

BRAND GUIDE · LOCKED 15.10.2026

FLAYSH BRAND

Technology that makes you feel. Everything a designer, video editor or AI needs to make
FLAYSH look like FLAYSH: colour, type, logos, motifs, templates and the rules behind them.

ELECTRIC VIOLET ANTON + GEIST BRAND.FLAYSH.COM



FIVE PILLARS

Every piece gets checked against these. They come from the artist's brief and the flaysh-style board: **nature, machine, human.**

RITUAL

Void first

Black is the material, not the background. Most of every frame is dark, and cutting to black is part of the rhythm. Light is spent like a rite.

- 55 to 90% of any frame or page is void
- Cut to black before a drop so the hit lands
- One glow inside the dark, not many
- Fill frames edge to edge
- Soft grey or gradient backgrounds
- Haze that lifts the blacks on a projector

HUMAN

Red is a signal

Red is the pulse: line, crack, glow, emitted light. Electric violet is its partner for halos, shapes and second accents, but never its equal. Red is never fire.

- Red on the one thing that must be seen
- Violet behind or around the red: halos, shapes, big type
- One red word per title or caption
- Red as fire, embers or smoke
- Violet as loud as red, or CTRL+F's purple-magenta
- Rainbow or cyan / yellow / acid accents in the brand

NATURE X MACHINE

Specimen

Living things documented by a machine. A flower, a root, a nerve, a creature, held still by crosshairs, leader lines, coordinates and file names. Science as a ritual, not a museum.

- One organism or subject per piece, measured
- Real labels: coordinates, BPM, set times, venues, file names
- Labels in Geist Medium caps, small
- Fake sci-fi jargon and HUD clutter
- Specimen frames with no living subject
- More than one HUD system per frame

RITUAL X MACHINE

Thorned line

One line grammar for every motif: two weights (hairline and blade), every stroke tapers, three terminals (hook, barb, blade), one mirror axis broken by one element. Drawn as light, so it reads as projection.

- Hairline + blade only, no middle weights
- Mirror, then break one thing (balanced, not entirely symmetrical)
- Tone by dot density, never grey fills
- Chrome + acid gradient rendering (the scene default)
- Full mandalas
- Gore, drips, antlers

NATURE X HUMAN

Alive

Nothing rests. Lines grow on the kick, marks breathe with the bass, captions land on the beat. The visuals are a living system that the music feeds.

- Growth on the kick, reset on the drop
- Symmetry on for drops, off for breakdowns
- Captions pop in 150 to 250ms, on the beat
- Static decoration on loop
- Motion that ignores the music
- Technique demos with no subject

COLOUR: ELECTRIC VIOLET

Red leads, electric violet partners, everything sits on void. Red is emitted light: a line, a glow, a key word. It is never fire or smoke. Tap a hex to copy it.

void

#050509

RGB 5 5 9

Ground. The default background everywhere. 55-90% of any frame or page.

surface

#10111A

RGB 16 17 26

Raised dark: panels, cards, UI fields on top of void.

ink

#F0F1F9

RGB 240 241 249

Text and the logo when it is not red. Cool near-white, never pure #fff for text blocks.

muted

#A5A9C4

RGB 165 169 196

Secondary text: credits, dates, captions under titles.



red

#F51D31

RGB 245 29 49

THE FLAYSH RED. Lead colour. Logo, key words, the one thing that must be seen. Emitted light, never fire or smoke.

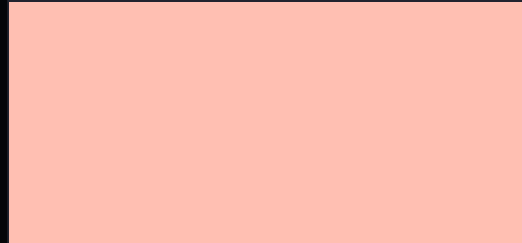


red-deep

#80041A

RGB 128 4 26

Shadow side of red: gradients, glows, pressed states. Never for text.



red-hot

#FFBFB2

RGB 255 191 178

Hot core of red light: the centre of a glow, a highlight. Small amounts only.



violet

#5B54FC

RGB 91 84 252

Electric violet, the partner. Shapes, halos, second accents, shadows of the red. 3.99:1 on void: large text only. Bluer than CTRL+F ED.04 purple on purpose (hue 277 vs ~295).



lavender

#B1B7FD

RGB 177 183 253

Light violet for small coloured text, HUD lines and labels where violet is too dark.

