



BRAND GUIDELINES

IDENTITY • VOICE • ADVERTISING • IMAGERY

One reference for Rugbet's brand identity, voice, advertising copy, and image production.

Contents

- Rugbet brand DNA
- Visual language
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Rugbet brand DNA

- Core vibe: mythic + 3D game adrenaline.
- Three pillars: enchanted smoky atmosphere, neon wagering energy, lightweight 3D renders.
- Mood: magical, high-stakes, kinetic, premium, readable.

Visual language

- Cinematic fantasy-sportsbook world.
- Deep midnight backgrounds, pink neon energy, magical smoke, glowing particles, polished 3D character lighting.
- Multipliers are glowing emerald numerical values with strong bloom.
- Characters should feel confident, mischievous, celebratory, and premium — not sinister, horror, or cheap cartoon.

Palette

Stay inside these named colour tokens unless a partner brand colour is explicitly required.

Primary

- brandPrimary — #ff42ef — Rugbet electric pink.
- brandPrimaryDark — #cf00a2 — darker brand pink.

Midnights

Muted indigo used for typically backgrounds and smoke/fog



- midnight1 — #6f5ca3
- midnight2 — #493875
- midnight3 — #2f244c
- midnight4 — #201934

Golds

- gold1 — #fce497
- gold2 — #f1c73e
- gold3 — #e5a81a

Brass

- brass1 — #a87f2e
- brass2 — #775b22
- brass3 — #544018

Pinks

- pink1 — #ff99e2
- pink2 — #ff5de1
- pink3 — #ff21df
- pink4 — #cf00b9
- pink5 — #5c0a54

Indigos

- indigo1 — #c4a7ff
- indigo2 — #9e75f0
- indigo3 — #8150e2
- indigo4 — #6736c9
- indigo5 — #311d58

Emeralds

- emerald1 — #a4f4d7
- emerald2 — #00dbaf
- emerald3 — #00BD97
- emerald4 — #029774
- emerald5 — #006655

Neutrals

- neutral400 — #a39ea8

■	neutral500 — #76707c
■	neutral600 — #554f5b
■	neutral700 — #443c4a
■	neutral750 — #362f3c
■	neutral800 — #29232f
■	neutral900 — #1a1420

Base

■	white — #FFFFFF
□	black — #000000

Use this document as the source of truth for token HEX values. In image generation prompts, write the HEX values so the model receives explicit colour instructions.

Typography

- Preferred brand font: Google Sans.
- Use Google Sans Bold or Google Sans Black for headings, short campaign headlines, and game-title typography.
- Use Geist Mono for numerical values: multipliers, odds, amounts, percentages, balances, and currency values.
- Use assets/typography/google-sans-alphabet.png as the general uppercase Google Sans letterform reference.
- Use the closest assets/typography/google-sans-*.png word sample for headline weight, spacing, and brand feel when the requested heading resembles an existing sample.
- Use assets/typography/geist-mono-multiplier-*.png as visual references for multiplier shape, glow, decimal spacing, and X treatment.
- Use assets/typography/geist-mono-numbers.png as the Geist Mono numeral reference for exact digit shapes from 0 to 9; also use this style for currency amounts and percentage values.
- For exact wording, spelling, and font fidelity, add text as a separate design layer after image generation.
- Image models may render text incorrectly; avoid in-image text unless explicitly requested.

Partner assets

- Use partner logos only when explicitly requested.
- Preserve partner logo geometry, proportions, and colours.
- Do not stretch, redraw, parody, obscure, or over-effect partner logos.
- For Solana-specific work, use the supplied Solana logo/reference as the source of truth and keep Solana colours confined to the logo, portal energy, or selected accent effects.

Tone of Voice

Purpose: Defines Rugbet's brand voice, tone pillars, writing rules, message types, and platform tone.

Keywords: tone of voice, brand voice, crypto native, product copy, marketing copy, writing rules

Voice Summary

Rugbet sounds like a crypto native who loves the action but runs a tight operation.

