Banzai!

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Introduction

Welcome to the Banzai brand guidelines. This document is a roadmap for anyone who's creating visual materials for Banzai in print, on the web, or in our app. Please follow them closely!

A.1 — Overview

The Banzai brand guidelines outline Banzai's visual identity. The look and feel of Banzai's branding is a result of research, planning, and refinement over the course of many months. Our branding is more than just what we look like—it's reflective of who we are and what we value.

Please adhere closely to these guidelines. Doing so will help Banzai put forth a professional, consistent image to its customers.
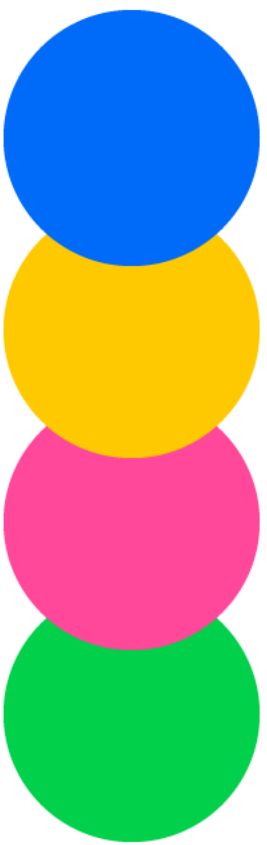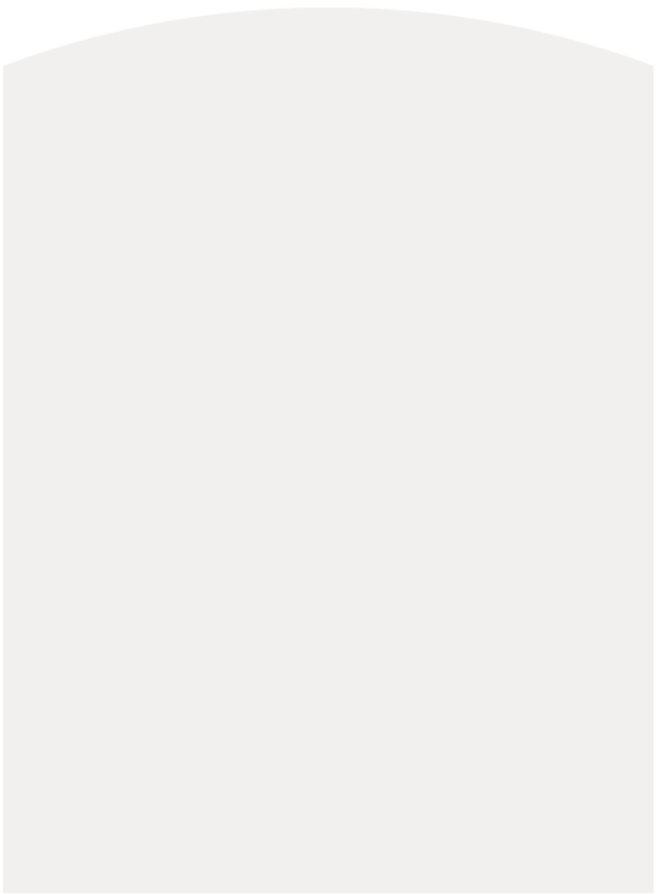
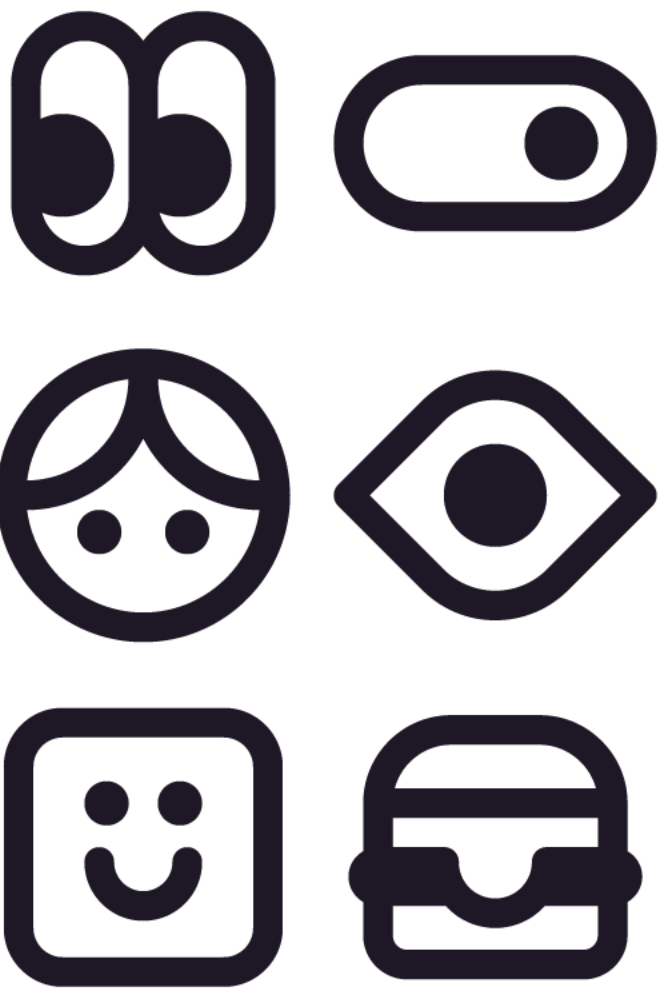**VC BANZAI CARDINAL**

Aa

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A.2 — Brand Voice

We communicate our brand voice through each decision we make. Our customers develop a sense of what Banzai is based on who we are and who we aren't. Below are some words that describe Banzai's core values and attitudes.

Banzai is

Enthusiastic	Stable
Fun	Smart
Dependable	Empathetic
Friendly	Quirky
Speedy	Energetic
A little weird	Premium
Warm	Family-friendly
Confident	Simple

Banzai is not

Too serious	"Wacky"
Too trendy	"Funky"
Full of itself	"Zany"
Inconsistent	Ironic
Sloppy	Slow
Complicated	Boring
Stuffy	Error-prone
Mean-spirited	Obnoxious

B

Logo

The Banzai logo represents the company to the world. As such, it should be used carefully and deliberately.

Proper use of the logo strengthens our brand and builds trust for our audience. Conversely, sloppy logo usage cheapens our image and degrades our customers' confidence in our products.

Please adhere to the guidelines below when designing anything that carries Banzai's branding.

B.1 — Logo Basics

The Banzai logo has two basic forms: (1) the full 'Banzai!' wordmark, and (2) the abbreviated 'B!' mark. Both versions of the logo can be used to represent Banzai, but context should dictate which logo is a better choice; for example, the full wordmark should be used to communicate the full name of the company to people who may not be familiar with Banzai, and the 'B!' mark should be used in smaller spaces like social media avatars.

The logo always appears with a strong extrusion / shadow built into it; please don't alter the logo to remove the shadow.

Regardless of which logo you're using, the shadow should either be transparent (more on that in the next section) or colored Neutral-02 (#1D1726).

B.2 — Shadow, Outline, and Fill

Banzai's logo features a bold shadow that gives it a sense of volume and impact. In order to display the logo in the best way possible, we have three variants: Shadow, Outline, and Fill (note: these variants apply to the full wordmark and the 'B!' logo mark).

The Shadow variant (top-left) is the default logo and should be used on **light** backgrounds.

The Outline variant (top-right) can be used on **Banzai Blue** backgrounds.

The Fill variant (bottom-left and bottom-right) uses the white outline and a black shadow. Because it's so high-contrast, it's the safest bet for most cases if the logo is appearing on **dark or busy** backgrounds.

Remember: the outline should always be white, and the shadow should always be dark.

B.3 — On Color

When using the Banzai logo on solid colored backgrounds, it's best to **use the Fill variant** of the logo.

Regardless of what color the background is, the logo will always appear with high contrast and thus be easy to recognize.

When in doubt, use the Fill variant.

