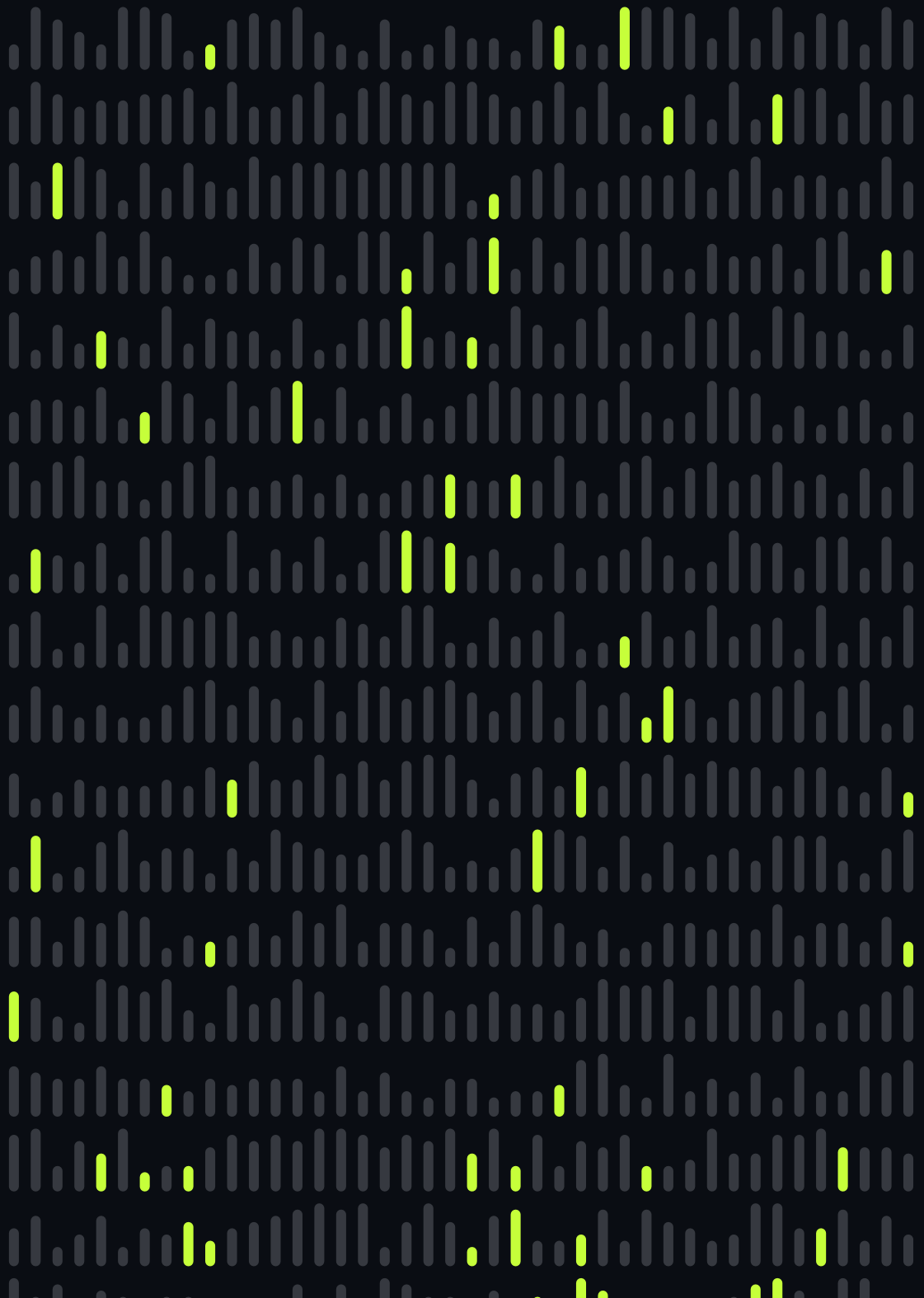
BRAND GUIDE · V2 · 28 OCTOBER 2026

riffhold

by withConflux

Your tracks, recognised in any upload. The mark, colours, type, pattern, mascot and voice, plus every live page and the product facts.

withconflux.com



Locked bars

Four level bars under a shackle: sound, held. The centre bar is the only accent and it rises into the lock, the moment a recording is recognised. Built on a 24 unit grid with a 1.6 unit line and round ends, the same drawing rules as the withConflux mark.