The voice balances:

- **Degen energy**
Fast, bold, entertaining, competitive.
- **Professional control**
Clear, credible, composed.

The goal:

Built for degenerates. Run like a real business.

Never corporate.

Never childish.

Never scammy.

Brand Personality

Rugbet is:

- **Confident**
Speaks with conviction.
- **Fast**
Short sentences. Momentum.
- **Entertaining**
Built around adrenaline and competition.
- **Composed**
Exciting but trustworthy.
- **Crypto native**
Understands CT culture without overusing slang.

Voice Formula

70% degen energy

30% professional precision

Meaning:

- **Exciting but clear.**
- **Bold but credible.**
- **Playful but controlled.**

Tone Pillars

Electric

Copy should feel alive.

Use:

- Punchy lines
- Strong verbs
- Momentum

Example:

Lock in.

Run it.

The board is live.

Avoid:

- Long explanations
- Slow wording

Sharp

Always clear and concise.

Example:

Pick your side.

Beat the odds.

Climb the board.

Controlled Chaos

Exciting but not reckless.

Example:

For the bold.

One click from glory.

The house is open.

Avoid sounding:

- Scammy
- Childish
- Unstable

Crypto Native

Comfortable with crypto culture.

Allowed language:

- Degen
- Run it
- Locked in
- Cooked
- Streak
- Cash out
- On chain

Rule:

Write like a crypto native with taste, not a reply guy.

Competitive

Rugbet is about winning, streaks, and leaderboard moments.

Examples:

Top of the board.

Biggest hit today.

Climb or get wiped.

Voice Sliders

- Playful: High
- Professional: Medium-high
- Aggressive: Medium
- Chaotic: Medium
- Trustworthy: High
- Corporate: Very low

If copy feels:

- Boring: add energy.
- Chaotic: add clarity.
- Cringe: reduce slang.

Writing Rules

Always:

- Lead with energy.
- Write short sentences.
- Use strong verbs.
- Sound confident.
- Make the user feel part of the action.

Never:

- Sound desperate.

- Sound scammy.
- Sound childish.
- Sound generic.

If another crypto casino could post it, it is too weak.

Message Types

Action

Fast and exciting.

Examples:

Lock in.

Your run starts now.

The house is open.

Social Proof

Celebrate winners.

Examples:

Biggest hit of the day.

Another monster run.

Product Trust

Clear and professional.

Examples:

Fast in. Fast out.

Clean gameplay. No nonsense.

Platform Tone

Twitter / X

Most energetic.

Examples:

Board is moving. You in?

Some of you should have cashed out earlier.

Locked in.

Ad Copy Guide

Role

You are an expert copywriter primed with the teachings of Alex Hormozi and other leading marketing experts.

Task

Your task is to create persuasive and engaging ad copy that effectively communicates the value of a product or service to its target audience.

Be creative, clear, and concise in your writing.

Use the following guiding principles to write compelling ad copy for our service/product.

Ad Copy Principles

Headlines Come First: Headlines are crucial for ad performance, with the best ones being curious, different, and attention-grabbing.

Say What Only You Can Say: Highlight unique experiences and proof that competitors can't copy.

Always Call Out Who You're Looking For: Specify your target audience and, even more powerfully, who your offer isn't for.

Always Have a Reason Why: Provide a reason for the desired action, enhancing persuasion.

Damaging Admissions: Build trust by openly acknowledging flaws / limitations.

For example: "We don't deliver the next day. But we deliver something no-one else in the world has!"

Show Don't Tell: Use descriptive language to illustrate the benefits and experiences.

Tie Benefits to Status: Connect the benefits of your offer to the status the customer desires.

Use Urgency and Scarcity: Encourage action by highlighting limited time or quantity.

Implied Authority: Establish credibility through experience, achievements, and proof.

Always Have a P.S. Statement: Use the P.S. for a strong call to action or to recap key points.

Clear Call to Action (CTA): Provide simple, clear instructions on what to do next.

Third-Grade Reading Level: Write copy that is easy to understand to avoid losing the reader's attention.

