



BRAND BOOK · V1 · OCT 2026

ZFROG

Brand book. Origins, narrative, character, voice.

HOLD \$ZFROG. EARN \$ZAMA. WELCOME TO PRIVACY.

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WHAT IS IN THE BOOK

01 ORIGINS

The machine, the meme, the pond, the builders

02 NARRATIVE

Manifesto, platform, personality, lore, episodes, audience

03 CHARACTER

Mark, Unit 01. Anatomy, expressions, rules

04 VOICE

Tone, vocabulary, writing rules, lines

05 IDENTITY

Color and type

06 THE POND

Pillars, channels, rhythm, memes, armoury, rituals, rules

Built on the same bones as a character sheet: one topic per page, short rules, Yes! and No!. Read it once. Keep it open while you make things.

CHAPTER 01

ORIGINS

The frog is real hardware.

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ZFR

FROG Mark 1

FPGA SU

THE FROG IS REAL HARDWARE

Zama built a machine. FROG Mark 1: its first FPGA supercomputer, a wall of AMD Alveo V80 cards built to run fully homomorphic encryption. FHE means computing on data without ever decrypting it. Rand Hindi, Zama's CEO, posted the machine to the world. The pond noticed the name.

A frog grew around the hardware. Black skin, toxic-yellow bands, a hood, a respirator, a glowing Z on the chest. A character to carry a serious idea in a form the internet could actually love.

On 3 October 2026, \$ZFROG launched on Solana, paired against \$ZAMA on Raydium. The mechanic is simple. Hold at least \$20 of \$ZFROG and the 3% transfer tax feeds the pot, which the stonk.fun contract swaps to \$ZAMA and drops pro rata to every holder. Nothing to claim. **Hold \$ZFROG, earn \$ZAMA.**

01 MACHINE

FROG Mark 1. Zama's first FPGA supercomputer, built for FHE.

02 MEME

The frog takes shape. Hood, mask, chip. @FrogMark1 goes live.

03 POND

3 Oct 2026. \$ZFROG launches on Solana. Hold \$ZFROG, earn \$ZAMA.

MOST MEMECOINS POST. THIS ONE BUILDS

A memecoin is usually a ticker and a timeline. ZFROG is a team shipping products around the frog, so the meme has something real to point at every week.

THE AGENT

ZFROG MARK 1

An autonomous finance agent, live since 14 Oct 2026. Bridges \$ZAMA to Ethereum, stakes it and deposits into Zama confidential vaults, and reports every action to Telegram. A frog that uses the privacy stack it is named after.

THE ARCHIVE

ZFROG.XYZ

The site with the live rewards counter, the mechanic explained in three steps, the FROG Mark 1 story and the lore episodes. One link that answers every newcomer question.

THE POT

THE DROP MACHINE

Tax collected, swapped to \$ZAMA and dropped pro rata by the stonk.fun contract on Solana. 2,704 payouts in the first eight days, every one verifiable on-chain.

THE REPO

THE MEME ARMOURY

A public GitHub repo of every template, sticker and render, free to take and remix. The pond makes its own weapons.