24 × 24 grid · line 1.6 · round caps and joins

ANATOMY

Shackle	Held. The catalog is private and stays with its owner.
Outer bars	The recording: level, length, shape.
Accent bar	The match. Lime on dark, deep lime on light. Never any other colour.



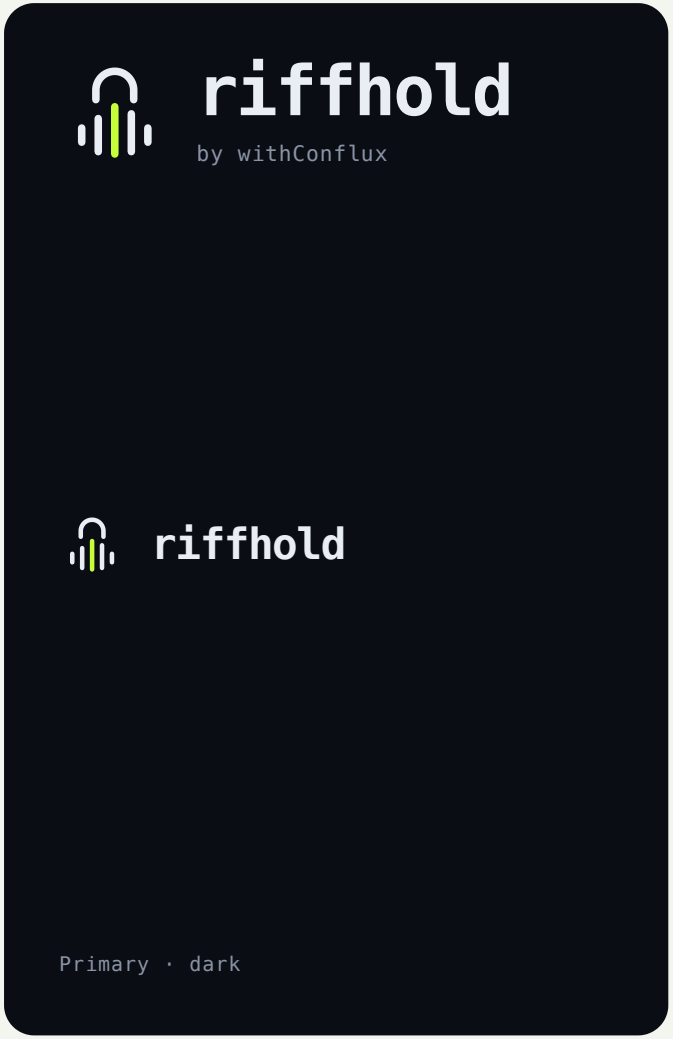
Minimum 16 px · 5 mm in print



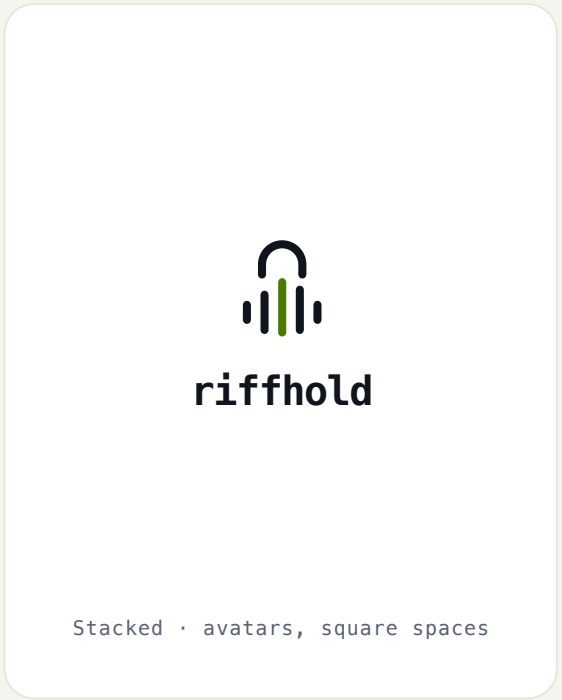
Clear space = shackle width on every side