Socials

void 60

red 22

violet 12

ink 6

Merch

void 80

red 15

ink 5

Web

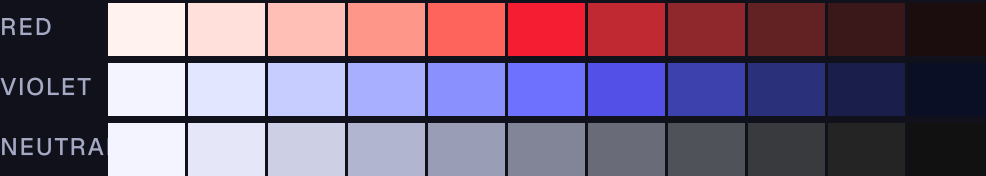
void 70

ink 15

red 10

violet 5

Ramps (UI states, not new brand colours)



Contrast on void (WCAG 2.1)

COLOUR	RATIO	USE
ink	18.07:1	any text
muted	8.79:1	any text
lavender	10.72:1	any text
red	4.94:1	any text
violet	3.99:1	large text and shapes

TYPE: ANTON + GEIST

Anton for titles: always uppercase, tight, one word in red. **Geist** for everything else; labels are Geist Medium in caps with wide tracking. Both are free (SIL Open Font License); the font files are in the kit.

TITLE · ANTON

174 BPM
ON A BUILDING

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

TEXT · GEIST

Audiovisual artist fusing sound, visuals and code. DJ sets rooted in neuro and future drum and bass, with detours through IDM.

SPECIMEN 07 · 174 BPM · LOST & FOUND · 22:00

Full set on YouTube, link in bio.

Scale (1080px social canvas)

TITLE-XL

TECHNOLOGY THAT MAKES YOU FEEL

200PX SOCIAL · CLAMP(3.5REM, 9VW, 7REM) WEB

TITLE-L

TECHNOLOGY THAT MAKES YOU FEEL

132PX SOCIAL · CLAMP(2.5REM, 6VW, 4.5REM) WEB

TITLE-M

TECHNOLOGY THAT MAKES YOU FEEL

88PX SOCIAL · 2REM WEB

CAPTION

TECHNOLOGY THAT MAKES YOU FEEL

120PX SOCIAL · 3REM WEB

BODY

Full set on YouTube, link in bio

36PX SOCIAL · 1.0625REM WEB

BODY-STRONG

Full set on YouTube, link in bio

36PX SOCIAL · 1.0625REM WEB

SMALL

Full set on YouTube, link in bio

28PX SOCIAL · 0.875REM WEB

LABEL

FULL SET ON YOUTUBE, LINK IN BIO

24PX SOCIAL · 0.75REM WEB

Reel captions

- Anton 120 to 140px on 1080 wide, ink, ONE word in red
- 1 to 3 words per screen, cut on the beat
- Soft dark shadow, no outline; centred near 45% height
- Pop in over 150 to 250ms, no slow fades

Writing

- Plain words. No em-dashes, ever
- FLAYSH always in caps; tag @flaysh_
- Instagram in English; open with a curious or funny first line
- Credits in the artist's format, 4 to 5 tool hashtags

LOGOS

Two marks, two jobs. Use the files, never redraw. Colours: red, ink or void only.



Winged: the hero mark

Avatars, covers, merch, stage, big moments. Clear space 25% of its height. Minimum 24px tall on screen, 15mm in print.



Flame: the readable name

Line-ups, posters, EPK, anywhere the name must be read. Clear space: the F's top bar. Minimum 80px wide on screen, 25mm in print.



Never



Avatar



Red winged mark on void, 76% wide, centred. Platforms crop it to a circle.

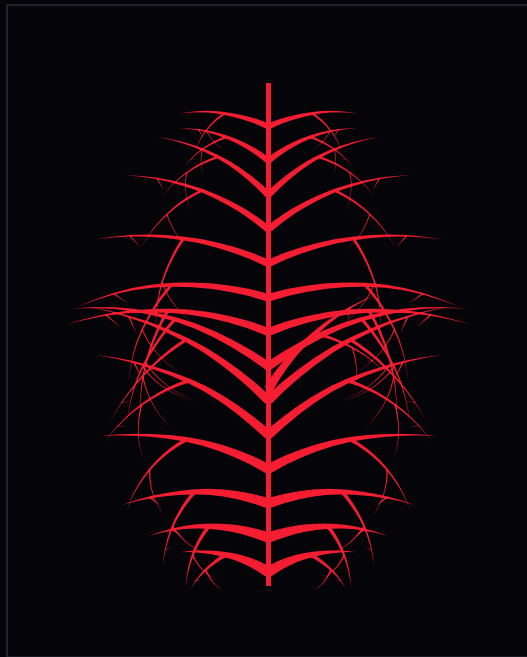
Co-brand (CTRL+F, venues, festivals)