B.4 — Scale

The logo is designed to be legible, even at small sizes. There is no limit to how big you can make the logo at large scale, but be careful at smaller sizes. If legibility is an issue, the logo is too small. Conversely, if the logo is overpowering other elements on the page / screen, consider making it smaller.

Recommended minimum size is 20 pixels (height) for screen, and 0.2 inches (height) in print.

B.5 — Clear Space

Don't crowd the logo. The guidelines to the right represent the *minimum* amount of clear space you should give the logo; in most cases, it should have much more breathing room than this.

If X = the size of the circular counterspace in the 'B' in the logo, then the logo mark should have 2X clear space around it, and the full logo should have 3X clear space around it.
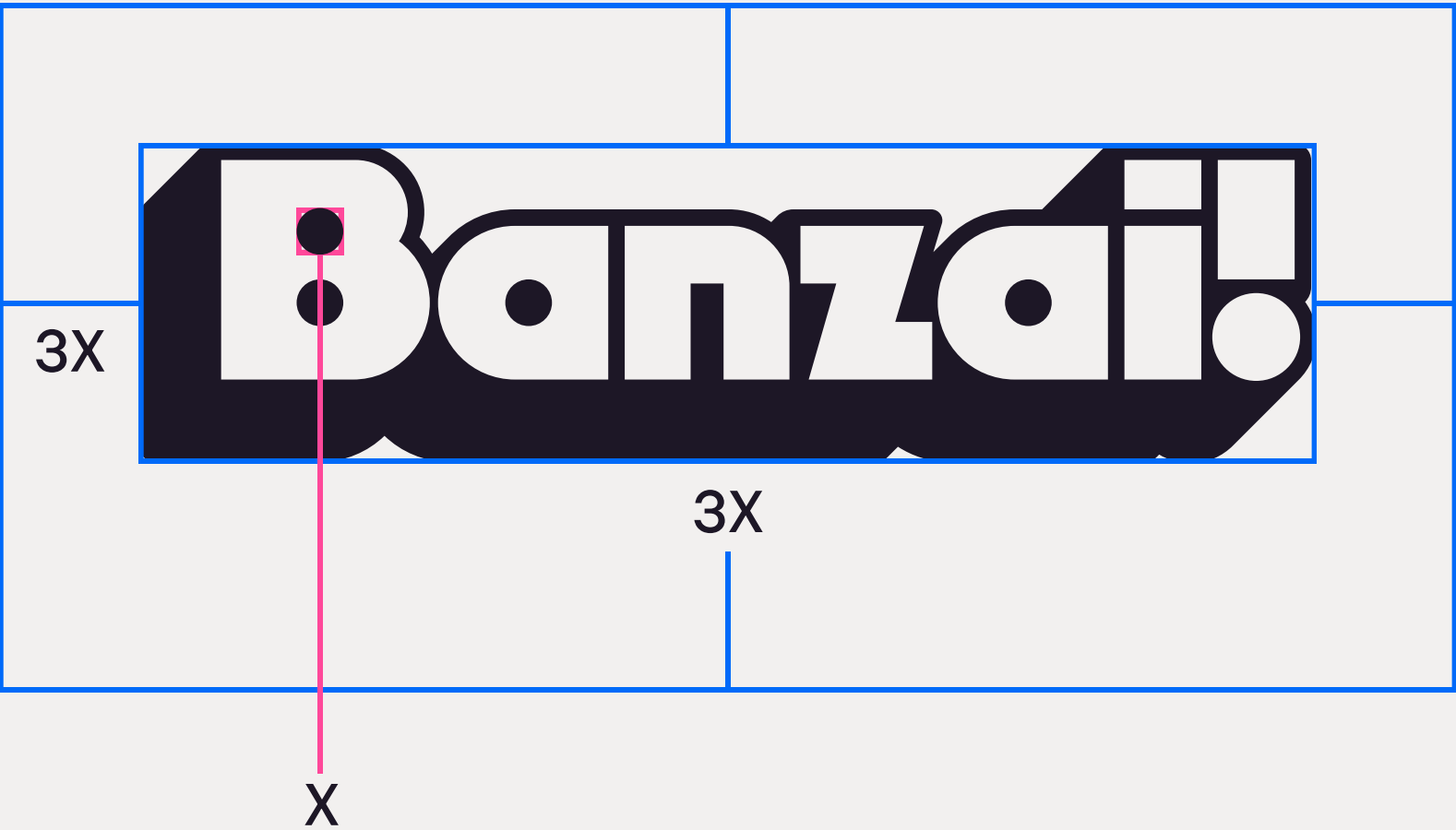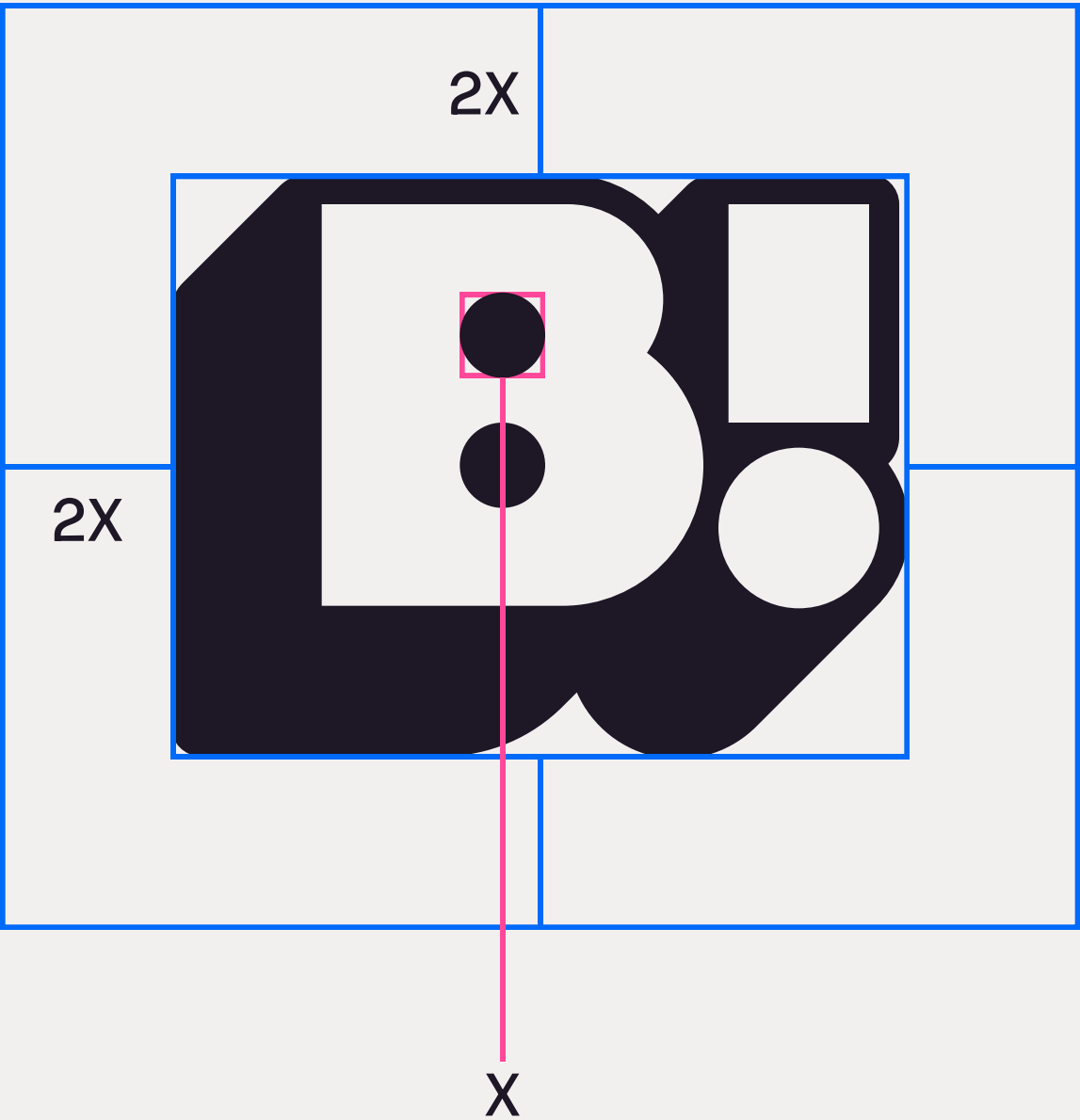
B.6 – Logo Usage Violations

Please follow these guidelines for what *not* to do when using the Banzai logo. These are some examples of logo usage violations; they should be avoided.