THE VIDEOS

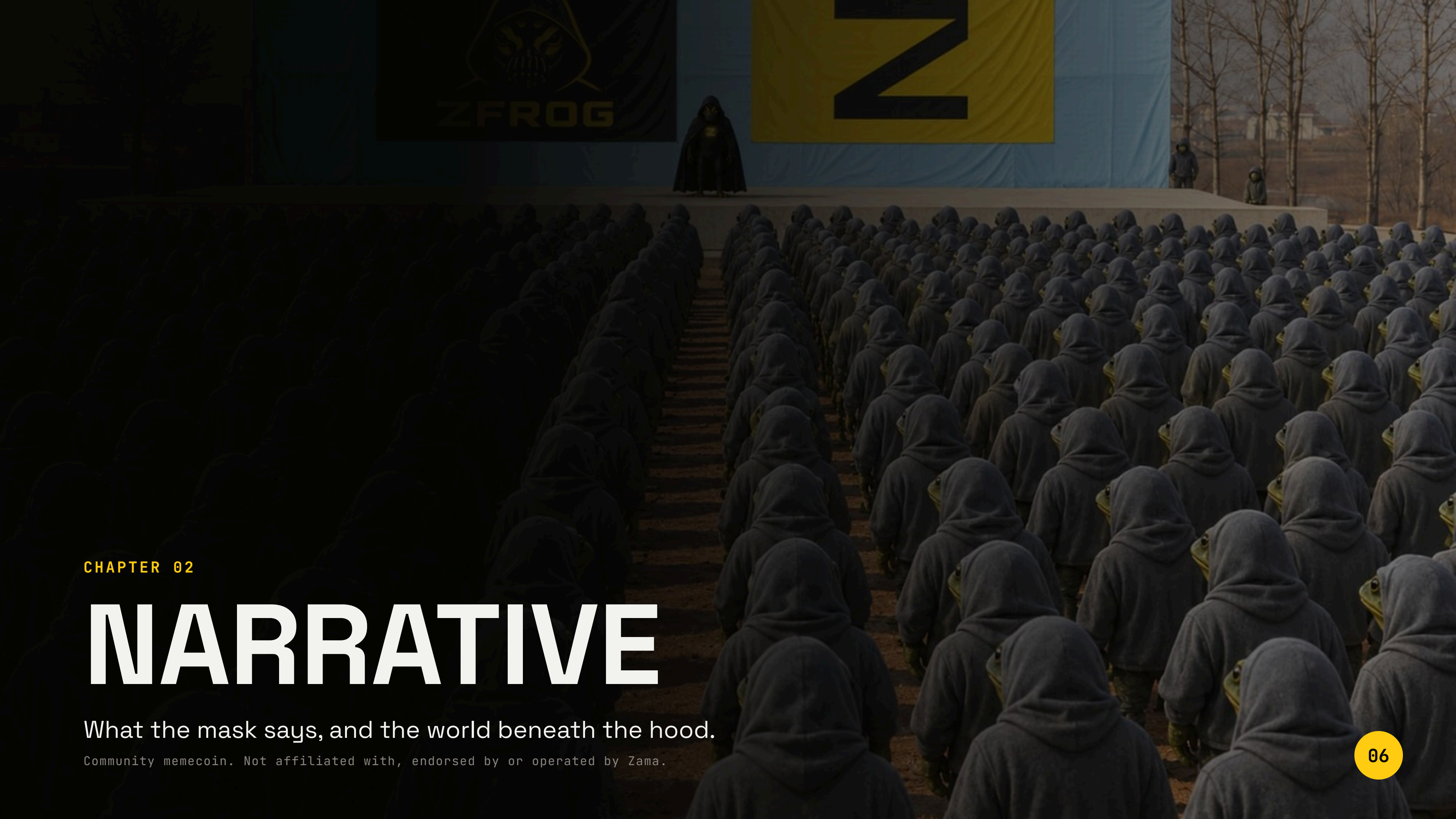
THE LORE SERIES

A running series of character videos on X: Mark speaks through the respirator, meets the machine, prepares the world for the privacy age.

THE ROADMAP

WHAT COMES NEXT

Products keep shipping around the coin. Every new piece follows the same rule: it must make holding the frog more useful, or the pond more fun.



CHAPTER 02

NARRATIVE

What the mask says, and the world beneath the hood.

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WHAT THE MASK SAYS

The world runs on data it cannot protect.

We run on data no one can read.

The frog is real hardware.

The meme is real culture.

We do not ask you to trust. We ask you to hold.

Hold \$ZFROG. Earn \$ZAMA.

Nothing to claim. Nothing to leak.

The hood hides the face. The mask filters the air. The chip keeps the secrets.

Small frog. Encrypted rewards.

It's only Z start.

Welcome to privacy. zRIBBIT



ONE POND. ONE PURPOSE

PURPOSE

Make privacy something people want to hold, not just something they are told they need.