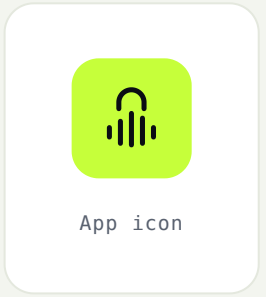
Mark and wordmark

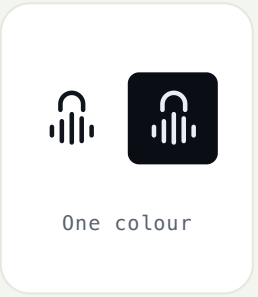
The wordmark is set in lower case in the withConflux monospace, semibold, tight tracking. "by withConflux" sits under it wherever Riffhold appears on its own (launch page, share images, decks). Inside the withConflux product the mark and wordmark are enough.











Two themes, one accent

Riffhold uses the withConflux palettes unchanged. Dark is primary. Lime is the brand accent and is used sparingly: the centre bar, one key number, one button. Verdict colours are separate and only ever describe a result.

DARK (PRIMARY)

bg	panel	line	ink	muted	accent
#0A0D13	#141A24	#232B39	#E9EDF4	#8B94A7	#C6FF3A

LIGHT

bg	panel	line	ink	muted	accent
#F3F5EF	#FFFFFF	#E4E8DE	#10141C	#59616F	#4C7A00

VERDICT COLOURS · RESULTS ONLY, NEVER DECORATION

- **OWNED** exact copy of your track
- **PROTECTED** same recording, re-encoded or cut
- **REVIEW** similar, needs a person
- **OWN DUPLICATE** your own upload
- **CLEAR** no match in your catalog

Mono for the brand, sans for reading

No web fonts: both stacks are system fonts, so pages stay fast and the look is the same as withConflux.

DISPLAY · NUMBERS · CODE

91 / 100 protected

`ui-monospace, "SF Mono", "JetBrains Mono", "Cascadia Code", Menlo, Consolas, monospace`

Headlines	Semibold 600, tracking −3%
Numbers	Tabular figures, always mono
Labels	Uppercase, 8 pt, tracking +12%

BODY

Add your originals once. Every upload you check is compared with your own catalog, and only yours.

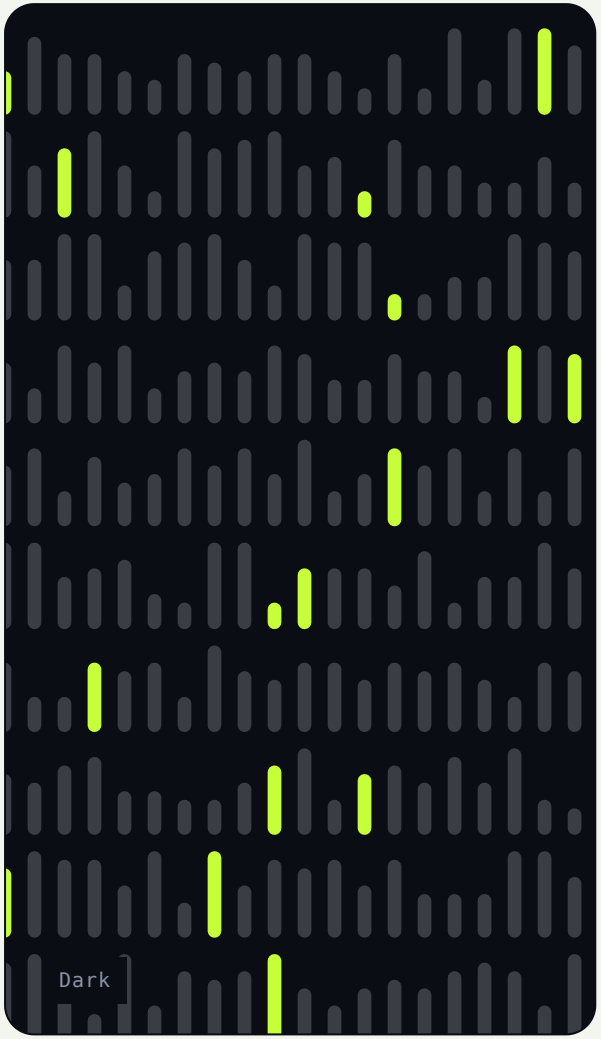
The match shows the track, the confidence and the exact seconds that line up, so a person can decide in a few seconds.

