

Trenches Visual Asset Design Briefs

40 Ready-to-Create Graphic Templates

Project: Trenches DeFi Platform

Brand Colors: - Base: Dark mode (#0A0A0F, #12121A) - RAPID⚡ : Electric Cyan (#00D4FF) - MID⚖️ : Royal Purple (#8B5CF6) - DEEP💎 : Gold/Amber (#F59E0B) - Accents: White (#FFFFFF), Success Green (#10B981), Alert Red (#EF4444)

Avatars: - **Jake:** Confident, analytical, slightly degen energy - **Maria:** Smart, educational, reassuring presence

Typography: - Headlines: Bold sans-serif (Inter, Space Grotesk) - Body: Clean readable (Inter, DM Sans) - Meme text: Impact or similar bold condensed

CATEGORY 1: MEME TEMPLATES (15 Designs)

DESIGN #1: Drake Format (Trenches vs Alternatives)

CATEGORY: Meme

PLATFORM: Twitter/X, Instagram

SIZE: 1200x1200 (square), 1080x1350 (Instagram)

VISUAL DESCRIPTION:

- **Layout:** Classic Drake meme format - two panels stacked vertically
- **Top panel:** Drake rejecting/disliking (hand pushing away gesture)
- **Bottom panel:** Drake approving/pointing (finger gun gesture toward viewer)
- **Background:** Dark charcoal (#1A1A24) with subtle gradient
- **Color scheme:**
 - Panel backgrounds: Slightly lighter dark (#242433)
 - Text boxes: Semi-transparent dark with colored borders

- RAPID cyan accent on "approve" side
- **Typography style:**
 - Top text (rejected): Muted gray/white, slightly smaller
 - Bottom text (approved): Bold white with cyan glow effect
- **Graphics/illustrations needed:**
 - Drake silhouette (or crypto-themed alternative character - hooded figure)
 - Small Trenches logo watermark bottom right

TEXT CONTENT:

- **Top Panel Text:** "Trading memecoins on sketchy DEXs"
- **Bottom Panel Text:** "Earning sustainable yield on Trenches"
- **Optional Caption Text:** "The choice is obvious ⚡"
- **CTA:** "Join waitlist 🎉"

BRANDING ELEMENTS:

- **Logo placement:** Bottom right corner, 40px height, 60% opacity
- **Trenches colors:** Cyan (#00D4FF) accent on approved option
- **Avatar integration:** None (generic meme format)

VARIATIONS:

- **Version A:** DEX trading vs Trenches yield
- **Version B:** Holding stablecoins vs Trenches
- **Version C:** Complex DeFi farming vs Simple Trenches
- **Seasonal:** Holiday-themed backgrounds (subtle)

TOOL RECOMMENDATION:

- **Primary:** Canva (Drake meme templates available)
- **Advanced:** Photoshop for custom character
- **Template link:** Search "Drake meme" on Canva

USAGE NOTES:

- **Best time to post:** 9-11 AM EST (morning engagement)
- **Caption suggestions:**
 - "Some choices just make sense ⚡"
 - "Your portfolio will thank you"
 - "Level up your DeFi game"
- **Hashtag recommendations:** #DeFi #YieldFarming #Trenches #CryptoMemes #Web3

DESIGN #2: Expanding Brain (Levels of DeFi Participation)

CATEGORY: Meme / Educational

PLATFORM: Twitter/X, Reddit

SIZE: 1200x1600 (vertical), 1080x1920 (Stories)

VISUAL DESCRIPTION:

- **Layout:** 4-5 panels showing progressively larger/glowing brains
- **Brain visuals:**
 - Panel 1: Smooth brain (beginner)
 - Panel 2: Slightly wrinkled (intermediate)
 - Panel 3: Galaxy brain (advanced)
 - Panel 4: Universe brain (Trenches user)
 - Panel 5: [Optional] Transcendent/ascended (Trenches power user)
- **Color scheme:**
 - Background: Deep space gradient (dark purple to black)
 - Brains: Glowing cyan to purple to gold progression
 - Text: White with subtle glow
- **Typography style:** Bold, slightly smaller text under each brain
- **Graphics/illustrations needed:**
 - Brain illustrations (Canva assets or custom)
 - Glow effects increasing per panel
 - Particle/sparkle effects on final panels

TEXT CONTENT:

- **Panel 1:** "Holding ETH in wallet"
- **Panel 2:** "Staking ETH for 3% APY"
- **Panel 3:** "Chasing 1000% APY farm"
- **Panel 4:** "Using Trenches with insurance"
- **Panel 5 (Optional):** "Maxing boost points across all 3 Trenches"
- **CTA:** "Which brain are you? 🤔"

BRANDING ELEMENTS:

- **Logo placement:** Top center or bottom center
- **Trenches colors:** Progression through all three trench colors (cyan → purple → gold)
- **Avatar integration:** Small Jake avatar in corner for "galaxy brain" panel

VARIATIONS:

- **Version A:** 4-panel standard
- **Version B:** 5-panel with boost points
- **Version C:** Specific to each Trench type
- **Animation:** GIF version with pulsing glows

TOOL RECOMMENDATION:

- **Primary:** Canva (brain evolution templates)
- **Advanced:** After Effects for animated version

USAGE NOTES:

- **Best time to post:** Evening (7-9 PM EST)
- **Caption suggestions:**
 - "The evolution of a degen 🧠"
 - "From smooth brain to galaxy brain"
 - "Where are you on the journey?"
- **Hashtag recommendations:** #BrainMeme #DeFi #Crypto #Trenches #Yield

DESIGN #3: Distracted Boyfriend (Ignoring Pumps for Trenches)

CATEGORY: Meme

PLATFORM: Twitter/X, Instagram

SIZE: 1200x800 (landscape), 1080x1080 (square crop)

VISUAL DESCRIPTION:

- **Layout:** Classic distracted boyfriend scene
- **Characters:**
 - Boyfriend: Crypto trader/user (hoodie silhouette)
 - Girlfriend: "Random shitcoin pump" (labeled bag of coins)
 - Other girl: "Trenches sustainable yield" (Trenches branded figure)
- **Background:** City street scene, slightly blurred
- **Color scheme:**
 - Desaturated except Trenches figure (cyan/purple/gold highlights)
 - Dark urban aesthetic
- **Typography style:** Impact font labels on characters
- **Graphics/illustrations needed:**
 - Stock photo or illustration of scene
 - Character labels with arrows

- Trenches logo on "other girl" figure

TEXT CONTENT:

- **Boyfriend label:** "Me"
- **Girlfriend label:** "100x shitcoin pump"
- **Other girl label:** "Trenches 15-35% APY with insurance"
- **Optional caption:** "Sorry, I have standards ⚡"
- **CTA:** "Stay focused. Join the waitlist."

BRANDING ELEMENTS:

- **Logo placement:** Bottom right corner
- **Trenches colors:** The "other girl" highlighted in trench colors
- **Avatar integration:** Maria avatar as the "other girl" face

VARIATIONS:

- **Version A:** Shitcoin vs Trenches
- **Version B:** Complex farming vs Trenches
- **Version C:** CEX staking vs Trenches

TOOL RECOMMENDATION:

- **Primary:** Canva (distracted boyfriend templates)
- **Alternative:** Photoshop for custom character faces

USAGE NOTES:

- **Best time to post:** Weekends (Saturday morning)
- **Caption suggestions:**
 - "When you know what really matters ⚡"
 - "Discipline > FOMO"
 - "Quality over hype"
- **Hashtag recommendations:** #DistractedBoyfriend #CryptoMemes #DeFi #Trenches

DESIGN #4: "This Is Fine" Dog (Market Chaos vs Trenches)

CATEGORY: Meme

PLATFORM: Twitter/X, Reddit

SIZE: 1200x900 (standard), 1080x1080 (square)

VISUAL DESCRIPTION:

- **Layout:** Two-panel or single panel with contrast
- **Panel 1 (or left side):** "This is Fine" dog in burning room
- Background: Fire, red candles, chaos
- Dog: Calmly sipping coffee, wearing Trenches hoodie
- Label: "Trenches user during market crash"
- **Panel 2 (or right side):** Panicked trader
- Background: Multiple monitors, red everywhere
- Character: Screaming, pulling hair
- Label: "Everyone else"
- **Color scheme:**
- Left: Warm oranges/reds but dog highlighted with cyan
- Right: Chaotic reds and dark colors
- **Typography style:** Comic-style labels, Impact font

TEXT CONTENT:

- **Dog panel:** "Trenches users watching the market burn 🔥"
- **Panicked panel:** "Everyone else"
- **Optional speech bubble:** "This is fine. My yield is insured."
- **CTA:** "Stay calm. Earn yield."

BRANDING ELEMENTS:

- **Logo placement:** On dog's coffee cup or hoodie
- **Trenches colors:** Cyan highlights on dog panel
- **Avatar integration:** Jake avatar as the calm dog face

VARIATIONS:

- **Version A:** Split panel comparison
- **Version B:** Single panel "This is Fine" dog only
- **Version C:** Different crisis scenarios (hack, exploit, etc.)

TOOL RECOMMENDATION:

- **Primary:** Photoshop or Canva
- **Assets:** "This is Fine" dog illustration (respect copyright)

USAGE NOTES:

- **Best time to post:** During market volatility or after crashes

- **Caption suggestions:**

- "Insurance hits different during a bear market 🏴"
- "While everyone panics, we earn"
- "This is fine. Literally."
- **Hashtag recommendations:** #ThisIsFine #Crypto #BearMarket #DeFi #Trenches

DESIGN #5: Two Buttons Dilemma

CATEGORY: Meme

PLATFORM: Twitter/X, Instagram

SIZE: 1200x800 (landscape)

VISUAL DESCRIPTION:

- **Layout:** Character sweating between two buttons
- **Character:** Nervous crypto trader (sweating, pointing at both buttons)
- **Buttons:** Large, colorful, labeled
- **Background:** Simple gradient or solid dark
- **Color scheme:**
 - Button 1: Red/orange (risky option)
 - Button 2: Cyan/green (Trenches option)
- Character: Sweat drops animated or illustrated
- **Typography style:** Bold button labels, smaller caption text
- **Graphics/illustrations needed:**
 - Character illustration (sweating guy meme)
 - Two large buttons
 - Sweat drop graphics

TEXT CONTENT:

- **Button 1:** "YOLO into random farm"
- **Button 2:** "Use Trenches with insurance"
- **Character thought bubble:** "Why is this even a choice?"
- **CTA:** "Make the smart choice. Link in bio."