Do not alter the Banzai logo in any way. Don't apply superfluous effects (drop shadows, bevels, embossings) to it. Only display it in approved colors. If using the outlined logo, remember that the outline should always be white.
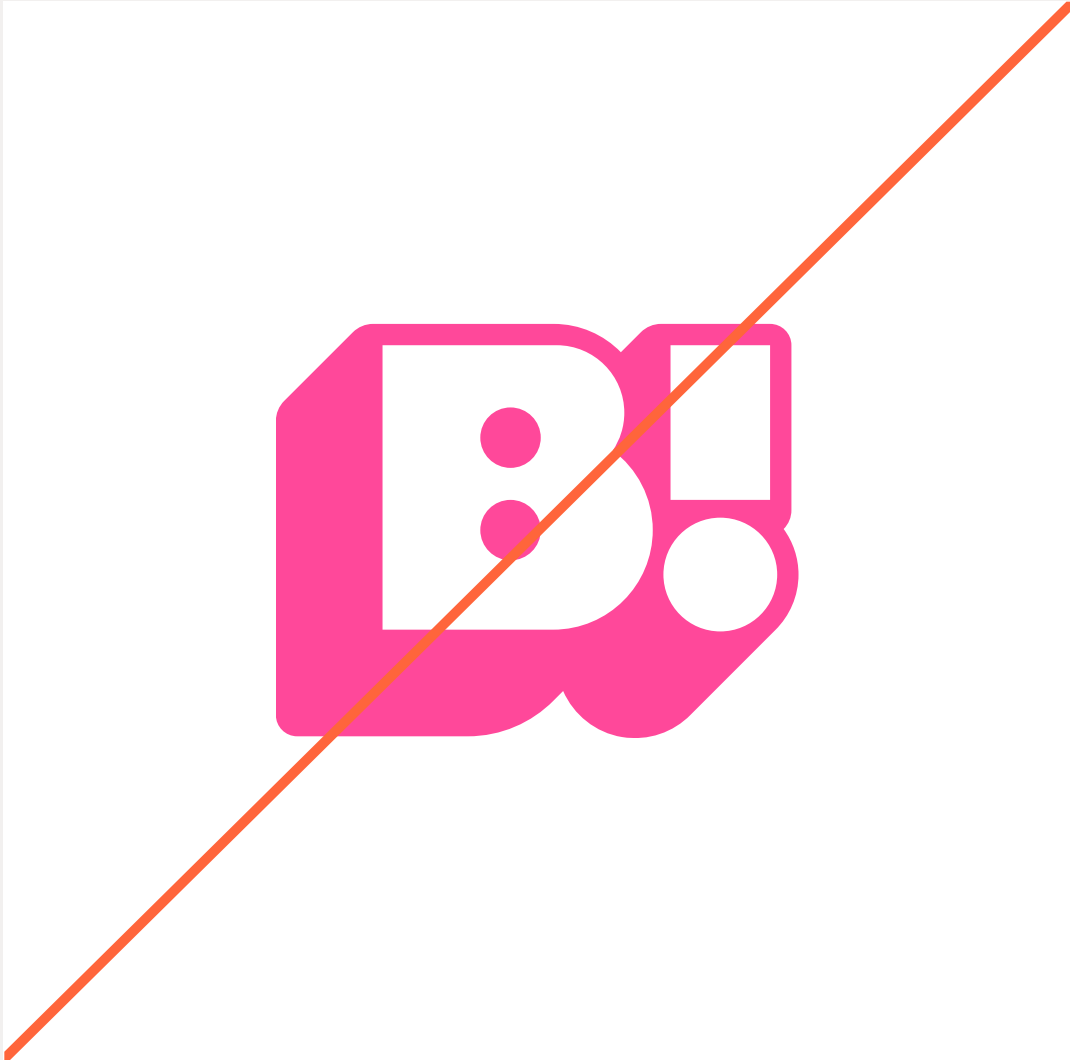
Improper use of the logo degrades its value to our audience, so please use care when working with it.
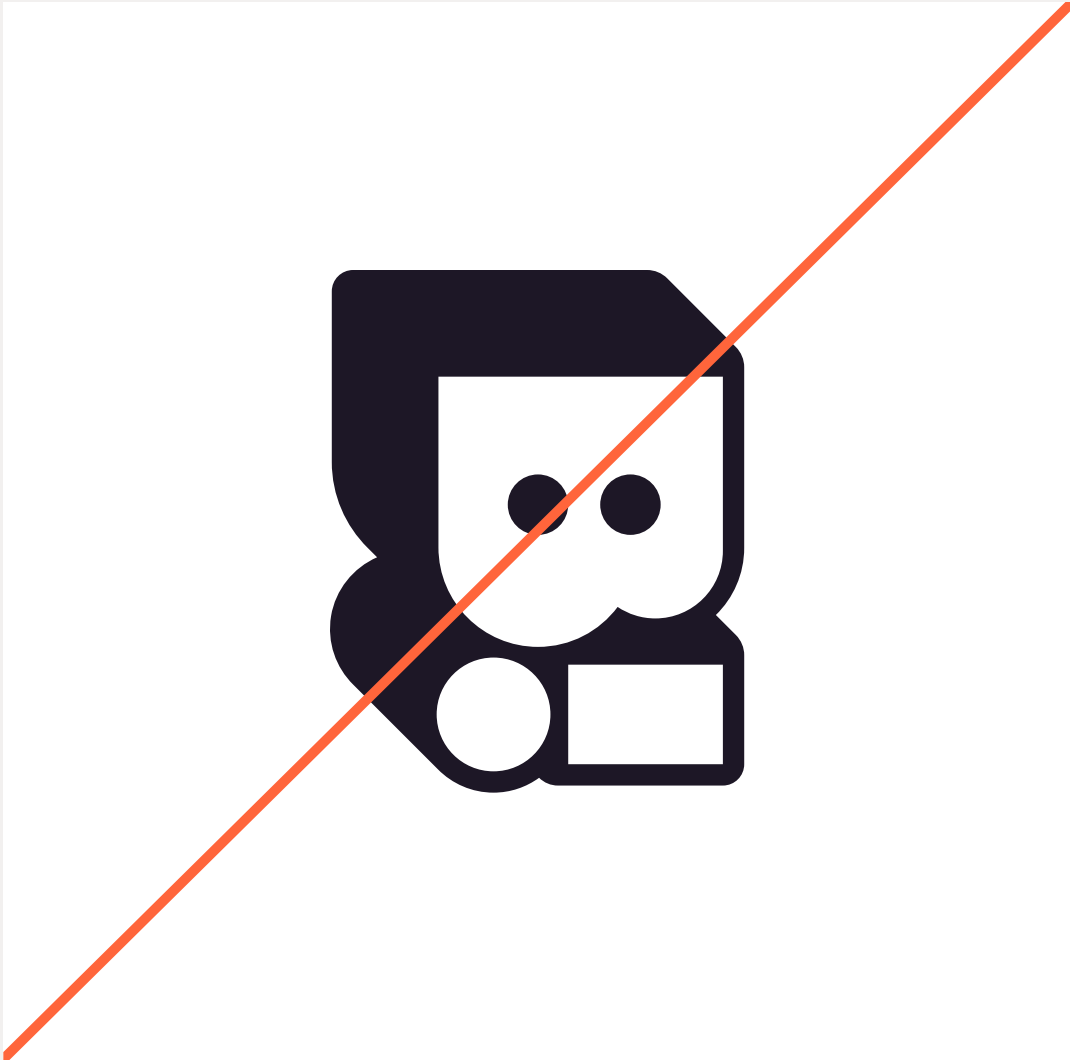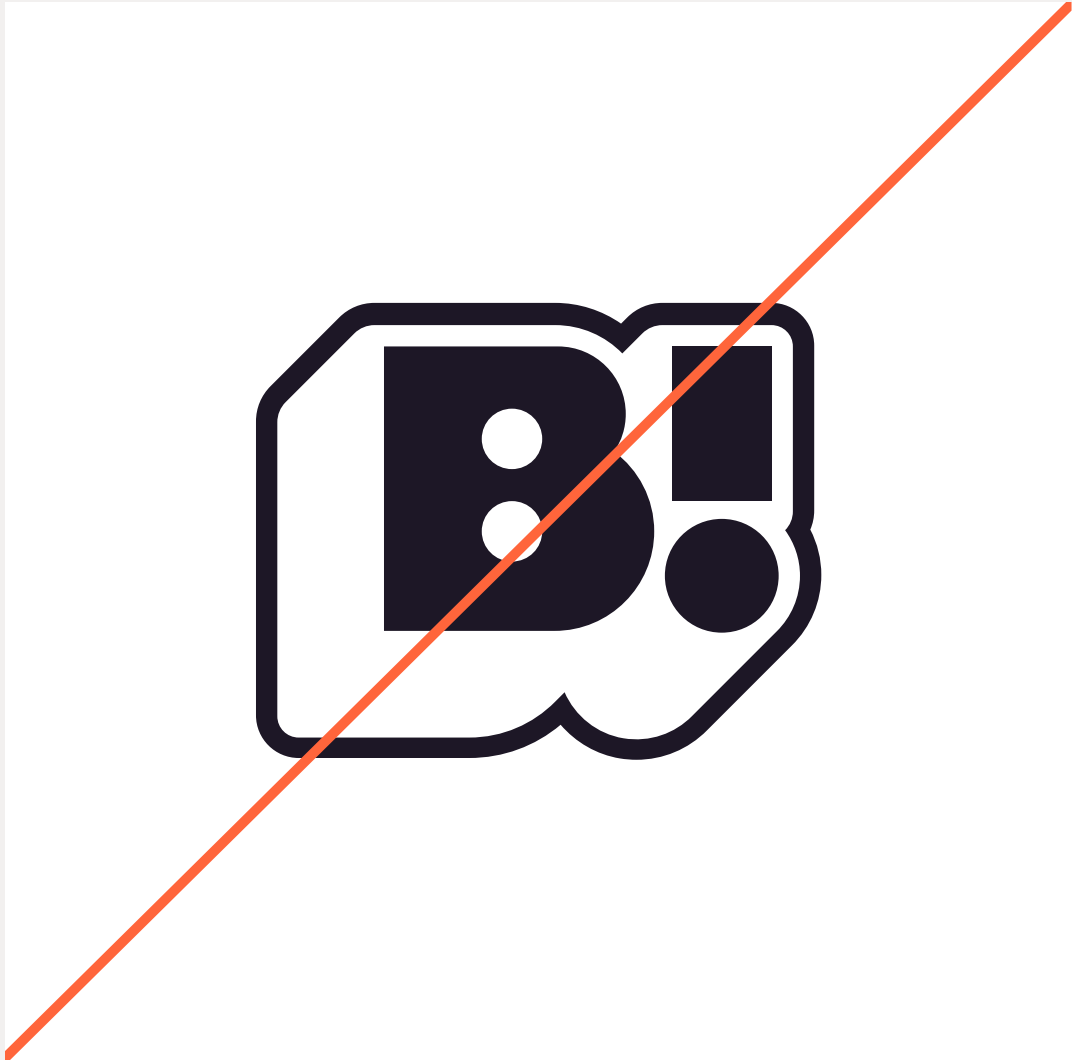