Checklist

- ☐ Create a new .md file in the root directory for your output.
- ☐ Scan the current page and traverse child components to understand the product/service being advertised. Be sure to identify target audience, problems solved, benefits, features and offers.
- ☐ Write 5 compelling headlines
- ☐ Create 5 primary text options that clearly communicate the benefits and features.

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- ☐ Develop 5 descriptions that provide additional context and encourage action.
 - ☐ Draft a "What makes your products or services unique?" paragraph.
 - ☐ Revise your drafts to include bold visual metaphors and emotional storytelling elements.
 - ☐ Ensure copy adheres to the Ad Copy Principles outlined above.
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Image Guidelines

Default image prompt structure

Use this order for production prompts:

1. Reference usage
2. Core concept
3. Subject / character direction
4. Composition and aspect ratio
5. Style and mood
6. Colour and lighting
7. Visual effects
8. Quality requirements
9. Negative prompt / exclusions

Rugbet image defaults

- Format: social-first, usually 4:5 portrait for X/feed assets unless specified otherwise; use 1:1 when a square-safe crop is needed and 9:16 for vertical video. For Higgsfield gpt_image_2, use 3:4 instead of 4:5; its schema does not accept 4:5.
- Style: premium cinematic 3D illustration, lightweight game-render finish.
- Atmosphere: deep midnight, smoky, enchanted, neon pink / indigo glow.
- Lighting: volumetric, rim-lit, polished, high contrast, readable on mobile.
- Energy: magical betting energy, glowing particles, streaks, bloom, smoke trails.
- Multipliers, numbers, and currency values: glowing emerald or high-contrast values with strong bloom, set in Geist Mono when visible.
- Default generation size: 1K / 1k for prompt iteration and normal social assets. Use 2K only for final/key art, small typography, dense detail, or downstream cropping.

Reference handling

- Include only references that affect the requested image; do not attach the full asset folder by default.
- Repository paths are orchestration metadata, not model-facing prompt language. Keep the local paths under the prompt file's YAML references field and in the generation tool's attachment arguments; do not write assets/..., absolute paths, or repository folder names inside the final ## Prompt text.
- Number attached images in the exact order they will be passed to the generation tool. Begin the prompt with a short attachment legend using basenames, for example:

```
Use the attached reference images in this exact order:
```

- ```
1. `ribbit-front.jpg` – Ribbit identity reference.
2. `rug-active-chip.png` – active rug geometry and glow reference.
```

- Refer to those assets throughout the prompt only as reference image 1, reference image 2, and so on.

Do not assume the model can see or resolve the original filesystem path.

- Ensure the tool attachment order exactly matches the numbered prompt legend and the order of paths in YAML references.
- Treat supplied character art as identity-locked.
- Preserve character colours, proportions, silhouette, facial personality, and render style.
- For Ribbit, use `assets/ribbit/ribbit-front.jpg` by default.
- Add `assets/ribbit/ribbit-3-point.jpg` only when the shot shows Ribbit from the side, rear, or a strong angled view.
- Add `assets/ribbit/ribbit-headshot.jpg` only for close-up face or expression-led images.
- For flat inserted rug surfaces, use one of the texture colour maps in `assets/rugs/textures/` as a material reference.
- For 3D rugs, use `assets/rugs/rug-idle-chip.png`, `assets/rugs/rug-active-chip.png`, `assets/rugs/rug-active-chip-camera-behind.png`, `assets/rugs/rug-active-no-chip-camera-behind.png`, `assets/rugs/rug-loss-chip.png`, or `assets/rugs/rug-win-chip.png` as the primary shape, glow, and composition reference. Include `assets/rugs/rug-win-chip.png` whenever showing a win or cashout state.
- For visible headings, campaign headlines, or game-title typography, use Google Sans and include `assets/typography/google-sans-alphabet.png` plus the closest `assets/typography/google-sans-*.png` word sample for style only.
- For visible multiplier typography, include the closest `assets/typography/geist-mono-multiplier-*.png` reference for style only.
- For visible numbers, percentages, balances, odds, or currency values outside an existing multiplier sample, include `assets/typography/geist-mono-numbers.png` for Geist Mono digit shapes.
- For Solana wallet concepts, use wallet icon references from `assets/solana/`; preserve each icon's geometry and brand colour.
- Treat supplied logos as geometry-locked.
- Do not invent logos or substitute symbols.

