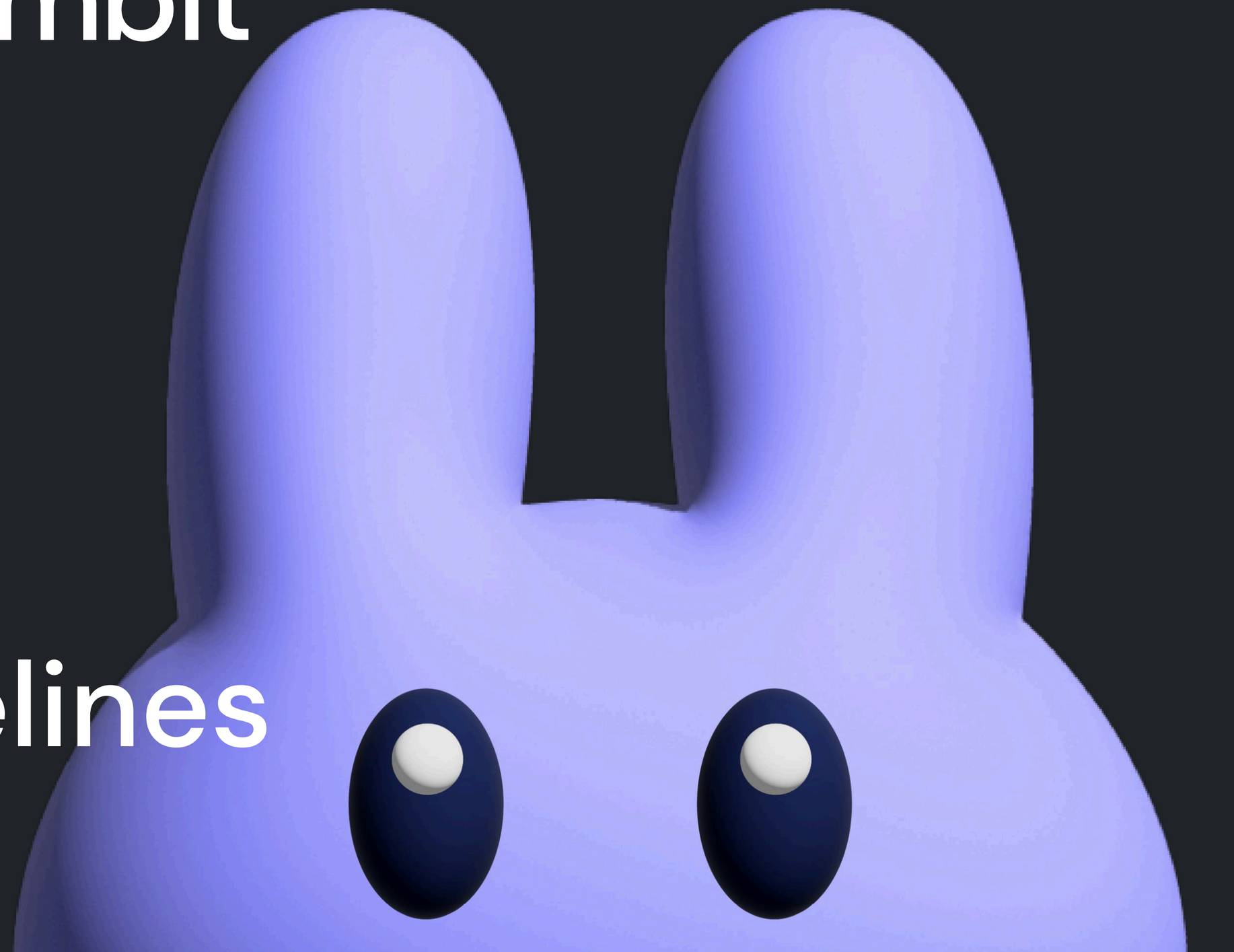
membit

Brand Guidelines



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Our Logo

Our logo is the primary visual expression that we use to identify ourselves.

Logo Color

Membit logo used on an application will often depend on the background and production method.

Logo Variation

Membit logo used on an application will often depend on the background and production method.

membit

Logo Variation2

Membit logo used on an application will often depend on the background and production method.

membit

Clear Space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark.