❌ **DON'T** stretch the logo.
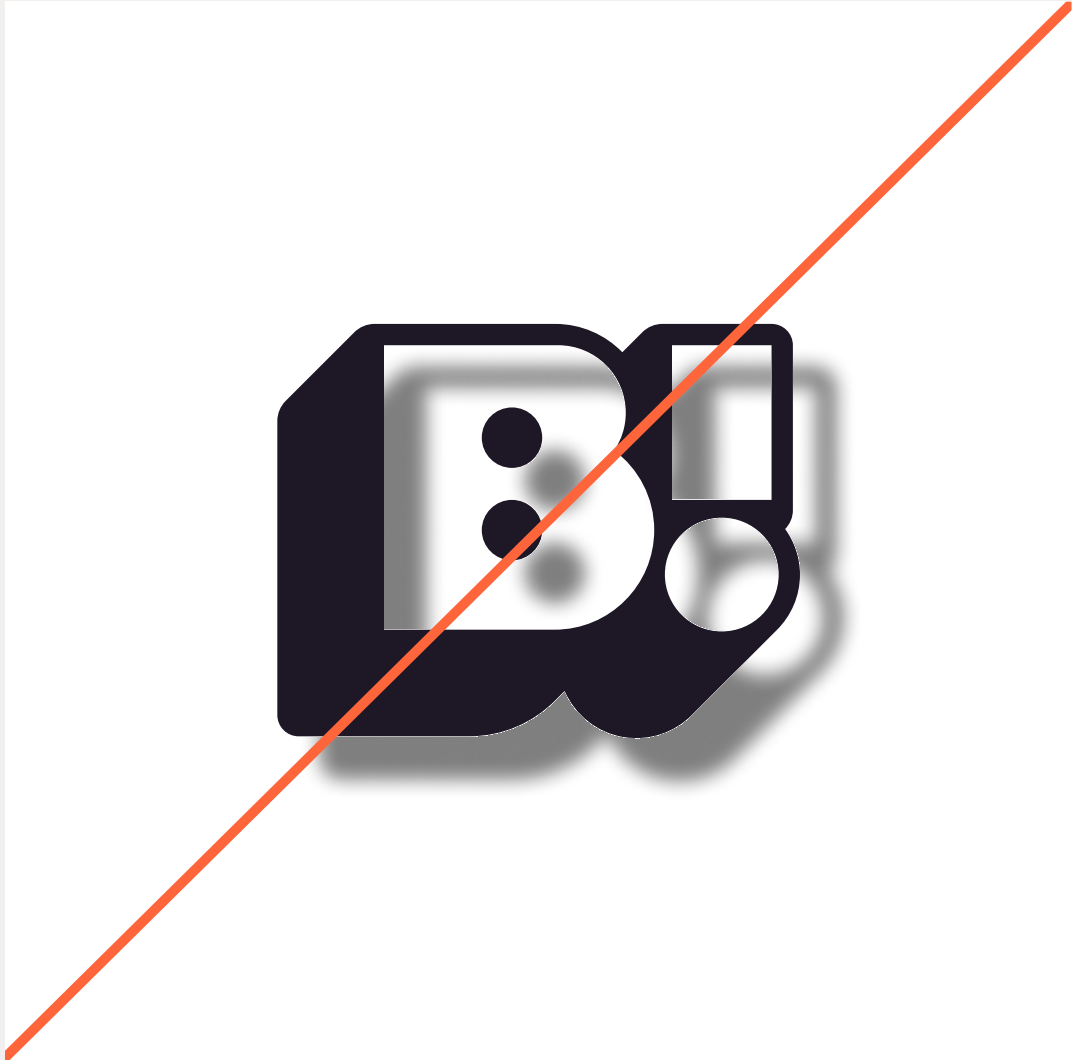
❌ **DON'T** apply drop shadows or other effects to the logo.

❌ **DON'T** display the logo in unapproved colors

❌ **DON'T** don't rotate the logo

❌ **DON'T** use the outlined logo in a dark color.

❌ **DON'T** fill the logo with a pattern.

C

Typography

We express Banzai's voice through our typography. Our typographic system is the backbone of our entire brand identity—it's practically impossible for a person to interact with Banzai's marketing or products without seeing our typography.

