

AI STARTUP RODEO *BRAND* GUIDE

A HANDS-ON ROOM FOR AI ✖ BITCOIN BUILDERS

How we look, talk, and run the room. Lock the marks, hold the palette, talk like a builder. Everything else is texture.

- BUILDER-FIRST
- PRACTICAL HYPE
- AI ✖ BITCOIN



EVENT

AI ✖ BITCOIN LABS

FORMAT

TWO-DAY LABS

HOME

AUSTIN, TEXAS

PROMISE

PRACTICAL MOMENTUM

BRAND CORE.

The non-negotiable center. Positioning, promise, and the facts every channel has to know cold.

POSITIONING

A HANDS-ON ROOM FOR AI & BITCOIN BUILDERS.

Practical, technical, Austin-native, and high-energy — without generic tech-conference polish. The brand wins when every page feels like a working room for people shipping.

CORE PROMISE

COME IN WITH CURIOSITY. LEAVE WITH PRACTICAL MOMENTUM.

— FROM THE BRAND GUIDE • P.2 • BRAND CORE + EVENT PROMISE

“ A hands-on room for AI and Bitcoin builders. Practical, technical, Austin-native, and high-energy without generic tech conference polish. Come in with curiosity. Leave with practical momentum. Hosted in Austin. Day 1: full-stack AI labs. Day 2: startup and Bitcoin builder labs. ”

FORMAT

TWO DAYS. REAL LABS.

Day 1: full-stack AI labs. Day 2: startup & Bitcoin builder labs. Demos and workshops anchor every room.

HOME BASE

AUSTIN, TEXAS

A two-day, hands-on format — full-stack AI labs, then startup and Bitcoin builder labs, anchored by a live demo floor.

WHO SHOWS UP

BUILDERS WHO SHIP.

Full-stack AI devs, Bitcoin builders, founders, sponsors, and operators. Not a tourist crowd — a working room.

WHERE WE WIN.

Plotted against the events our audience actually attends. AI Startup Rodeo sits where high builder-energy meets real product workflows — a corner the Austin field leaves empty.

READ THIS AS A WORKED EXAMPLE

The events plotted below are an illustration, not a fixed list. Re-plot them against whatever the landscape looks like for any given edition — the brand’s position (builder energy × real workflows) is what stays constant.

— FROM THE BRAND GUIDE • P.6 • POSITIONING MAP

“ AI Startup Rodeo should feel more useful than a conference, more energetic than a classroom, and more credible than generic AI hype. The brand wins when every page feels like a working room for people shipping. ”

WHAT WE STEAL FROM EACH

FROM BITCOIN++ ATX

Technical depth. Real protocol talks. Zero marketing fluff.

FROM SXSW

Austin-in-March energy, side-event culture, room-scale moments.

FROM CAPITAL FACTORY

Operator usefulness. Founder-to-founder credibility.

FROM AI ENGINEER SUMMIT

Hands-on labs. Builder-grade demos. No slideware.

What we leave behind: the suits from Consensus, the costume of Rodeo Austin, the polished hype of Disrupt and Web Summit.

EVENT	FORMAT	TONE	USEFUL FOR SHIPPING	AUSTIN?
SXSW INTERACTIVE Mar · Austin Convention Center	Mega-festival + parties	<i>GLOSSY / GENERIC</i>	Networking only	YES
CONSENSUS Toronto (was ATX through 2022)	Corporate crypto conference	<i>SUITS / INSTITUTIONAL</i>	Deals, not demos	NO
BITCOIN++ ATX Recurring · single-track technical	Protocol & tech talks	<i>QUIET / ACADEMIC</i>	YES (BITCOIN-DEEP)	YES
CAPITAL FACTORY PROGRAMMING Year-round · downtown Austin	Workshops & office hours	<i>LOCAL / PRACTICAL</i>	YES (SMALL FORMAT)	YES
AUSTIN STARTUP WEEK Oct · distributed across ATX	Founder mixers + panels	<i>BROAD / FRIENDLY</i>	Network, not workflow	YES
RODEO AUSTIN Mar · Travis County Expo	Livestock rodeo + concerts	<i>TEXAS HERITAGE</i>	NO (IT'S A RODEO)	YES
AI STARTUP RODEO Two-day format · Austin	2-day labs + demo floor	<i>BUILDER / HIGH-ENERGY</i>	YES – BY DESIGN	YES

VOICE OF THE RODEO.