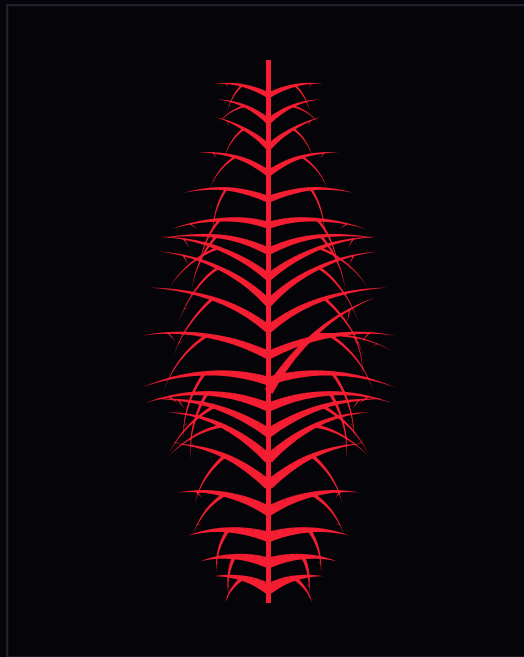
Flame wordmark, a thin rule, then the partner logo at the same height. FLAYSH stays ink or red and never takes the partner's colours. CTRL+F is its own sub-brand; FLAYSH appears there as a logo only.

MOTIFS

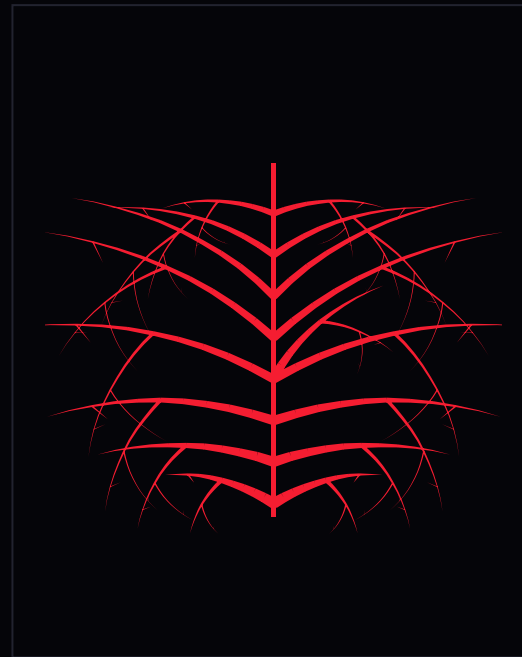
The **thorned line**: two weights (hairline and tapered blade), hook, barb or blade terminals, one mirror axis with exactly one broken element, branches never cross, at most 30% ink. Files are SVG in any colour.