BRANDING ELEMENTS:

- **Logo placement:** Bottom center
- **Trenches colors:** Button 2 in cyan/purple/gold gradient
- **Avatar integration:** None (generic meme character)

VARIATIONS:

- **Version A:** YOLO vs Trenches
- **Version B:** Low yield vs Trenches yield
- **Version C:** Risk vs Insured yield

TOOL RECOMMENDATION:

- **Primary:** Canva (daily struggle meme templates)
- **Alternative:** Photoshop

USAGE NOTES:

- **Best time to post:** Mid-day (12-2 PM EST)
- **Caption suggestions:**
 - "The daily struggle... that's not really a struggle ⚡ "
 - "Choose wisely"
 - "One of these has insurance. Just saying."
- **Hashtag recommendations:** #DailyStruggle #CryptoMemes #DeFi #Trenches

DESIGN #6: Surprised Pikachu (Discovering Trenches)

CATEGORY: Meme

PLATFORM: Twitter/X, Instagram, TikTok

SIZE: 1080x1080 (square)

VISUAL DESCRIPTION:

- **Layout:** Surprised Pikachu with caption above
- **Pikachu:** Classic surprised expression, mouth open
- **Background:** Simple or relevant scene
- **Color scheme:**
 - Pikachu: Standard yellow/red
 - Background: Dark mode compatible
 - Text: White with shadow
- **Typography style:** White Impact font with black outline
- **Graphics/illustrations needed:**
 - Surprised Pikachu illustration
 - Speech bubble or caption area above

TEXT CONTENT:

- **Setup text:** "Discovers Trenches has built-in insurance"
- **Pikachu face:** [Surprised expression]
- **Bottom text:** "Wait, I've been farming WITHOUT protection?!"
- **CTA:** "Don't be surprised. Be prepared."

BRANDING ELEMENTS:

- **Logo placement:** Small in corner
- **Trenches colors:** Subtle cyan glow around text
- **Avatar integration:** None

VARIATIONS:

- **Version A:** Insurance discovery
- **Version B:** Boost points discovery
- **Version C:** 3 Trench options discovery

TOOL RECOMMENDATION:

- **Primary:** Canva or meme generators
- **Alternative:** Photoshop

USAGE NOTES:

- **Best time to post:** Anytime (this meme is evergreen)
- **Caption suggestions:**
 - "We've all had this moment 🤪"
 - "POV: You discover insured yield"
 - "The realization hits different"
- **Hashtag recommendations:** #SurprisedPikachu #CryptoMemes #DeFi #Trenches

DESIGN #7: Galactic Brain (Beginner to Expert Progression)

CATEGORY: Meme / Educational

PLATFORM: Twitter/X, Reddit

SIZE: 1200x2000 (vertical), 1080x1920 (Stories)

VISUAL DESCRIPTION:

- **Layout:** 5-6 panels with increasingly cosmic brains
- **Progression:**
 - 1: Normal brain (baseline)

- 2: Slightly lit up (beginning)
- 3: Glowing (learning)
- 4: Cosmic/galaxy (advanced)
- 5: Universal/transcendent (expert)
- 6: [Optional] Beyond comprehension (master)
- **Color scheme:**
- Progression: White → Yellow → Purple → Cyan → Gold
- Background: Deep space black
- **Typography style:** White text, increasing glow with each level
- **Graphics/illustrations needed:**
- Brain images with increasing complexity
- Starfield background
- Light/glow effects

TEXT CONTENT:

- **Level 1:** "Buys crypto and holds"
- **Level 2:** "Stakes for passive yield"
- **Level 3:** "Farms across multiple protocols"
- **Level 4:** "Uses Trenches RAPID for quick gains"
- **Level 5:** "Masters all 3 Trenches with boost points"
- **Level 6:** "Has never been rugged"
- **CTA:** "Ascend to Level 5. Join waitlist."

BRANDING ELEMENTS:

- **Logo placement:** Bottom with glow effect
- **Trenches colors:** Levels 4-6 use trench colors
- **Avatar integration:** Jake at Level 5, Maria at Level 4

VARIATIONS:

- **Version A:** Standard progression
- **Version B:** Trench-specific (RAPID → MID → DEEP)
- **Version C:** Crypto journey specific

TOOL RECOMMENDATION:

- **Primary:** Canva (galaxy brain templates)
- **Advanced:** Photoshop for custom brain effects

USAGE NOTES:

- **Best time to post:** Evening (engagement high)
- **Caption suggestions:**
 - "The path to enlightenment 🧠✨"
 - "Where are you on the scale?"
 - "From normie to enlightened"
- **Hashtag recommendations:** #GalaxyBrain #Crypto #DeFi #Trenches #Yield

DESIGN #8: Woman Yelling at Cat (Arguments About Risk)

CATEGORY: Meme

PLATFORM: Twitter/X, Instagram

SIZE: 1200x900 (landscape)

VISUAL DESCRIPTION:

- **Layout:** Split panel - woman yelling at left, confused cat at right
- **Left panel (Woman):** Angry/lecturing figure
- **Right panel (Cat):** Confused/skeptical cat at table
- **Background:** Kitchen scene for woman, table for cat
- **Color scheme:**
 - Woman panel: Warm, slightly aggressive tones
 - Cat panel: Cool, calm colors with cyan accents
- **Typography style:** Speech bubbles with comic-style text
- **Graphics/illustrations needed:**
 - Woman yelling illustration
 - Smudge/confused cat illustration
 - Speech bubbles

TEXT CONTENT:

- **Woman:** "DeFi is too risky! You'll get rugged!"
- **Cat:** "Have you heard of Trenches insurance?"
- **Woman (smaller):** "...insurance?"
- **Cat:** "Yes."
- **CTA:** "Protected yield exists. Join waitlist."

BRANDING ELEMENTS:

- **Logo placement:** Bottom right
- **Trenches colors:** Cat panel highlighted in cyan
- **Avatar integration:** Maria as woman, Jake as cat

VARIATIONS:

- **Version A:** Risk argument
- **Version B:** Complexity argument
- **Version C:** TradFi vs DeFi argument

TOOL RECOMMENDATION:

- **Primary:** Canva (woman yelling at cat templates)

USAGE NOTES:

- **Best time to post:** Mid-week (Wednesday)
- **Caption suggestions:**
 - "The conversation that changes everything 🏴"
 - "When they don't know about insurance..."
 - "Risk? What risk?"
- **Hashtag recommendations:** #WomanYellingAtCat #DeFi #CryptoMemes #Trenches

DESIGN #9: Is This a Pigeon? (Misunderstanding DeFi)

CATEGORY: Meme / Educational

PLATFORM: Twitter/X, Instagram

SIZE: 1200x900 (landscape)

VISUAL DESCRIPTION:

- **Layout:** Character pointing at butterfly, asking question
- **Character:** Anime-style figure (confused/naive)
- **Object:** Butterfly (or crypto symbol)
- **Background:** Nature scene or abstract
- **Color scheme:**
 - Character: Normal colors
 - Butterfly: Trenches branded (cyan/purple)
 - Background: Soft, slightly blurred
- **Typography style:** Speech bubble with Impact-style text
- **Graphics/illustrations needed:**
 - Character illustration
 - Butterfly (customize to crypto theme)
 - Speech bubble

TEXT CONTENT:

- **Character:** "Is this a good investment?"
- **Pointing at:** Trenches logo or yield symbol
- **Label:** "15-35% APY with insurance"
- **Smaller text:** "(Yes, yes it is)"
- **CTA:** "Even beginners get it. Join us."

BRANDING ELEMENTS:

- **Logo placement:** On the "butterfly"
- **Trenches colors:** Butterfly in trench colors
- **Avatar integration:** None (use generic character)

VARIATIONS:

- **Version A:** Investment confusion
- **Version B:** Yield confusion
- **Version C:** DeFi complexity confusion

TOOL RECOMMENDATION:

- **Primary:** Canva (is this a pigeon templates)

USAGE NOTES:

- **Best time to post:** Weekends
- **Caption suggestions:**
 - "When you're new to DeFi but you know quality ⚡ "
 - "The answer is yes"
 - "Some things are obvious"
- **Hashtag recommendations:** #IsThisAPigeon #CryptoMemes #DeFi #Trenches

DESIGN #10: 5 Black Guys + 1 Girl (Choosing Trenches)

CATEGORY: Meme

PLATFORM: Twitter/X, Instagram

SIZE: 1200x800 (landscape)

VISUAL DESCRIPTION:

- **Layout:** 5 figures lined up, 1 girl in front choosing

- **5 guys:** Represent other DeFi options (competitors, risky farms)
- **1 girl:** Represents the smart choice (Trenches)
- **Background:** Simple indoor or studio setting
- **Color scheme:**
 - 5 guys: Desaturated, muted colors
 - Girl: Full color with cyan/gold highlights
- Chosen option: Trenches branded, glowing
- **Typography style:** Labels under each option
- **Graphics/illustrations needed:**
 - Character illustrations or stock images
 - Label text for each option
 - Selection indicator (arrow, circle, etc.)

TEXT CONTENT:

- **Option 1:** "5% bank yield"
- **Option 2:** "3% ETH staking"
- **Option 3:** "Risky farm"
- **Option 4:** "Hodling"
- **Option 5:** "Complex strategy"
- **The Girl (choosing):** "Trenches: 15-35% with insurance 🚀"
- **CTA:** "Make the smart choice."

BRANDING ELEMENTS:

- **Logo placement:** On the Trenches option
- **Trenches colors:** Chosen option in full trench colors
- **Avatar integration:** Maria as "the girl" making the choice

VARIATIONS:

- **Version A:** Yield comparison
- **Version B:** Risk comparison
- **Version C:** Effort comparison

TOOL RECOMMENDATION:

- **Primary:** Canva (meme templates)
- **Alternative:** Photoshop for custom faces

USAGE NOTES:

- **Best time to post:** Friday evening (weekend vibes)

- **Caption suggestions:**
- "The choice is clear 🚀"
- "She has taste"
- "Quality recognizes quality"
- **Hashtag recommendations:** #CryptoMemes #DeFi #Trenches #YieldFarming

DESIGN #11: Always Has Been (Trenches Was the Answer)

CATEGORY: Meme

PLATFORM: Twitter/X, Reddit

SIZE: 1200x800 (landscape)

VISUAL DESCRIPTION:

- **Layout:** Two astronauts in space, one holding gun
- **Foreground astronaut:** Turning around with realization
- **Background astronaut:** Holding gun, earth/Trenches behind
- **Background:** Space, stars, earth
- **Color scheme:**
- Space: Deep blacks and purples
- Earth: Trenches branded (cyan/purple/gold)
- Astronauts: White suits with subtle highlights
- **Typography style:** Speech bubbles with white text
- **Graphics/illustrations needed:**
- Astronaut illustrations
- Custom "earth" (Trenches logo as planet)
- Space background
- Gun (cartoon style)

TEXT CONTENT:

- **Foreground astronaut:** "Wait, sustainable DeFi yield with insurance?"
- **Background astronaut:** "Always has been 🚀"
- **Earth/Planet:** Trenches logo
- **CTA:** "The answer was here all along."