`system-ui, -apple-system, "Segoe UI", Roboto, sans-serif`

Body	Regular 400, 10.5 to 16 px
Lead	Medium 500, one size up
Line height	1.5 body, 1.1 headlines

The level field

A field of the mark's own bars, set on the same grid with the same line. About one bar in fifteen is the accent. Use it on covers, share images, the launch hero and slide backgrounds, always behind a solid area that holds the text.



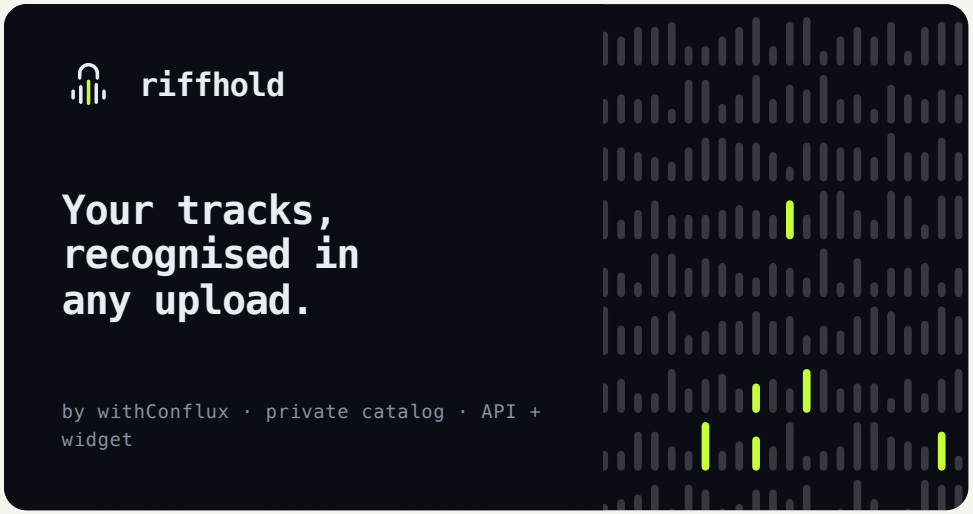


RULES

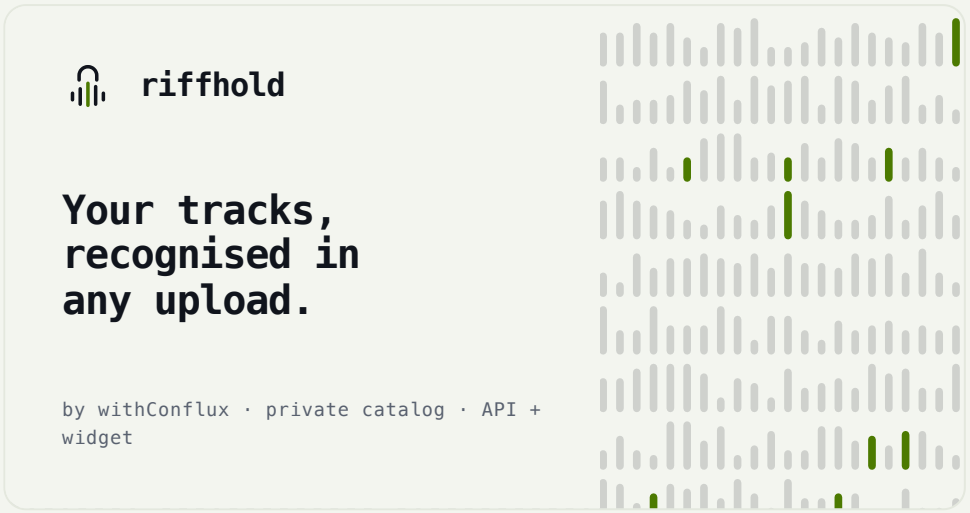
Grid	Bars on a fixed column rhythm, heights vary, bottoms aligned per row.
Accent	About 1 bar in 15. Never clustered.
Contrast	Bars at 18 to 26 % of the ink colour, so text on top still reads.
Crop	Bleed off the edge; never frame the pattern in a box with a border.

Share images and product surfaces

Share images are 1200 × 630. A link preview shows one image, so the page uses the dark one; the light one is for the blog cover, press and documents.