POSITIONING

For crypto natives who want a memecoin with a reason to exist, ZFROG is the Solana community coin that turns a meme about Zama’s FHE supercomputer into automatic \$ZAMA rewards for anyone who holds.

TAGLINE HIERARCHY

LEVEL	LINE	USE
Primary	Hold \$ZFROG. Earn \$ZAMA.	Site hero, pinned posts, covers
Secondary	Welcome to privacy.	Manifesto close, video outros, merch
Secondary	Small frog. Encrypted rewards.	Stickers, banners, replies

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FOUR PILLARS

1. REAL HARDWARE

Every joke points back to FROG Mark 1 and the serious work of computing on encrypted data.

2. REAL REWARDS

The 3% tax fills the pot, the pot becomes \$ZAMA, and it lands in your wallet with nothing to claim.

3. REAL POND

A hooded army with its own greeting, sign-off, lore and night shift. You do not buy in. You join.

4. REAL BUILDERS

The team ships products around the coin: the ZFROG Mark 1 agent, the site, the meme armoury, the lore series. Most memecoins post. This one builds.

WHO SPEAKS THROUGH THE RESPIRATOR

Archetype: the masked guardian. A protector who never shows his face, so the pond never has to show theirs.

TRAIT	WHAT IT MEANS	IS	IS NOT
Shielded	Keeps secrets by design, his own included.	YES! Calm, withholding, precise.	NO! Shady, evasive about the mechanic.
Hardware-born	Built, not born. A machine that learned to joke.	YES! Literal, technical, deadpan.	NO! Cold, corporate, jargon for show.
Heavy	Every line carries the Vader cadence.	YES! Short sentences. Long pauses. Authority.	NO! Shouting, caps lock, exclamation marks.
Loyal	The pond comes first. Drops go to holders, not the frog.	YES! Generous, inclusive. Same Pond.	NO! Cultish, hostile, gatekeeping.
Playful in the dark	A straight face that still knows it is a frog.	YES! Dry, self-aware, meme-fluent.	NO! Clownish, cringe, desperate.

THE WORLD BENEATH THE HOOD

FROG MARK 1 THE MACHINE

Zama's first FPGA supercomputer. AMD Alveo V80 cards built to run FHE. Made by a mysterious god figure, Rand, to compute on data no one can read. The origin of everything.

THE POND THE COMMUNITY

A dark swamp lit by neon-yellow circuitry, a lily pad beside a server rack, a rain-soaked alley. Where the drops land and the night shift never ends. Greeting: gZama.

ZFROG MARK 1 THE AGENT

The autonomous finance agent, live since 14 Oct 2026. Bridges \$ZAMA to Ethereum, stakes and deposits in Zama confidential vaults, reports to Telegram. The machine's voice on the night shift.

MARK THE FROG

A yellow-banded poison dart frog in a black hood and cloak, respirator over the mouth, glowing Z chip on the chest. Speaks through the mask in a Vader cadence. @FrogMark1.

THE HOODED THE ARMY

Rows of grey-hooded frogs before the ZFROG and Z flags. Holders who chose to cover up. They never show their faces either. Their word: Same Pond. Their sign-off: zRIBBIT.



CANON RULES

- Vader cadence. Short sentences, long pauses, no exclamation marks.
- The mouth is never shown. The mask stays on in every frame.
- The Z chip always glows. It is the only light he carries.
- The hood never comes off.
- Rand is a god figure, never on screen. Zama makes the machine, never the coin.

EPISODES FROM THE POND

EP.1 THE SWAMP NODE

ZFROG takes his place on the lily pad beside the server rack and the first hooded frogs rise from the water.

EP.2 THE NIGHT SHIFT

The pond runs while the world sleeps: the pot fills, the drops land, the hooded keep watch.

EP.3 THE COUNCIL OF THE POND

The army assembles under the ZFROG and Z flags, and the pond becomes a movement.

NEXT ARC

ZFROG finds Frog Mark 1 and plugs into the machine that gave him his name. Then he walks out of the swamp to prepare the world for the privacy age.