BRANDING ELEMENTS:

- **Logo placement:** As the "earth" or planet
- **Trenches colors:** Planet in trench gradient colors
- **Avatar integration:** Jake as background astronaut, generic as foreground

VARIATIONS:

- **Version A:** General Trenches answer
- **Version B:** Specific to yield/insurance
- **Version C:** Specific to 3 Trenches model

TOOL RECOMMENDATION:

- **Primary:** Photoshop or Canva
- **Assets:** Astronaut illustrations

USAGE NOTES:

- **Best time to post:** Anytime (strong meme)
- **Caption suggestions:**
 - "The truth is out there... and it's Trenches 🚀"
 - "It was always the answer"
 - "*cocks gun* Always has been"
- **Hashtag recommendations:** #AlwaysHasBeen #CryptoMemes #DeFi #Trenches

DESIGN #12: UNO Draw 25 (Risks of Not Joining)

CATEGORY: Meme

PLATFORM: Twitter/X, Instagram

SIZE: 1080x1080 (square)

VISUAL DESCRIPTION:

- **Layout:** UNO card with "Draw 25" and alternative choice
- **Card:** Blue UNO +4 card
- **Choice:** Hand hovering over options
- **Background:** Game table or abstract
- **Color scheme:**
 - UNO colors: Blue, red, yellow, green
 - Card: Classic UNO design
 - Alternative: Trenches branded option
- **Typography style:** Card text in UNO font style
- **Graphics/illustrations needed:**
 - UNO card illustration
 - Hand illustration
 - Game table background

TEXT CONTENT:

- **Card text:** "Draw 25" (meaning: take 25 cards/accept bad outcome)
- **Alternative text:** "Use Trenches with insurance"
- **Caption:** "The easiest decision in DeFi"
- **CTA:** "Don't draw 25. Join waitlist."

BRANDING ELEMENTS:

- **Logo placement:** On the alternative choice
- **Trenches colors:** Alternative option highlighted in cyan
- **Avatar integration:** None

VARIATIONS:

- **Version A:** Draw 25 = get rugged
- **Version B:** Draw 25 = miss out on yield
- **Version C:** Draw 25 = complex research

TOOL RECOMMENDATION:

- **Primary:** Canva (UNO meme templates)

USAGE NOTES:

- **Best time to post:** Anytime
- **Caption suggestions:**
 - "The easiest choice you'll make today  "
 - "No one wants to draw 25"
 - "Insurance > Risk"
- **Hashtag recommendations:** #UNO #CryptoMemes #DeFi #Trenches

DESIGN #13: Change My Mind (Trenches Thesis)

CATEGORY: Meme / Educational

PLATFORM: Twitter/X, Instagram

SIZE: 1200x800 (landscape)

VISUAL DESCRIPTION:

- **Layout:** Person at table with sign, coffee cup
- **Character:** Confident figure (Jake avatar style) at outdoor table

- **Sign:** Large board with bold text
- **Background:** Campus or outdoor setting
- **Color scheme:**
- Natural outdoor colors
- Sign: White with bold black/cyan text
- Character: Casual attire with Trenches colors
- **Typography style:** Bold, provocative statement on sign
- **Graphics/illustrations needed:**
- Table and chair setup
- Sign board
- Coffee cup (with Trenches logo)
- Character illustration

TEXT CONTENT:

- **Sign text:** "Trenches is the safest way to earn 15-35% APY in DeFi. Change my mind."
- **Smaller text:** "(You can't)"
- **CTA:** "Try to change our mind. Join the discussion."

BRANDING ELEMENTS:

- **Logo placement:** On coffee cup
- **Trenches colors:** Sign border in cyan
- **Avatar integration:** Jake as the character

VARIATIONS:

- **Version A:** Safety thesis
- **Version B:** Yield thesis
- **Version C:** Insurance thesis
- **Version D:** 3 Trenches model thesis

TOOL RECOMMENDATION:

- **Primary:** Canva (Change My Mind templates)
- **Alternative:** Photoshop with custom character

USAGE NOTES:

- **Best time to post:** Tuesday-Thursday (discussion days)
- **Caption suggestions:**
- "We'll wait... ☕"
- "The floor is open for debate"

- "sips coffee Go on..."
- **Hashtag recommendations:** #ChangeMyMind #DeFi #Crypto #Trenches #YieldFarming

DESIGN #14: Buff Doge vs Cheems (Trenches vs Old Way)

CATEGORY: Meme

PLATFORM: Twitter/X, Reddit

SIZE: 1200x800 (landscape)

VISUAL DESCRIPTION:

- **Layout:** Split panel - Buff Doge on left, Cheems on right
- **Left (Buff Doge):** Muscular, confident, strong (Trenches user)
- **Right (Cheems):** Small, weak, sad (non-Trenches user)
- **Background:** Different settings for each
- **Color scheme:**
 - Left: Bright, powerful colors (cyan/gold highlights)
 - Right: Muted, weak colors (grays)
- **Typography style:** Comic-style text above each dog
- **Graphics/illustrations needed:**
 - Buff Doge illustration
 - Cheems illustration
 - Meme text labels

TEXT CONTENT:

- **Buff Doge:** "Uses Trenches with insurance, earns 15-35% APY stress-free"
- **Cheems:** "Chases random farms, gets rugged, cries"
- **Bottom text:** "The difference is insurance  "
- **CTA:** "Be the Buff Doge. Join waitlist."

BRANDING ELEMENTS:

- **Logo placement:** On Buff Doge's collar
- **Trenches colors:** Left panel in cyan/gold
- **Avatar integration:** None (use dog characters)

VARIATIONS:

- **Version A:** Insurance comparison
- **Version B:** Yield comparison
- **Version C:** Stress comparison

TOOL RECOMMENDATION:

- **Primary:** Canva or Photoshop
- **Assets:** Buff Doge and Cheems illustrations

USAGE NOTES:

- **Best time to post:** Weekends
- **Caption suggestions:**
 - "Two types of DeFi users 💪 vs 😭"
 - "Choose your fighter"
 - "Strength comes from smart choices"
- **Hashtag recommendations:** #BuffDoge #Cheems #CryptoMemes #DeFi #Trenches

DESIGN #15: Panik/Kalm/Panik (Market Phases)

CATEGORY: Meme

PLATFORM: Twitter/X, Instagram

SIZE: 1200x1200 (square)

VISUAL DESCRIPTION:

- **Layout:** Three panels showing panic → calm → panic
- **Panel 1 (Panik):** Distressed/chaotic expression
- **Panel 2 (Kalm):** Peaceful/calm expression
- **Panel 3 (Panik):** Return to panic
- **Background:** Increasing chaos then peace then chaos
- **Color scheme:**
 - Panik 1: Red/chaotic tones
 - Kalm: Blue/peaceful tones with cyan
 - Panik 2: Red/chaotic tones
- **Typography style:** Bold labels PANIK → KALM → PANIK
- **Graphics/illustrations needed:**
 - Character showing three expressions
 - Background elements changing per panel
 - Emotion indicators (sweat, tears, etc.)

TEXT CONTENT:

- **Panik 1:** "Market crashes 20%"
- **Kalm:** "Remember you're in Trenches with insurance"

- **Panik 2:** "You didn't join the waitlist yet"
- **CTA:** "Don't panic later. Join now."

BRANDING ELEMENTS:

- **Logo placement:** In Kalm panel, small
- **Trenches colors:** Kalm panel in cyan/peaceful colors
- **Avatar integration:** Jake showing three expressions

VARIATIONS:

- **Version A:** Market crash scenario
- **Version B:** FOMO scenario
- **Version C:** Launch scenario

TOOL RECOMMENDATION:

- **Primary:** Canva (Panik Kalm templates)

USAGE NOTES:

- **Best time to post:** During market volatility
- **Caption suggestions:**
 - "The emotional journey of missing out 😢"
 - "Stay in the Kalm zone"
 - "FOMO hits different"
- **Hashtag recommendations:** #PanikKalm #CryptoMemes #DeFi #Trenches

CATEGORY 2: EDUCATIONAL INFOGRAPHICS (10 Designs)

DESIGN #16: "How Trenches Works" Flowchart

CATEGORY: Infographic / Educational

PLATFORM: All (Twitter, Instagram, LinkedIn)

SIZE: 1200x2400 (vertical long-form), 1080x1920 (Stories)

VISUAL DESCRIPTION:

- **Layout:** Top-to-bottom flowchart with 5-6 steps
- **Flow direction:** Downward arrows connecting steps
- **Step design:** Numbered circles with icons and descriptions
- **Background:** Dark gradient (charcoal to black)
- **Color scheme:**
 - Step 1: Cyan (RAPID)
 - Step 2: Purple (MID)
 - Step 3: Gold (DEEP)
- Connectors: White with subtle glow
- **Typography style:**
 - Step numbers: Large, bold
 - Titles: Medium weight, white
 - Descriptions: Small, light gray
- **Graphics/illustrations needed:**
 - Custom icons for each step (deposit, choose trench, earn, insurance, boost)
 - Connecting arrows/flow lines
 - Step circles/number badges
 - Terminal graphics (wallet, yield output)

TEXT CONTENT:

- **Headline:** "How Trenches Works"
- **Subheadline:** "From deposit to yield in 5 simple steps"
- **Step 1:** Connect Wallet → "Link your Web3 wallet securely"
- **Step 2:** Choose Your Trench → "RAPID⚡, MID⚖️, or DEEP⛰️"
- **Step 3:** Deposit Funds → "Add your crypto to the pool"
- **Step 4:** Earn Yield → "Start earning 15-35% APY instantly"
- **Step 5:** Stay Protected → "Insurance buffer protects your principal"
- **CTA:** "Ready to start? Join the waitlist."

BRANDING ELEMENTS:

- **Logo placement:** Top center
- **Trenches colors:** Full spectrum (cyan, purple, gold)
- **Avatar integration:** Jake at top introducing, Maria at bottom with CTA

VARIATIONS:

- **Version A:** Detailed 5-step
- **Version B:** Simplified 3-step
- **Version C:** Animated GIF version
- **Version D:** Video explainer storyboard

TOOL RECOMMENDATION:

- **Primary:** Figma (for precise flowchart)
- **Alternative:** Canva (infographic templates)
- **Advanced:** Adobe Illustrator

USAGE NOTES:

- **Best time to post:** Tuesday/Wednesday (educational content)
- **Caption suggestions:**
 - "New to Trenches? Here's how it works  "
 - "5 steps to sustainable DeFi yield"
 - "Simpler than you thought, right?"
- **Hashtag recommendations:** #DeFi #HowItWorks #Crypto #Trenches #Web3 #Tutorial

DESIGN #17: "3 Trenches Comparison" Side-by-Side

CATEGORY: Infographic / Comparison

PLATFORM: All (Twitter, Instagram, LinkedIn)

SIZE: 1200x1600 (vertical), 1920x1080 (presentation)

VISUAL DESCRIPTION:

- **Layout:** Three equal columns, one per Trench
- **Column headers:** Large emoji + name + color coding
- **Content sections:** APY range, Risk level, Lock period, Best for, Insurance %
- **Background:** Dark with subtle grid pattern
- **Color scheme:**
 - RAPID column: Cyan theme (#00D4FF)
 - MID column: Purple theme (#8B5CF6)
 - DEEP column: Gold theme (#F59E0B)
- Comparison rows: White text on dark background
- **Typography style:**
 - Headers: Bold, large, colored
 - Data: Medium weight, white
 - Labels: Small, gray
- **Graphics/Illustrations needed:**
 - Column dividers
 - Icon set for each metric (clock, shield, percentage, person)
 - Visual risk indicators (bars or dots)
 - APY visualization (small bar charts)

TEXT CONTENT:

- **Headline:** "Choose Your Trench"
- **Subheadline:** "Three strategies for different risk appetites"

RAPID⚡ Column: - APY: 12-18% - Risk: Low-Medium - Lock: Flexible - Best for: Active traders - Insurance: 5-10%

MID⚖️ Column: - APY: 15-25% - Risk: Medium - Lock: 7-30 days - Best for: Balanced investors - Insurance: 10-15%