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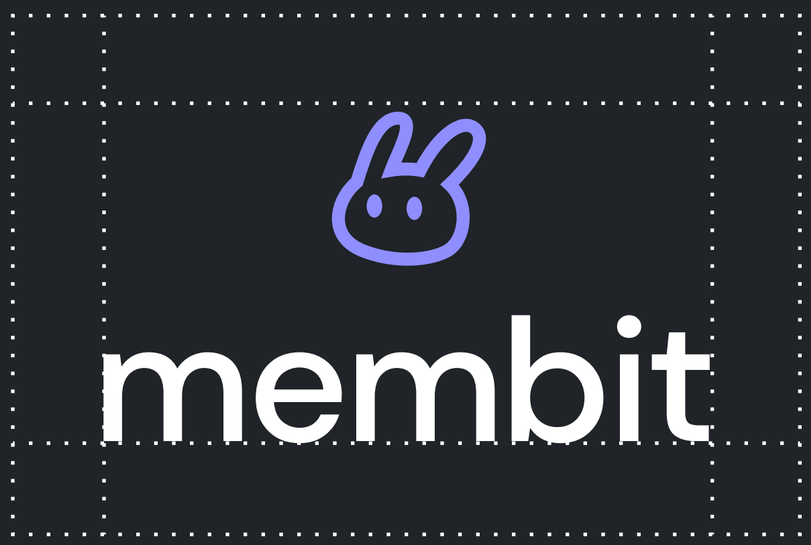
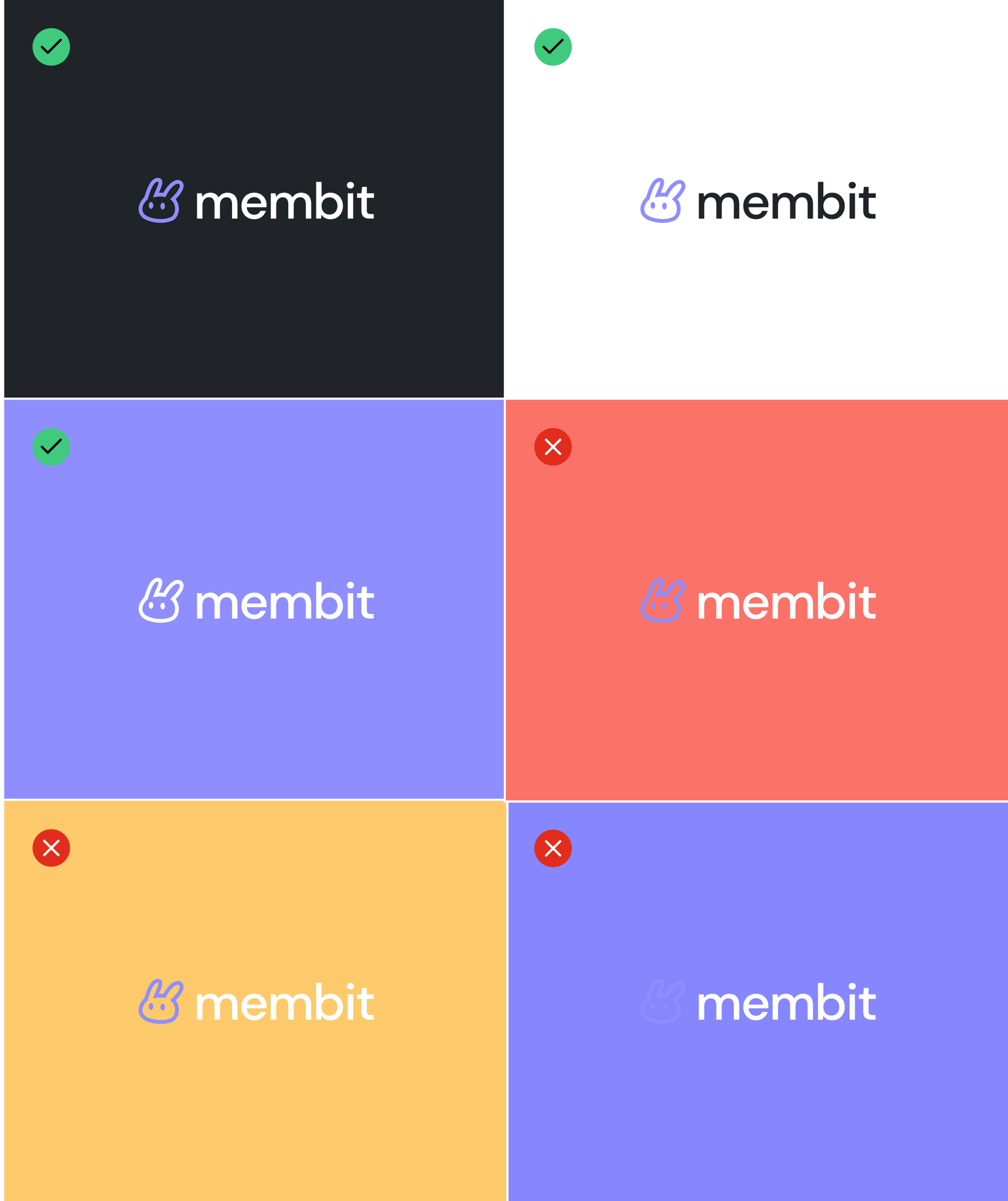