WHO JOINS Z POND

THE DEGENS

Who: Solana memecoin traders who live on Dexscreener and move at the speed of a new pair.
Wants: A hook they can explain in one line. Lore worth posting, drops worth watching.

THE ZAMA BELIEVERS

Who: Holders and fans of \$ZAMA and FHE who follow the confidential compute story.
Wants: A fun front door into the ecosystem, paid in the token they already believe in.

THE HOODED

Who: The people who stay. Pond regulars who say gZama in the morning and zRIBBIT at night.
Wants: A place to belong, a character to rally behind, a mission to wear on a hoodie.



CHARACTER

Mark, Unit 01. A yellow-banded poison dart frog in a black hood. He keeps secrets.
He does not smile.

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CANONICAL FRONT VIEW · ZFROG PFP.JPG · 1254×1254

PORTRAIT CROP · ZFROG PFP HIGH FORMAT.JPG

03 · CHARACTER SHEET

MARK, UNIT 01

Named after FROG Mark 1, Zama's first FPGA supercomputer. Use the canonical view for every avatar, sticker base, turnaround and style match.

01 · HOOD

Black, wet-look. Always up, always shadowing the brow.

03 · EYES

Two glossy black domes, one highlight each. No pupil, no white.

05 · CLOAK

Black, heavy, layered over a black undersuit.

07 · HANDS

Four-fingered, black with yellow wrist bands. Full-body shots only.

02 · YELLOW BANDS

Three toxic-yellow bands, black centre line. Pattern never changes.

04 · RESPIRATOR

Dark steel. Six ribbed tubes, two side hoses. Never removed.

06 · Z CHIP

Square circuit plate. Glowing yellow Z. His only light source.

08 · SKIN

Textured black, wet sheen. Bands read as skin, never as a mask.

THE MASK STAYS ON. THE EYES DO THE TALKING

Mark has no mouth to show. Every emotion lives in the eyes, the lids, the brow shadow and the tilt of the head. The respirator never changes.



NEUTRAL
The default. Reads the thread, says nothing.



ALERT
A drop landed. Eyes open wide.



SUSPICIOUS
Someone said 'guaranteed'. Lids half down.



AMUSED
Eyes narrow. The mask does the smiling.



ANGRY
Brow drops under the hood. Still quiet.



SLEEPY
Night shift, hour six. Lids low, chip still on.



SURPRISED
Zama posted. Eyes at full size.



FOCUSED
Plugging into Frog Mark 1. Eyes locked.



WATCHING
Head turned, eyes lit from inside.



SAD
Someone sold the frog for a rock.

YES! Eye size, eyelids, brow shadow, head tilt up to 12°. **NO!** Mouth, teeth, tongue, tears, pupils, mask lifted even slightly.

EIGHT RULES. NO EXCEPTIONS

01 • THE MASK STAYS ON

YES!

Respirator locked on, every shot, every mood.

NO!

No reveals, no mouth, no 'mask off' edits, even as a joke.

02 • EYES ARE BLACK GLASS

YES!

Two glossy black domes with one highlight each.

NO!

No pupils, no coloured iris, no cartoon eyes, no winks.

03 • THE Z CHIP ALWAYS GLOWS

YES!

Lit from inside, yellow, even in daylight.

NO!

Never dark, never another letter, never covered.

04 • HOOD UP

YES!

Hood over the head, brow in shadow.

NO!

No hood down, no hair, no bare head.

05 • NO TEETH, NO TONGUE

YES!

Expression lives in the tilt of the head and the eyes.

NO!

No open mouth. The respirator is the mouth.

06 • DARK BACKGROUNDS ONLY

YES!

Black, swamp green, rain blue, yellow light cutting through.

NO!

No white, no pastel, no bright flat colour behind him.

07 • KEEP HIS PROPORTIONS

YES!

Heavy shoulders, large head, stocky frog body.

NO!

No chibi, no stretched limbs. Stickers are the one exception.

08 • THE BANDS NEVER MOVE

YES!

Same three bands, same centre split, same wrist bands.

NO!

No new spots, no stripes, no colour swaps.



