FOLD / BRAND BOOK / 001

FOLD

HOLD YOUR SEAT.

Identity, language & experience.



1,000 SEATS. ONE DECISION.

HOLD / FOLD

A WORKING SYSTEM

Built to be used.

A recognizable identity for a protocol built around commitment. One seat. Accumulating allocations. An irreversible choice.

This book turns the approved visual direction into repeatable rules, campaign layouts and product examples. It is a design specification, not evidence of a deployed protocol.

> STATUS / Brand direction v1.0. Product examples are illustrative. Auction values, allocations and inactivity terms require confirmed protocol specifications.

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THE CENTRAL IDEA

COMMITMENT HAS A FORM.

01 / THE OBJECT

A seat.

A place in the system. Limited, identifiable and held by one owner.

02 / THE TENSION

Hold or fold.

Continue receiving allocations, or burn the seat to claim what has accumulated.

03 / THE EXPRESSION

Weight. Then release.

Stable forms communicate holding. A precise break communicates the decision to exit.

CATEGORY / AUDIENCE / DIFFERENCE

A seat in what launches next.

FOLD is a Solana launch protocol where seat holders accumulate token allocations from launches and burn their seat to claim them.

The difference is the choice built into ownership: keeping the seat preserves access to future allocations; claiming ends it.

> External descriptor: “A seat-based launch protocol on Solana.” The Robinhood Chain / Standard Reserve origin belongs in provenance documentation. Do not imply affiliation or endorsement.

PROMISE

A clear choice.

Make ownership, allocations and the consequence of exiting easy to understand.

CHARACTER

Severe. Tactile. Exact.

Confident headlines. Plain explanations. Visible mechanics.

PROOF

Show the mechanism.

Link the vault, allocation rules and transaction records when available. Design never substitutes for proof.

THE PRODUCT TRUTH

Say exactly what the seat does.

MECHANIC FROM THE BRIEF	APPROVED EXPLANATION	DO NOT IMPLY
1,000 seats	A limited seat system; seats cannot be transferred.	1,000 unique wallets or guaranteed active holders.
Daily SOL Dutch auction	The price starts high and falls until a seat is bought.	A live schedule, floor price or availability before confirmed.
Launch allocations	A defined share of each launch enters the public vault.	Revenue share, dividends or a fixed 50% before confirmed.
Burn to claim	Burning releases the seat’s accumulated allocations and ends future drops.	Guaranteed profit, liquidity or a cash payout.
Inactive-seat mechanism	Eligible inactive seats may be burned for a bounty; unclaimed allocations redistribute.	A specific timeout, bounty or activity rule before confirmed.

> The brand can communicate scarcity and choice. It cannot promise returns. The 50% allocation in the initial brief is an example, not a published parameter.

HOW FOLD SPEAKS

Hard edges. Plain language.

CONFIDENT

Make a statement.

Use short declarative sentences. Let the mechanism carry the argument. Avoid superlatives and market predictions.

PRECISE

Name the consequence.

Say “burn your seat to claim tokens.” Explain what is lost as clearly as what is received.

HUMAN

Leave room to decide.

No pressure, shame or holder-status theater. Holding and folding are both valid choices.

MOMENT	TONE	EXAMPLE
Campaign	Terse, memorable	Hold your seat.
Education	Direct, explanatory	Your allocations stay locked while you hold the seat.
Action	Explicit, calm	Burn this seat and claim your allocated tokens.
Error	Specific, useful	Transaction not confirmed. Your seat is unchanged.

COPY THAT TRAVELS

HOLD YOUR SEAT. BURN TO CLAIM.

PRIMARY CAMPAIGN LINE

Use the secondary line with a plain explanation of the exit consequence. Never as a standalone product confirmation.

ONE LINE

Hold a seat. Collect allocations. Fold to claim.

SHORT DESCRIPTION

A seat in the next launch.