If the brand were a person, this is who writes the copy, picks the speakers, and texts back the sponsors. Every line we publish should sound like them.

— FROM THE BRAND GUIDE · P.7 · BRAND PERSONA

“ The persona talks to people doing the work. It is practical, technical, high-energy, and allergic to empty futurism. Rodeo energy is texture, not costume. ”

AGE 31 · HE / HIM · COMPOSITE CHARACTER

SAM “BUILDER” HOLLIS.

PROFESSION	Senior full-stack engineer & second-time founder. Currently building an AI × Bitcoin payments tool.
SITUATION	Co-founded a 3-person startup last year and still writes code daily. Time-poor and proof-driven — skims rather than reads, and decides from a working demo, not a deck.
LOCATION	East Austin, TX. A regular at Capital Factory hours and Bitcoin meetups — reach him through the local builder scene, not paid ads.
QUALITIES	Practical · Technical · High-energy · Allergic to fluff · Patient with juniors · Curt with hype
READS	Hacker News, Bitcoin Optech, Latent Space, and the builder group chats where word actually travels.
DOESN'T DO	LinkedIn thought-leadership, panel discussions about “the future of work,” sponsor swag.

WHAT HE CARES ABOUT

Shipping	Will hand you a working repo before a pitch deck. Demos > slides, always. Cares about Monday-morning usefulness.
AI × Bitcoin	Runs his own Lightning node. Builds agents that move sats. Writes about both in plain English, no jargon.
The room	Shows up at Capital Factory office hours, Bitcoin++ meetups, and Friday demo nights — not as a tourist.
Local credibility	Treats Austin as substance, not set-dressing — cites real local builders, venues, and meetups by name. In copy this means leaning on specifics and proof, never cowboy clichés or rodeo costume.



Voice of the Rodeo

EAST AUSTIN · TX

- Builder-First
- Practical Hype
- AI × Bitcoin Clarity

TRAIT 01

BUILDER-FIRST

Every line is useful to a builder deciding whether to show up, ship, sponsor, or demo. If a sentence doesn't help that decision, Sam cuts it.

TRAIT 02

PRACTICAL HYPE

Energy stays high — but anchored in labs, workflows, demos, and product shipping. Hype is the cover band; product is the headliner.

TRAIT 03

AI × BITCOIN CLARITY

Ties AI and Bitcoin to agents, payments, compute, tools, and real startup execution. Specific about what the intersection actually unlocks.

BRAND PYRAMID.

Five layers, foundation to essence. Every feature ladders to a benefit. Every benefit ladders to the brand idea. Read it bottom-up to plan, top-down to write copy.

— FROM THE BRAND GUIDE · P.13 · BRAND PYRAMID + MODEL

“ WHY: move builders into practical momentum. HOW: labs, demos, workshops, operator feedback. WHAT: an AI × Bitcoin builder event in Austin. ”