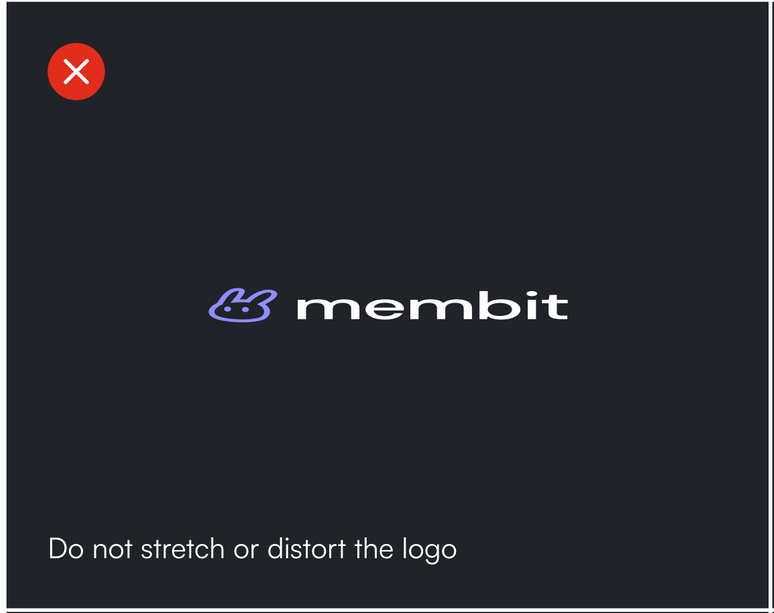
Logo Background

Ensure the logo stands out and is easily visible on different backgrounds

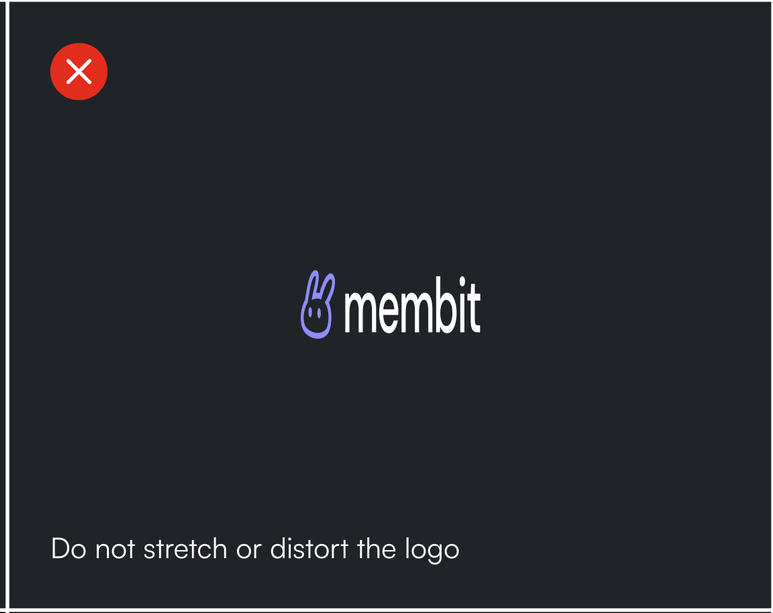


Things to Avoid

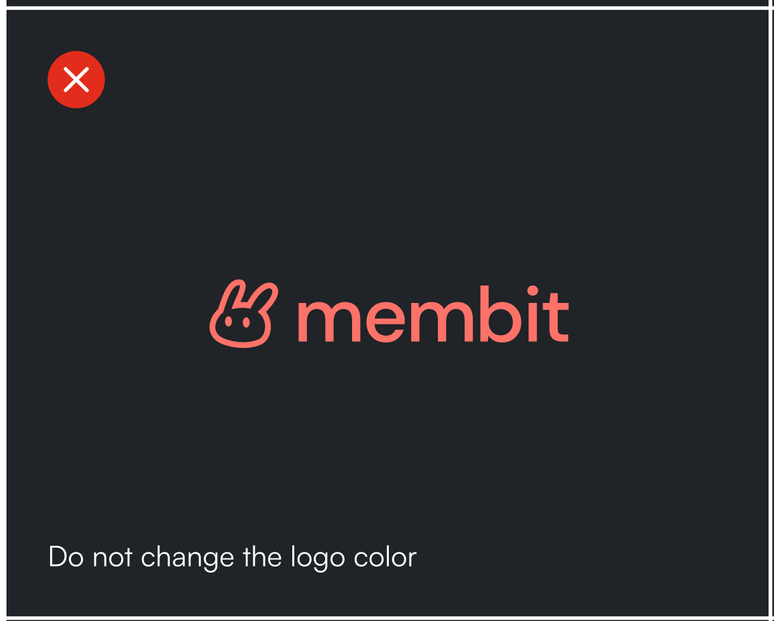
Avoid variations in logo proportions, colors, and spacing