FOLD routes launch-token allocations into a public vault. Hold your seat for future allocations. Burn it to claim what you have collected.

CREATOR MESSAGE

Launch into a seat-based distribution system.

A defined allocation goes into the vault for eligible seats. Holdings remain locked until their seat is burned.

> Vocabulary: seat · hold · fold · allocation · public vault · claim. Use “drops” in campaigns after defining it. Avoid “yield,” “dividend,” “risk-free,” and “guaranteed holders.”



ONE WORD. ONE BREAK.

A DECISION, MADE VISIBLE.

MASTER ASSETS

A wordmark. A folded symbol.



PRIMARY / CARBON ON PAPER



REVERSE / PAPER ON CARBON



SECONDARY / FOLDED F

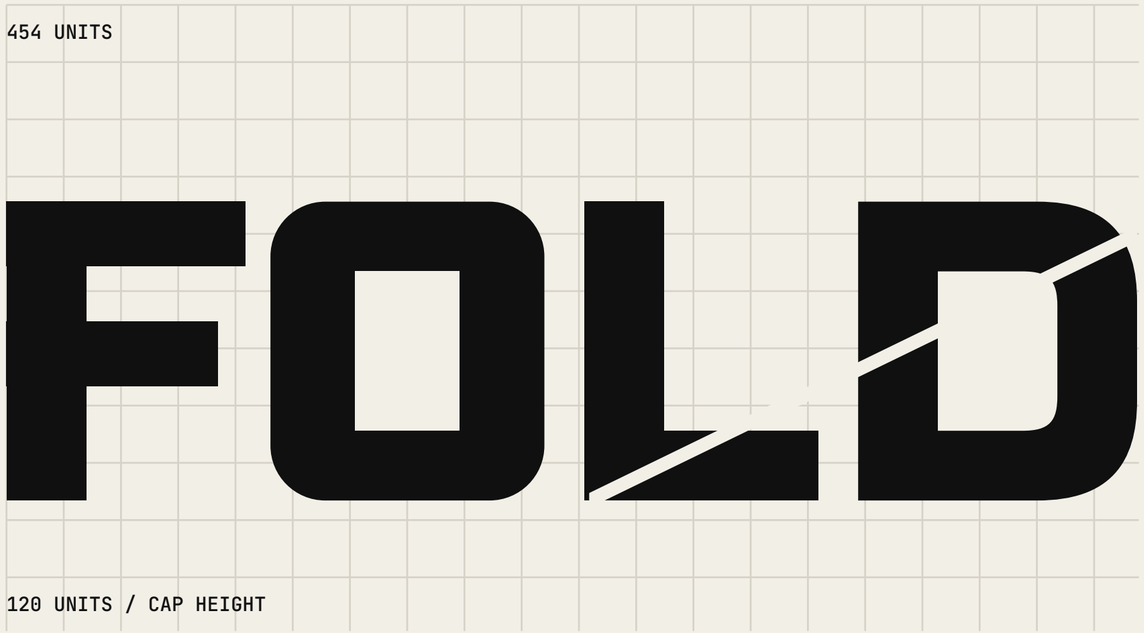


SMALL SIZE / SOLID WORDMARK

Use the wordmark for first contact. Use the symbol for avatars, favicons and compact navigation after the name is established. The wordmark is custom vector artwork; do not typeset a replacement.

GEOMETRY

The cut is the signature.



Block forms create weight. A narrow diagonal incision across L and D introduces the fold without sacrificing recognition.

Master ratio	454 : 120
Stem width	32 units
Clear space / x	¼ cap height
Primary minimum	160 px / 40 mm wide
Solid minimum	80 px / 20 mm wide
Symbol minimum	24 px / 6 mm

Use the supplied solid wordmark below 160 px. At 16 px, use the simplified one-color favicon. Keep all marks optically centered.

PROTECTION & PLACEMENT

Give it space. Keep it intact.



x = ¾ CAP HEIGHT

Reserve at least x on every side. Increase to 2x next to partner marks, hard image edges or dense interface content.