WHY

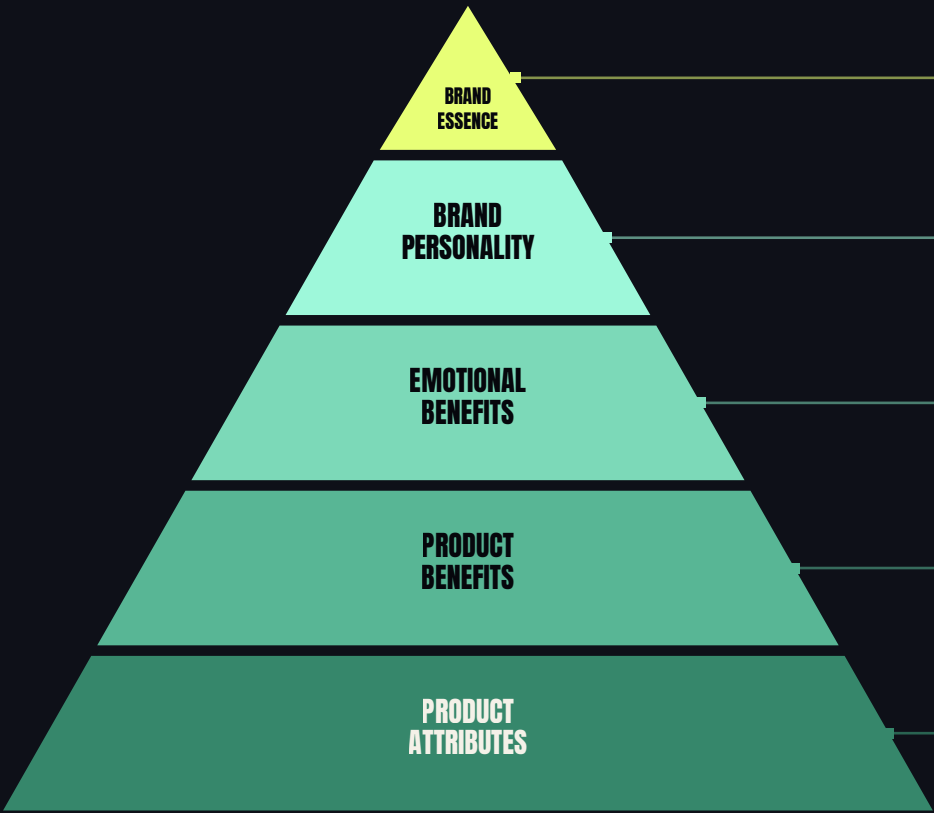
MOVE BUILDERS INTO PRACTICAL MOMENTUM

HOW

LABS, DEMOS, WORKSHOPS, OPERATOR FEEDBACK

WHAT

AI × BITCOIN BUILDER EVENT IN AUSTIN



JOIN THE RODEO

Do the work — experiment, ship, publish, share. Be active and generate momentum.



ACTS LIKE

Builder-first · Practical hype · AI × Bitcoin clarity · Allergic to fluff.



MAKES YOU FEEL

Belonging in the right room · Permission to skip slideware · Momentum you feel Monday.



DELIVERS

Hands-on labs · Demo-floor feedback · Founder momentum · Operator-grade workshops.



BUILT FROM

Two days · Day 1 AI labs / Day 2 Bitcoin + startup labs · Austin · 14+ labs · live demo floor.

HOW TO USE IT — PLANNING

Start at the bottom. List every feature. Ask: which functional benefit does it unlock? Which emotional one? If a feature ladders to nothing, kill it.

HOW TO USE IT — WRITING

Start at the top. Open with the brand idea. Land an emotional hook. Prove it with a functional benefit. Close with a feature receipt.

HOW TO USE IT — DECIDING

When two ideas tie, the one that ladders cleaner up the pyramid wins. Cleanliness beats cleverness every time.

WHO WE WRITE FOR.

Three audiences sit in the room. Every page should clearly serve at least one — and not pretend the others don’t exist.

— FROM THE BRAND GUIDE · P.8 · AUDIENCE PERSONAS

“ Full-stack AI developers need labs, demos, tools, and technical proof. Bitcoin builders and founders need payment rails, product paths, useful rooms, and operator feedback. Sponsors and operators need talent access, credible visibility, and a clear role in the room. ”



FULL-STACK AI DEVELOPERS

WHAT THEY NEED

- Labs, demos, and tools they can use Monday morning.
- Technical proof — not slideware.
- Other builders to compare notes with.



BITCOIN BUILDERS & FOUNDERS

WHAT THEY NEED

- Payment rails and product paths, not protocol theater.
- Useful rooms with operators who’ve shipped.
- Feedback loops from people who buy software.



SPONSORS & OPERATORS

WHAT THEY NEED

- Real talent access — not booth babysitting.
- Credible visibility tied to product moments.
- A clear, useful role in the room.

LOGO SYSTEM.

Primary horizontal lockup leads. The stacked bull mark is the mascot moment. Both protect the AI × Bitcoin capsule as clear space.

— FROM THE BRAND GUIDE • P.3 • LOGO SYSTEM + ASSET RULES

“Use the primary horizontal logo for covers, sponsor pages, headers, YouTube thumbnails, and event banners. Use the stacked bull mark when the design needs a stronger mascot moment or square/social layout. Keep clear space equal to the AI × Bitcoin capsule. Never stretch, crop, shadow, or bury the mark.”

OFFICIAL MASTER ARTWORK • FROM THE SOURCE FILES



Primary wordmark lockup — mint / lime on night with the lavender AI × Bitcoin capsule. Salvaged from the source files; drop in the official vector export to replace.



