

2025



BLACK CAT PUBLISHING

BRAND GUIDE

By.
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Brand Overview

Black Cat Publishing is a creative studio is a home for the witchy, the haunted, and the bizarre. We collect stories that glow with magical dark worlds. We specialize in stories that mix witchcraft and horror. Our work yearns for eerie aesthetics, feminine power, and the art of storytelling that lingers with you long after you leave the theater.



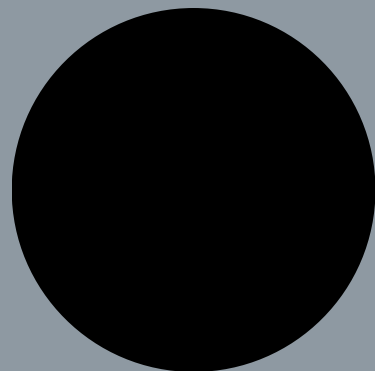
BLACK  AT PUBLISHING

BLACK CAT PUBLISHING





Colors



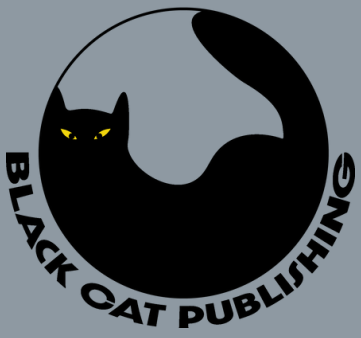
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DAZZLE UNICASE BOLD

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Logo Description

The logo of Black Cat Publishing centers on a black cat, which is a symbol of feminine power, mystery, and madness. It is simple as the associations with the black cat are so strong it speaks for itself. The curling of the cat I felt was pleasing to the design and a fun way to incorporate the text into the logo.