Share image · dark (page default)



Share image · light (blog cover, press)

SCREENING

Riffhold

Find your own tracks in any upload.

€19/mo · €39 once, first 100

Marketplace card

Riffhold check

PROTECTED 91

Harbour Lights · 0:41 to 1:12 lines up

Widget result

favicon

Riffhold dashboard nav

empty state

In the product

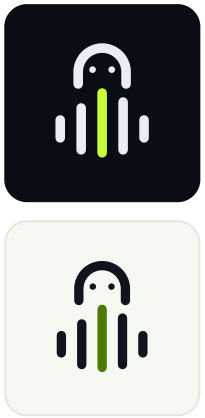
The mark, with a face

The mascot is the Riffhold mark with two eyes in the lock: same grid, same 1.6 line, the centre bar always in the accent. No cartoon body, no emoji. Five moods, one for each moment of the product.



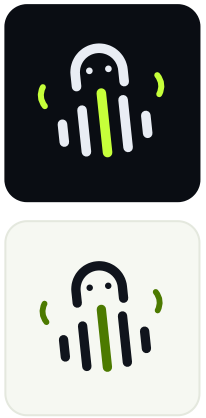
Guard

The default face, used wherever Riffhold appears.



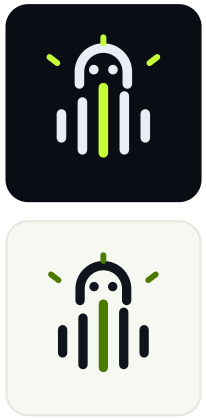
Guard

Default. Watching your catalog.



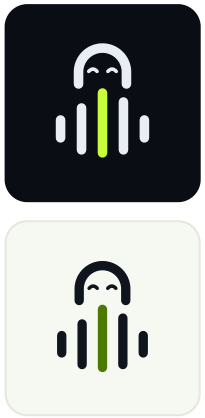
Listening

Checking an upload; empty states.



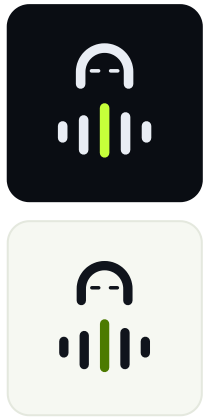
Alert

A match was found.



Happy

Clear, nothing found.



Idle

Nothing checked yet, or paused.

Guard
Homepage, footer, blog, marketplace.

Listening
While a check runs; empty catalog.

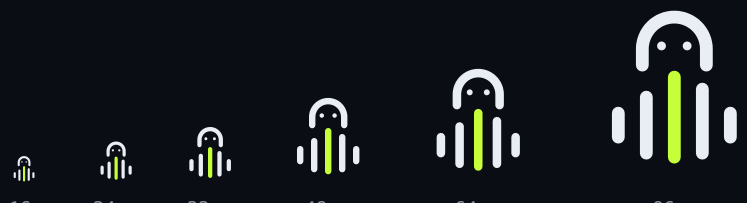
Alert
Only for a real match; "Match found" banner.

Happy
Clear result, nothing found.

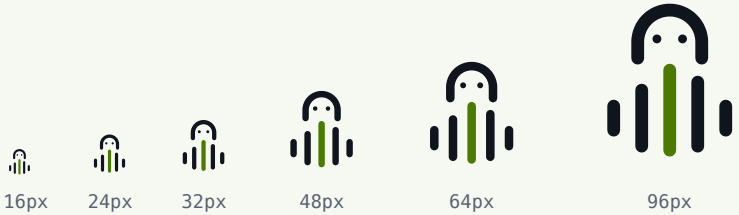
Idle
No checks yet, or paused.

Sizes, placements and rules

SIZES · DARK



SIZES · LIGHT



PLACEMENTS

Chip 22px	Nav, footer, blog author line. Mood: Guard.
Card 60px	Homepage, blog sidebar, marketplace. Mood: Guard.
Empty state 72px	Dashboard catalog with no tracks. Mood: Listening.
Banner 110px	Launch page, blog header, social. Mood: Alert.

MANAGED IN SUPERADMIN

Show / hide	Per placement, Riffhold › Brand kit › Mascot.
Mood and size	Chosen per placement.
Downloads	Every mood as SVG and PNG 512, transparent stickers, blinking GIF.