Bull mascot mark — the charging-bull badge for square and social moments. Replace with the official vector when available.

STACKED BULL MARK



Use for square/social layouts, mascot moments, recap graphics, and profile avatars. Always pair with a wordmark elsewhere in the layout.

PRIMARY HORIZONTAL LOCKUP



Use for covers, sponsor pages, headers, YouTube thumbnails, event banners. Minimum width 180px digital / 38mm print.

INVERTED ON ARENA BLACK



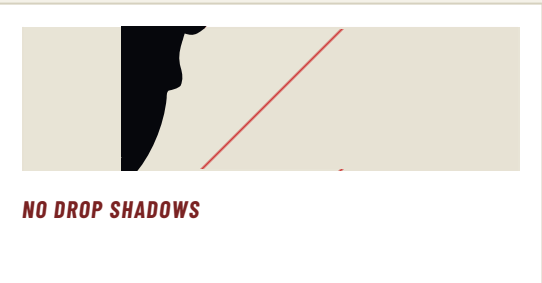
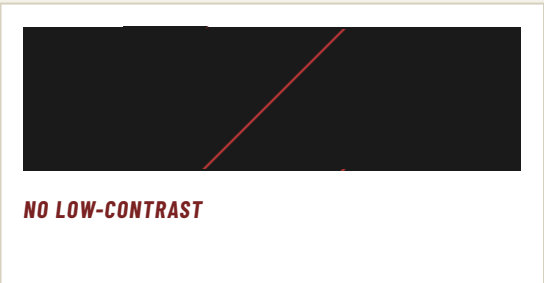
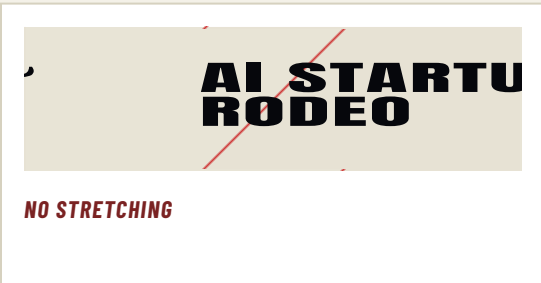
THREE ASSET RULES

LEAD *LEAD HORIZONTAL ON COVERS*
Deck covers, banners, sponsor pages, thumbnail systems — lead with the horizontal mark.

SCALE *BULL FOR SQUARE & MASCOT MOMENTS*
Square crops, social, recap graphics, and any spot that needs a stronger mascot moment.

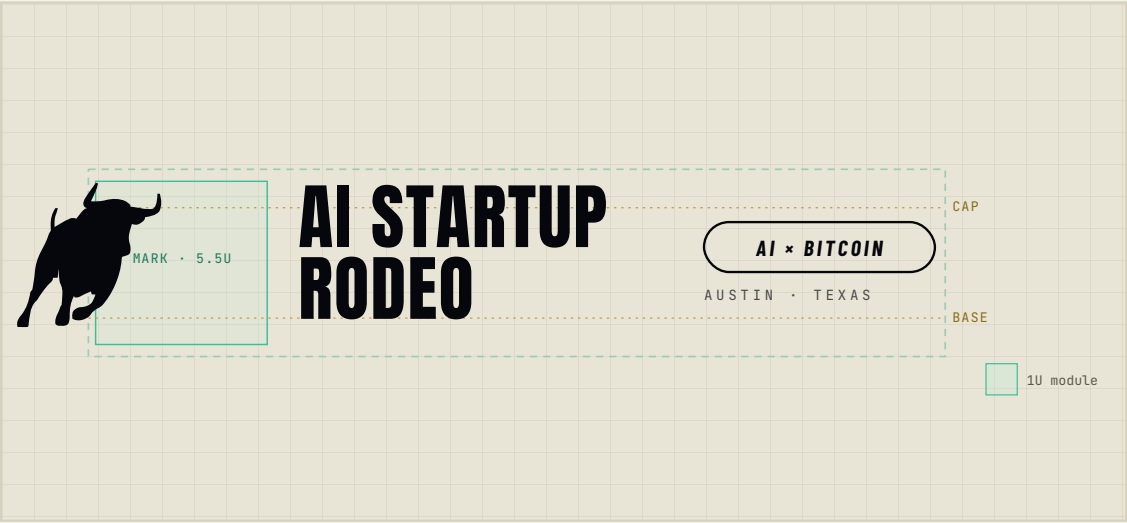
PROTECT *CLEAR SPACE = CAPSULE HEIGHT*
Keep clear space equal to the “AI × Bitcoin” capsule. Never stretch, crop, shadow, or bury the mark.