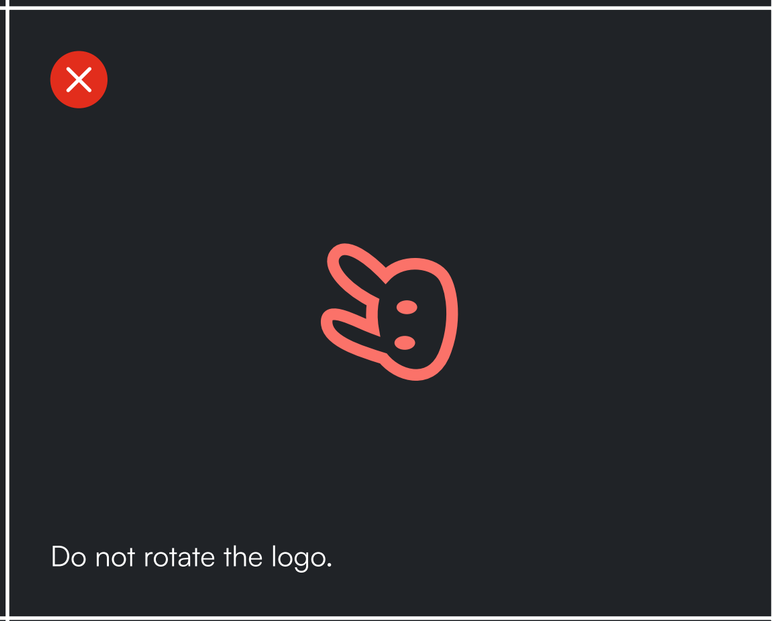
Do not stretch or distort the logo



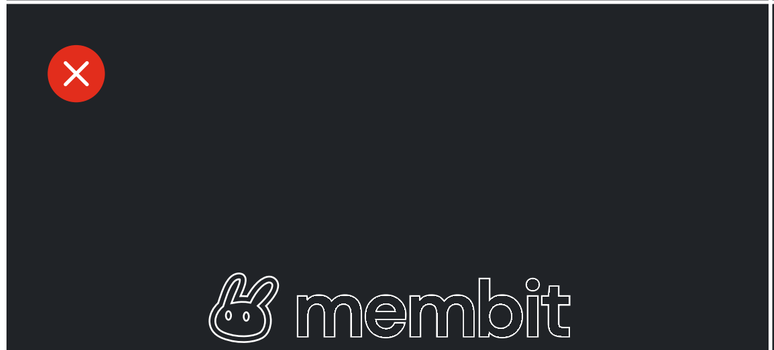
Do not stretch or distort the logo



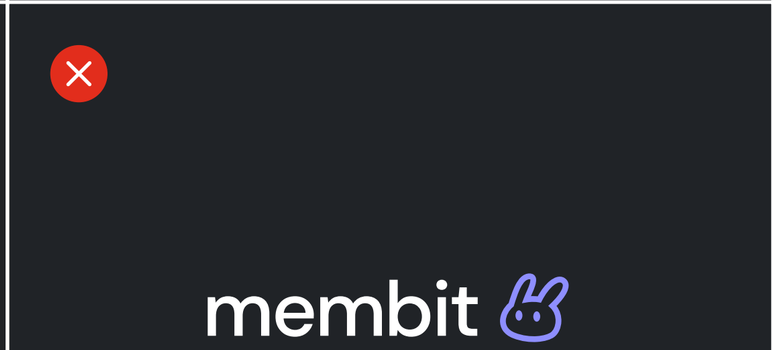
Do not change the logo color



Do not rotate the logo.



Do not outline the logo



Do not change the position of the logomark.

Primary Typeface

DM Sans is to be used for all other forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondence.

Aa

DM Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Band Protocol is a cross-chain data oracle platform that aggregates and connects real-world data and APIs to smart contracts.

Character

Membit

Personality:

Playful / Curious / Active

MBTI:

ENTP

Color

#8F8FFF

#6868C6

#5555AA

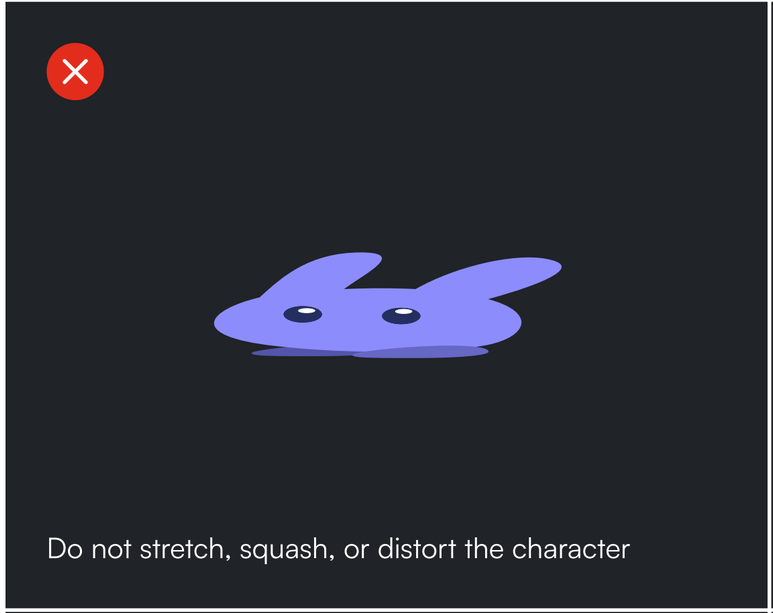
#F3F3FF

#253061

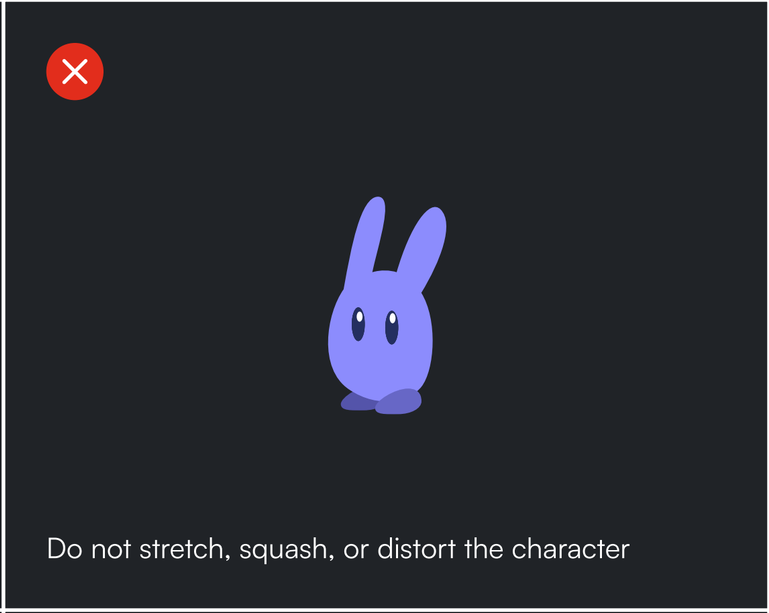
#202327

Things to Avoid

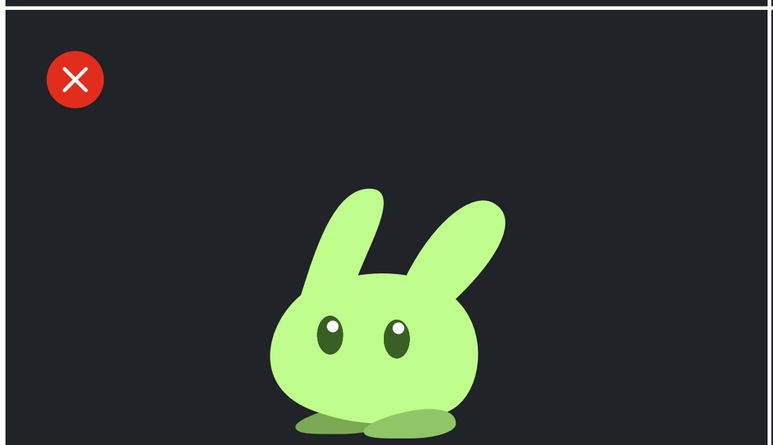
Avoid variations in charater proportions, colors, and spacing



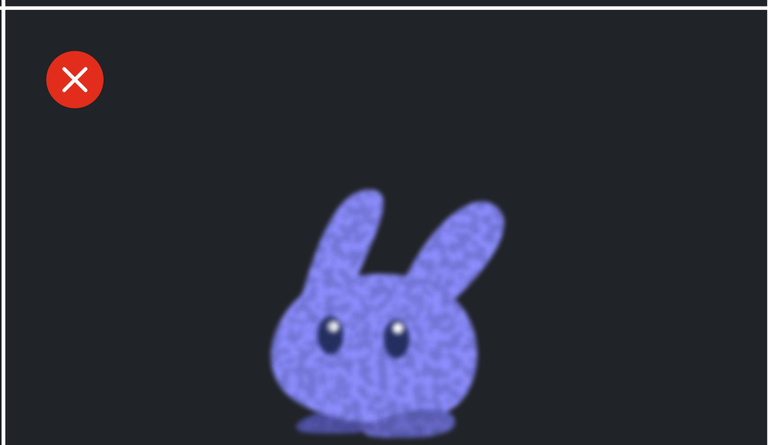
Do not stretch, squash, or distort the character



Do not stretch, squash, or distort the character

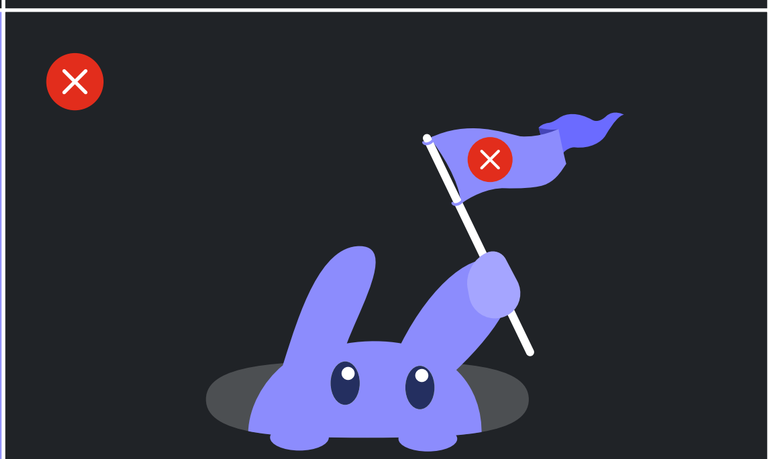


Do not change the character’s original colors



Do not use character at low resolution

Do not use the background same color as character



Do not use the character in inappropriate or sensitive contexts such as political, violent, or sexual content.

Principle

Our Mission: is to reward human curiosity by transforming everyday information into meaningful value, making Membit a trusted friend who always knows what’s happening —for both humans and AIs alike.

Why

We’re here to turn your endless scrolling on social media into values. Membit takes the information you see on social media platforms like X (Twitter), Farcaster, BlueSky, Truth Social and beyond, making it simple for AIs to access real-time context like recent news, viral moments, and the topics everyone’s buzzing about, all in one place. With Membit, you can help empower AI models with the latest context from across the internet, ensuring they’re always connected to what matters now.

What

“Do a deep dive research in crypto today.” “What is the current state of US politics?”, “What’s happening in the stock market?”, or “What's the latest celebrity scandal?” Membit gives LLMs the power to answer these questions with up-to-the-minute context from real people. We’re that gossipy friend in your group who always has the scoop, so AI is always informed.

How

We believe information shouldn’t be exclusive. By blending AI with social media data, we make interacting with AI more up-to-date to the present context. And with our open, incentivized model, everyone can contribute and benefit, making Membit rewarding for all.