USE

Flat, high-contrast ground.

Paper on carbon or carbon on paper. Photography needs a quiet, dark or light zone.

KEEP

Original proportions and cut.

Scale the whole asset. Use the supplied single-color masters for reproduction.

AVOID

Outlines, shadows and effects.

Never stretch, rotate, add fire, fill with imagery or change the incision. Orange is not the default logo color.

FIVE COLORS / TWO DOMINANT FIELDS

Black. Paper. A trace of heat.

CARBON	PAPER	ASH	STEEL	EMBER
#101010	#F2EFE7	#D7D2C8	#8A8D8F	#FF5A1F
Primary dark	Primary light	Secondary surface	Secondary on dark	Action / emphasis

CAMPAIGNS

80 / 15 / 5

Aim for 80% carbon or paper, 15% supporting neutrals, and no more than 5% ember.

INTERFACES

Function first.

Ember marks primary actions and focus. It does not indicate success. Use labels and icons for states.

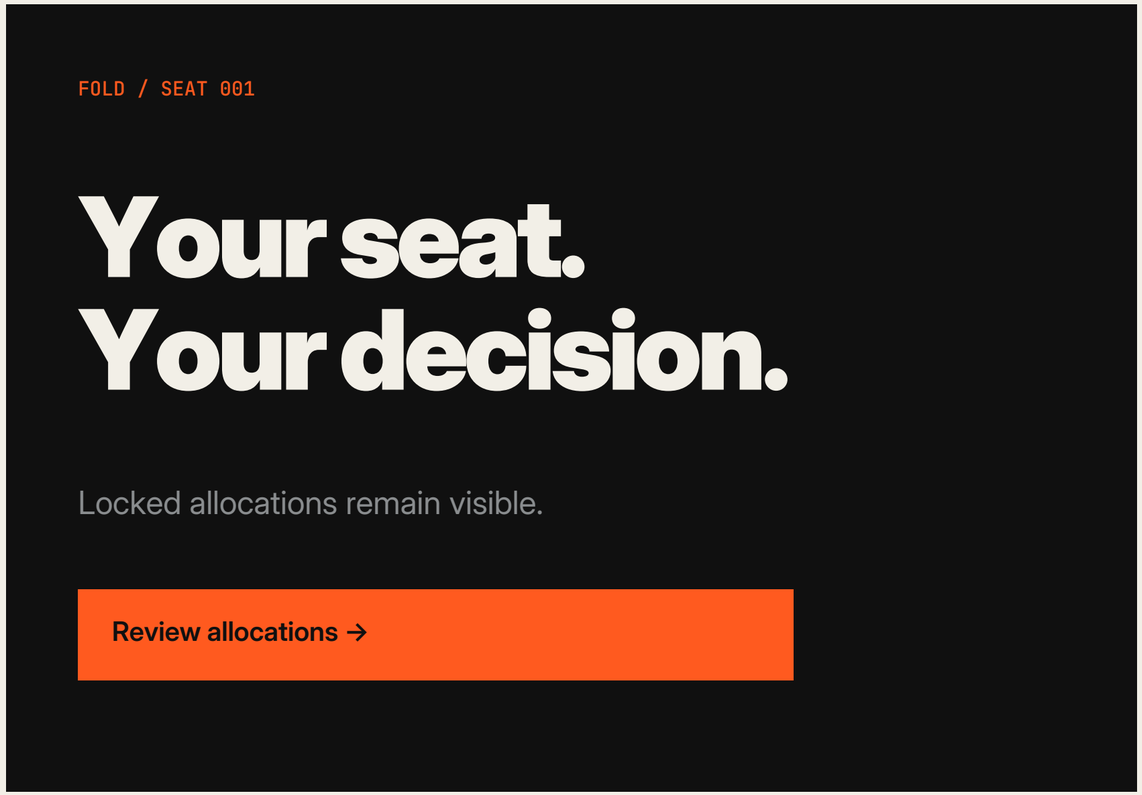
PRINT

Proof the orange.