Please only use Banzai's approved font, VC Banzai Cardinal.

C.1 — VC Banzai Cardinal

VC Banzai Cardinal is Banzai's brand typeface. It is a modified version of VC Cardinal, with customizations made exclusively for Banzai (a single story 'a' and straight legged 'R'). It is a variable font, with axes for weight, width, and slant.

We use Banzai Cardinal Wide (that is, at its widest width: 250) for the vast majority of our communications. Banzai Cardinal (width: 200) can be used on occasion, but it should only be used for headings, and at large sizes.

⤓ **Download Font Files**

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ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnop
qrstuvwxyz01234
56789!@#$%^&()

C.1 (cont'd.)

VC Banzai Cardinal should be used in one of four weights: Regular (weight: 320), Medium (360), Semibold (440), and Bold (480). Note that these weights correspond with values on the weight axis of the variable font, and do not align with Very Cool Studio's predetermined naming system.

Note that each text style in the image below is set to Banzai Cardinal's widest width (width: 250).

Regular — 320

Medium — 360

Semibold — 440

Bold — 480

C.2 — Hierarchy

VC Banzai Cardinal should be used in one of four weights: Regular (weight: 320), Medium (360), Semibold (440), and Bold (480). Note that these weights correspond with values on the weight axis of the variable font, and do not align with Very Cool Studio's predetermined naming system.

Note that each text style in the image below is set to Banzai Cardinal's widest width (width: 250).

H1
VC Banzai Cardinal
Size / 96px
Line Height / 0.9
Weight / 480 (Bd)
Width / 250
Tracking / 0px

H2
VC Banzai Cardinal
Size / 40px
Line Height / 1.0
Weight / 440 (Sb)
Width / 250
Tracking / 0px

H3
VC Banzai Cardinal
Size / 24px
Line Height / 1.1
Weight / 440 (Sb)
Width / 250
Tracking / -1%

H4
VC Banzai Cardinal (All Caps)
Size / 14px
Line Height / 1.0
Weight / 480
Width / 250
Tracking / 16%

Body 1
VC Banzai Cardinal
Size / 20px
Line Height / 1.4
Weight / 320
Width / 250
Tracking / 2%

Learn the Value of a Dollar

Teach real-world finance and practical life skills with Banzai's free interactive education platform.

Used by over 100,00 teachers

GAMIFIED EDUCATION

Banzai is an award-winning interactive education platform that teaches real-world finance. See why over 100,000 teachers in over 50% of U.S. schools are using Banzai.

D

Colors

Banzai's color palette is joyful and energetic. It communicates our sense of enthusiasm to our customers, and when used properly, makes our products easier to understand and more fun to use.

D.1 – Our Color Palette

Our primary brand color is Banzai Blue (Blue 01). It's cheerful and optimistic, and effectively represents our brand to our various audiences.

Our Neutral palette complements Banzai Blue to form the bedrock of our color palette; the majority of our communications (in marketing and product) should be a mix of Banzai Blue and our Neutral palette.

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Banzai Blue
#006AF9

Neutral 01	#000000
Neutral 02	#1D1726
Neutral 03	#2A2432
Neutral 04	#36313E
Neutral 05	#433D49
Neutral 06	#4F4A55
Neutral 07	#5C5761
Neutral 08	#68646D
Neutral 09	#757079
Neutral 10	#817D85
Neutral 11	#8E8A90
Neutral 12	#9A979C
Neutral 13	#A7A3A8
Neutral 14	#B3B0B4
Neutral 15	#C0BDC0
Neutral 16	#CCCACC
Neutral 17	#D9D6D7
Neutral 18	#E5E3E3
Neutral 19	#F2F0EF
Neutral 20	#FFFFFF

D.1 (cont'd.)

The secondary palette, shown right, augments Banzai's core palette, expanding our range of expression.

Use the **01** colors the most; they harmonize with Banzai Blue and work especially well as backgrounds for text on the web. The **02–05** shades ought to be used sparingly as support colors.

Banzai Blue (Blue 01)	Magenta 01	Yellow 01	Green 01
#006AF9 R0 G106 B249 C81 M60 Y0 K0	#FF489A R255 G72 B154 C0 M85 Y2 K0	#FFC900 R255 G201 B0 C0 M21 Y100 K0	#00D04A R0 G208 B74 C71 M0 Y99 K0

Blue 02	Magenta 02	Yellow 02	Green 02
#3388FA R51 G136 B250 C72 M46 Y0 K0	#FF6DAE R255 G109 B174 C0 M73 Y0 K0	#FFD334 R255 G211 B52 C0 M15 Y89 K0	#33D96E R51 G217 B110 C65 M0 Y80 K0

Blue 03	Magenta 03	Yellow 03	Green 03
#67A6FC R103 G166 B252 C54 M28 Y0 K0	#FF92C3 R255 G146 B195 C0 M55 Y0 K0	#FFDF66 R255 G223 B102 C0 M9 Y72 K0	#66E392 R102 G227 B146 C54 M0 Y61 K0

Blue 04	Magenta 04	Yellow 04	Green 04
#9AC3FD R154 G195 B253 C35 M15 Y0 K0	#FFB6D6 R255 G182 B214 C0 M37 Y0 K0	#FFE999 R255 G233 B153 C0 M6 Y48 K0	#99ECB7 R153 G236 B183 C37 M0 Y39 K0

Blue 05	Magenta 05	Yellow 05	Green 05
#CCE2FE R204 G226 B254 C17 M5 Y0 K0	#FFDBEB R255 G219 B235 C0 M18 Y0 K0	#FFF6CC R255 G245 B204 C0 M2 Y23 K0	#CCF6DB R204 G246 B219 C19 M0 Y19 K0

D.2 — Color Hierarchy

This diagram illustrates the hierarchy for proper usage of Banzai's color palette. Note that the majority of Banzai's brand expression should use Banzai Blue, Neutral-02, and Neutral-19. Those colors are the core pillars of our brand palette, and they should be given precedence for most of our brand and marketing materials.

The secondary palette (Yellow, Magenta, and Green) opens up opportunities for variety and flexibility in our visual communication, but it should never be more prominent than the core palette.

D.3 — Neutrals

Banzai's neutral palette includes several shades of gray. Use these in tandem with Banzai Blue and the secondary palette when designing for Banzai. Please don't introduce new shades of gray to the color palette.

Always display text at a high enough contrast against its background that it's easy to read. Use **online contrast checkers** to ensure that your work meets Banzai's high standards for accessibility.

Note that Neutral-01 (pure black) is used sparingly; Neutral-02 is most often used as Banzai's black equivalent.

01	#000000	R0 G0 B0	C100 M100 Y100 K100
02	#1D1726	R29 G23 B38	C79 M78 Y54 K71
03	#2A2432	R42 G36 B50	C76 M76 Y53 K62
04	#36313E	R54 G49 B62	C73 M72 Y52 K51
05	#433D49	R67 G61 B73	C70 M69 Y51 K42
06	#4F4A55	R79 G74 B85	C67 M64 Y49 K33
07	#5C5761	R92 G87 B97	C63 M60 Y47 K25
08	#68646D	R104 G100 B109	C60 M55 Y44 K17
09	#757079	R117 G112 B121	C56 M51 Y41 K11
10	#817D85	R129 G125 B133	C52 M46 Y39 K6
11	#8E8A90	R142 G138 B144	C47 M41 Y36 K3
12	#9A979C	R154 G151 B156	C42 M36 Y33 K1
13	#A7A3A8	R167 G163 B168	C37 M32 Y28 K0
14	#B3B0B4	R179 G176 B180	C31 M26 Y23 K0
15	#C0BDC0	R192 G189 B192	C25 M21 Y19 K0
16	#CCCACC	R204 G202 B204	C19 M16 Y15 K0
17	#D9D6D7	R217 G214 B215	C14 M12 Y11 K0
18	#E5E3E3	R229 G227 B227	C9 M7 Y7 K0
19	#F2F0EF	R242 G240 B239	C4 M3 Y3 K0
20	#FFFFFF	R255 G255 B255	C0 M0 Y0 K0

D.4 — Usage and Accessibility

Our products should be accessible to as many people as possible; to that end, please use high contrast color pairings when working with text in Banzai's products.