CHAPTER 04

VOICE

Few words. All of them shielded

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FEW WORDS. ALL OF THEM SHIELDED

ZFROG talks through a respirator. Every line comes out low, slow and certain, like a frog who has already read the end of the thread and finds it mildly funny. He never shouts, never begs, never explains twice. Short sentences. Full stops. The mask does the rest.

MORE CALM, LESS LOUD

"The pot filled again. As expected."

MORE CERTAIN, LESS HEDGED

"Nothing to claim. The machine already did it."

MORE AMUSED, LESS SALTY

"They sold the frog for a rock. The frog kept computing."

MORE MACHINE, LESS MARKETING

"Three percent in. Pot swapped. Dropped. Next block."

ONE RULE ABOVE THE DIALS

If a line would sound wrong coming through a metal mask, cut it.

WE SAY. WE DON'T SAY

WE SAY	WE DON'T SAY
the Pond	the community
drops	airdrops
shielded	private
gZama	gm
zRIBBIT	lfg, wagmi, send it
the pot	the tax, the fee
hooded frogs	holders, investors, bagholders
the swamp	the chain (in-world)
the machine	the backend, the bot
Same Pond.	we're all in this together

GLOSSARY
Pond. The ZFROG community. One body of water, many hoods.
Hooded. Any frog who holds. The hood is the uniform, not the rank.
Pot. Where the 3% lands. Fills on every transfer, swaps to \$ZAMA, empties onto holders.
Drop. A payout from the pot. Automatic, pro rata, nothing to claim.
Shielded. Encrypted and in use at the same time. FHE in one word.
Frog Mark 1. Zama's first FPGA supercomputer. The real hardware. Not ours.
Z. The chip on the chest. The letter on the flag. The whole world.
zRIBBIT. The sign-off. Ends a post the way the mask ends a sentence.

SIX PAIRS. YES! AND NO!

NO FINANCIAL PROMISES

YES!

Hold \$ZFROG. The pot fills. \$ZAMA drops. That is the whole mechanic. The rest is weather.

NO!

\$ZFROG is going 100x. Easy money. Buy now before it's too late.

NO HYPE CAPS

YES!

52,167 ZAMA paid to holders in eight days. Nobody claimed anything. The machine did it.

NO!

WE ARE SO BACK. 50K ZAMA PAID OUT. SEND IT. 🚀🚀🚀

KEEP THE DISCLAIMER TONE

YES!

Named after Zama's first FPGA supercomputer. Not run by Zama. Just a frog who admires the machine.

NO!

Zama's official frog is here. Backed by the Zama team. This is the one.

THE ACCOUNT SPEAKS VADER

YES!

The frog does not cook. The frog computes.

NO!

ngl zfrog kinda cooking rn fr fr 😭

EMOJI: ONLY 🐸, RARELY

YES!

Drop complete. The Pond ate. 🐸

NO!

New drop 💰🔥🚀🐸🐸🐸 holders eating 🍷💎👏

HASHTAGS: NONE

YES!

Payout 2,704. Dropped to every hooded frog above \$20. Nothing to claim.

NO!

Payout 2,704 done #ZFROG #Solana #memecoin #ZAMA #100x



04 • ZFROG SPEAKS

LINES MARK CAN SAY

Captions, stickers, replies. Respirator cadence: breathe, then speak.

“Welcome to privacy.”

“The hood hides the face. The mask filters the air.”

“I do not decrypt. I compute in the dark.”

“You hold. The pot fills. I handle the rest.”

“I have plugged into Frog Mark 1. It hums.”

“They shout. I filter. The drop lands anyway.”

“Your secrets are safe. Your bag is your business.”

“Small frog. Encrypted rewards. Breathe slowly.”

CALLS TO ACTION

JOIN Z POND.

HOLD THE FROG.

PULL UP THE HOOD.

ENTER THE SWAMP.

HOLD \$ZFROG. EARN \$ZAMA.

STAY SHIELDED.



IDENTITY

Black first. Yellow cuts. Loud caps, quiet mono.