DEEP⛰️ Column: - APY: 20-35% - Risk: Medium-High - Lock: 30-90 days - Best for: Long-term holders - Insurance: 15-20%

- **CTA:** "Which trench fits you? Tell us below 🤗"

BRANDING ELEMENTS:

- **Logo placement:** Top center or bottom center
- **Trenches colors:** Full three-color system
- **Avatar integration:** Jake representing RAPID, Maria representing MID, both for DEEP

VARIATIONS:

- **Version A:** Full comparison table
- **Version B:** Simplified (APY + Risk only)
- **Version C:** Carousel format (1 slide per trench)
- **Version D:** Interactive (Stories with polls)

TOOL RECOMMENDATION:

- **Primary:** Figma or Canva
- **Advanced:** Adobe Illustrator

USAGE NOTES:

- **Best time to post:** Mid-week for engagement
- **Caption suggestions:**
 - "One platform, three strategies ⚡⚖️⛰️"
 - "RAPID, MID, or DEEP - which is your style?"
 - "Different trenches for different degens"
- **Hashtag recommendations:** #DeFi #Crypto #Trenches #YieldFarming #Comparison

DESIGN #18: "Insurance Buffer Explained" Diagram

CATEGORY: Infographic / Technical

PLATFORM: Twitter/X, LinkedIn

SIZE: 1200x1800 (vertical)

VISUAL DESCRIPTION:

- **Layout:** Central diagram showing protection layers
- **Structure:** Concentric circles or layered pyramid
- **Visual metaphor:** Shield, fortress, or safety net
- **Background:** Dark with subtle technical grid
- **Color scheme:**
 - Core: White/yellow (user funds)
 - Protection layers: Cyan to purple gradient
 - Shield icon: Gold with glow
- **Typography style:**
 - Title: Large, bold
 - Layer labels: Medium, clear
 - Explanations: Small, detailed
- **Graphics/illustrations needed:**
 - Shield/fortress illustration
 - Layered circle or pyramid diagram
 - Arrow indicators
 - Percentage callouts
 - Small icons for each protection mechanism

TEXT CONTENT:

- **Headline:** "How Insurance Buffer Protects You"
- **Subheadline:** "Your safety net in volatile markets"

Layer 1 (Inner): Your Deposit - "100% of your principal deposited"

Layer 2: Protocol Insurance Fund - "5-20% buffer based on Trench type" - "Automatically covers minor losses"

Layer 3: Smart Contract Coverage - "Audited by top security firms" - "Multi-sig protection"

Layer 4 (Outer): Emergency Pause - "Circuit breakers for extreme events" - "24/7 monitoring"

- **Bottom stat:** "\$X Million in total coverage"
- **CTA:** "Protected yield is smart yield. Join waitlist."

BRANDING ELEMENTS:

- **Logo placement:** Top left
- **Trenches colors:** Gradient from cyan to purple to gold
- **Avatar integration:** Maria explaining the diagram

VARIATIONS:

- **Version A:** Concentric circles
- **Version B:** Layered pyramid
- **Version C:** Flow diagram
- **Version D:** Before/After comparison

TOOL RECOMMENDATION:

- **Primary:** Figma or Adobe Illustrator
- **Alternative:** Canva (diagram templates)

USAGE NOTES:

- **Best time to post:** After security announcements
- **Caption suggestions:**
 - "Your funds are protected on multiple levels 🛡️"
 - "This is how we keep your yield safe"
 - "Insurance isn't optional. It's built-in."
- **Hashtag recommendations:** #DeFi #Security #Insurance #Trenches #Crypto

DESIGN #19: "Boost Points System" Visual

CATEGORY: Infographic / Gamification

PLATFORM: Twitter/X, Instagram

SIZE: 1200x1600 (vertical), 1080x1920 (Stories)

VISUAL DESCRIPTION:

- **Layout:** Game-style progression showing boost tiers
- **Structure:** Vertical ladder or meter with levels
- **Visual style:** Gamified, modern, app-like UI
- **Background:** Dark with subtle gradient
- **Color scheme:**
 - Bronze tier: #CD7F32
 - Silver tier: #C0C0C0

- Gold tier: #FFD700
- Platinum tier: #E5E4E2 with cyan glow
- Progress bars: Gradient fills
- **Typography style:**
 - Tier names: Bold, metallic effect
 - Requirements: Clear, medium weight
 - Rewards: Highlighted, larger
- **Graphics/illustrations needed:**
 - Tier badge icons (star, shield, crown)
 - Progress bars
 - Multiplier indicators (2x, 3x, etc.)
 - Connector lines between tiers
 - Small action icons (deposit, refer, hold)

TEXT CONTENT:

- **Headline:** "Boost Points = More Yield"
- **Subheadline:** "Level up to multiply your rewards"

Bronze (0-100 points): - 1x multiplier - Base yield rates

Silver (100-500 points): - 1.25x multiplier - Priority support

Gold (500-1000 points): - 1.5x multiplier - Early access features

Platinum (1000+ points): - 2x multiplier - Exclusive airdrops - Governance rights

How to earn points: - Deposit funds → 1 point per \$100 - Hold 30+ days → 10 points - Refer friends → 50 points each - Complete quests → Variable

- **CTA:** "Start earning boost points. Join now."

BRANDING ELEMENTS:

- **Logo placement:** Top right
- **Trenches colors:** Platinum tier in cyan glow
- **Avatar integration:** Jake showing off boost status

VARIATIONS:

- **Version A:** Full tier breakdown
- **Version B:** How to earn focus
- **Version C:** Comparison (with vs without boost)

TOOL RECOMMENDATION:

- **Primary:** Figma (UI design)
- **Alternative:** Canva

USAGE NOTES:

- **Best time to post:** After feature announcements
- **Caption suggestions:**
 - "More points = More yield 🚀"
 - "Level up your DeFi game"
 - "Who's going for Platinum? 💎"
- **Hashtag recommendations:** #DeFi #Gamification #Yield #Crypto #Trenches #Boost

DESIGN #20: "Risk vs Reward Matrix"

CATEGORY: Infographic / Analytical

PLATFORM: Twitter/X, LinkedIn

SIZE: 1200x1200 (square)

VISUAL DESCRIPTION:

- **Layout:** 2x2 matrix quadrant chart
- **Axes:** Risk (X-axis) vs Reward (Y-axis)
- **Quadrants:** Color-coded zones
- **Plot points:** Various DeFi options positioned
- **Background:** Dark with grid lines
- **Color scheme:**
 - Low risk/low reward: Gray/blue
 - Low risk/high reward: Green/cyan ★
 - High risk/low reward: Red (avoid zone)
 - High risk/high reward: Orange/yellow
 - Trenches position: Large cyan star
- **Typography style:**
 - Axis labels: Medium, clear
 - Point labels: Small, white
 - Trenches callout: Large, bold
- **Graphics/illustrations needed:**
 - Grid background
 - Axis arrows
 - Plot point markers (circles, stars)
 - Zone color fills (subtle)
 - Trenches logo/star marker

TEXT CONTENT:

- **Headline:** "The DeFi Risk/Reward Matrix"
- **Subheadline:** "Where does your strategy land?"

X-Axis: Risk (Low \leftarrow \rightarrow High) **Y-Axis:** Reward (Low \leftarrow \rightarrow High)

Quadrant positions: - Bank savings: Bottom left - ETH staking: Lower middle - Trenches: Upper left ★ (Low risk, High reward) - Traditional farms: Upper middle - DeFi degen plays: Upper right - Shitcoins: Top right corner

Trenches callout: "Optimized for risk-adjusted returns" - **CTA:** "Get the best risk/reward. Join waitlist."

BRANDING ELEMENTS:

- **Logo placement:** At Trenches plot point
- **Trenches colors:** Cyan star, cyan quadrant highlight
- **Avatar integration:** None (chart-focused)

VARIATIONS:

- **Version A:** General DeFi landscape
- **Version B:** Trenches vs competitors only
- **Version C:** 3 Trenches positions shown

TOOL RECOMMENDATION:

- **Primary:** Figma or Adobe Illustrator
- **Alternative:** Excel/Sheets → Canva

USAGE NOTES:

- **Best time to post:** Weekday business hours
- **Caption suggestions:**
 - "The sweet spot: Low risk, high reward 🌟"
 - "Why settle for less?"
 - "Data-driven DeFi"
- **Hashtag recommendations:** #DeFi #RiskManagement #Crypto #Trenches #Finance

DESIGN #21: "Getting Started" 5-Step Guide

CATEGORY: Infographic / Tutorial

PLATFORM: Instagram, Twitter/X

SIZE: 1080x1920 (Stories), 1200x2400 (vertical)

VISUAL DESCRIPTION:

- **Layout:** Vertical scroll with 5 numbered steps
- **Step cards:** Rounded rectangles with icons
- **Progress indicator:** Visual timeline or progress bar
- **Background:** Dark with subtle pattern
- **Color scheme:**
 - Step 1: Cyan
 - Step 2: Light cyan
 - Step 3: Purple
 - Step 4: Light purple
 - Step 5: Gold
- Progress bar: Gradient through all colors
- **Typography style:**
 - Step numbers: Large, in circles
 - Titles: Bold, white
 - Instructions: Regular, light gray
- **Graphics/illustrations needed:**
 - Step number badges
 - Custom icons for each step
 - Phone/wallet mockups
 - Progress connector line
 - Checkmarks for completion

TEXT CONTENT:

- **Headline:** "Getting Started with Trenches"
- **Subheadline:** "From zero to yield in 5 minutes"

Step 1: Visit trenches.finance - "Go to our official website"

Step 2: Connect Your Wallet - "MetaMask, WalletConnect, or Coinbase Wallet"

Step 3: Choose Your Trench - "RAPID⚡, MID⚖️, or DEEP💎"

Step 4: Deposit Crypto - "USDC, USDT, ETH, or WBTC"

Step 5: Start Earning - "Watch your yield grow in real-time"

- **Pro tip:** "Enable notifications for yield updates"

- **CTA:** "Ready? Join the waitlist for early access."

BRANDING ELEMENTS:

- **Logo placement:** Top and bottom
- **Trenches colors:** Full progression through all three
- **Avatar integration:** Maria guiding through steps

VARIATIONS:

- **Version A:** 5-step detailed
- **Version B:** 3-step simplified
- **Version C:** Video storyboard version

TOOL RECOMMENDATION:

- **Primary:** Canva or Figma
- **Alternative:** Adobe Illustrator

USAGE NOTES:

- **Best time to post:** Monday (start of week)
- **Caption suggestions:**
 - "New to Trenches? Start here 🚀"
 - "5 minutes to passive income"
 - "Easier than setting up a bank account"
- **Hashtag recommendations:** #DeFi #Tutorial #Crypto #GettingStarted #Trenches

DESIGN #22: "Trenches vs Traditional Yield" Comparison

CATEGORY: Infographic / Comparison

PLATFORM: Twitter/X, LinkedIn

SIZE: 1200x1800 (vertical)

VISUAL DESCRIPTION:

- **Layout:** Side-by-side comparison table
- **Columns:** Traditional Yield vs Trenches
- **Rows:** Different metrics (APY, Access, Lock-up, etc.)
- **Visual indicators:** Checkmarks, X marks, arrows
- **Background:** Dark with subtle texture
- **Color scheme:**

- Traditional column: Gray/muted
- Trenches column: Cyan/purple/gold highlights
- Checkmarks: Green
- X marks: Red
- Winner indicators: Stars or trophies
- **Typography style:**
- Column headers: Bold, large
- Metrics: Medium weight
- Values: Highlighted
- **Graphics/illustrations needed:**
- Comparison table structure
- Check/X icons
- Bank icon (traditional)
- Trenches logo icon
- Arrow indicators
- Visual APY comparison bars

TEXT CONTENT:

- **Headline:** "Trenches vs Traditional Yield"
- **Subheadline:** "Why settle for less?"