DO NOT



BUILT ON A GRID.

The lockup is drawn on a modular grid so it rebuilds the same at any scale. The bull mark sets the unit (U); the wordmark and the AI × Bitcoin capsule snap to it. Never rebuild the mark by eye.



PROPORTION RULES	
Mark height & width	5.5 U × 5.5 U
Wordmark cap-height	3.5 U
Mark → wordmark gap	0.8 U
AI × Bitcoin capsule	1.2 U tall
Stroke / hairline	0.06 U min
Optical alignment	Baseline-locked

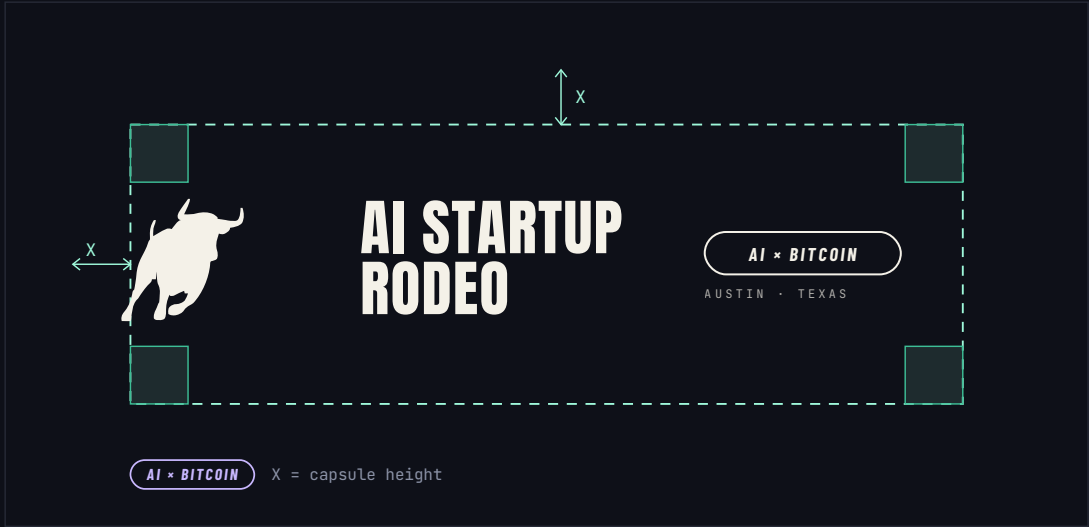
Always place the supplied master artwork. The grid exists to check spacing and to rebuild scalable assets — not to redraw the bull by hand. If a layout can’t hold the full lockup at its grid proportions, drop to the stacked bull mark instead of cramming.

— RULE OF THUMB

“ If the grid won’t line up, the mark was rebuilt by hand — place the master file instead. ”

GIVE IT ROOM.

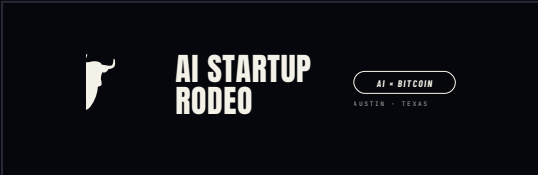
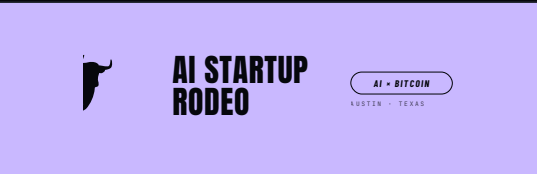
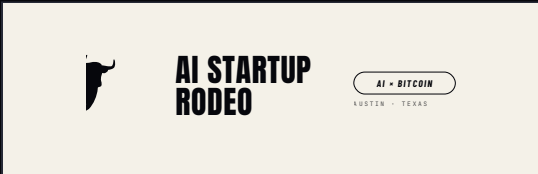
Protect the mark with clear space equal to the AI × Bitcoin capsule height (X) on every side. Nothing — type, photo edges, other logos — enters the zone. And never run it below the minimum sizes.



