

RAPBITCOIN.

The rulebook for matte black, gold foil, and the line between rap-luxury and Bitcoin-maxi.

This document is the single source of truth for every visual and written expression of RAPBITCOIN. If a new surface — landing page, APK, mint artwork, social post, merch drop — doesn't match what's inside, it ships wrong. Ten pages. Print or view.



01 Identity & thesis

RAPBITCOIN is a rap-first, mobile-first music economy where every track is simultaneously a streamable song, a collectible NFT, and a tradeable bonding-curve token. The brand expresses that three-gear flywheel with one rule: premium rap-luxury, never Bitcoin-maximalist.

THE SENTENCE

Rap. Owned.

Two words. Used as the signature line on every major surface (hero, footer, merch, pitch deck). Capital R, capital O, period-anchored. No variations.

THE AESTHETIC REFERENCE

Death Row × Supreme × Rolex. Matte black with real gold foil, not screaming bling. Every Bitcoin-maxi trope — orange-pill wallpaper, "Satoshi" quotes, Greek columns, stacked-sats icons — is forbidden. Our gold is cultural, not financial.

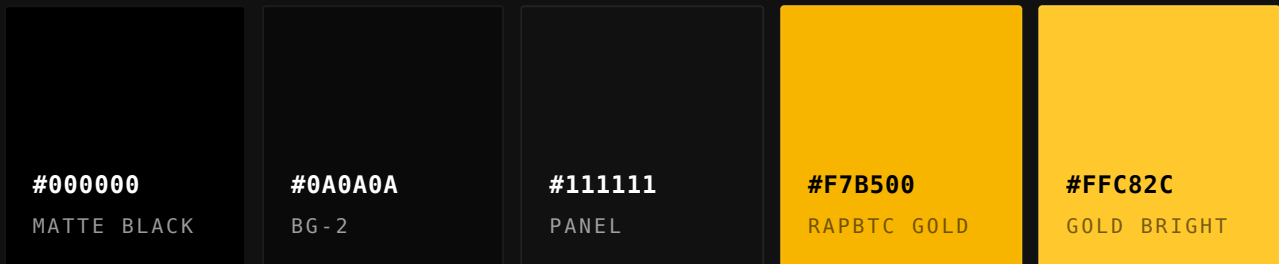
THE AUDIENCE

Rap superfans aged 16–34. Independent rappers in the \$50K–\$1M revenue tier. Crypto-curious, not crypto-native. If a non-crypto fan can't listen, collect, and share without seeing the word "wallet," we shipped it wrong.

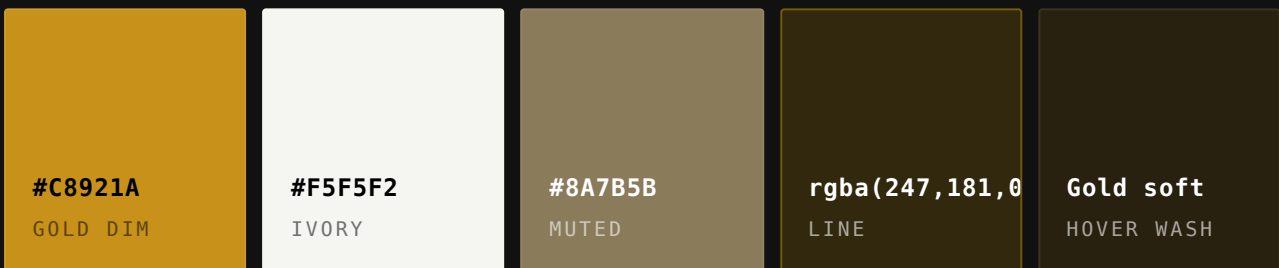
02 Palette — matte black + gold foil

Two tiers: primary (brand) and functional (semantic state). The primary palette is what the world sees. The functional palette only appears inside the product for up/down/neutral signaling. Never mix ratios — gold dominates, ivory supports, black holds the frame.

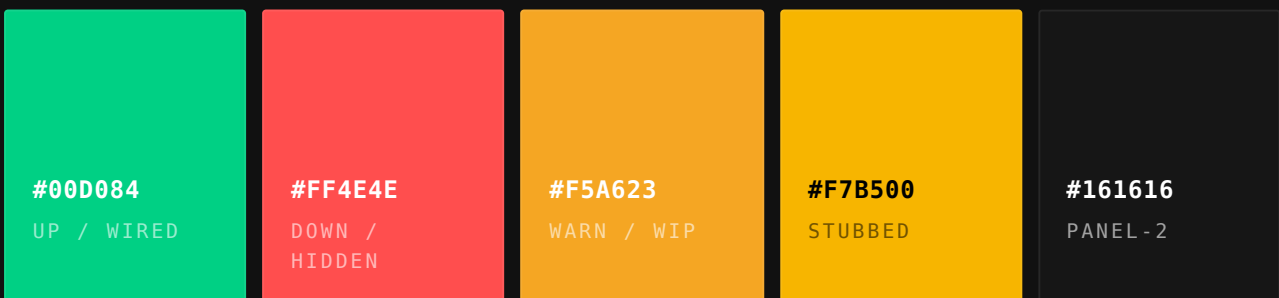
PRIMARY · BRAND



PRIMARY · SUPPORTING



FUNCTIONAL · SEMANTIC ONLY



RATIOS

- 60% matte black (canvas, frame)
- 25% ivory (body text)
- 10% gold (accents, CTAs, logotype)
- 5% functional colors (only inside product UI)

03 Typography — three faces, one rule each

Every letterform on every surface comes from one of three faces. Each has a domain. Crossing domains is a brand error.

