

THE MARQUE

No empty talk.

BRAND KIT · VOL. 01 · EST. 2025

Your product is not your brand. Your timeline is.

The Marque is a crypto narrative studio built on a single premise: attention is the asset. The brand is voiced through short, confident sentences, a confident use of red highlight, and a rhythm that alternates between serif argument and monospaced receipts.

Use this kit when you post, when you announce, when you respond. The components below are designed to remain recognisable even at thumbnail size. Keep it consistent. Don't improvise with colour outside of these tokens.

tone

DIRECT**EDITORIAL****CONFIDENT****DRY****NO EMOJI**

The palette.

SIX TOKENS. PIGMENT IS THE ONLY ACCENT.



PIGMENT

#C8322A

Highlights, chips, CTAs. Never body text.



INK

#0E0E0C

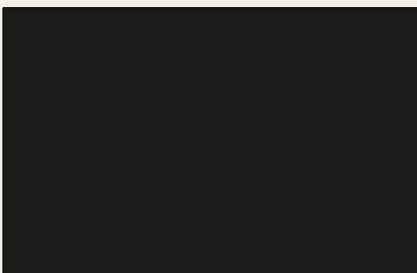
Primary text on bone/paper.



BONE

#F4F1EA

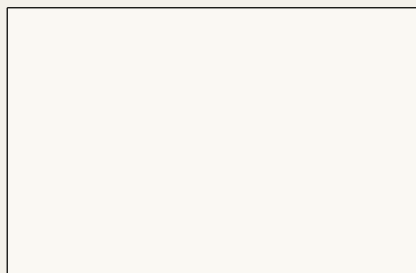
Primary background.



CHAR

#1C1C1A

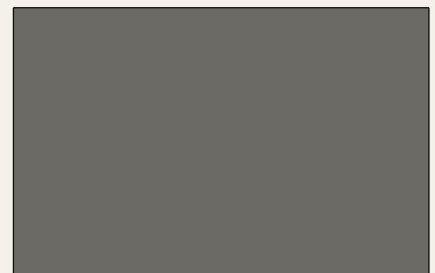
Alt dark surface.



PAPER

#FAF8F3

Receipt / card fill.



SMOKE

#6B6A65

Secondary text, meta.

Four typefaces. One system.

INSTRUMENT SERIF

display · headlines · argument

Your timeline is bleeding alpha.

Regular cut for secondary display. Italic for emphasis.

JETBRAINS MONO

meta · labels · receipts · code

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0123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ

CAVEAT

signature · personal moments only

– *Romulus & Remus*

INTER

forms · buttons · UI supporting copy

Write to us. We'll talk.

Primary lockup.

MONOSPACED. ALL CAPS. 'MARQUE' IS THE MARK. NEVER CHANGE COLOURS.



01 • PRIMARY ON BONE

SVG • PNG • 1x/2x/3x



02 • PRIMARY ON CHAR

FOR DARK SURFACES

The mark alone.

USE WHEN SPACE < 200PX OR WHEN WORDMARK WOULD BE ILLEGIBLE.



M · PIGMENT ON BONE



M · PIGMENT ON CHAR

Rules.

- Always keep 1× padding around the chip. Don't crop.
- Never place pigment on a pigment background.
- Never use outline-only versions. The block is the mark.
- On photographs, keep the block intact. Never go ghosted.

System icons.

PIGMENT BLOCK + BONE M. SIMPLIFIED FOR SMALL SIZES.



16 × 16 px

favicon.ico · browser tab
/public/favicon-16.png



32 × 32 px

favicon@32 · retina tab
/public/favicon-32.png



180 × 180 px

apple-touch-icon
/public/favicon-180-apple-touch.png



512 × 512 px

android · PWA · share preview
/public/favicon-512.png

Export as PNG. Also generate SVG source.

The X pack.

HANDLE · @THEMARQUE · VERIFY & LINK IN BIO.



NO EMPTY TALK · EST. 2025

BANNER · 1500 × 500 PX

SAFE ZONE: CENTRE 1500 × 420



PROFILE PICTURE

400 × 400 px · displayed as circle
Monogram M · pigment chip on bone
Export PNG @1x and @2x

BIO

A crypto narrative studio. We don't manage your social. We architect your narrative. – themarque.xyz

The Instagram pack.

PROFILE · FEED · 3 POST TEMPLATES.



PROFILE · 320 × 320 px

Handle: @themarque

Category: Marketing Agency

Bio: A crypto narrative studio. No empty talk.

Link: themarque.xyz

Feed templates · 1080 × 1080 px

01 QUOTE · 02 STAT · 03 LEDGER. ROTATE THROUGH ALL THREE.

001

THE MARQUE

002

THE MARQUE

THE MARQUE

ON RECORD

*Your product
is not your
brand.*

— SCROLL IF YOU AGREE

01 · QUOTE

147,800
followers.
0.11% engagement.

— NOBODY'S READING.

02 · STAT

*X will start
ranking replies
over threads
in Q1.*

→ CONFIRMED FEB 2025.

03 · LEDGER

Reels & Stories.

9:16 · 1080 × 1920 PX · SAFE ZONE: CENTRE 1080 × 1350.

THE MARQUE

001 · REEL

*Your
timeline
is
bleeding
alpha.*

— TAP TO CONTINUE

REEL COVER · BONE / INK

Rules.

- Hero text stays serif italic. Meta stays mono uppercase.
- One pigment chip per frame. Either top-right (date) or bottom-left (CTA). Never both.
- For multi-frame reels, chain receipts: Claim □ Date □ Outcome.

THE MARQUE

STORY

*We don't
manage
your social.
We architect
your narrative.*

— @THEMARQUE

STORY · CHAR / BONE

At-a-glance.

EVERY ASSET, EVERY DIMENSION. EXPORT AT 2× FOR RETINA.

ASSET	SIZE (PX)	FORMAT · NOTES
X · PROFILE PICTURE	400 × 400	PNG · CIRCLE CROP
X · BANNER	1500 × 500	PNG · SAFE 1500 × 420
X · POST IMAGE	1600 × 900	PNG · 16:9
IG · PROFILE	320 × 320	PNG · CIRCLE CROP
IG · FEED POST	1080 × 1080	PNG · 1:1
IG · PORTRAIT POST	1080 × 1350	PNG · 4:5
IG · STORY / REEL	1080 × 1920	PNG / MP4 · 9:16
FAVICON · BASE	32 × 32	ICO / PNG
FAVICON · APPLE	180 × 180	PNG · IOS TOUCH
OG · SITE PREVIEW	1200 × 630	PNG · AUTO VIA /opengraph-image

When in doubt, fall back to the monogram on bone. It is legible at 16px and at 1600px, and never breaks the identity.

How we write.

SHORT SENTENCES. NO HEDGING. NO EMOJI. NO HASHTAGS.

DO

- *Your timeline is bleeding alpha every day.*
- *We don't manage your social. We architect your narrative.*
- *Nobody's reading. That's the point.*
- *No empty talk. On record.*

DON'T

- *Excited to share our new partnership! 📄 #crypto #web3*
- *We hope to provide meaningful value through thoughtful content.*
- *Drop a 📄 if you agree!*
- *Gm frens.*

CADENCE

- X · 2-4 posts/day. One thread per week minimum.
- Instagram · 3 feed posts/week. Daily story presence.
- Reels · 1 per week. Tied to a ledger moment.
- No posts on Sundays. The rhythm matters.

*The timeline
remembers.*

– Romulus & Remus