MINIMUM SIZES	
	PRIMARY LOCKUP 180 PX WIDE • 38 MM PRINT Covers, banners, sponsor pages, headers. Below this the capsule text breaks down.
	STACKED BULL MARK 40 PX • 10 MM Square & social layouts, mascot moments, recap graphics.
	BULL GLYPH ONLY 16 PX • FAVICON / AVATAR App icon, favicon, profile avatar. Drop the wordmark entirely below 40 px.

HOLDS ON ANY FIELD.

Mint on night is the hero. On bright brand colors and paper, switch to the solid ink mark. On photography, always sit the inverse mark on a dark scrim. Keep contrast high — never let a bright on a bright.

 MINT ON NIGHT PRIMARY / HERO ✓ USE	 SOFT WHITE ON NIGHT MONO INVERSE ✓ USE	 INK ON MINT SOLID MARK ✓ USE	 INK ON LIME CTA SURFACES ✓ USE
 INK ON LAVENDER CONNECTOR MOMENTS ✓ USE	 INK ON PAPER PRINT / DOCS ✓ USE	 ON PHOTO + SCRIM DARK OVERLAY REQ. ✓ USE	 MINT ON LIME NO CONTRAST × NEVER

PICK THE MARK BY FIELD

Dark field → mint or white mark. Bright field → solid ink mark. There is no “mint on lime,” no “lavender on night.”

PHOTOGRAPHY

Only over a dark scrim (≥ 45% black) with the inverse mark, placed in a low-detail corner inside the clear-space zone.

MINIMUM CONTRAST

Target a 4.5:1 contrast ratio between mark and field. If you have to squint, it fails — switch fields.

IN THE ARENA.

The system on real surfaces — stage backdrop, badges, cards, social, and merch.
Night does the heavy lifting; one bright signal per surface; the bull shows up where the room needs a mascot moment.

IN THE ROOM • EVENT PHOTOGRAPHY



STAGE / BOOTH BACKDROP

STEP-AND-REPEAT • 8×8 FT

ATTENDEE BADGE

LANYARD

BUSINESS CARDS

FRONT / BACK • 3.5×2 IN

SOCIAL PROFILE KIT

HEADER + AVATAR

CREW TEE

BULL • CHEST

TOTE

CANVAS • NATURAL

STICKER PACK

DIE-CUT • LAPTOP

COLOR SYSTEM.

Night is the arena. Mint is the signal. Lime is momentum. Lavender connects AI × Bitcoin. White keeps the room readable.

— FROM THE BRAND GUIDE • P.4 • PALETTE RULE

“Use night/ink backgrounds as the arena, mint as the primary brand signal, lime for CTAs and momentum, lavender for AI × Bitcoin connector moments, and soft white for clean readable copy. Recommended mix 60% night/ink, 20% mint, 10% lime, 7% lavender, 3% white. Never let all three bright colors compete at equal volume.”

#06070C	#9EF8DA	#E8FF77	#C9B8FF	#F4F1E8
ARENA NIGHT / INK RGB 6 7 12 • 60%	BRAND SIGNAL RODEO MINT RGB 158 248 218 • 20%	CTA MOMENTUM SIGNAL LIME RGB 232 255 119 • 10%	AI × BITCOIN CONNECTOR LAVENDER RGB 201 184 255 • 7%	READABLE COPY SOFT WHITE RGB 244 241 232 • 3%

RECOMMENDED MIX				
NIGHT • 60	MINT • 20	LIME • 10	LAV • 7	W • 3

Never let mint, lime, and lavender compete at equal volume. Pick one signal per surface and let the other two sit in capsules, accents, or supporting type only.

ROLE RULES
MINT — Brand signal. Section anchors, key data, primary headlines on dark.
LIME — Momentum & CTAs. Tickets, sponsor asks, "register now."
LAVENDER — AI × Bitcoin connector. Use sparingly to flag intersection moments.
SOFT WHITE — Long-form copy, schedules, sponsor details, mobile readability.

TYPE SYSTEM.

Three jobs, three voices. Hero, capsule, body. Use each one only for what it’s for.

— FROM THE BRAND GUIDE • P.5 • TYPOGRAPHY SYSTEM

“Anton / Archivo for hero headlines — fast, heavy, slanted-feeling. Use for covers, section dividers, and room-scale statements. Barlow Condensed Italic for accent capsules — practical hype, Austin energy, CTA tags, short event labels. Inter / DM Sans for body copy — schedules, sponsor details, speaker info, mobile-readable CTAs, and production notes.”

