26 0 100 0

PANTONE Natural Black C
HEX 1A1A1A
RGB 26 26 26
CMYK 73 67 65 78

PANTONE Pure White
HEX FFFFFFFF
RGB 255 255 255
CMYK 0 0 0 0

PANTONE 3105 C
HEX 00FFFF
RGB 0 255 255
CMYK 52 0 13 0



Font Palette

The font palette has been chosen based on legibility, flexibility, and simplicity. Because the company showcases others' work, the style shouldn't be overwhelming or distracting. And because the Wordmark letters are so unique and customized, any other custom or overly-artistic lettering could potentially steal the show.

The three main fonts: Europa (Bold), Garet, and Futura are all clean and modern, with only slight differences between them. All are used with standard spacing and kerning and at their default weights. Where Europa and Garet are square and balanced, Futura PT is tall and narrow, being highly efficient in saving space while retaining legibility.

H2

Europa - Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()

H3

Garet - Book

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()

Body Copy

Futura PT

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()

SMALL CAPS

CINDIE MONO D

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()

James
KAPNER

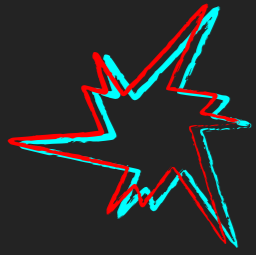
Adam
MAKOWKA

Nike
CHIAVETTA

in
Three Men

and a
Remember

BANANA



BRAND DESIGN BY MATT CHAIT
FOR BANANA STAND INC.