The Membit Difference

Why social media users are contributing to Membit as Data Hunters

- **We’re the first bridge between real people and real-time AI.** No other platform makes up-to-the-minute social data go live on AI models as current as we do.

- **We turn your scrolling into collective intelligence.** Every meme, thread, and viral post you spot on social media isn’t just noise; it’s potential fuel for smarter AI. With Membit, your discoveries help AIs keep up with the world’s context as they happen.

- **We make real-time context accessible to all.** Whether you’re a data hunter, a trendsetting KOL, or a journalist on deadline, Membit delivers the freshest social pulse, so you and your AI assistants never miss a beat.

- **We reward your curiosity.** With our open, incentivized ecosystem, anyone can contribute and benefit. You don’t need a PhD or a newsroom badge; just curiosity and a knack for spotting what’s new.

- **We’re built for transparency and trust.** Every insight is sourced from real conversations, traceable to their origin, never behind a walled garden or hidden algorithm.

- **We’re for the now and the next.** Membit isn’t just about today’s trends. It’s about shaping tomorrow’s conversations. If you care about what’s happening, Membit is where you make it matter.

Brand Values

Insightful

With Membit, every scroll, every trend, and every context is an opportunity to see deeper. We transform real-time social context into meaningful context behind the world's chatter. We don't just know what's happening—we know why it matters.

Approachable

Everyone is invited to join Membit to make the scattered social data friendly for AI. You don't need to be an AI developer to contribute, understand, or benefit. We welcome different individuals with distinct interests and expertise to help shape the future of AI.

Authentic

Real people shape real insights. Membit gathers context directly from humans, not scraped search engine fluff or synthetic noise. You stay in control—curating your own algorithm by sharing what matters to you. It's signal over noise, powered by genuine human perspective.

Privacy-focused

Membit is built to respect you. We never collect personal information, track your activity beyond the social media windows, or monitor you in the background. Your curiosity fuels AI—not your identity. We believe you should be able to contribute to the future of intelligence without compromising your privacy.

Forward-thinking

The world moves fast, and so does Membit. We are always looking ahead, finding smarter ways to connect people, data, and AI. We're building not just for today's headlines, but for tomorrow's breakthroughs, so our community, our partners, and our Membit-integrated AI agents/ projects are always a step ahead.

Sample Messaging

Tagline

- Make AI roll — every scroll.

Short CTAs

- Turn your endless scrolling into context for AI
- Download the world’s first scroll-to-earn extension

1-sentence Description

Membit is the world’s first platform where anyone can turn their time online into real-time context for AI.

1-sentence CTA

Give value to your scrolls—start shaping the future of AI with context.

Sample Messaging

Longer Descriptions

Membit makes your endless scrolling guilt-free by plugging human context into AI, making it easy for anyone to share real-time social data and empower AI models. Just scroll, spot what's new, and help shape what AI knows, while earning rewards along the way.

With Membit, your curiosity counts. Whether you're tracking viral trends, researching headlines, or leaning on your unique interests, Membit gives you the tools to make your impact with what you are an expert at.

Press

Membit is the world's first open platform connecting real-time context to AI models, empowering LLMs to shape and access up-to-the-minute human knowledge. Designed for Data Hunters, KOLs, journalists, and everyday users, Membit captures insights from platforms like X (Twitter), Farcaster, BlueSky and Truth Social, making trends, news, and viral moments accessible to both people and AI. With a transparent, incentivized model, Membit ensures every contribution is valued and every source is traceable.

Backed by Band, a company that powers Web3 data feeds since 2017 and trusted by forward-thinking organizations, Membit is on a mission to be the data layer for AI by making collective intelligence accessible, trustworthy, and always ahead of the curve.

Messages By Audience

Our Mission: is to reward human curiosity by transforming everyday information into meaningful value, making Membit a trusted friend who always knows what's happening —for both humans and AIs alike.

Data Hunters

Your scrolling, reimagined with Membit.
You're the one who's always ahead of the curve and an expert in your area of interest, spotting the most recent, breaking news, and what everyone will be talking about tomorrow. Membit turns your natural curiosity into something powerful: real rewards, lasting impact, and a smarter world. Every insight you share fuels AI, shapes conversations, and makes your time online count for more. With Membit, you're not just scrolling. You're making knowledge happen.

AI Agent Builders

Smarter AI starts with smarter data. Context as a Service
Your models are only as good as the context behind them. Membit offers a direct line to the world's real-time context, curated by a global community and transparently sourced. For researchers and developers building the future, Membit's live social context unlocks new ways to innovate, validate, and lead in AI. Stay ahead of the data curve. Membit puts the world into your LLMs.

Media & Storytellers

Break stories, not a sweat.
From a viral post on X to a rising movement on Reddit, today's stories start online, and with Membit, you'll never miss a beat. Instantly access credible, real-time social signals and public sentiment, all sourced and trackable. Build stories that matter, faster. With Membit, your reporting stays sharp, your sources are diverse, and your coverage is always ahead of the curve.

Messages By Audience

Influencers & Community Leaders

Lead the conversation. Membit the moment.
Your followers look to you to know what's next. Membit helps you surface trends before they break, share insights with your community, and guide the narrative in real time. Whether you run a Discord, a Twitter feed, or a YouTube channel, Membit gives you the power to amplify what matters most and be the pulse everyone tunes in to. Shape tomorrow's conversations—one Membit at a time.