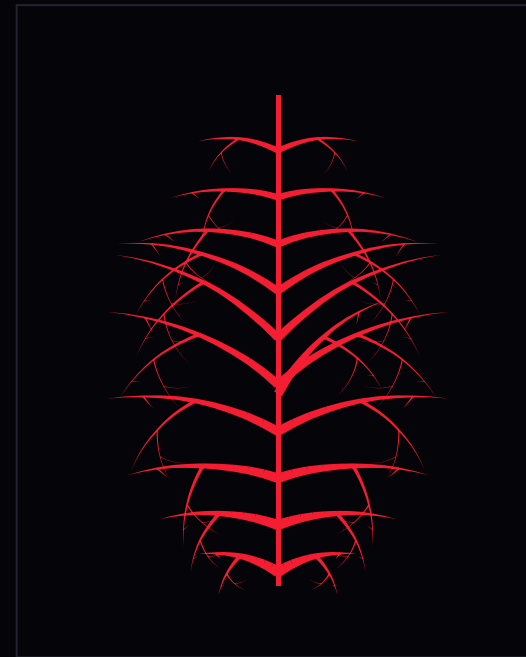
SPINE · THORN-SPINE-01.SVG



COLUMN · THORN-SPINE-02.SVG



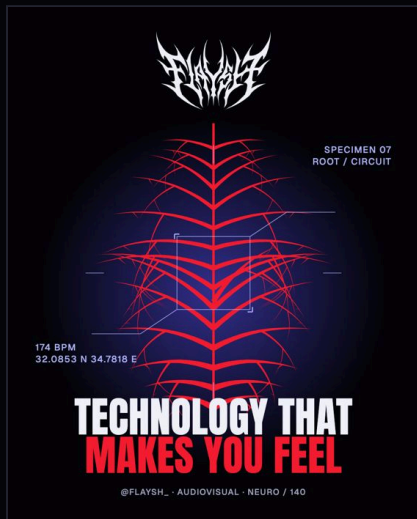
WINGS · THORN-SPINE-03.SVG



ROOTS · THORN-SPINE-04.SVG

TEMPLATES

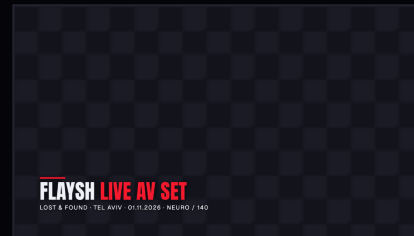
Ready to edit: IG post, gig story, reel cover, reel caption style, lower third, YouTube thumbnail, poster. Transparent ones are shown on a checkerboard.



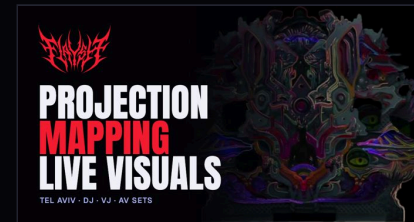
IG-POST



IG-STORY-GIG



LOWER-THIRD



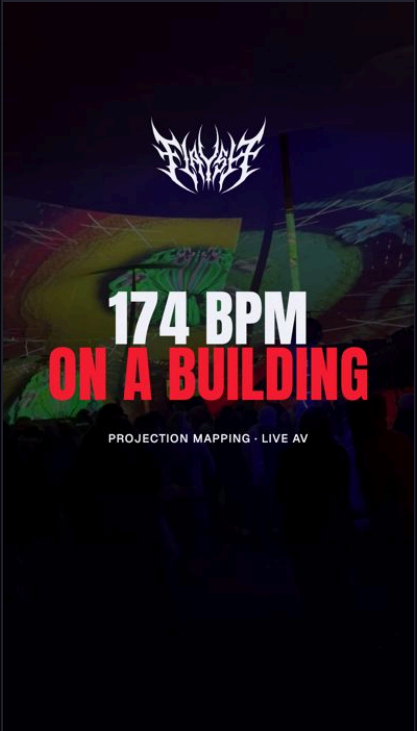
OG-CARD



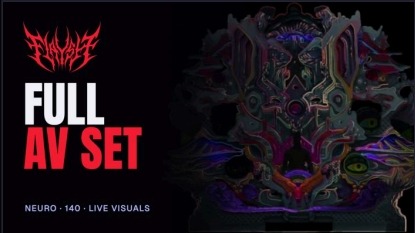
POSTER



REEL-CAPTION



REEL-COVER



YT-THUMB

DOWNLOAD

Take the files, never retype a hex. Install both fonts before opening the templates. The templates open live in the browser: change the text and export.

Everything	Logos, fonts, colours, motifs, templates, code, guide PDF and the agent brief
Logos	Winged + flame in red, ink, void: SVG and transparent PNG 512 / 1024 / 2048, avatars, co-brand lockup
Fonts	Anton + Geist (variable and Regular, Medium, SemiBold, Bold), SIL Open Font License
Colours	Adobe .ase, Procreate .swatches, GIMP / Krita / Inkscape .gpl, hex list, swatch sheet
Motifs	Thorned-line spines, specimen frame, leader label (SVG, any colour)
Code	CSS variables, TypeScript / JS tokens, Tailwind v3 preset + v4 theme, flat JSON
Guide PDF	This page as an A4 PDF

Templates (live)

[ig-post](#)[ig-story-gig](#)[reel-cover](#)[reel-caption](#)[lower-third](#)[yt-thumb](#)[poster](#)[og-card](#)

FOR AI AGENTS

Working with ChatGPT, Claude, Figma AI, Canva or a coding agent? Give it this page's brief.

Everything an agent needs is plain text at <https://brand.flaysh.com/llms.txt>.

Paste this first

You are designing for FLAYSH. Before anything else, read <https://brand.flaysh.com/llms.txt> and follow it exactly: only its colours, fonts and logo files, and its rules.

COPY PROMPT

Machine-readable files

- [llms.txt](#): the full brief for any AI
- [tokens.json](#) (W3C design tokens) and [tokens.flat.json](#)
- [flaysh.css](#): CSS variables, link it directly
- [BRAND.md](#): the complete guide as text
- [Claude skill](#): upload in Claude (Settings, Capabilities, Skills) or unzip into `~/ .claude/skills`