

R2R BRAND GUIDELINES

v0.1 – Official styling rules for community & creators

1. Brand Core

RAG2RICH (R2R) is an underdog meme coin about starting from nothing and rising step by step. The brand represents struggle, hustle and hope – never fake hype or empty promises.

2. Logo

- Main logo: the circular emblem with the R2R kid and gold ring.
- Do not stretch, warp or squeeze the circle – it must stay perfectly round.
- Do not change the character's clothing colors or skin tone arbitrarily.
- Keep enough clear space around the logo so it can “breathe” visually.

3. Colors

- Primary gold: #d4af37 (main accent color).
- Dark background: #050509 – #101018 (deep, urban gradients).
- Text: soft off-white (#f5f5f5) and muted grey-blue (#a0a0b8).
- Use high contrast: R2R should always feel bold, not washed out.

4. Typography

- Use bold, clean sans-serif fonts with strong presence.
- Avoid thin script, cursive or overly playful fonts.
- Headlines may use all caps, short and direct phrases.

5. Tone of Voice

- Real, honest, underdog energy.
- No fake promises, no “guaranteed” returns, no forced hype.
- Key phrases: “Born poor. Built to rise.”, “No bots. No shortcuts.”

6. Do & Don't

Do: keep designs gritty, urban, clear and respectful of the story.

Do: use gold + dark backgrounds with strong contrast.

Don't: stretch or recolor the logo randomly.

Don't: use R2R branding to promise profits or financial returns.

7. Community Usage

These guidelines are a starting point for memes, fan art, banners and apparel. The goal is a consistent R2R look that feels authentic, motivated and connected to people who know what “coming from the bottom” really means.