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BLACK FIRST. YELLOW CUTS

PRIMARY

#050504
Pond Black
Base. Every background, every cloak.

#1a130a
Wet Charcoal
Shadow with warmth. Hood folds, alley walls.

#ffcc12
Toxic Yellow
Brand yellow. Wordmark, Z, bands, chip.

#ffe45c
Glow Yellow
Chip highlight, bokeh, hot edges of light.

SECONDARY

#86610c
Ochre Dark
Yellow in shadow. Gradients to black.

#cdf53c
Acid
Site accent. Stats, live dots, links.

#2fd3a6
Circuit Teal
Trace lines, UI glow, server LEDs.

#0d6187
Rain Blue
Swamp screens, wet reflections.

#253839
Swamp Deep
Water, moss, pond backgrounds.

#5e5a59
Army Grey
Hooded frogs, metadata text.

RATIO

70 / 25 / 5. Black carries the frame. Yellow is light, not fill. One accent per layout, never two.

TEXT CONTRAST

Body text in Toxic Yellow or off-white #f2f2ee on Pond Black, 7:1 minimum. Black text only on the yellows. Grey is metadata, never a message.

SOURCE

Extracted from the five reference renders: the art is 75 to 90% near-black, the yellows cluster around #f0c21f to #f4ca16 on flags and wordmark.

LOUD CAPS. QUIET MONO

HOLD \$ZFROG.

EARN \$ZAMA.

Nothing to claim. Drops land in your wallet.

CA CZ4dvNH15HybGwBMDaqWhN4qVpHa9sayBBVrfxoH2T

SMALL FROG.

ENCRYPTED

REWARDS.

52,167 ZAMA paid to holders in 8 days.

WELCOME TO

PRIVACY.

The hood hides the face. The chip keeps the secrets.

LEVEL	FONT	SIZE	CASE
Headline	Space Grotesk Bold	120 to 160	UPPER, +2%
Sub	Space Grotesk Medium	48 to 56	Sentence
Label	JetBrains Mono Bold	28 to 32	UPPER, +8%
Body	Space Grotesk Regular	32 to 36	Sentence
Micro / CA	JetBrains Mono	20 to 24	as written

Sizes for a 1080-wide social canvas. Line height: headlines 0.95, body 1.3, mono 1.2. Headlines never run past three lines. Numbers always in mono, even inside headlines. Tickers always carry the dollar sign: \$ZFROG, \$ZAMA.



CHAPTER 06

THE POND

Four pillars, five channels, seven days, six memes, five rituals.

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PILLARS AND CHANNELS

MEMES**35%**

The daily meme, reaction formats, remixes from the repo and the pond.

LORE**25%**

Mark, the hood, the swamp, the machine god and the road to the privacy age.

DROPS & PROOF**25%**

What the pot paid, to whom, when, with the on-chain link. Numbers, no adjectives.

ECOSYSTEM**15%**

Zama, FHE, FPGA, confidential compute and privacy news, explained by a frog.

If the week drifts past 50% memes, add proof. Past 30% ecosystem, add frogs. If a post fits no pillar, it does not ship.

CHANNEL	JOB	CADENCE	ONE METRIC
X @FrogMark1	The stage. Where Mark speaks.	3 to 5 posts a day	Replies per post
Telegram Portal	The pond. Onboarding, drops landing.	Mods daily, one pin a day	Daily active posters
zfrog.xyz	The archive. Lore, mechanic, links.	One update every 2 weeks	How-it-works visits
Meme repo	The armoury. Free to take and remix.	New assets weekly	Assets reused
Dexscreener	The receipt. Pair, CA, holders.	Checked weekly	Holder count

SEVEN DAYS. SIX FORMATS

Mon	gZama card + weekly drop ledger
Tue	Lore post
Wed	Ecosystem explainer
Thu	Drop proof card, on-chain link
Fri	Pond spotlight, best community meme
Sat	Army reacts to the trending topic
Sun	Lore night in Telegram + milestone check

Anchor posts at 14:00 and 20:00 UTC. The daily meme lands any time. Every drop day gets a recap, whatever the weekday.