HEX values are sRGB masters. Convert with the printer’s output profile. Physical stock and ink need a press proof.

COLOR IN USE

Make every label readable.



PAIR	CONTRAST	USE
Paper / Carbon	16.56 : 1	Body, display, controls
Steel / Carbon	5.70 : 1	Secondary text on dark
Ember / Carbon	6.10 : 1	Accent text on dark
Carbon / Ember	6.10 : 1	Button labels
Ember / Paper	2.71 : 1	Decoration only; not text

Ratios are calculated from the exact sRGB tokens and rounded. On paper, use carbon for labels. Do not put white text on ember buttons. Text on photography needs a solid backing or verified local contrast.

TWO FAMILIES / THREE JOBS

HOLD.

FOLD.

Inter

Display 900 · body 400 / 500 · labels 600

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789 & ? !

JetBrains Mono

SEAT 001 / 1000

0.0000 SOL →

Inter carries the message. JetBrains Mono carries identifiers, prices and system metadata. Tabular numerals stabilize changing values.

REPEATABLE COMPOSITION

Big message. Quiet structure.

ROLE	SIZE / LEADING	WEIGHT / TRACKING
Campaign display	96–144 / 90%	900 / −0.06em
Section heading	56–72 / 100%	900 / −0.05em
Interface heading	28–40 / 110%	700 / −0.03em
Body / web	16–20 / 150%	400 / −0.01em
Metadata	12–14 / 140%	Mono 500 / +0.06em

> Use uppercase for headlines up to six words and short labels. Use sentence case for paragraphs, controls and transaction language. Never track body text widely.

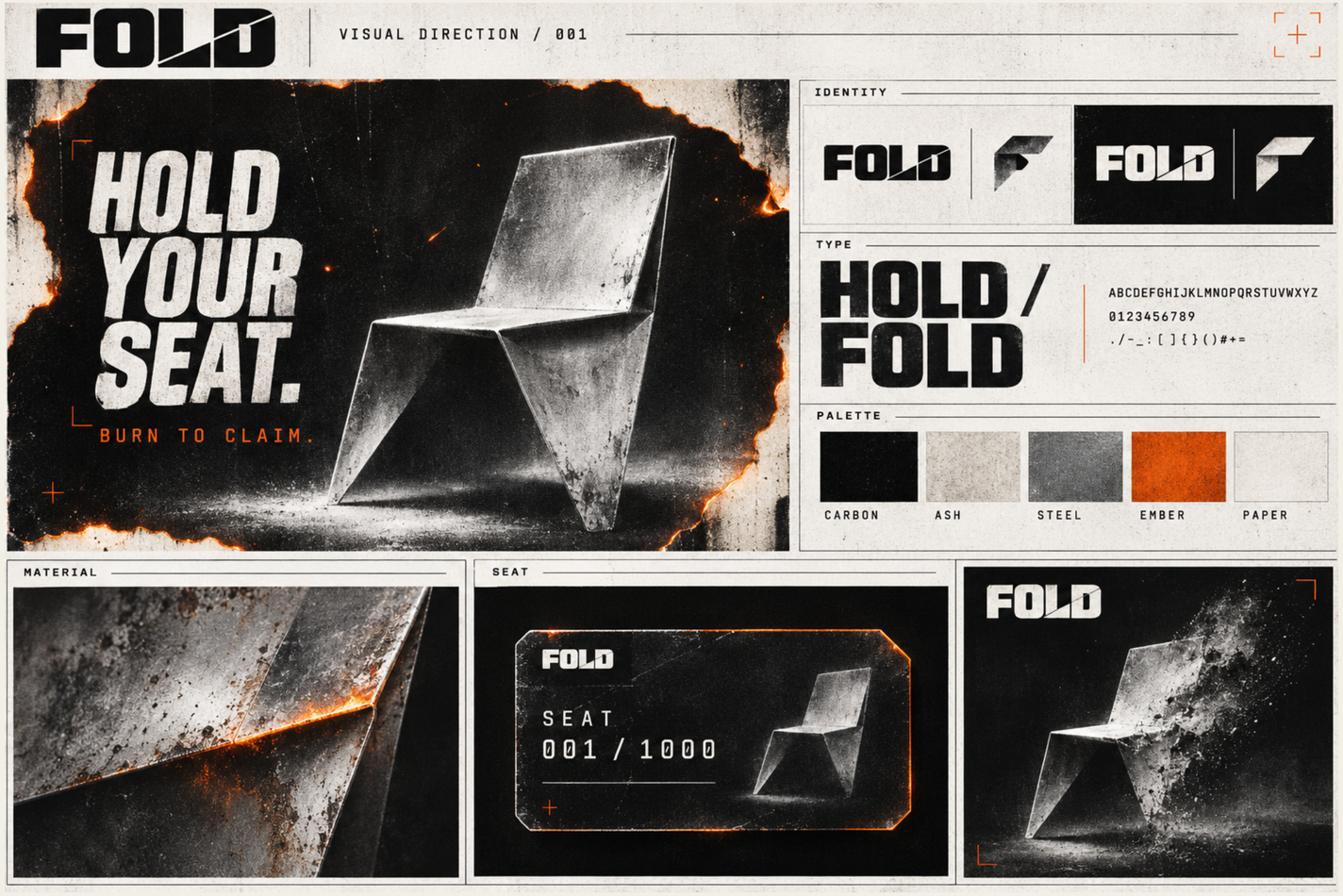
HOLD
YOUR SEAT.