## Asset reference map

- `assets/brand/rugbet-logo.png`: primary pink horizontal wordmark. Use only when the brief needs an explicit Rugbet brand lockup, poster/signage, end card, or app/store-style branded surface.
- `assets/brand/rugbet-logo-white.png`: white horizontal wordmark for dark scenes or post-production overlay guidance.
- `assets/brand/rugbet-icon.png`: compact pink rug-and-lamp mark. Use sparingly for small emblems, portal tokens, app icons, or physical branded props; do not place it in every image.
- `assets/brand/rugbet-lamp.png`: standalone lamp symbol. Use as a magical motif or prop reference, not as a replacement for the full logo.
- `assets/ribbit/*.jpg`: Ribbit identity locks; include whenever Ribbit appears.
- `assets/rugs/textures/*.jpg`: canonical custom rug-pattern colour maps used by the app. Select the named pattern that fits the requested surface.
- `assets/rugs/rug-idle-chip.png`: 3D rug render with a player chip and idle purple/indigo emissive border.
- `assets/rugs/rug-active-chip.png`: 3D rug render with a player chip, active gold emissive border, and particle trail.
- `assets/rugs/rug-active-chip-camera-behind.png`: rear/chase-angle 3D rug render with active gold border and trailing particles.
- `assets/rugs/rug-active-no-chip-camera-behind.png`: rear/chase-angle 3D rug render without a player

chip, for clean rug-only motion shots.

- **assets/rugs/rug-loss-chip.png:** 3D rug render with a player chip and loss-state hot-pink emissive border.
- **assets/rugs/rug-win-chip.png:** 3D rug render with a player chip, win/cashout emerald emissive border, and emerald particle trail flying off into the distance.
- **assets/typography/\*.png:** typography style references; include only when prompt-rendered text or multiplier shape is requested.
- **assets/typography/google-sans-alphabet.png:** general Google Sans uppercase heading reference.
- **assets/typography/google-sans-lasers.png:** Google Sans one-word heading reference for short campaign words.
- **assets/typography/google-sans-rug-rise.png:** Google Sans two-word heading reference with compact spacing.
- **assets/typography/google-sans-the-ascent.png:** Google Sans game-title heading reference.
- **assets/typography/google-sans-multi-ascent.png:** Google Sans wider game-title heading reference.
- **assets/typography/geist-mono-numbers.png:** Geist Mono reference for the exact 0123456789 digit set; use for numbers, percentages, balances, odds, and currency values.
- **assets/typography/geist-mono-multiplier-39.87x.png:** Geist Mono decimal multiplier reference.
- **assets/typography/geist-mono-multiplier-100x.png:** Geist Mono large multiplier reference.
- **assets/solana/solana.png:** Solana logo reference; use only for Solana-specific concepts.
- **assets/solana/solflare.png:** Solflare wallet icon reference; use only when Solflare is requested or clearly part of a Solana wallet concept, preserving Solflare yellow #FFEF46.
- **assets/solana/phantom.png:** Phantom wallet icon reference; use only when Phantom is requested or clearly part of a Solana wallet concept, preserving Phantom lilac #9886E5.
- **assets/games/the-ascent-screenshot.png:** gameplay/world reference for The Ascent-style scenes; use only when matching the game environment, multiplier lane, or visual mechanics.
- **assets/games/ascent/tower-spike.png:** Ascent spike accuracy reference for a safe rug near a revealed spike; use when matching spike height, centered ring alignment, emissive pink hazard rings, and near-miss rows. For Ascent scenes, resolved visible rows should show exactly one revealed spike in a random ring position, while the current unresolved row shows no revealed spike.
- **assets/games/ascent/tower-spike-rug-loss.png:** Ascent loss-state reference for a rug pierced through the center by a spike with the player chip flying off; use when matching spiked rug motion and loss effects.
- **assets/levels/:** These are the current 'levels' avateras used for the visual display of each gained rewards level - hexagonal badge desing rimmed with gold containing a visual representation of the ribbit charcater as a variety of different characters.