Comparison Table:

Feature	Traditional	Trenches
APY	0.5-5%	15-35%
Access	Business hours	24/7
Minimum	\$1,000+	No minimum
Lock-up	Months/Years	Flexible
Insurance	None	Built-in
Transparency	Low	On-chain
Control	Custodial	Self-custody

Summary: "Higher yields. More control. Better protection." - **CTA:** "Upgrade your yield. Join waitlist."

BRANDING ELEMENTS:

- **Logo placement:** Trenches column header
- **Trenches colors:** Full color on Trenches side
- **Avatar integration:** Jake presenting comparison

VARIATIONS:

- **Version A:** Full feature comparison
- **Version B:** APY focus only
- **Version C:** Animated comparison

TOOL RECOMMENDATION:

- **Primary:** Canva or Figma
- **Alternative:** Google Sheets → Export to image

USAGE NOTES:

- **Best time to post:** Weekday mornings
- **Caption suggestions:**
 - "The numbers don't lie 📈"
 - "Your bank doesn't want you to see this"
 - "Why 0.5% when you can have 25%?"
- **Hashtag recommendations:** #DeFi #Yield #Crypto #TradFi #Trenches #Finance

DESIGN #23: "Platform Architecture" High-Level Diagram

CATEGORY: Infographic / Technical

PLATFORM: Twitter/X, LinkedIn

SIZE: 1920x1080 (landscape), 1200x800 (compressed)

VISUAL DESCRIPTION:

- **Layout:** Layered architecture diagram
- **Structure:** 3-4 horizontal layers with connecting arrows
- **Style:** Clean, technical, modern
- **Background:** Dark with subtle grid
- **Color scheme:**
 - User layer: White/light
 - Smart contract layer: Cyan
 - Strategy layer: Purple
 - Base layer: Gold
 - Connections: White lines with arrowheads

- **Typography style:**
 - Layer titles: Bold, uppercase
 - Component labels: Medium, clear
 - Descriptions: Small, technical
- **Graphics/illustrations needed:**
 - Layer rectangles with rounded corners
 - Connection arrows
 - Component boxes within layers
 - Icons for each component
 - Border/edge styling per layer

TEXT CONTENT:

- **Headline:** "Trenches Platform Architecture"
- **Subheadline:** "Built for security, scalability, and yield"

Layer 1 (Top): User Interface - Wallet Connection - Dashboard - Analytics

Layer 2: Smart Contracts - Vault Contracts - Insurance Logic - Yield Distribution

Layer 3: Strategy Engine - Risk Assessment - Auto-Rebalancing - Protocol Integration

Layer 4 (Bottom): Base Layer - Ethereum/Polygon - Liquid Staking - DeFi Protocols

Side note: "All contracts audited by [Firm Names]" - **CTA:** "Built different. Join the waitlist."

BRANDING ELEMENTS:

- **Logo placement:** Top right
- **Trenches colors:** Layer progression through trench colors
- **Avatar integration:** None (technical diagram)

VARIATIONS:

- **Version A:** Full technical diagram
- **Version B:** Simplified version
- **Version C:** Security-focused version

TOOL RECOMMENDATION:

- **Primary:** Figma or Lucidchart → Export
- **Alternative:** Canva (diagram tools)

USAGE NOTES:

- **Best time to post:** Technical announcements
- **Caption suggestions:**
 - "Behind the scenes: How Trenches works 📸"
 - "Engineered for reliability"
 - "Transparency through architecture"
- **Hashtag recommendations:** #DeFi #Architecture #Web3 #Trenches #Tech

DESIGN #24: "Historical Performance" Chart Template

CATEGORY: Infographic / Data Visualization

PLATFORM: Twitter/X, LinkedIn

SIZE: 1200x800 (landscape), 1200x1200 (square)

VISUAL DESCRIPTION:

- **Layout:** Line chart showing performance over time
- **Chart elements:** X-axis (time), Y-axis (APY>Returns)
- **Lines:** Multiple strategy comparisons
- **Background:** Dark with grid
- **Color scheme:**
 - Trenches line: Cyan (#00D4FF) - thick, glowing
 - Competitor A: Gray dashed
 - Competitor B: Purple dotted
 - Market average: White thin line
 - Positive area: Gradient fill under line
- **Typography style:**
 - Title: Large, bold
 - Axis labels: Small, clear
 - Legend: Medium, color-coded
- **Graphics/illustrations needed:**
 - Chart grid
 - Line paths
 - Data point markers
 - Legend box
 - Time period selector (visual)
 - Annotations/callouts for key events

TEXT CONTENT:

- **Headline:** "Trenches Historical Performance"
- **Subheadline:** "Consistent yields through market cycles"

Chart Data Points: - Time period: Last 12 months - Trenches yield range: 15-35% - Competitor A average: ~8% - Competitor B average: ~12% - Market benchmark: ~5%

Key annotations: - "Market crash" → Trenches maintained yield - "Bull run" → Trenches captured upside

Disclaimer: "Past performance does not guarantee future results" - **CTA:** "Join for the next 12 months of yields."

BRANDING ELEMENTS:

- **Logo placement:** Top left
- **Trenches colors:** Cyan primary line
- **Avatar integration:** None (data-focused)

VARIATIONS:

- **Version A:** Full 12-month view
- **Version B:** 6-month zoom
- **Version C:** Comparison with/without insurance
- **Version D:** 3 Trenches separate lines

TOOL RECOMMENDATION:

- **Primary:** Figma, Excel/Sheets, or Datawrapper
- **Alternative:** Canva (chart tools)

USAGE NOTES:

- **Best time to post:** Monthly performance updates
- **Caption suggestions:**
 - "Numbers that speak for themselves ✅"
 - "Consistency matters in DeFi"
 - "Built for the long game"
- **Hashtag recommendations:** #DeFi #Yield #Performance #Crypto #Trenches #Data

DESIGN #25: "Security Features" Checklist

CATEGORY: Infographic / Trust Building

PLATFORM: All platforms

SIZE: 1200x1800 (vertical), 1080x1920 (Stories)

VISUAL DESCRIPTION:

- **Layout:** Vertical checklist with checkmarks and descriptions
- **Structure:** Category headers with feature lists
- **Visual style:** Clean, professional, security-focused
- **Background:** Dark with subtle shield pattern
- **Color scheme:**
 - Category headers: Gold (#F59E0B)
 - Checkmarks: Green (#10B981) with glow
 - Feature text: White
 - Descriptions: Light gray
 - Shield icons: Cyan
- **Typography style:**
 - Main title: Large, bold
 - Category headers: Medium, gold
 - Features: Regular, white
 - Descriptions: Small, gray
- **Graphics/illustrations needed:**
 - Checkmark icons (animated style)
 - Shield icons per category
 - Lock icons
 - Divider lines
 - Trust badge graphics

TEXT CONTENT:

- **Headline:** "Security You Can Verify"
- **Subheadline:** "How we protect your funds"

 **Smart Contract Security** -  Multi-signature requirements -  Time-locked admin functions
-  Emergency pause capability -  Formal verification completed

 **Insurance & Protection** -  Built-in buffer fund (5-20%) -  Protocol-level coverage - 
Auto-claim processing -  Transparent reserve audits

 **Transparency** -  All contracts verified on Etherscan -  Real-time TVL monitoring - 
On-chain proof of reserves -  Open-source strategy logic

 **Operational Security** -  24/7 monitoring systems -  Automated risk alerts - 
Bug bounty program -  Insurance from [Provider]

Audit Partners: [Logos of audit firms] - **CTA:** "Security first. Yield second. Join waitlist."

BRANDING ELEMENTS:

- **Logo placement:** Top center
- **Trenches colors:** Gold headers, green checks
- **Avatar integration:** Jake and Maria as security ambassadors

VARIATIONS:

- **Version A:** Full checklist
- **Version B:** Top 5 features only
- **Version C:** Audit partners highlight
- **Version D:** Comparison with non-audited protocols

TOOL RECOMMENDATION:

- **Primary:** Canva or Figma
- **Alternative:** Adobe Illustrator

USAGE NOTES:

- **Best time to post:** After security updates or audits
- **Caption suggestions:**
 - "Your funds deserve maximum protection "
 - "Security isn't a feature. It's the foundation."
 - "Verified. Audited. Protected."
- **Hashtag recommendations:** #DeFi #Security #Audit #Crypto #Trenches #Safety

CATEGORY 3: ANNOUNCEMENT GRAPHICS (10 Designs)

DESIGN #26: Giveaway Announcement (Reusable Template)

CATEGORY: Announcement / Marketing

PLATFORM: Twitter/X, Instagram

SIZE: 1200x1200 (square), 1080x1920 (Stories)

VISUAL DESCRIPTION:

- **Layout:** Bold, eye-catching with prize focus
- **Structure:** Header → Prize showcase → Entry rules → CTA

- **Visual style:** Exciting, vibrant, celebratory
- **Background:** Dark with particle/confetti effects
- **Color scheme:**
 - Primary: Gold (#F59E0B) for prizes
 - Secondary: Cyan (#00D4FF) for energy
 - Accents: White text with glow
- Background: Dark gradient with sparkles
- **Typography style:**
 - "GIVEAWAY": Extra large, bold, gold with glow
 - Prize amount: Huge numbers, gold
 - Rules: Clear, numbered
 - CTA: Button-style, cyan
- **Graphics/illustrations needed:**
 - Gift box or treasure chest
 - Confetti/particle effects
 - Trophy or prize icons
 - Entry step numbers
 - Arrow pointing to CTA
 - Sparkle/star accents

TEXT CONTENT:

- **Headline:** "🎉 GIVEAWAY ALERT 🎉"
- **Prize:** "\$5,000 in USDC"
- **Subheadline:** "5 winners, \$1,000 each"

How to Enter: 1. Follow @TrenchesFinance 2. Like + RT this post 3. Tag 3 friends who need yield
4. Join waitlist: trenches.finance

Bonus: +1 entry per extra tag

Ends: [Date] **Winners announced:** [Date] - **CTA button:** "ENTER NOW →"

BRANDING ELEMENTS:

- **Logo placement:** Top center
- **Trenches colors:** Gold and cyan focus
- **Avatar integration:** Jake and Maria celebrating

VARIATIONS:

- **Version A:** High value (\$5000+)
- **Version B:** Community giveaway (\$500-1000)
- **Version C:** NFT giveaway variant

- **Version D:** Whitelist spot giveaway

TOOL RECOMMENDATION:

- **Primary:** Canva (giveaway templates abundant)
- **Alternative:** Photoshop for custom effects

USAGE NOTES:

- **Best time to post:** Tuesday-Thursday, 10 AM EST
- **Caption suggestions:**
 - "Who wants free money? 🎉"
 - "Your chance to win \$5,000!"
 - "Giving back to the community"
- **Hashtag recommendations:** #Giveaway #Crypto #Airdrop #DeFi #Trenches #Contest

DESIGN #27: Milestone Celebration (1K, 5K, 10K Waitlist)

CATEGORY: Announcement / Community

PLATFORM: All platforms

SIZE: 1200x1200 (square), 1080x1920 (Stories)

VISUAL DESCRIPTION:

- **Layout:** Large milestone number with celebration elements
- **Structure:** Milestone number → Thank you message → Next goal
- **Visual style:** Celebratory, community-focused
- **Background:** Dark with rising particles/confetti
- **Color scheme:**
 - Milestone number: Large, gradient (cyan → purple → gold)
 - Celebration: Gold accents
 - Community: Warm tones
 - Background: Animated gradient
- **Typography style:**
 - Number: Extra large (fills 40% of image), bold
 - "WAITLIST": Medium, uppercase
 - Thank you: Script or friendly font
 - Next goal: Smaller, encouraging
- **Graphics/illustrations needed:**
 - Large 3D-style number
 - Confetti explosion

- Party poppers/celebration icons
- Community silhouettes/avatars
- Progress bar to next milestone
- Fireworks or sparkles

TEXT CONTENT:

- **Main number:** "10,000"
- **Subtext:** "WAITLIST MEMBERS "
- **Message:** "Thank you for believing in Trenches"
- **Quote:** "Together we're building the future of DeFi"
- **Next goal:** "Road to 25K →"
- **CTA:** "Haven't joined? Link in bio "

BRANDING ELEMENTS:

- **Logo placement:** Bottom center
- **Trenches colors:** Full gradient on milestone number
- **Avatar integration:** Jake and Maria with celebration graphics

VARIATIONS:

- **Version A:** 1K milestone
- **Version B:** 5K milestone
- **Version C:** 10K milestone
- **Version D:** 25K/50K/100K versions
- **Version E:** Community member highlight version

TOOL RECOMMENDATION:

- **Primary:** Canva (number templates)
- **Advanced:** After Effects for animated version

USAGE NOTES:

- **Best time to post:** Day milestone is hit, morning
- **Caption suggestions:**
 - "10,000 strong! "
 - "We couldn't do this without you"
 - "The Trenches community is incredible"
- **Hashtag recommendations:** #Milestone #Community #DeFi #Trenches #Web3 #Growth

DESIGN #28: Feature Launch Announcement

CATEGORY: Announcement / Product

PLATFORM: Twitter/X, LinkedIn

SIZE: 1200x675 (Twitter landscape), 1200x1200 (square)

VISUAL DESCRIPTION:

- **Layout:** Feature highlight with icon and description
- **Structure:** Badge → Feature name → Description → CTA
- **Visual style:** Sleek, modern, tech-forward
- **Background:** Dark with subtle gradient and glow
- **Color scheme:**
 - "NEW": Badge in gold
 - Feature name: Cyan or matching trench color
 - Description: White
 - CTA: Gradient button
- **Typography style:**
 - "NEW": Small badge, uppercase
 - Feature name: Large, bold
 - Description: Medium, clear
 - CTA: Button text, bold
- **Graphics/illustrations needed:**
 - "NEW" badge
 - Feature icon (large, centered)
 - UI mockup or screenshot
 - Glow effects
 - Arrow or pointer graphics

TEXT CONTENT:

- **Badge:** "NEW FEATURE"
- **Feature name:** "Auto-Compounding"
- **Tagline:** "Set it and forget it"
- **Description:** "Your yields automatically reinvest every 24 hours. No gas fees. No hassle."
- **Benefits:**
 - "Maximize compound growth"
 - "Save on transaction costs"
 - "Hands-off wealth building"
- **Availability:** "Live now for all users"
- **CTA:** "Try it today →"

BRANDING ELEMENTS:

- **Logo placement:** Top left
- **Trenches colors:** Feature-specific (cyan for RAPID features, etc.)
- **Avatar integration:** Jake or Maria presenting the feature

VARIATIONS:

- **Version A:** Auto-compounding
- **Version B:** Boost points launch
- **Version C:** Mobile app launch
- **Version D:** New Trench type launch
- **Version E:** Partnership integration

TOOL RECOMMENDATION:

- **Primary:** Figma (UI mockups) + Canva (composition)
- **Alternative:** Photoshop

USAGE NOTES:

- **Best time to post:** 9 AM EST on launch day
- **Caption suggestions:**
 - "New feature drop! 🚀"
 - "You asked, we built it"
 - "Level up your yield game"
- **Hashtag recommendations:** #NewFeature #ProductUpdate #DeFi #Trenches #Web3

DESIGN #29: Partnership Announcement

CATEGORY: Announcement / Partnership

PLATFORM: Twitter/X, LinkedIn

SIZE: 1200x675 (landscape), 1200x1200 (square)

VISUAL DESCRIPTION:

- **Layout:** Two logos connected with partnership graphic
- **Structure:** Trenches logo + Connection + Partner logo
- **Visual style:** Professional, trustworthy, collaborative
- **Background:** Dark with subtle network/connection pattern
- **Color scheme:**
 - Trenches: Full brand colors

- Partner: Their brand colors (adapted for dark mode)
- Connection: Gradient blend of both
- Accents: White text
- **Typography style:**
 - "Partnership": Medium, elegant
 - Partner name: Large, bold
 - Description: Regular, clear
- **Graphics/illustrations needed:**
 - Trenches logo
 - Partner logo (provided)
 - Connection line or handshake graphic
 - Partnership badge/seal
 - Background pattern

TEXT CONTENT:

- **Header:** "Strategic Partnership"
- **Partners:** "Trenches 🌟 [Partner Name]"
- **Announcement:** "We're excited to partner with [Partner] to bring you [benefit]"
- **What this means:**
 - "Enhanced security"
 - "Expanded yield opportunities"
 - "Seamless integration"
- **Quote:** "[Partner quote about Trenches]" - [Partner CEO]
- **CTA:** "Learn more →"

BRANDING ELEMENTS:

- **Logo placement:** Left side (Trenches), Right side (Partner)
- **Trenches colors:** Primary brand colors
- **Avatar integration:** None (corporate style)

VARIATIONS:

- **Version A:** Security partner
- **Version B:** Chain/L1 partner
- **Version C:** DeFi protocol partner
- **Version D:** Wallet partner

TOOL RECOMMENDATION:

- **Primary:** Canva or Figma
- **Alternative:** Photoshop

USAGE NOTES:

- **Best time to post:** Tuesday-Thursday, business hours
- **Caption suggestions:**
- "Big news! We're partnering with [Partner] 🤝"
- "Stronger together"
- "Exciting things ahead"
- **Hashtag recommendations:** #Partnership #DeFi #Crypto #Trenches #Web3 #Collaboration

DESIGN #30: "Wallet Submissions Open" Urgent Graphic

CATEGORY: Announcement / Urgent

PLATFORM: Twitter/X, Instagram

SIZE: 1200x1200 (square), 1080x1920 (Stories)

VISUAL DESCRIPTION:

- **Layout:** High urgency with countdown/limited feel
- **Structure:** Alert header → Main message → Urgency indicators → CTA
- **Visual style:** Urgent but professional, attention-grabbing
- **Background:** Dark with pulsing red/orange accents
- **Color scheme:**
 - Alert: Red (#EF4444) and gold
 - Main text: White with glow
 - Urgency: Orange/yellow gradients
 - Background: Dark with subtle alert patterns
- **Typography style:**
 - "URGENT": Bold, red, uppercase
 - Main message: Large, white
 - Deadline: Extra large, countdown style
 - CTA: Red button, bold
- **Graphics/illustrations needed:**
 - Alert/notification icons
 - Clock or hourglass
 - Progress bar (filling up)
 - Wallet icons
 - Pulsing glow effects
 - Arrow pointing to CTA

TEXT CONTENT:

- **Alert:** "⚠ WALLET SUBMISSIONS NOW OPEN"
- **Main message:** "Submit your wallet to secure your spot"
- **Deadline:** "Closes in 48 HOURS"
- **Instructions:**
 - "Visit trenches.finance/submit"
 - "Connect your wallet"
 - "Confirm submission"
- **Urgency:** "Limited spots available"
- **CTA button:** "SUBMIT NOW →"

BRANDING ELEMENTS:

- **Logo placement:** Top center
- **Trenches colors:** Red urgency accents with brand base
- **Avatar integration:** Jake with urgent expression

VARIATIONS:

- **Version A:** 48-hour urgency
- **Version B:** 24-hour urgency
- **Version C:** Final call (last few hours)
- **Version D:** Spots remaining counter

TOOL RECOMMENDATION:

- **Primary:** Canva (urgent announcement templates)
- **Alternative:** Photoshop

USAGE NOTES:

- **Best time to post:** Multiple times during submission window
- **Caption suggestions:**
 - "Don't miss out! ⏰"
 - "Last chance to submit your wallet"
 - "Spots are filling fast"
- **Hashtag recommendations:** #WalletSubmission #DeFi #Crypto #Trenches #Urgent

DESIGN #31: Countdown Graphics (7 Days, 3 Days, 1 Day)

CATEGORY: Announcement / Countdown

PLATFORM: All platforms

SIZE: 1080x1920 (Stories/Reels), 1200x1200 (square)

VISUAL DESCRIPTION:

- **Layout:** Large countdown number with event info
- **Structure:** Number → Event name → Date → CTA
- **Visual style:** Exciting, building anticipation
- **Background:** Dark with dynamic elements changing per day
- **Color scheme:**
 - 7 days: Cyan (#00D4FF) - calm anticipation
 - 3 days: Purple (#8B5CF6) - rising excitement
 - 1 day: Gold (#F59E0B) - maximum hype
 - Background: Gradient matching day color
- **Typography style:**
 - Number: Massive (60% of frame), bold
 - "DAYS": Medium, uppercase
 - Event: Large, clear
 - Date: Medium
- **Graphics/illustrations needed:**
 - Large 3D numbers
 - Clock/ticking animation suggestion
 - Event icons
 - Progress ring (filling up)
 - Particle effects increasing with urgency

TEXT CONTENT:

7 Days Version: - **Number:** "7" - **Label:** "DAYS UNTIL" - **Event:** "TRENCHES MAINNET" - **Date:** "February 15, 2025" - **Teaser:** "The safest yield in DeFi is almost here" - **CTA:** "Set reminder →"

3 Days Version: - **Number:** "3" - **Label:** "DAYS LEFT" - **Event:** "TRENCHES MAINNET" - **Excitement:** "Final preparations underway " - **CTA:** "Get ready →"

1 Day Version: - **Number:** "1" - **Label:** "DAY LEFT" - **Event:** "TRENCHES MAINNET" - **Hype:** "Tomorrow changes everything " - **CTA:** "Be the first →"

BRANDING ELEMENTS:

- **Logo placement:** Bottom center
- **Trenches colors:** Day-specific colors
- **Avatar integration:** Jake and Maria getting more excited each day

VARIATIONS:

- **Version A:** Mainnet launch

- **Version B:** Feature launch
- **Version C:** Event/conference countdown
- **Version D:** Milestone countdown

TOOL RECOMMENDATION:

- **Primary:** Canva or After Effects (for animated)
- **Alternative:** Photoshop

USAGE NOTES:

- **Best time to post:** Daily at consistent time during countdown
- **Caption suggestions:**
 - "The countdown continues...  "
 - "Almost there!"
 - "Get ready for liftoff  "
- **Hashtag recommendations:** #Countdown #Launch #DeFi #Trenches #Crypto #ComingSoon

DESIGN #32: Winner Announcement Template

CATEGORY: Announcement / Community

PLATFORM: Twitter/X, Instagram

SIZE: 1200x1200 (square), 1080x1920 (Stories)

VISUAL DESCRIPTION:

- **Layout:** Celebration with winner showcase
- **Structure:** Winner announcement → Winner display → Prize → CTA
- **Visual style:** Celebratory, community-focused
- **Background:** Dark with gold sparkles/confetti
- **Color scheme:**
 - Winner highlight: Gold (#F59E0B)
 - Celebration: Bright accents
 - Background: Dark with golden particles
- **Typography style:**
 - "WINNER": Large, gold, celebratory
 - Winner name: Extra large, bold
 - Prize: Large, highlighted
 - CTA: Standard button
- **Graphics/illustrations needed:**

- Trophy or crown
- Confetti burst
- Winner avatar placeholder (circular)
- Prize visualization
- Celebration graphics
- Sparkle effects

TEXT CONTENT:

- **Header:** "🎉 GIVEAWAY WINNER 🎉"
- **Winner:** "@[username]"
- **Prize:** "\$1,000 USDC"
- **Message:** "Congratulations! Check your DMs to claim your prize."
- **Thanks:** "Thank you to everyone who participated!"
- **Next chance:** "Stay tuned for our next giveaway 🎉"
- **CTA:** "Follow for more giveaways →"

BRANDING ELEMENTS:

- **Logo placement:** Top center
- **Trenches colors:** Gold celebration theme
- **Avatar integration:** Winner's avatar (provided), Jake/Maria celebrating

VARIATIONS:

- **Version A:** Single winner
- **Version B:** Multiple winners (grid layout)
- **Version C:** Grand prize winner
- **Version D:** Community choice winner

TOOL RECOMMENDATION:

- **Primary:** Canva (winner announcement templates)
- **Alternative:** Photoshop

USAGE NOTES:

- **Best time to post:** Morning on announcement day
- **Caption suggestions:**
 - "We have a winner! 🎉"
 - "Congratulations @[winner]!"
 - "More giveaways coming soon"
- **Hashtag recommendations:** #Winner #Giveaway #Crypto #Trenches #Community

DESIGN #33: "Limited Spots Remaining" Urgency

CATEGORY: Announcement / Urgency

PLATFORM: Twitter/X, Instagram

SIZE: 1200x1200 (square), 1080x1920 (Stories)

VISUAL DESCRIPTION:

- **Layout:** Scarcity-focused with spot counter
- **Structure:** Urgency header → Spots counter → Why limited → CTA
- **Visual style:** Urgent, exclusive, high-value
- **Background:** Dark with red/gold urgency accents
- **Color scheme:**
 - Counter: Large, red/gold
 - Urgency: Red (#EF4444) accents
 - Exclusivity: Gold highlights
 - Background: Dark with subtle patterns
- **Typography style:**
 - "LIMITED": Bold, red
 - Counter: Massive numbers
 - Spots left: Medium
 - CTA: Red button
- **Graphics/illustrations needed:**
 - Large counter display
 - Progress bar (almost full)
 - Hourglass or clock
 - Exclusive/VIP badge
 - Alert indicators
 - Arrow to CTA

TEXT CONTENT:

- **Header:** "⚠️ LIMITED SPOTS REMAINING"
- **Counter:** "47"
- **Label:** "SPOTS LEFT"
- **Context:** "Out of 5,000 early access positions"
- **Why limited:** "Ensuring optimal yields for early supporters"
- **Benefits:**
 - "Higher initial APY"
 - "Exclusive NFT badge"

- "Priority support"
- **Urgency:** "Filling up fast!"
- **CTA button:** "CLAIM YOUR SPOT →"

BRANDING ELEMENTS:

- **Logo placement:** Top right
- **Trenches colors:** Red urgency with gold accents
- **Avatar integration:** Jake with urgent expression

VARIATIONS:

- **Version A:** Waitlist spots
- **Version B:** Beta access spots
- **Version C:** Whitelist spots
- **Version D:** Special tier access

TOOL RECOMMENDATION:

- **Primary:** Canva
- **Alternative:** Photoshop

USAGE NOTES:

- **Best time to post:** Multiple times, updating counter
- **Caption suggestions:**
- "Only 47 spots left! 🕒"
- "Don't miss your chance"
- "Going, going..."
- **Hashtag recommendations:** #Limited #EarlyAccess #DeFi #Crypto #Trenches #FOMO

DESIGN #34: "Thank You Community" Gratitude Post

CATEGORY: Announcement / Community

PLATFORM: All platforms

SIZE: 1200x1200 (square), 1080x1920 (Stories)

VISUAL DESCRIPTION:

- **Layout:** Heartfelt gratitude message with community focus
- **Structure:** Thank you message → Community highlights → Future outlook
- **Visual style:** Warm, grateful, community-focused

- **Background:** Dark with warm gradient (purple to gold)
- **Color scheme:**
 - Gratitude: Warm gold, purple
 - Community: Cyan accents (diverse)
 - Background: Gradient warmth
- **Typography style:**
 - "THANK YOU": Large, warm colors
 - Message: Medium, friendly
 - Community stats: Highlighted numbers
 - Future: Optimistic, forward-looking
- **Graphics/illustrations needed:**
 - Heart or gratitude symbol
 - Community avatars collage
 - Upward trending arrow
 - Handshake or unity symbol
 - Warm glow effects

TEXT CONTENT:

- **Header:** "THANK YOU"
- **Message:** "To our incredible community"
- **Stats:**
 - "10,000+ waitlist members"
 - "50+ countries represented"
 - "Countless hours of support"
- **Quote:** "We built Trenches for you, and with you."
- **Gratitude points:**
 - "For your patience"
 - "For your feedback"
 - "For believing in us"
- **Looking ahead:** "The best is yet to come 
- **CTA:** "Join the journey →"

BRANDING ELEMENTS:

- **Logo placement:** Bottom center
- **Trenches colors:** Warm gradient through all trench colors
- **Avatar integration:** Jake and Maria with grateful expressions, community avatars

VARIATIONS:

- **Version A:** General thank you

- **Version B:** Post-milestone thank you
- **Version C:** Post-launch thank you
- **Version D:** Holiday season thank you

TOOL RECOMMENDATION:

- **Primary:** Canva
- **Alternative:** Photoshop

USAGE NOTES:

- **Best time to post:** Friday afternoon (gratitude), post-milestone
- **Caption suggestions:**
 - "From the bottom of our hearts, thank you ❤️"
 - "None of this is possible without you"
 - "Community first, always"
- **Hashtag recommendations:** #ThankYou #Community #Grateful #DeFi #Trenches #Web3

DESIGN #35: Launch Day Announcement

CATEGORY: Announcement / Major

PLATFORM: All platforms

SIZE: Multiple (1200x675, 1200x1200, 1080x1920)

VISUAL DESCRIPTION:

- **Layout:** Maximum impact launch announcement
- **Structure:** Launch badge → Product name → Key features → Links
- **Visual style:** Epic, celebratory, historic moment
- **Background:** Dark with dynamic effects (particles, light bursts)
- **Color scheme:**
 - Launch: Gold (#F59E0B) and white
 - Product: Full Trenches colors
 - Celebration: All trench colors combined
 - Background: Epic dark with light rays
- **Typography style:**
 - "LIVE": Massive, bold, gold glow
 - "Trenches": Large, brand font
 - Features: Clear, organized
 - Links: Button-style
- **Graphics/illustrations needed:**

- "LIVE" badge or banner
- Trenches logo (large)
- Launch rocket or lift-off graphics
- Fireworks or explosion effects
- Feature icons
- Link buttons with icons
- Confetti and celebration elements

TEXT CONTENT:

- **Main text:** "🚀 TRENCHES IS LIVE 🚀"
- **Announcement:** "The safest yield in DeFi is now available"
- **Key features:**
 - "✅ 3 Trenches: RAPID⚡ MID⚖️ DEEP⛰️"
 - "✅ Built-in insurance protection"
 - "✅ 15-35% APY sustainably"
 - "✅ Boost points rewards"
- **Links:**
 - "🌐 trenches.finance"
 - "📱 Download app"
 - "📖 Read docs"
- **CTA:** "Start earning →"

BRANDING ELEMENTS:

- **Logo placement:** Center, large
- **Trenches colors:** Full spectrum celebration
- **Avatar integration:** Jake and Maria celebrating launch

VARIATIONS:

- **Version A:** Mainnet launch
- **Version B:** Mobile app launch
- **Version C:** Major feature launch
- **Version D:** New chain launch

TOOL RECOMMENDATION:

- **Primary:** Photoshop + After Effects (animated version)
- **Alternative:** Canva (static version)

USAGE NOTES:

- **Best time to post:** Launch moment (coordinated across channels)
- **Caption suggestions:**
 - "IT'S LIVE! 🚀"
 - "The wait is over. Trenches is here."
 - "History in the making"
- **Hashtag recommendations:** #Launch #DeFi #Crypto #Trenches #Web3 #Mainnet

CATEGORY 4: QUOTE CARDS (5 Designs)

DESIGN #36: Founder Quote Template

CATEGORY: Quote / Thought Leadership

PLATFORM: Twitter/X, LinkedIn

SIZE: 1200x675 (landscape), 1080x1080 (square)

VISUAL DESCRIPTION:

- **Layout:** Quote-focused with founder attribution
- **Structure:** Quote text → Attribution → Context → Branding
- **Visual style:** Professional, thoughtful, authoritative
- **Background:** Dark with subtle texture or gradient
- **Color scheme:**
 - Quote text: White, large
 - Attribution: Gold or cyan
 - Accent: Subtle brand colors
 - Background: Deep charcoal with pattern
- **Typography style:**
 - Quote: Large serif or elegant sans-serif
 - Attribution: Medium, clear
 - Title: Small, uppercase
- **Graphics/illustrations needed:**
 - Large quotation marks
 - Founder avatar (circular)
 - Subtle background texture
 - Decorative line or accent
 - Logo watermark

TEXT CONTENT:

- **Quote:** "We didn't build Trenches to be another yield farm. We built it to be the yield farm you can actually trust with your life savings."
- **Attribution:** "— Jake, Co-Founder"
- **Title:** "Words from the Founder"
- **Context:** "On building sustainable DeFi"
- **Date:** "February 2025"

BRANDING ELEMENTS:

- **Logo placement:** Bottom right, subtle
- **Trenches colors:** Cyan accent on attribution
- **Avatar integration:** Jake's avatar (professional photo style)

VARIATIONS:

- **Version A:** Vision quote
- **Version B:** Security quote
- **Version C:** Community quote
- **Version D:** Innovation quote

TOOL RECOMMENDATION:

- **Primary:** Canva (quote templates)
- **Alternative:** Photoshop

USAGE NOTES:

- **Best time to post:** Tuesday/Thursday mornings (thought leadership)
- **Caption suggestions:**
 - "Why we built Trenches  "
 - "From our founder"
 - "The vision behind the protocol"
- **Hashtag recommendations:** #Founder #DeFi #Vision #Crypto #Trenches #Leadership

DESIGN #37: Community Testimonial Template

CATEGORY: Quote / Social Proof

PLATFORM: Twitter/X, Instagram

SIZE: 1080x1080 (square), 1080x1920 (Stories)

VISUAL DESCRIPTION:

- **Layout:** User testimonial with social proof elements
- **Structure:** Testimonial → User info → Verification → CTA
- **Visual style:** Authentic, relatable, trustworthy
- **Background:** Dark with user photo blur or pattern
- **Color scheme:**
 - Testimonial: White
 - User info: Cyan or gold
 - Verification: Green checkmark
 - Background: Dark, subtle
- **Typography style:**
 - Quote: Medium, friendly
 - Username: Bold, clear
 - Stats: Highlighted numbers
- **Graphics/illustrations needed:**
 - User avatar (circular, placeholder)
 - Quote marks
 - Verification badge
 - Stats icons
 - Background photo (blurred)

TEXT CONTENT:

- **Quote:** "Finally, a DeFi platform that doesn't keep me up at night. The insurance buffer gives me peace of mind I never had with other farms."
- **Username:** "@CryptoWhale_2025"
- **Title:** "Beta Tester"
- **Stats:**
 - "\$50K deposited"
 - "3 months earning"
 - "Zero stress"
- **Verification:** "✓ Verified user"
- **CTA:** "Join the community →"

BRANDING ELEMENTS:

- **Logo placement:** Bottom center
- **Trenches colors:** Cyan accents
- **Avatar integration:** User avatar (placeholder for real users)

VARIATIONS:

- **Version A:** Security testimonial

- **Version B:** Yield testimonial
- **Version C:** Ease of use testimonial
- **Version D:** Community testimonial

TOOL RECOMMENDATION:

- **Primary:** Canva
- **Alternative:** Photoshop

USAGE NOTES:

- **Best time to post:** Mid-week (social proof)
- **Caption suggestions:**
 - "Real users, real results 🤝"
 - "What the community is saying"
 - "Don't just take our word for it"
- **Hashtag recommendations:** #Testimonial #Community #DeFi #Crypto #Trenches #Review

DESIGN #38: Educational Snippet Template

CATEGORY: Quote / Educational

PLATFORM: Twitter/X, Instagram, LinkedIn

SIZE: 1080x1080 (square), 1200x800 (landscape)

VISUAL DESCRIPTION:

- **Layout:** Educational fact or tip with visual support
- **Structure:** Topic → Explanation → Key stat → CTA
- **Visual style:** Clean, informative, digestible
- **Background:** Dark with relevant icon or pattern
- **Color scheme:**
 - Topic: Cyan or trench-specific color
 - Explanation: White
 - Stat: Gold, highlighted
 - Background: Educational theme
- **Typography style:**
 - Topic: Bold, uppercase
 - Explanation: Medium, clear
 - Stat: Large, bold
- **Graphics/illustrations needed:**
 - Topic icon (large)

- Supporting illustration
- Stat highlight box
- Divider lines
- Educational badge

TEXT CONTENT:

- **Topic:** "DID YOU KNOW?"
- **Fact:** "Insurance buffers in DeFi can reduce impermanent loss by up to 80% during market volatility."
- **Explanation:** "Trenches automatically allocates 5-20% of TVL to a protection fund that covers users during downturns."
- **Key stat:** "80% loss reduction"
- **Source:** "Trenches Analytics, Jan 2025"
- **CTA:** "Learn more about our insurance →"

BRANDING ELEMENTS:

- **Logo placement:** Bottom right
- **Trenches colors:** Topic-specific (purple for insurance topic)
- **Avatar integration:** Maria as educator avatar

VARIATIONS:

- **Version A:** Insurance education
- **Version B:** Yield explanation
- **Version C:** Risk management
- **Version D:** DeFi basics

TOOL RECOMMENDATION:

- **Primary:** Canva
- **Alternative:** Figma

USAGE NOTES:

- **Best time to post:** Morning (learning time)
- **Caption suggestions:**
 - "DeFi education moment 📚"
 - "The more you know..."
 - "Did you know this about DeFi insurance?"
- **Hashtag recommendations:** #DeFi #Education #Crypto #Learn #Trenches #Web3

DESIGN #39: Motivational Crypto Quote Template

CATEGORY: Quote / Inspiration

PLATFORM: Twitter/X, Instagram

SIZE: 1080x1080 (square), 1080x1920 (Stories)

VISUAL DESCRIPTION:

- **Layout:** Inspirational quote with crypto context
- **Structure:** Quote → Attribution → Visual element → Branding
- **Visual style:** Motivational, shareable, aesthetic
- **Background:** Dark with inspiring imagery (space, city, abstract)
- **Color scheme:**
 - Quote: White or gradient text
 - Attribution: Gold or cyan
 - Background: Inspiring visual
 - Accents: Brand colors
- **Typography style:**
 - Quote: Large, impactful
 - Attribution: Medium, elegant
 - Hashtag: Small, bottom
- **Graphics/illustrations needed:**
 - Background image (high quality)
 - Text overlay with contrast
 - Decorative elements
 - Quote marks
 - Gradient overlay for readability

TEXT CONTENT:

- **Quote:** "The best time to build wealth was 10 years ago. The second best time is today."
- **Attribution:** "— Crypto Wisdom"
- **Context:** "Start your journey with Trenches"
- **Hashtag text:** "#TrenchesWisdom"

Alternative Quotes: - "Compound interest is the 8th wonder of the world." - "Don't wait to buy crypto. Buy crypto and wait." - "Financial freedom is a journey, not a destination."

BRANDING ELEMENTS:

- **Logo placement:** Bottom center, subtle
- **Trenches colors:** Text gradient using trench colors

- **Avatar integration:** None (universal quotes)

VARIATIONS:

- **Version A:** Wealth building
- **Version B:** Patience/hodling
- **Version C:** Taking action
- **Version D:** Community/togetherness

TOOL RECOMMENDATION:

- **Primary:** Canva (quote templates)
- **Alternative:** Photoshop

USAGE NOTES:

- **Best time to post:** Sunday (reflection), Monday (motivation)
- **Caption suggestions:**
 - "Monday motivation 💪"
 - "Words to live by"
 - "Your daily reminder"
- **Hashtag recommendations:** #Motivation #Crypto #Wealth #DeFi #Trenches #Inspiration

DESIGN #40: "3 Trenches Philosophy" Template

CATEGORY: Quote / Brand Philosophy

PLATFORM: All platforms

SIZE: 1200x1200 (square), 1080x1920 (Stories)

VISUAL DESCRIPTION:

- **Layout:** Brand philosophy with visual representation of 3 Trenches
- **Structure:** Philosophy statement → 3 Trench icons → Manifesto → CTA
- **Visual style:** Premium, thoughtful, brand-defining
- **Background:** Dark with three-color gradient or split
- **Color scheme:**
 - Philosophy text: White, elegant
 - RAPID: Cyan section
 - MID: Purple section
 - DEEP: Gold section
 - Overall: Balanced three-color presence
- **Typography style:**

- Philosophy: Large, serif or premium sans
- Trench names: Bold, color-coded
- Manifesto: Medium, clear
- **Graphics/illustrations needed:**
 - Three trench visual representation (columns or triangle)
 - Individual trench icons
 - Connecting element showing unity
 - Premium texture or pattern
 - Quote marks

TEXT CONTENT:

- **Headline:** "The 3 Trenches Philosophy"
- **Philosophy:** "Every investor is different. That's why we built three paths to sustainable yield—not one."

RAPID⚡ : "For those who value flexibility" **MID**⚖️ : "For those who seek balance" **DEEP**⛰️ : "For those who think long-term"

Manifesto: "Whether you're a trader, a balancer, or a holder—there's a Trench designed for you. Same security. Same insurance. Different strategies."

Unifying statement: "Different trenches. Same mission. Sustainable yield for all." - **CTA:** "Find your Trench →"

BRANDING ELEMENTS:

- **Logo placement:** Center or bottom
- **Trenches colors:** Full three-color spectrum
- **Avatar integration:** Jake for RAPID, Maria for MID, both for DEEP

VARIATIONS:

- **Version A:** Full philosophy
- **Version B:** Individual trench focus (3 versions)
- **Version C:** Community interpretation
- **Version D:** Founder perspective

TOOL RECOMMENDATION:

- **Primary:** Figma or Canva
- **Advanced:** Adobe Illustrator

USAGE NOTES:

- **Best time to post:** Brand moments, milestones
- **Caption suggestions:**
 - "Why 3 Trenches? Here's our philosophy  "
 - "Built for every type of investor"
 - "The Trenches way"
- **Hashtag recommendations:** #Philosophy #DeFi #Crypto #Trenches #Brand #Web3

APPENDIX

Design Asset Library

Required Brand Assets

1. **Trenches Logo** - Primary, white, and inverted versions
2. **Avatar: Jake** - Professional, casual, and action poses
3. **Avatar: Maria** - Professional, casual, and action poses
4. **Trench Icons:**
 - 5. RAPID  - Lightning bolt, speed indicators
 - 6. MID  - Balance scale, equilibrium symbols
 - 7. DEEP  - Mountain, depth indicators

Color Palette Reference

Base Colors:

- Background Dark: #0A0A0F
- Background Light: #12121A
- Card Background: #1A1A24
- Text Primary: #FFFFFF
- Text Secondary: #9CA3AF

Trench Colors:

- RAPID  Cyan: #00D4FF
- MID  Purple: #8B5CF6
- DEEP  Gold: #F59E0B

Utility Colors:

- Success Green: #10B981

- Alert Red: #EF4444
- Warning Orange: #F97316

Typography Guidelines

- **Headlines:** Inter Bold or Space Grotesk Bold
- **Body:** Inter Regular or DM Sans Regular
- **Meme Text:** Impact or Bebas Neue
- **Quotes:** Playfair Display (serif) or Cactus Classical (elegant)

Dimensions Quick Reference

Platform	Size	Best For
Twitter/X Landscape	1200x675	Announcements, quotes
Twitter/X Square	1200x1200	Memes, infographics
Instagram Square	1080x1080	All content types
Instagram Stories	1080x1920	Countdowns, announcements
LinkedIn	1200x627	Professional content

Tool Links & Resources

- **Canva:** canva.com (Team account recommended)
- **Figma:** figma.com (For UI-heavy designs)
- **Unsplash:** unsplash.com (Free photos)
- **Icons:** lucide.dev, heroicons.com
- **Fonts:** Google Fonts (Inter, Space Grotesk, Playfair Display)

File Naming Convention

TRENCHES_[CATEGORY]_[DESIGN#]_[VERSION]_[DATE]

Examples:

- TRENCHES_MEME_01_DRAKE_V1_20250201
- TRENCHES_INFO_16_HOWITWORKS_V2_20250201
- TRENCHES_ANNOUNCE_26_GIVEAWAY_V1_20250201

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