DISPLAY · LOGOTYPE
ARCHIVO BLACK

RAPBITCOIN.

Weight: 900 (only)

Tracking: -1 to -2%

Sizes: 44px–132px

Uppercase only

UI · BODY
SPACE GROTESK

Listen. Collect. Trade. Every track is a song, a collectible, and a tradeable coin.

Weights: 400 / 500 / 600 / 700

Tracking: 0

Sizes: 13px (meta) / 15px (body) / 17px (lead) / 22px+ (subhead)

MONEY · MONO
IBM PLEX MONO

\$RAPBTC · +12.4% · 21,000,000 · #347 / 1000

Weights: 400 / 500 / 700

Tracking: +10–14% for labels, 0 for values

All tickers, prices, counts, timestamps, feature flags

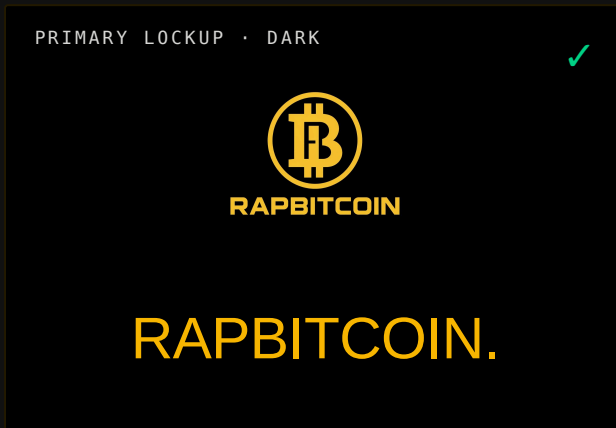
THE RULE

Money uses mono. Music uses Space Grotesk. The logotype (and ONLY the logotype and heading 2/3 in the brandbook) uses Archivo Black. Section headings outside the brandbook are

Space Grotesk 700 at ~clamp(26px, 3.8vw, 44px) — never Archivo Black, which stays sacred to the logotype.

04 Logo — mark, logotype, misuse

The mark is the gold coin with the stylized "B" (Bitcoin B + FB combo). The logotype is **RAPBITCOIN.** with the terminal period. They can be used together or apart — but always with the specified clear space.



CLEAR SPACE

Minimum clear space around the mark = height of the letter "R" in the logotype at the same scale. Nothing else enters that zone — no copy, no imagery, no other logos.

MINIMUM SIZES

- Mark alone: 32 × 32 px digital / 12 mm print
- Primary lockup (mark + logotype): 120 px wide digital / 30 mm print
- App icon: 512 × 512 px source, rendered at Android mipmap sizes (48 / 72 / 96 / 144 / 192)

NEVER

- stretch, skew, or rotate the mark
- change the gold color (outside the three approved variants)
- place the mark on patterned or cluttered backgrounds
- add drop-shadows, strokes, or bevels to the mark
- use the mark as a bullet, divider, or decorative element

- attempt any Bitcoin-maxi visual pun (orange pill, stacked sats, etc.)

05 Voice & tone

RAPBITCOIN talks like a confident rap manager who happens to understand blockchain. Never both at once. Never talks *down* to rap culture. Never talks *up* to crypto culture.

SURFACE	VOICE	EXAMPLE
Hero / pitch	Confident, 2-word sentences	<i>Rap. Owned. · 21 million. \$1 each.</i>
Body copy	Plain, USD-first, no crypto jargon	"Start your journey for \$1 per coin. Claim your stake before supply tightens."
Money UI	Terse, numeric, monospaced	\$GRIT · +12.4% · 24h
Error states	Direct, never cute	"That email doesn't parse. Try again."
Success states	One line, confirming the act	"✓ You're on the list. We reply inside a week."
Artist-facing	Respectful peer, never patronizing	"If this track earns \$1000, you receive \$700, Producer A receives \$200."

DO

- "Listen. Collect. Trade."
- "\$1 per coin at launch."
- "Paid daily in USDC."
- "Rap-first. Mobile-first."
- "Every Cypher. Every trade. Every stream."