12 columns. One aligned edge.

DESKTOP / 12 COL / 24 PX GUTTER
MOBILE / 4 COL / 16 PX GUTTER
SPACING / 4 · 8 · 12 · 16 · 24 · 32 · 48 · 64

THE SOURCE OF THE SYSTEM

Keep the original energy.



RETAIN

The seat. The wordmark.

Bold black-and-paper contrast, an angular steel seat and a restrained ember edge.

CONTROL

Texture stays in the image.

Type, logos and product data remain clean. Grain supports the campaign; it never becomes the whole message.

EXCLUDE

Abstract material montages.

Avoid abstract textures that obscure the seat, decorative macro studies and excessive fire effects.

THE SEAT AS THE HERO

One object. Enough weight.

Use one folded steel seat, a dark field and directional white light. Leave real space for the message.

FORM	**Angular.** A continuous steel plane. No throne, cushioning or decorative hardware.
HEAT	**Restrained.** One fine edge or a few sparks. No engulfing flames.
FRAME	**Intentional.** Keep the seat legible. Avoid crops that turn it into abstract metal.



THE COLLECTIBLE OBJECT

A credential, not a trading card.



HIERARCHY

Identity → status → ownership.

Seat number first. Status in plain text. Ownership details remain readable and selectable in the product.

BEHAVIOR

A receipt for participation.

Do not display a resale price or a trade affordance. The seat cannot be transferred.

