

GLITCH

BRAND DNA

VOICE. TONE.
VISUAL SYSTEM.

PUBLIC BRAND REFERENCE

BRAND SYSTEM

YOU DIRECT. IT PROVES.

A directed agent system for traders. The trader directs; the system builds and proves. Bold type, black and paper with one point of gold, and evidence behind every claim. The mark signs the work; it does not lead it.

CORE VISUAL THEMES

01 Bold lettering

Primary. Language leads.

BUILD.
PROVE.

02 Building blocks

Ideas become modules.



03 The Hive

Agents coordinate.



TYPOGRAPHY

GEIST Geist Mono

BOLD 700 DISPLAY · REGULAR 400 BODY · MONO FOR DATA
HERO 132 · H1 62 · BODY 16-18 · CAPS · TRACK −4% · LEADING 0.9

COLOR

BLACK #050505 · 80% | PAPER #F2EFE6 · 15% | #E5B83B

Dark-first. Gold marks one active point per surface. Gold text on black only.

HEADLINE CONSTRUCTION

HUMAN ACTION.
SYSTEM VERB.

Two lines, four words max. Last line gold. Full stops retained.

COMPOSITION

Wordmark top-left · Node top-right · Headline bottom-left · Disclosure bottom-right · 5% margins · 50% empty ground

VOICE

DIRECT. PRECISE. COMPOSED. AMBITIOUS.

Direct

Subject first. No preamble.

"You set the constraints. The system works inside them."

Precise

Numbers over adjectives.

"Tested across 14 months of market data. Results vary."

Composed

No urgency. No exclamation marks.

"The market moved. The system re-tested. This held."

Ambitious

About standards, never earnings.

"A system that holds itself to evidence."

TONE BY CONTEXT

CONTEXT	SAY	AVOID
Advertising	"You direct. It builds. It proves."	"The future of trading is here."
Product	"3 agents running. 2 strategies pending."	"Your swarm is hard at work!"
Partner	"Paid partnership. Here is what I set and what it did."	Sponsored content posed as independent.
Claims	"Back-tested Jan–Sep 2026. Past results do not predict future ones."	"Proven profits." "Guaranteed."
Social	"Shipped: agents now challenge each other before locking."	Rockets, moons, gains.

Second person. Present tense. The trader is the subject. No emoji or exclamation marks.

LEXICON

USE	AVOID
agents, the system	bots, the algorithm
build, test, prove, lock	generate, optimise
evidence, conditions	profits, gains
strategy, module	signal, tip
trader	user, investor

TYPE, COLOR AND MOTION

TYPE CARRIES THE BRAND. GOLD SIGNALS THE POINT.

Aa.

0123456789 +14.2%

ROLE	SIZE	WEIGHT	LEADING	TRACK	CASE
Hero	132	700	0.88	-4.5%	Caps
Display	96	700	0.90	-4%	Caps
H1	62	700	0.95	-3.5%	Caps
H2	36	600	1.05	-2.5%	Sentence
Body	16-18	400	1.5	0	Sentence
Label	11-13 mono	500	1.3	+14%	Caps

Stacked, left-aligned, never centred. No outlines, shadows, gradients or italics.

Black
#050505 · 80%

Paper
#F2EFE6 · 15%

Gold
≤5%

Gold is never a ground, fill or gradient. On paper, gold is a shape, never text. Neutrals #141413 · #3A3A38 · #6B6A64 · #A8A69E for UI only.

MOTION VOCABULARY

Converge	Elements settle into grid position	600ms · ease-out
Branch	One block splits into parallel paths	400ms · ease-in-out
Challenge	Two meet; one holds, one recedes to 40%	300ms · linear
Stack	Blocks land in sequence, building upward	80ms stagger
Lock	Hard cut to final state; gold node appears	0ms · cut

No glitch effects, bounce easing, particles, letter-by-letter type or camera shake. End-cards hold ≥1.5s.

ADVERTISING STRUCTURE — 30S (15S)

0-5s (0-2)	**Problem**	A real trading constraint, on an interface
5-10s (2-5)	**Direction**	The trader sets intent. "You" in type
10-20s (5-9)	**System**	Branch, Challenge, Stack. Nodes and blocks
20-26s (9-12)	**Evidence**	A result with its conditions, same frame
26-30s (12-15)	**Action**	Lock. Headline, gold word, wordmark, disclosure

IMAGERY, MARK AND CLAIMS

SHOW THE WORK. QUALIFY EVERY NUMBER.

IMAGERY

USE

- Real product interfaces
- Market context: charts, grey lines, one gold point
- Nodes, blocks, hexagons — outlined, one active
- Documentary photography of real work
- Typography as the image

AVOID

- Wealth signalling
- Robots, glowing brains, humanoid AI
- Literal bees
- Rockets, moons, green candles
- Glitch, VHS, scanline effects
- Blue, purple, cyan

THE MARK



LOCKUP AND SYMBOL · PRIMARY · PAPER · GOLD

Lockup	Symbol and wordmark shown together wherever possible. Symbol alone only where space requires
Background	Black preferred, paper second. Gold is permitted where required but not preferred
Minimum	28px symbol · 120px lockup
Clear space	One node-width
Placement	Top-left, small. Partner marks separate, vertical rule
Protection	Official artwork and the four colourways only. No stretching, effects or rebuilding

CLAIMS

01 No outcome promises. Never "profit", "guaranteed", "passive income".

02 Conditions in the same frame as the number.

03 Process claims over result claims.

GLITCH REVIEW REQUIRED

Co-branded campaigns · Paid media · Event signage · Token and pricing language · Performance claims · Modified templates