



# SUPERBOWL Master Document

Whitepaper Pitch Deck Brand Guide

X: [super\\_bowl\\_meme](#)  
Website: [superbowl.sol.meme](#)

## **Mission Statement**

SUPERBOWL is built on the belief that community culture lasts longer than speculation. Our mission is to create a transparent yearly digital collectible that reflects the excitement of the Super Bowl season.

## **Brand Story**

SUPERBOWL started from one idea. Web3 needs recurring traditions instead of one time hype. Each yearly edition becomes a chapter in a long term digital timeline.

## **Identity**

The identity stands for transparency, consistency, community orientation and clear yearly structure.

## **Why We Are Different**

We build long term value with a predictable yearly cycle. One edition per year builds trust, clarity and collector value.

## **Trust Model**

Trust grows from visible behavior. Public updates, locked liquidity, no hidden supply and one contract per edition.

## **Yearly Edition Model**

Each edition is its own contract. Over time this becomes a digital archive of yearly fan identity.

## **Ecosystem**

The ecosystem includes website, AI mascot, merch, community channels and seasonal storytelling.

## **Vision 2026–2030**

The vision is to become the leading annual Web3 fan token with a cultural identity built across many years.

## **Brand Guide: Colors**

Midnight Blue 013369 Monza Red d50a0a White FFFFFF

## **Brand Guide: Logo Rules**

Keep spacing clean. Do not rotate stretch recolor or distort the logo.

## **Brand Guide: Tone of Voice**

The tone is clear calm responsible and community centered.

## **Pitch Summary**

A yearly fan token tradition on Solana. Structured predictable and culturally meaningful.