STATES

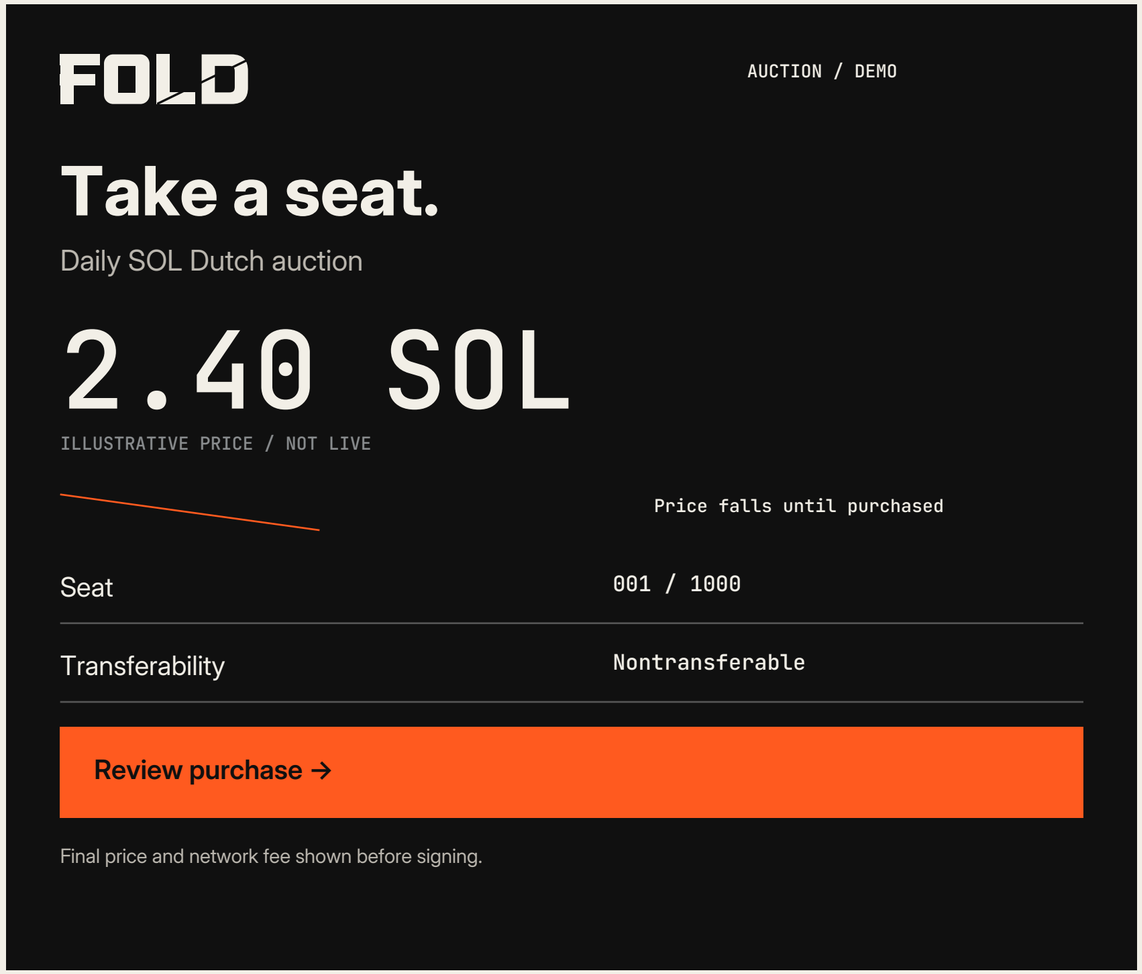
Held / eligible / burned.

Use separate state labels and timestamps. An inactivity state must explain the actual rule and required action.

> Illustrative credential. “001” is sample data; this graphic does not establish ownership. Eligibility logic must come from the deployed protocol.

ACQUISITION / UI CONCEPT

Price moves. Facts stay clear.



SHOW

Current price and freshness.

Display auction status, price update time, wallet balance and expected network fee. Handle unavailable and stale data explicitly.

EXPLAIN

The downward auction.

Show the actual price curve and confirmed floor only when specified. Never invent urgency with a fake countdown.

CONFIRM

Before the wallet opens.

Summarize the seat, total SOL and nontransferability. Revalidate price before signing; acknowledge changes.

OWNERSHIP / UI CONCEPT

Make the lock visible.

FOLD

SEAT 001 / DEMO

Your allocations.

Locked while you hold your seat.