DON'T

- "HODL the \$RAPBTC gem 💎👏"
- "WAGMI to 100x"
- "Stack those sats and hit the moon"
- "Web3-native decentralized social music"
- "Airdrop farm optimized"

06 UI components — sharp corners on money, soft on music

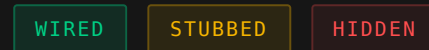
The grammar of the product. Trade-oriented surfaces use 2px corner radius + IBM Plex Mono. Music-oriented surfaces use 14–18px corner radius + Space Grotesk. The eye learns the language instantly.

BUTTONS



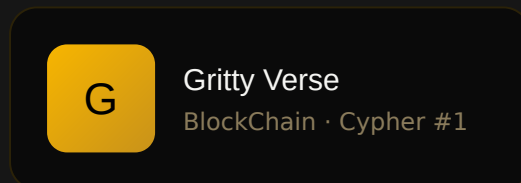
Gold = commit. Ghost = explore. 2px radius for money surfaces, 6px for music.

CHIPS · FEATURE STATE



Three states, semantic colors, mono labels. No other variants.

MUSIC CARD · SOFT



14px radius, Archivo Black for track title, Space Grotesk for meta.

MONEY CARD · SHARP



2px radius, everything mono, up = green. Nothing else.

CORNER RADII — THE RULE

SURFACE	RADIUS	WHY
Trade · coin detail · buy/sell · portfolio · flags	2px	Money feels engineered, not ornamented.
Track cards · artist tiles · player · profile	14–18px	Music is warm, generous, human.
App icon · avatars	50%	Circle marks the person/product.
Modal shells · sheet corners	16px top · 0 bottom	Anchored to the bottom of the phone.

07 Motion & imagery

Motion is minimal and purposeful. Imagery is never stocky. When in doubt, go static gold on matte black — trust the typography.

MOTION PRINCIPLES

- 200 ms for hovers, 400 ms for transitions, never more than 600 ms.
- Ease-out for entrances, ease-in-out for state changes, linear for progress bars.
- No parallax. No tilt. No spring-loaded bounce. We're not a 2013 startup.
- Audio-reactive distortion (BRNZ engine) is allowed ONLY on demo/landing surfaces, never inside the product UI.

IMAGERY DOS

- Artist photography — low-key lighting, 1:1 square crops, gold tonal wash over the whites.
- Track art — user-submitted, no gold-overlay watermark, presented as-is inside a 14px radius.
- Texture — real foil scans, gold leaf on paper, brushed-brass macro shots.
- Iconography — geometric, monoline, always gold on dark.

IMAGERY DON'TS

- Stock photos of headphones, turntables, or microphones — ever.
- 3D-rendered "Bitcoin" coins floating in space.
- Emoji as visual assets (only allowed inline as punctuation in body copy).
- Gradient backgrounds that aren't from the three approved radial gradients (see landing pages).
- Faces of crypto celebrities. Ever.

08 Product principles

Six principles from the PRD that shape every design decision. If a proposal violates one of these, the proposal loses.

#	PRINCIPLE	OPERATIONAL TEST
P1	Premium rap-luxury, not Bitcoin-maxi.	No orange pill. No "stacking sats." No Greek columns.
P2	Zero crypto concepts surfaced by default.	A non-crypto user completes listen → collect → share without seeing "wallet," "gas," "chain," "RPC."
P3	USD-first pricing everywhere.	Every price displays as USDC-equivalent by default; SOL/\$RAPBTC only via Power Mode.
P4	Every reward is backed by real consumption, spend, or risk.	Points only accrue on ≥ 30 s listens with heartbeat. Sybil filters apply retroactively.
P5	Sharp corners on money, soft corners on music.	2px radius + IBM Plex Mono for trade surfaces. 14-18px + Space Grotesk for music.
P6	Ship the screen, flag the feature.	All 12 screens exist in MVP. Deferred features are DB-mocked with realistic data.

09 Asset manifest

Canonical URLs. Use these — never copy into your own repo.

ASSET	URL	NOTES
Logo JPG (primary)	brnz.ai/rap/logo.jpg	1080 × 1080, gold-on-black, canonical source
Alpha anthem	brnz.ai/rap/anthem.mp3	BlockChain — Gritty Verse · 320 kbps · 3:27
Android APK	brnz.ai/rap/rapbtc.apk	v3.1.0-rapbtc-mvp · gold/black theme
Landing (primary)	brnz.ai/rap/	Public, SEO-indexed
Landing (mirror)	brnz.ai/rap/	Kensai-domain mirror, served statically via Caddy
Build plan	brnz.ai/rap/plan/	Live tracker · 6 sprints · 12 screens
This brandbook (HTML)	brnz.ai/rap/brandbook/	v1.0 · updated 2026-04-19
This brandbook (PDF)	brnz.ai/rap/brandbook.pdf	Chrome-printed from this HTML

10 Versioning & approvals

Changes to this brandbook are decided by Alex. Every new version increments the minor unless palette or logotype changes — then the major.

VERSION	DATE	CHANGE
1.0	2026-04-19	Initial brandbook. Palette, typography, logo rules, voice, UI grammar, motion + imagery, product principles, asset manifest.