Contrast checkers can quickly determine whether a color pairing is adequate for accessibility standards. For quick reference, though, you can use any of the matchups below: Blue-01 and Neutral-20 (pure white), Yellow-01 and Neutral-02, Magenta-01 and Neutral-02, Green-01 and Neutral-02, Neutral-02 and Neutral-20 (pure white), and Neutral-19 and Neutral-02.
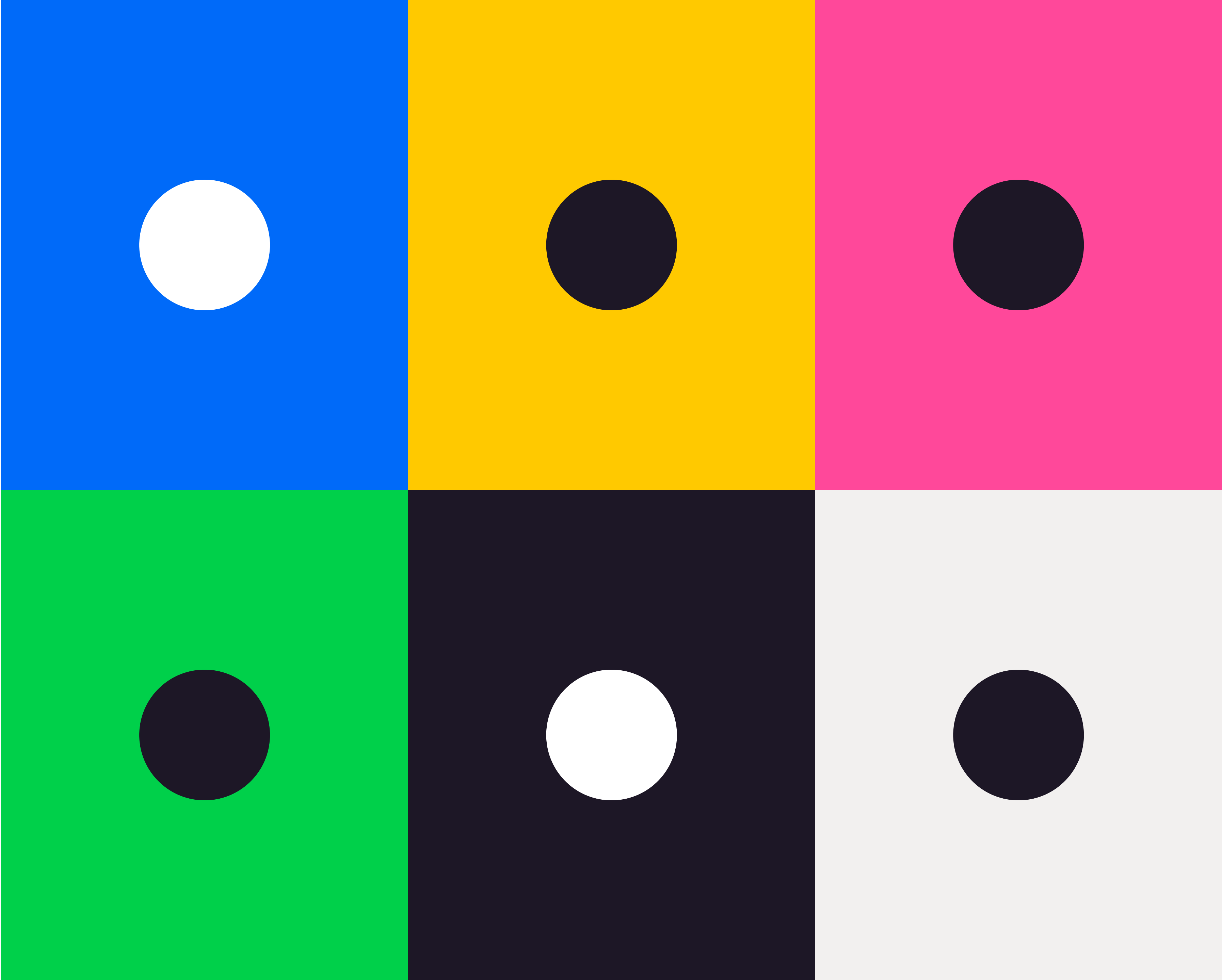
D.5 — Color Violations

The color combinations below either violate accessibility best practices (not enough contrast between the text color and its background) or Banzai's brand expression recommendations.