TOKEN	ALLOCATED	STATUS
TOKEN A	12,500	Locked
TOKEN B	8,000	Locked
TOKEN C	640	Locked

Burning your seat claims these allocations and ends future drops.

Review fold →

SAMPLE TOKENS / ILLUSTRATIVE AMOUNTS

SEPARATE

Quantity from valuation.

Token units are primary. Fiat estimates, if shown, need a price source and timestamp. Unknown value stays unknown.

SURFACE

The public record.

Provide token mints, vault addresses and explorer links. Show loading, empty and unavailable states.

PRESERVE

Calm decision-making.

Keep “Review fold” secondary. The vault is an ownership view, not a pressure funnel.

EXIT / THE HIGHEST-CLARITY MOMENT

The consequence comes first.

IRREVERSIBLE ACTION

Burn seat 001?

You will claim its accumulated token allocations. This seat will stop receiving future drops.

You receive	The listed token allocations
You give up	This seat and future drops
Reversal	Not available

☐ I understand that this burns my seat.

Burn seat & claim →

Keep my seat

01 / REVIEW

Show the full claim.

List token mints and quantities, expected fees and consequences. Do not use animation to conceal information.

02 / SIGN

Wait for confirmation.

A wallet signature is not finality. Show pending, confirmed or failed using transaction state.

03 / RECEIPT

Close the loop.

Show the transaction link and actual outcome. If the result is unknown, reconcile before offering a retry.

> The irreversible action uses explicit wording. “Fold” is useful brand language; “Burn seat & claim” is the clearer confirmation label.

CAMPAIGN / EXPLAINER / ANNOUNCEMENT

Recognizable in one scroll.



FOLD

1,000 SEATS. ONE DECISION.

HOLD / FOLD

FOLD

HOW IT WORKS / 01

HOLD. COLLECT. FOLD.

Burn your seat to claim your allocated tokens.

BURN TO CLAIM →

Master formats: 1080 × 1350 feed · 1080 × 1920 story · 1600 × 900 wide. Keep 6% edge margins. For stories, reserve the top 14% and bottom 20% for platform overlays.

HERO COMPOSITION / STATIC DESIGN EXAMPLE

The mechanism is the pitch.



CO-BRANDING / LAUNCH COMMUNICATION

Share the stage. Keep the rules.

FOLD × PROJECT

LAUNCH ANNOUNCEMENT / TEMPLATE

A new launch. A shared allocation.

[Project name] on FOLD

ALLOCATION / [CONFIRMED %]
TOKEN MINT / [VERIFIED ADDRESS]
LAUNCH TIME / [DATE · TIME · UTC]

LOCKUP

Equal optical weight.

Use the wordmark. Separate marks by 2x clear space and a quiet divider or multiplication sign. Do not combine symbols.

DISCLOSURE

Publish exact terms.

State the confirmed allocation, eligible seats, timing and public vault reference. Review the token mint before release.

CREATOR CLAIM

Distribution, accurately described.

Say “allocated across eligible seats.” Seat count does not establish unique owners, activity or an engaged community.

A SPECIFICATION / NOT A VIDEO DELIVERABLE

Stillness carries the weight.

01

HOLD

0–600 MS

Seat is stable. Copy appears without distortion.

02

DECIDE

600–900 MS

A single ember line traces the fold. No flashing.

03

RELEASE

900–1,500 MS

A directional ash dissolve marks a confirmed exit.

INTERFACE

120–180 ms

Opacity and 4–8 px translation. Ease out. Focus and error states appear immediately.

CAMPAIGN

600–1,500 ms

One deliberate movement per composition. Keep typography stable and readable.

REDUCED MOTION

Static state changes.

Respect prefers-reduced-motion. Remove ash, parallax and movement; show clear status text.

> Never play a burn success animation before a confirmed transaction. Sound is optional and off by default; a single dry click may support an action. Avoid alarms and casino cues.

DESIGN QUALITY IS FUNCTIONAL

Clarity survives the aesthetic.