Hero / display

ANTON • ARCHIVO
BLACK WEIGHT
400 / 900 TIGHT
TRACKING
HEADLINES,
COVERS,
SECTION
DIVIDERS

SHIP WHAT IS NEXT.
ANTON 24 ANTON 36 ANTON 54 ANTON 78

Display alt

ARCHIVO BLACK
USE WHEN ANTON
FEELS TOO
NARROW SPONSOR
& SPEAKER DECKS

BUILT FOR BUILDERS WHO SHIP.

Accent capsule

BARLOW
CONDENSED
ITALIC • 700 /
900 PRACTICAL
HYPE, AUSTIN
ENERGY,
CTA TAGS, EVENT
LABELS

TWO DAYS • REAL DEMOS • AUSTIN ENERGY

Body

INTER • DM SANS
WEIGHT 400-700
SCHEDULES,
SPONSOR
DETAILS,
SPEAKER INFO,
MOBILE CTAS,
PRODUCTION
NOTES

AI Startup Rodeo is a two-day hands-on event in Austin where AI and Bitcoin builders ship together. Day 1 is full-stack AI labs. Day 2 is startup and Bitcoin builder labs. Tools, payments, agents, compute, and real startup workflows — built in the room.

VOICE IN THE WILD.

Concrete builder language. Avoid generic conference copy, vague AI hype, casino-style visuals, cowboy clichés, and corporate futurism with no substance.

— FROM THE BRAND GUIDE • P.10 • VOICE EXAMPLES

“Use concrete builder language. Avoid generic conference copy, vague AI hype, casino-style visuals, cowboy clichés, and corporate futurism with no substance.”

DO • ENGLISH

Built for builders who ship. Hands-on labs, practical workshops, founder momentum, and demo-floor feedback loops.

AVOID

~~Join the leading thought-leadership summit transforming the future of next-gen AI and unlocking generational synergies.~~

DO • INTERSECTION

Where AI meets Bitcoin execution. Tools, payments, agents, compute, and real startup workflows — in one room.

AVOID

~~Saddle up, partner! The wildest hoedown of the year for AI cowboys and crypto bros to lasso the future. 🤠🤠🤠🤠~~

DO • CTA

Two days. Real demos. Austin energy. Get a ticket, submit a demo, or sponsor the room.

AVOID

~~Don't miss out on the conference everyone is talking about! Limited tickets, exclusive access, register today!!!~~

DO • SPANISH

Hecho para builders que envían. Labs prácticos, demos reales y la energía de Austin — dos días para construir lo que sigue.

AVOID

~~El evento de inteligencia artificial más disruptivo del ecosistema tecnológico transformador del futuro digital innovador.~~

MESSAGE HOUSE.

One roof line. Three pillars. One CTA base. Every channel pulls from this house — and never improvises a fourth pillar.

PRIMARY LINE

— FROM THE BRAND GUIDE • P.9 • MESSAGE HOUSE

“Primary line: AI × Bitcoin builders come to Austin to ship what is next. Keep every message about real products, useful tools, sharp demos, and the people building the next layer of the internet.”

PRIMARY LINE

AI × BITCOIN BUILDERS COME TO AUSTIN TO SHIP WHAT IS NEXT.

PILLAR 01

BUILDER PROOF

Real products, useful tools, sharp demos, and the people building the next layer of the internet — not slideware.

PILLAR 02

ROOM ENERGY

Built for builders who ship. Two days. Real demos. Austin energy. The room does the work the keynote doesn't.

PILLAR 03

CTA MOMENTUM

Get tickets. Join the Rodeo. Sponsor the room. Submit a demo. Every page has one clear next move — never two.

GET TICKETS • JOIN THE RODEO • SPONSOR THE ROOM

PICK ONE CTA PER SURFACE

TEMPLATE SYSTEM.

Three surfaces: deck, social, event. Text stays editable. Composition stays consistent. Color does the work.