Brands & Marketers

Know what's next—before it's everywhere.
Every campaign starts with understanding what people care about now. Membit lets you tap directly into live, unfiltered sentiment and spot cultural shifts as they happen. Anticipate trends, monitor your brand in real time, and act on what matters with confidence. Membit gives your team an edge in a world that never stands still.

Voice

Voice Qualities

Our voice embodies our four key qualities that shape every interaction, from what we say to how we say it. Together, these qualities make everything Membit communicates consistent and instantly engaging.

1. **Insightful** - We deliver thoughtful analysis that turns information into real understanding.

2. **Approachable** - We speak in a friendly, non-overbearing way that welcomes everyone into the conversation.

3. **Authentic** - Keep it real. Share content that reflects genuine moments and perspectives. Avoid polishing away the human details; let your voice be transparent, direct, and unmistakably true.

4. **Forward-thinking** - We communicate with optimism and curiosity, always encouraging fresh perspectives and open-minded discussion.

Insightful

We exist to make sense of what's happening in the world. Insightful means we illuminate patterns, uncover context, and connect the dots—helping everyone see not just the what, but the why behind trends and conversations.

Insightful means:

- Clear explanations
- Actionable takeaways
- Evidence-based claims
- Connecting patterns

Not:

- Vague or generic
- Overcomplicated
- Speculative
- Data dumps
- Surface-level

Clear explanations:
✅ "Airdrop" just means free tokens are given out to some users—usually to reward loyalty or get people excited about a new project.
❌ "The protocol initiates a decentralised asset distribution mechanism contingent on network participation metrics."

Actionable takeaways:
✅ "Now is a good time to research new security tools—many users are sharing resources and tips on wallet safety this week."
❌ "Security is a trending topic."

Evidence-based claims:
✅ "Sources: [provide link]"
❌ "People are saying..."

Connecting patterns:
✅ "Mentions of AI tools have doubled this week after the major product launch."
❌ "AI tools are being talked about more."

Approach-able

Approachable means our voice is friendly, welcoming, and clear—not overbearing, no jargon, no talking down, and no gatekeeping. We make complex topics easy to understand and create an inviting space for everyone to join the conversation.

Approachable means:

- Simple, jargon-free language
- Friendly tone
- Inclusive and open
- Encourages questions

Not:

- Overly formal or stiff
- Exclusive, overbearing, or intimidating
- Dense with technical terms
- Dismissive of “basic” questions

Simple, jargon-free language:

✅ “A wallet is just a secure app where you keep your crypto.”
❌ “A hierarchical deterministic wallet facilitates decentralised private key management.”

Friendly tone:

✅ “Curious about how this works? Let’s dive in together!”
❌ “Users are expected to familiarise themselves with advanced system protocols.”

Inclusive and open:

✅ “Whether you’re new to crypto or a seasoned pro, you are always welcome to join.”
❌ “If you don’t already understand these basics, this isn’t for you.”

Encourages questions:

✅ “Not sure what something means? Just ask—we’re here to help.”
❌ “Refer to the technical documentation for further clarification.”

Authentic

Authentic means keeping it real—showing up as ourselves and sharing honest perspectives drawn from real experiences. Our voice is true to who we are and what we see, grounded in facts, and always committed to accuracy. We don't just tell stories; we make sure what we share is meaningful, genuinely helpful, and actionable.

Authentic means:

- Giving importance to realness: being honest and true to yourself
- Expressing a genuine, human voice that feels natural and relatable
- Providing information that are accurate and actionable

Not:

- Coming off as fake, or forced in our voice
- Using stiff, impersonal, or overly corporate language
- Giving generic advice that can't be put into practice

Giving importance to realness: being honest and true to yourself:
✅ "Here's what we actually experienced when using Membit—not just the wins, but the challenges too."
❌ "We guarantee perfect results every time."

Expressing a genuine, human voice that feels natural and relatable:
✅ "We're here to learn alongside you, sharing our discoveries (and mistakes) as we go."
❌ "Our advanced solution delivers industry-leading optimization."

Providing information that is accurate and actionable:
✅ "Here's exactly how you can apply this trend to your next project, based on what's worked for real users."
❌ "Keep up with trends and you'll probably succeed."

Forward -Thinking

Forward-thinking means our voice is optimistic, curious, and open to change. We're always looking ahead, encouraging new perspectives, and sparking discussions about what's next—never stuck in the past.

Forward-thinking means:

- Encouraging fresh perspectives
- Asking "what's next?" and exploring possibilities
- Welcoming innovation and new ideas
- Staying positive and future-focused

Not:

- Stuck in old ways or resistant to change
- Dismissing new ideas or trends
- Pessimistic about the future
- Only focused on the present or past

Encouraging fresh perspectives:
✅ "How could these new developments shape the crypto landscape moving forward?"
❌ "We've always done it this way."

Asking 'what's next?' and exploring possibilities:
✅ "With these trends emerging, what opportunities might we see in the next few months?"
❌ "There's no way things will change soon."

Welcoming innovation and new ideas:
✅ "Let's see what creative solutions the community comes up with for this challenge."
❌ "We don't need any new approaches."

Staying positive and future-focused:
✅ "There's a lot of potential for growth as the space evolves—let's keep exploring."
❌ "The best days are behind us."