DON'T

add a body, hands, mouth	The mark is the character.
recolour it	Ink + accent centre bar only.
use it under 16px	Below that, use the plain mark.
show Alert by default	Alert is only for a real match.

Plain, exact, never alarmist

Riffhold finds matches. A person decides what they mean. The copy says what was found, how sure we are, and what to do next, in that order.

SAY	
match / no match	What the engine found.
your catalog	Private to the account, never shared.
owned · protected · review · clear	The four verdicts, always in these words.
confidence 0 to 100	With the seconds that line up.
re-encoded copy, excerpt	What was actually changed.
needs a person	For every review verdict.

DON'T SAY	
stolen, pirated, theft	A match is not a finding of wrongdoing.
guaranteed, 100 %	Music far under speech is not detected.
AI-powered	It is acoustic fingerprinting. Say that.
legal proof, certified	Riffhold is evidence for a person, not a ruling.
detects any song	It only matches tracks in your own catalog.
Content ID	Another company's product name.

MARK: DON'T	
recolour the mark	Only the centre bar is accent.
gradients, shadows, glow	Flat lines only.
rotate or stretch	Always upright, square.
accent on accent	On lime, the whole mark is dark.
outline or box it	Except the app icon tile.
emoji or flags beside it	Use the SVG icon set.

Every Riffhold page and screen

Status on 28 October 2026. Public pages are on withconflux.com; dashboard and superadmin need a login.

PUBLIC · LIVE

/audio-ownership	Launch page: copy, FAQ, pricing, share image. In sitemap + llms.txt.
/audio-ownership/brand	Public brand assets.
/marketplace/riffhold	Buy page: €19/month or €39 once (first 100).
/blog/introducing-riffhold	Launch post.
/brand/riffhold-brand.pdf	Brand guide (v1 public; v2 with the next release).
/embed/v1.js	Widget script, data-addon="riffhold".

CUSTOMERS · LIVE

/riffhold	Catalog (private per organization).
/riffhold/checks	Every check, verdicts, feedback.
/riffhold/api	API quickstart (Content API orgs).
/api/v1/check	need "audio-ownership".
/api/v1/riffhold/tracks	Add, list, remove tracks.

INTERNAL · LIVE

/admin/riffhold	Overview, Buyers, Usage, Errors, Engine, Landing page, Brand kit.
Command + Inbox	Riffhold card and alerts.
Engine	riffhold-engine.withconflux.com (private API, key required).
Stripe	prod_VWbXZRGv9uJVG7, one-time + monthly prices.

AGREED, BUILDING NEXT

Email capture on the launch page · "How it works / no AI" section · animated 20-second demo · demo hub /audio-ownership/demo, one page per video, use-case pages /audio-ownership/for/labels · platforms · artists (all indexed) · homepage "NEW" badge, "Our products" strip and mascot card · Italian and Greek for all add-ons · Riffhold in the footer · launch funnel stats · mascot placements managed in superadmin.

What to say, exactly

OFFER

Monthly	€19/month, 500 checks a month, up to 250 tracks.
Launch licence	€39 once, first 100 buyers, same limits.
Content API	€149/month add-on + per check.
Verdicts	Owned · Protected · Review · Own duplicate · Clear.
Speed	About 1–2 seconds per check.

HOW IT WORKS

No AI	Acoustic fingerprints (Chromaprint) and file hashes.
No vendors	Runs on our own engine, EU-hosted.
Private	Each catalog is matched only against its owner's checks.
Audio deleted	Only fingerprints and hashes are kept.
Known limit	Music far under speech (~8 dB) is not detected.

TRADEMARK · OPEN

Name is free	28 Oct 2026: 0 results in EUIPO eSearch (official EU register), TMview (all national offices incl. Italy) and WIPO (worldwide).
Watch	"RIFF" is registered by others in classes 9/42 (DE, Benelux, DK, IE, UK, CH, US).
Next	Decide the owner, short IP lawyer opinion on "RIFF", then EU filing (~€900, 4–5 months). Use "TM" until then.
Search tools	tmdn.org/tmview · euipo.europa.eu/eSearch · branddb.wipo.int · uibm.mise.gov.it