READABILITY

Clean surfaces for information.

No grain behind body copy, tables, balances or confirmation dialogs. Default product body size: 16 px or larger.

STRUCTURE

Real text and real controls.

Do not bake essential text into images. Use semantic headings, buttons, labels and tables. Supply useful image descriptions.

INPUT

Keyboard and touch.

Use visible focus: 2 px ember on carbon, carbon on paper; 3 px offset. Target 44 × 44 px touch areas.

CONFIRMATION

Keep the decision reversible until signing.

Avoid preselected acknowledgments. Make cancel visible. Show signing and network errors without changing the seat’s displayed state prematurely.

STATE

More than a color.

Pair status color with a label and icon. Announce transaction changes with accessible live regions.

RESPONSIVE

Preserve order, not the desktop crop.

Stack message above imagery on mobile. Keep every amount and consequence visible. Test at 200% zoom and narrow widths.

A SMALL, USABLE FOUNDATION

One source for the system.

```
:root {
--fold-carbon: #101010;
--fold-paper: #F2EFE7;
--fold-ash: #D7D2C8;
--fold-steel: #8A8D8F;
--fold-ember: #FF5A1F;

--font-sans: "Inter", sans-serif;
--font-mono: "JetBrains Mono", monospace;
--radius-control: 2px;
--radius-panel: 4px;
--motion-fast: 160ms;
--motion-ease: cubic-bezier(.2,.8,.2,1);
}
```

Dark surface / text	Carbon / Paper
Light surface / text	Paper / Carbon
Primary action	Ember / Carbon
Secondary text / dark	Steel
Secondary text / light	Carbon at full opacity
Spacing unit	4 px
Panel padding	24–32 px
Rules / borders	1 px; functional edges ≥ 3:1

The CSS and JSON files in this kit contain the matching values. They are design primitives, not a finished application component library.

OWNERSHIP / QUALITY / VERSIONING

Protect what makes it FOLD.

01 / IDENTITY

Use the masters.

Check logo variant, clear space, contrast and type. Use live text for all critical information.

02 / MECHANICS

Verify every claim.

Protocol owner confirms allocation, auction timing, fees, seat eligibility and inactivity terms before publication.

03 / EXPERIENCE

Review the actual state.

Check empty, loading, pending, failed and confirmed flows. Keep sample values out of production.

OWNER TO ASSIGN	APPROVAL SCOPE	RELEASE RULE
Brand owner	Identity, copy and campaign art	Keep one versioned source of truth.
Protocol owner	Mechanics and numeric claims	Approve the exact public explanation.
Product / engineering	State behavior and accessibility	Validate against actual on-chain behavior.
Launch owner	Links, dates and partner assets	Review the final export, not just the source.

> Versioning: major for identity changes; minor for new approved applications; patch for corrections. Archive superseded exports. This first edition establishes the direction; it does not certify product readiness.

WHAT IS IN THE KIT

Ready to hand off.

DELIVERABLE	LOCATION	USE
Brandbook PDF	FOLD-Brandbook-v1.pdf	Share, review and present.
Standalone HTML	FOLD-Brandbook-v1.html	Open offline; navigate chapters; print.
Vector logo masters	assets/fold-*.svg	Primary, small-size, symbol and favicon.
Campaign artwork	assets/seat-hero.png	Native-generated hero, 1672 × 941 px.
Approved direction	assets/approved-direction.png	Original reference sheet, retained for context.
Design tokens	tokens.css / tokens.json	Colors, typography, spacing and motion.
Fonts & licenses	fonts/	Inter and JetBrains Mono, locally included.
Editable source	source/build.py	Regenerate the document and logo assets.

> Raster art is for digital use at native resolution; regenerate at production size for large print. Logos are editable vectors. Font licenses and artwork provenance travel with this kit.

FOLD

HOLD YOUR SEAT.

BURN TO CLAIM.



A clear form.
A clear choice.