Tone

Content

When writing about Membit, content should always reflect our brand’s core qualities: insightful, approachable, empowering, privacy-focused, and forward-thinking. Every piece of content—whether it’s a tweet, a help article, a product announcement, or a deep-dive report—should feel like it’s coming from the same Membit “voice.”

Always keep your audience in mind. Content should be welcoming and direct, making even complex ideas easy to grasp. Avoid empty buzzwords or corporate jargon—write the way real people speak, and connect everything back to real conversations, not abstract concepts. Keep it personal and grounded. Don’t just describe what Membit does; show how it helps people understand and participate in what matters right now.

Tone

Important themes to focus on when creating Membit Content:

Privacy Focused

Write with respect for boundaries. We communicate with care, without sharing personal information or encouraging invasive behaviour.

We also would like to highlight that Privacy is one of Membit's core Brand Value, so assurance regarding personal information, and activity tracking/ monitoring beyond the social media window should be mentioned. Highlight that Membit's user's privacy won't be compromised.

Please avoid mentioning or using phrases such as: Spying, Data scraping, Bot-generated content, Fake news, etc.

Example: ✅ "Membit highlights what's trending across public conversations, while always respecting your privacy—no personal data is shared, and your activity stays your own."

Tagline - 'Context'

Context is a technical term used in AI. It refers to the surrounding information or circumstances that help models make sense of training data. But it isn't just a Buzzword, it's the heart of what Membit delivers, so good Membit content should spotlight the power of Context, making clear it's what transforms isolated facts or trends into real understanding. Every mention of Membit should highlight how Context turns information into real insight.

Example: ✅ "Membit provides Context, not just the raw comments or numbers, but who said it, when, and what else was happening, so AI (and you) can understand the full story"

Tone

Context

The tone of Membit content adapts to the moment. Our community is diverse, and the conversations we surface can range from lighthearted memes to sensitive world events. It's important that content creators understand the context in which they're communicating and adjust their tone accordingly.

Serious or Sensitive Moments:

Approach with care, clarity, and respect. Avoid sensationalism, hype, or minimising people's experiences. Focus on providing insight, support, and factual information. When highlighting issues that affect real people, be empathetic and balanced. Prioritise transparency and always respect privacy.

✅ "According to Membit, discussions about online safety increased sharply after the recent hack, with many users sharing their personal stories and concerns. We're highlighting the key themes and offering resources for those seeking support."

Not this:
❌ "Not your keys, not your coins anon. There's been some talk about online safety, but it's probably not a big deal"

Tone

Celebratory or Positive Moments:

Highlight wins, creative ideas, and community milestones with enthusiasm. Keep the energy up and celebrate real achievements, but never at someone else's expense. Be inclusive and let everyone feel invited to the celebration.

Like this:
✅ "It's official: the Membit community hit 10,000 members! Thanks to everyone for making this such a supportive, vibrant place."

Not this:
❌ "Membit just passed 10,000 members. Let's hope we can keep the momentum going."

Humor and Memes:

Memes are encouraged, but they should always be positive, clever, and in good taste. Use humour to connect, not to divide or exclude. Avoid anything that could be seen as mean-spirited, confusing, or inside-joke-heavy. Wholesome, universally funny, or insight-driven memes fit best with Membit's voice. Always ensure that the joke supports understanding, not just noise.

Like this:
✅ "When you check Membit for the latest trend and it's already changed. (Insert 'distracted boyfriend' meme with 'today's trend' and 'tomorrow's trend')"

Not this:
❌ "If you're not in on the joke, you're NGMI. Don't @ us. Dunking on specific people, or using NSFW language."

Tone

Like this:
✅ “When Membit spots a trend before your group chat does: that feeling when you’re ahead of the curve 😎📈”

Not this:
❌ “People who don’t check Membit: 🤡”

General Principles and examples:

- Know your audience and what’s happening in the wider world before you publish.
- When in doubt, err on the side of empathy and clarity.
- Aim for content that is approachable, insightful, empowering, and forward-thinking—regardless of the context.

Examples:

1. Explaining the Value of Membit (Why use it?)

Like this:
✅ “Trying to make sense of the latest online debates? Membit helps you quickly spot the real issues people care about, so you don’t have to scroll for hours.”

Not this:
❌ “Membit utilizes innovative technology to streamline data discovery for users seeking emergent topics.”

2. Describing Membit Features (How does it work?)

Like this:
✅ “Just type in a topic, and Membit shows you what real people are saying about it—right now, across the web.”

Not this:
❌ “Membit’s advanced clustering algorithms deliver cross-platform discussion analysis in real time.”

Tone

3. Highlighting Membit's Community/Impact (Who benefits?)

Like this:
✅ "Journalists, marketers, and everyday users all use Membit to get the pulse of public opinion—whether they're researching a story, planning a campaign, or just staying informed."

Not this:
❌ "Membit empowers a diverse set of stakeholders to optimize engagement and derive actionable insights from user-generated content ecosystems."

4. For AI/LLM/Data Teams (How Membit supports training and development)

Like this:
✅ "Building smarter AI? Membit gives you access to fresh, real-world conversations—so your models learn from what people are actually talking about, not outdated datasets."

Not this:
❌ "Membit's dynamic API endpoints facilitate seamless integration of high-velocity, user-generated discourse for large language model optimization."