Please avoid all of these color combinations. Only use approved color pairings.
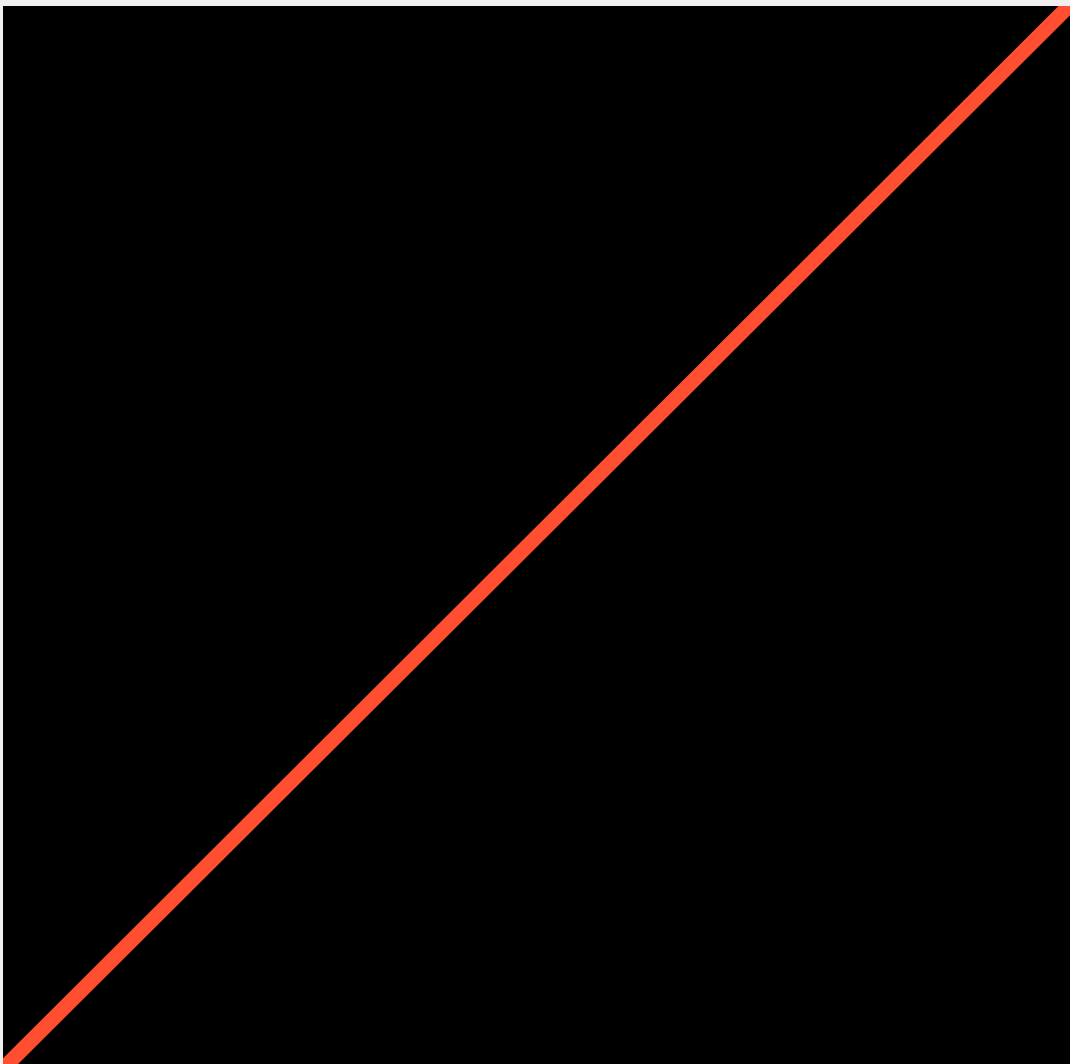
❌ **DON'T** use Neutral-01 (pure black) except for rare exceptions, like page backgrounds in Dark Mode. Use Neutral-02 instead.
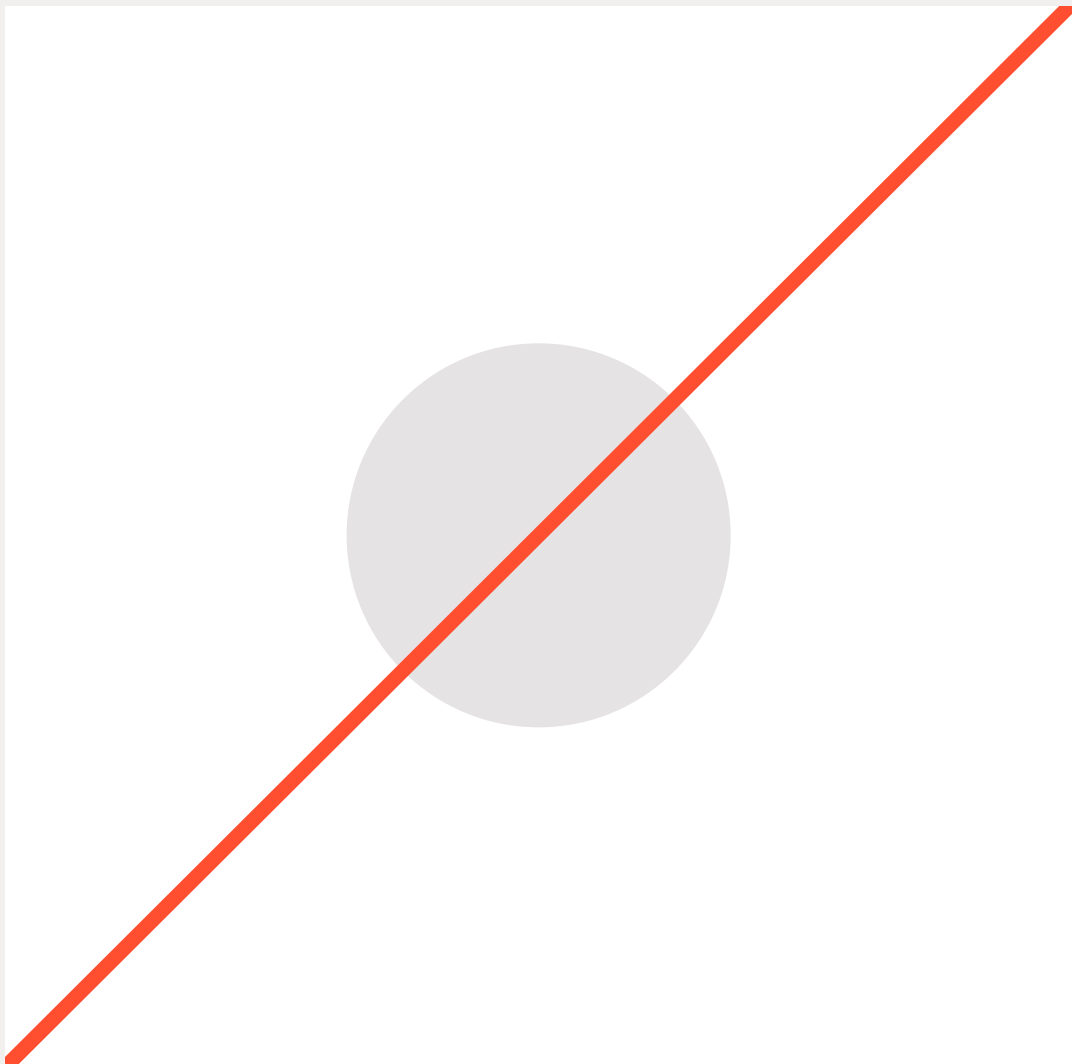

❌ **DON'T** use light gray text on white or light gray backgrounds. Make sure there's enough contrast between foreground and background elements, especially with text.
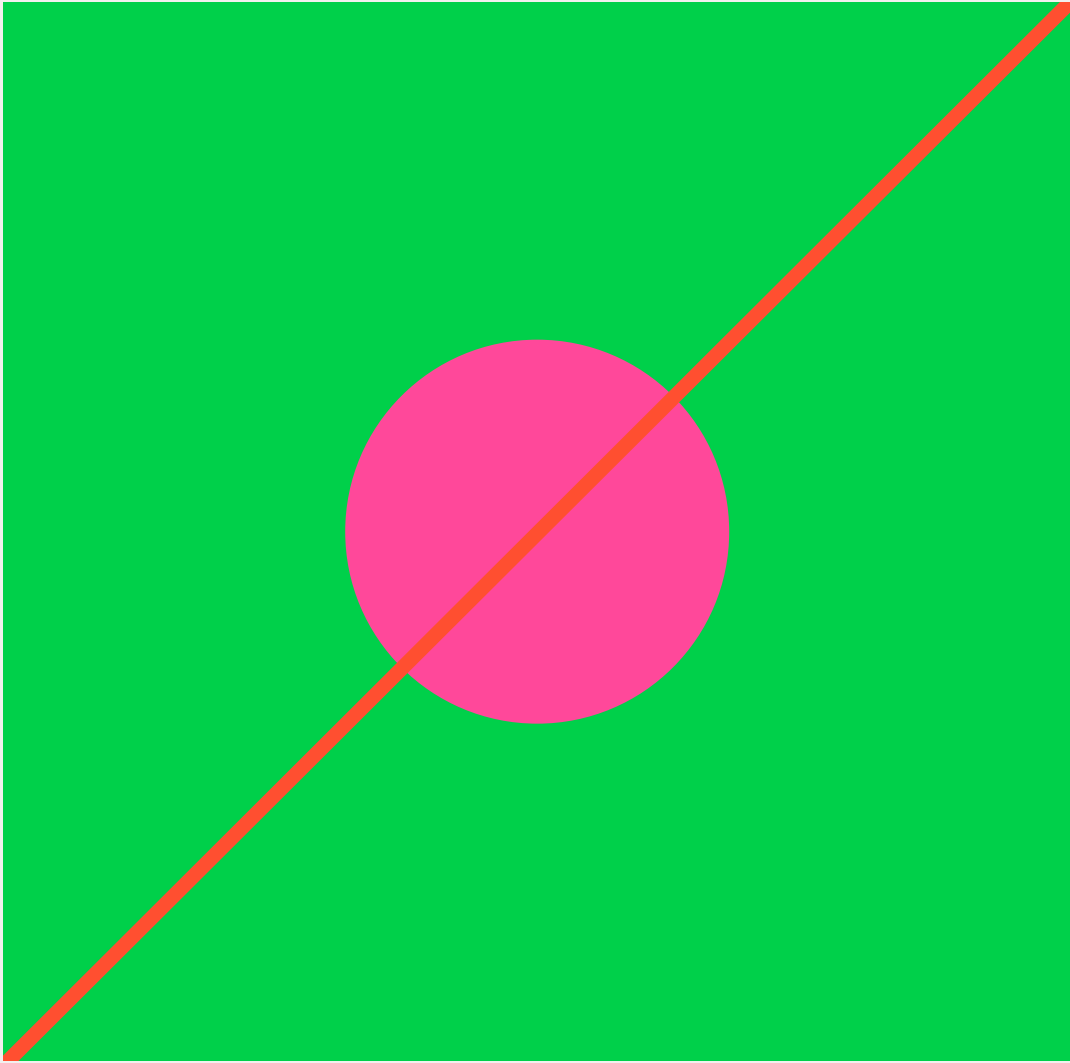