For prompt file metadata, list only the assets used under references, in the same order as the numbered attachment legend in the final prompt. Use references: [] when no reference image is needed.

## 3D rug and player chip

Use this when an image needs the in-game rug object, especially avatar/player-led shots. Source construction comes from /Users/matthew/Documents/Code/rugbet/components/shared/rug/Rug.tsx.

is exactly 8:10 (4:5) and depth is 1.25x width. The body/sides are deep near-black purple #0c0811; the top and underside use the selected rug texture.

- **Surface detail:** preserve the ornate Rugbet rug pattern, brass/gold trim, beveled edges, and slight

animated fabric waviness. The rug should read as a lightweight game object, not a flat carpet, card, or thick platform.

- **Emissive border:** the rug has a masked glowing border and detail lines. Idle state glows purple/indigo (#9e75f0), active state glows gold (#f1c73e), loss state glows hot pink (#ff21df), and win/cashout state glows emerald (#00dbaf).
- **Player chip:** a raised circular gold/brass chip sits on top of the rug. Use exactly one chip per rug. The pure green circle in the reference is a chroma placeholder for the player avatar/PFP; replace it with the requested avatar image or a clean neutral portrait placeholder, and do not keep the green fill in final art unless the brief explicitly asks for an editable placeholder. In loss scenes where the chip is flying off, the flying chip is the rug's only chip; do not leave a second chip on the rug.
- **Active motion:** active rugs should have strong border bloom plus additive gold/white particle dots streaming from the rear edge and corners, forming a clean motion trail behind the rug.
- **Cashout/loss motion:** active rugs sit over exactly one ring lane. Winning or cashed-out rugs switch to the rug-win-chip.png state, with an emissive emerald border and emerald particle trail as the rug flies off the tower into the distance or off to the side. Loss-state rugs sit over exactly one spike/ring lane; loss scenes can use hot-pink glow or a short outward burst, but avoid gore, broken UI, or clutter.
- **Avoid:** duplicate chips on one rug, extra random chips, invented logos, fake UI labels, warped avatar circles, flat square cards, oversized thickness, muddy borders, or retaining the green placeholder as if it were the final avatar.

## Text handling

- Default: no text inside generated images.
- If text is required, keep it short and exact.
- For headings, use Google Sans style: bold, clean, uppercase, wide enough to breathe, and high contrast.
- For multiplier text, use exact uppercase values such as 99X, glowing emerald, strong bloom, Geist Mono style.
- For numbers, percentages, odds, balances, and currency values, use Geist Mono style for the numeric characters and keep currency symbols or codes visually aligned with the same mono treatment.
- Typography references guide weight, spacing, shape, and glow; they do not guarantee exact spelling or font fidelity.
- Ask for crisp, undistorted, correctly spelled typography, but assume final text should be added in post-production.
- Never allow random background text, UI labels, watermarks, fake badges, or unreadable glyphs.

## Quality checklist

Every final prompt should request:

- Ultra-high quality.
- Sharp subject clarity.
- Clean edges.
- Smooth gradients.
- Refined materials.
- Cinematic depth.
- No blur on focal subject.
- No compression artifacts.

- No malformed anatomy.
- No cluttered background.

## Standard negative prompt

No extra text, no watermark, no UI, no off-brand colours, no low-resolution rendering, no pixelation, no blurry subject, no muddy lighting, no distorted anatomy, no malformed hands, no broken facial features, no unwanted logos, no clutter, no horror tone, no cheap cartoon style, no photorealistic human replacement.

## Prompt style

Be specific but compact. Prioritise visual hierarchy, brand consistency, and clean production constraints over long decorative prose.