— FROM THE BRAND GUIDE • P.11 • TEMPLATE SYSTEM

“DECK — 16:9 title slide, sponsor slide, speaker slide, schedule slide, and recap slide. Text stays editable. SOCIAL — 1080 square post, 1080×1350 portrait, X / website hero, YouTube thumbnail, and recap graphics. EVENT — flyer, speaker card, sponsor thank-you, sponsor logo wall, daily schedule card, and side-event card. ”

PHOTOGRAPHY TREATMENT



PHOTO RULE

Real rooms, real builders, real screens. Sit type on a dark scrim over photography, keep one bright signal per frame, and avoid stock-looking handshakes or generic conference shots.

DECK • 16:9 — TITLE • SPONSOR • SPEAKER • SCHEDULE • RECAP

TITLE SLIDE01/24

AI STARTUP RODEO

AUSTIN, TX • AI × BITCOIN

SCHEDULE SLIDE04/24

DAY 1 • FULL-STACK AI LABS

09:00 KEYNOTE • 10:30 LABS • 14:00 DEMOS • 17:00 PARTY

SOCIAL • 1080 SQ • 1080×1350 • X / WEB HERO • YOUTUBE THUMBNAIL • RECAP

1080 SQUAREIG • LI

BUILDERS WHO SHIP.

RODEO • RECAP

1080 × 1350IG STORY

TWO DAYS. REAL DEMOS.

GET A TICKET →

YOUTUBE THUMB16:9

DAY 1 RECAP FROM THE FLOOR

AI × BITCOIN • 14 DEMOS

EVENT • FLYER • SPEAKER CARD • SPONSOR WALL • DAILY SCHEDULE • SIDE EVENT

FLYERA4

RODEO WEEK

SIDE EVENTS • OPEN BUILD NIGHTS

SPEAKER CARDSHARE

JANE DOE BUILDING ON LIGHTNING

DAY 2 • 11:30 • MAIN LAB

FUNNEL + CHANNELS.

Name the AI × Bitcoin edge, prove it with labs and demos, move people to tickets or sponsorship, then turn outcomes into recap assets for the next cycle.

— FROM THE BRAND GUIDE • P.12 • FUNNEL + CHANNEL STRATEGY

“ Name the AI × Bitcoin edge, prove it with labs and demos, move people to tickets, demos, or sponsorship, then turn outcomes into recap assets for the next cycle. ”

STAGE 01 AWARENESS AI × Bitcoin clips, speaker proof, Austin energy. Short-form video, X, recap reels, founder DMs. →	STAGE 02 INTEREST Labs, workshops, demo floor, schedule, FAQs. Website, partner decks, sponsor pages, newsletters. →	STAGE 03 ACTION Get tickets. Submit a demo. Sponsor the room. One CTA per surface, no fence-sitting. →	STAGE 04 RECAP LOOP Recap graphics, YouTube cuts, builder quotes, sponsor results. Feed every output back into Stage 01.
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AWARENESS CHANNELS

X, LinkedIn, YouTube shorts, speaker quote graphics, partner reposts.

INTEREST CHANNELS

Website, partner decks, sponsor pages, email, FAQ docs, schedule page.

ACTION CHANNELS

Ticket page, demo submission form, sponsor inquiry, side-event RSVPs.

RECAP CHANNELS

YouTube edits, recap reels, sponsor thank-yous, builder spotlight posts.

BUSINESS MODEL.

Six segments. One value proposition. Many channels — all routed back through the brand.

— FROM THE BRAND GUIDE • P.13 • BUSINESS MODEL LENS

“Segments: developers, Bitcoin builders, founders, sponsors, operators, and speakers. Value: hands-on labs, demo-floor feedback, founder momentum, practical tools, and credible sponsor access. Channels: website, speaker proof, partner decks, LinkedIn, X, email, YouTube thumbnails, recap graphics, and sponsor pages.”

SEGMENTS

- Full-stack AI developers
- Bitcoin builders
- Founders
- Sponsors
- Operators
- Speakers

VALUE DELIVERED

- Hands-on labs
- Demo-floor feedback
- Founder momentum
- Practical tools
- Credible sponsor access

CHANNELS

- Website
- Speaker proof
- Partner decks
- LinkedIn, X, email
- YouTube thumbnails
- Recap graphics & sponsor pages

THE WHOLE BRAND IN ONE LINE

AI × BITCOIN
BUILDERS COME
TO
AUSTIN TO *SHIP*
WHAT IS NEXT.

END OF BRAND BOOK · V01.1 · AUSTIN · TX