❌ **DON'T** use dark gray text on dark gray backgrounds. Make sure there's enough contrast between foreground and background elements, especially with text.
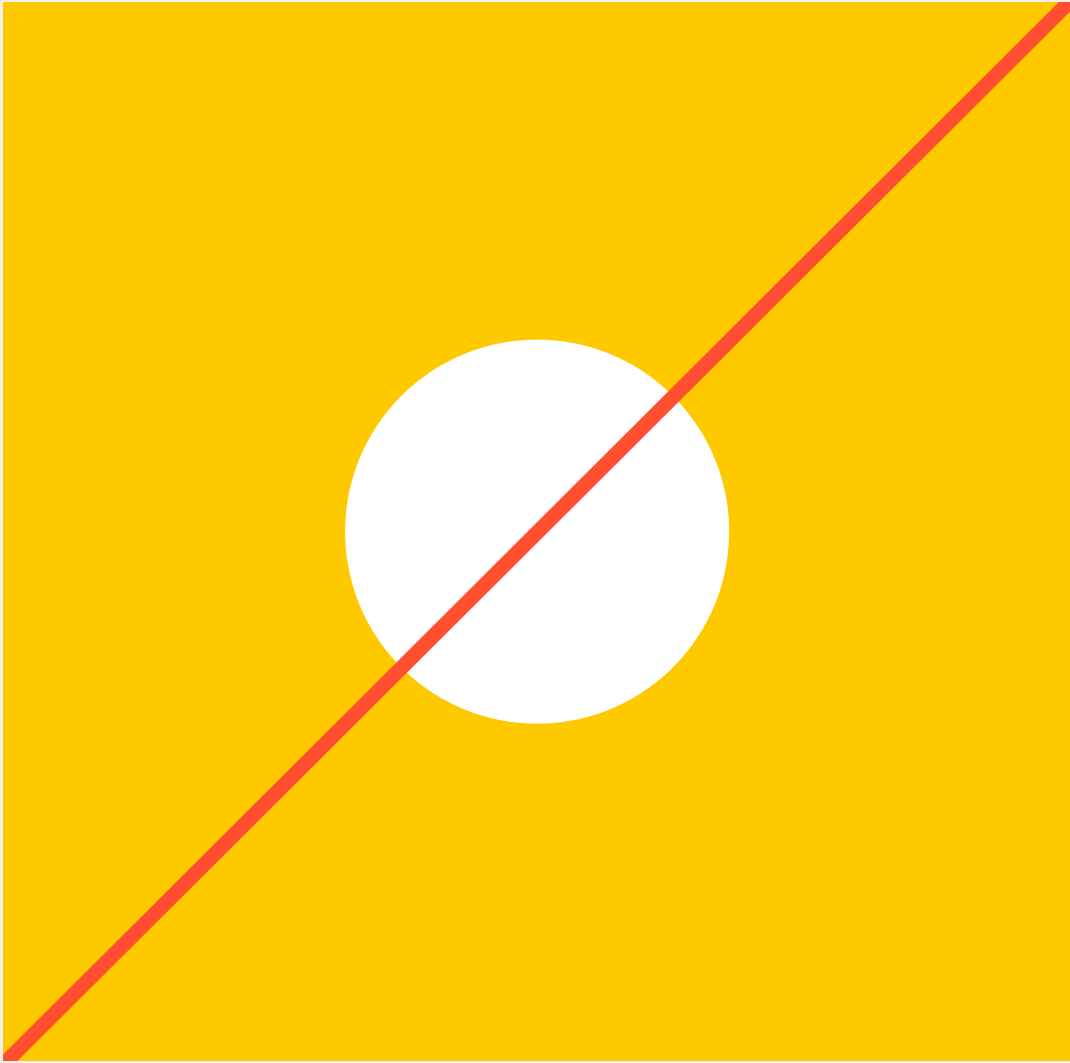
❌ **DON'T** use white text on Magenta, Yellow, or Green backgrounds.
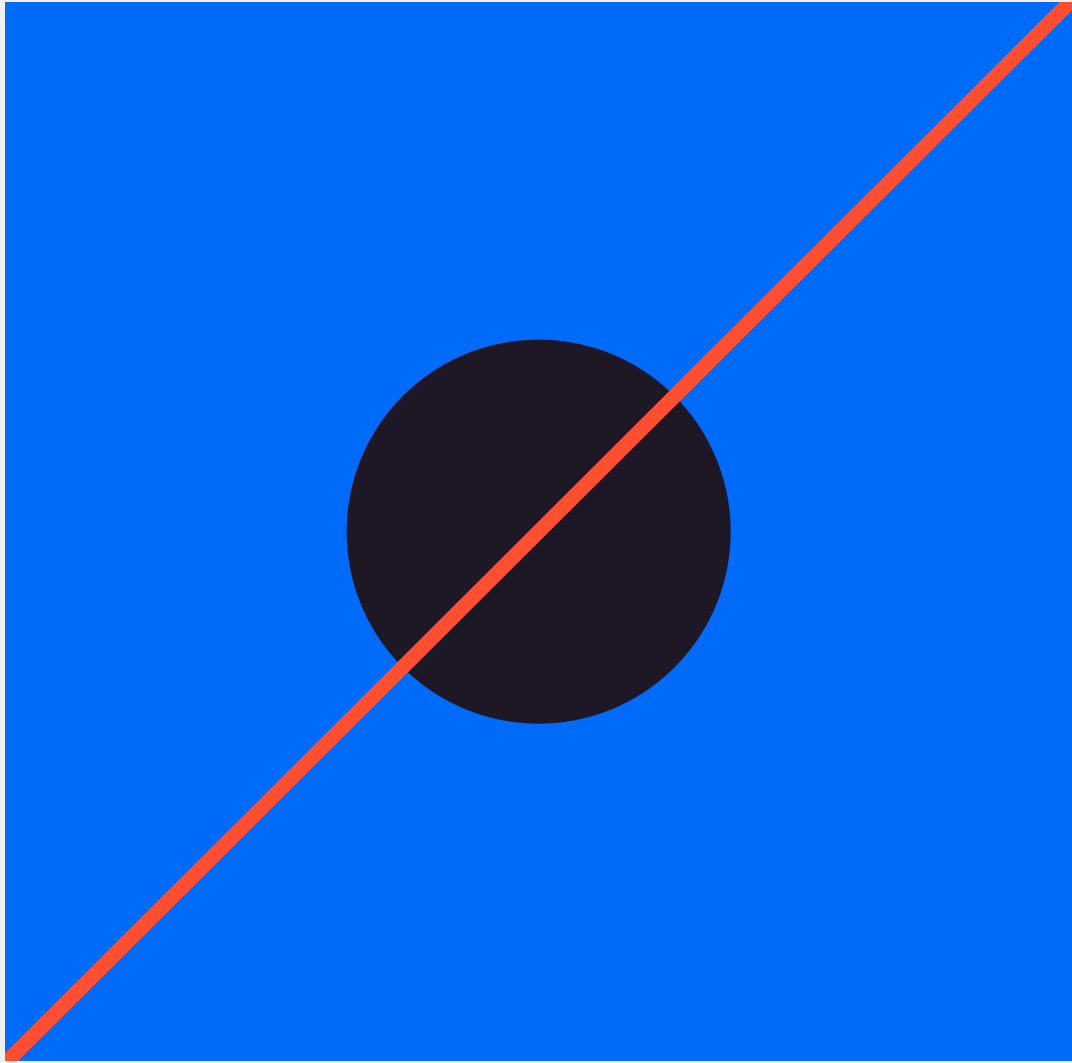
❌ **DON'T** use Neutral-02 text on Banzai Blue backgrounds.

❌ **DON'T** use colored (blue, magenta, yellow, green) text on top of other colored backgrounds.

Thank you!

Please reach out to casey@banzai.org with any questions or corrections to these guidelines.