

The night is yours.

A confident Shiba host. A neon casino city. Gold that feels celebratory, with enough midnight blue to let the identity breathe.



01 / The identity



Primary emblem

Use the full emblem on covers, announcements and large placements. Minimum recommended width: 180 px. Preserve clear space of at least 10% of its width on every side.



Small profile mark

Use the face-and-chip icon for profiles and small UI placements. Minimum recommended width: 48 px. The supplied avatar has padding for circular cropping.

Use **Casinu 2.0** as the full name and **Casinu 2** as the approved short form on selected social graphics, captions and video end cards. Both refer to the same project. Keep the ticker **\$CASINU**, and website **casinu.wtf**. Keep the logo proportions intact. Use PNG transparency over dark backgrounds; do not stretch, recolor the mascot, or add competing glows. These are raster artwork masters, not vector logos.

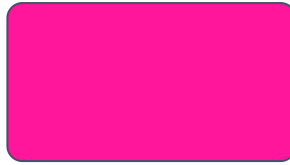
02 / Color and typography



Midnight
#080D24



Casino gold
#F6D57A



Neon pink
#FF169B



Electric cyan
#28DBF5



Ivory
#FFF5DF

Use midnight for roughly 65% of a composition, gold/ivory for 25%, and pink/cyan as 10% accents. Put reading text on a quiet dark panel; reserve saturated neon for decoration.

Display: Georgia or Noto Serif Regular. **Body:** Arial or Noto Sans. Use one short headline, one supporting line, and one destination. The illustrated CASINU wordmark stays artwork; do not approximate it with an unrelated font.

03 / Voice and copy

Playful, confident and welcoming. Talk about games, the city, the mascot and the community. Keep copy short enough to read on a phone.

Signature lines

The night is yours.

Make a night of it.

A new chapter.

18 originals. One neon city.

Current launch wording

New \$CASINU token launch planned on Pump.fun. Mint pending. Demo play available.

Never publish an invented mint, launch time, deposit availability or return claim. The older CASINU mint is not Casinu 2.0.

04 / Social formats

Placement	Pixels	File
Dexscreener / X header	1500 × 500 · 3:1	PNG / JPG
Profile	1024 × 1024 and 400 × 400	JPG; transparent PNG master
Feed announcement	1080 × 1080	JPG
Game-night post	1080 × 1350 · 4:5	JPG
Story / reel cover	1080 × 1920 · 9:16	JPG

Preview every placement before publishing: platform crops and UI overlays vary. Keep story text out of the top and bottom 12%. Use the exact-size banner file rather than a screenshot from chat.

05 / Motion system

Three 12-second MP4s: vertical 1080 × 1920, square 1080 × 1080, and landscape 1920 × 1080. H.264, 24 fps, AAC audio, web fast-start. Slow 2.5% camera push, a soft opening fade and a readable final card. Avoid rapid flashing.

The original synth track is supplied separately as M4A. It uses a simple 100 BPM minor-key motif, soft kick and stereo pad, generated in this project without sampled music. The square promo uses the short-form Casinu 2 name. The vertical and landscape promos retain Casinu 2.0. The promos are animated campaign artwork, not captured gameplay.

06 / Handoff and editing

The source repo includes original image masters under `brand-source/` and a reproducible video renderer at `scripts/render-brand-videos.py`. Editable browser templates are included for square, story and 4:5 posts. Click text to edit, then use the browser print dialog to export a PDF or capture the artwork at its native dimensions. Raster artwork remains raster when used in a template.

Use [`social-copy.txt`](#) for bios, pinned messaging, post captions, suggested alt text and a seven-post sequence. Release timing is relative, not scheduled automatically.

CASINU 2.0 · Brand kit v1.0 · 18+

Production payment availability is separate from this branding pack. These assets do not announce a live token or enabled deposits.