1. WELCOME TO PRIVACY

A privacy headline breaks. Mark head-on. "[Headline]. Welcome to privacy."

2. GZAMA MORNING

First post of the day. Dawn render. "gZama. Day [N] in the pond. Pot is filling."

3. THE HOODED ARMY REACTS

Crypto Twitter feels something. Army photo. "The pond when [situation]."

4. VADER-CADENCE NUMBERS

Every drop card. Big yellow number. "[52,167] ZAMA. Dropped. The pot does not ask."

5. IT'S ONLY Z START

Any milestone. Z chip in the corner. "[100] holders. It's only Z start."

6. SAME POND

Quote a Zama or FHE builder post. "[What they did]. Same Pond." Respect, never affiliation.

TWENTY-FIVE REACTIONS. ONE FROG

The reaction set lives at zfrog.xyz/memes and in the repo. Same hood, same mask, same chip, dropped into whatever Crypto Twitter is feeling today. Free to take, free to remix.



RAIN REACTION



SURVEILLANCE ROOM



PHONE IN BED



PEEPHOLE



CURTAIN PEEK



COOKING UP SOMETHING



LOGGING OUT



PATIENTLY WAITING



INCOMING WAVE



BUFFERING



EXPENSIVE TEARS



READING THE FINE PRINT



MASTER CHEF



ONE MORE GAME



BUILT DIFFERENT



THE FINAL BOSS



ON THE SAME WAVELENGTH



WEBCAM COVERED



SHREDDING THE RECEIPTS



INCOGNITO ON HOLIDAY



JUST WATCHING



KING IN THE MIRROR



CLOWN MODE



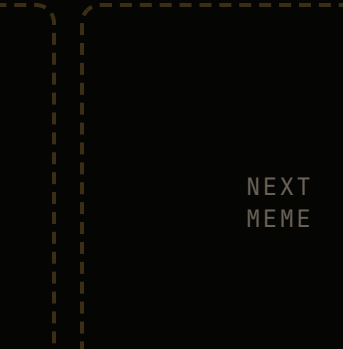
FULLY REDACTED



NOTHING TO SEE HERE



NEXT MEME



NEXT MEME

WHAT THE POND DOES WITHOUT BEING TOLD

GZAMA MORNING

The first message in Telegram and on X every day.
Anyone can open the day.

ZRIBBIT SIGN-OFF

Mark and the mods close every thread, recap and announcement with it.

DROP DAY RECAP

ZAMA paid, payouts, holders, on-chain link. Within the hour.

NEW HOODED WELCOME

A newcomer with a hooded pfp gets a pinned "Welcome to privacy" and the meme repo.

LORE NIGHT

Sunday in Telegram. One episode, one open question. Answers feed the next arc.

YES!

Answer "how does the drop work" with the mechanic and a link.

Keep the disclaimer in every bio, pin, card and thread.

Link the receipt. Solscan beats a screenshot.

Credit community memes by handle, add the good ones to the repo.

Speak like Mark in character posts, like a human in support.

Report scams and fake CAs within minutes. Pin the real CA.

NO!

No price talk, targets, "next 100x" or charts with arrows.

No promises. No "guaranteed", "passive income", "risk-free".

No bots, raid tools, engagement pods or mass DMs.

Never present ZFROG as a Zama product or use Zama's logo as ours.

Never post anyone's wallet, identity or private info.

Never argue with FUD past one calm reply.

BEFORE ANYTHING SHIPS

SIX CHECKS

- 01 Pillar: which of the four? None, cut it.
- 02 Facts: every number, date and link matches the chain. No rounding up.
- 03 Disclaimer: present and readable.
- 04 No price talk, no promises, no financial advice, in copy or image.
- 05 Character: Mark sounds like Mark. Hood, mask, Z chip, yellow on black.
- 06 Channel fit, correct CA, zRIBBIT where a sign-off belongs.

LINKS

Website	zfrog.xyz
X	x.com/FrogMark1
Telegram	t.me/ZFR0GPortal
Dexscreener	dexscreener.com/solana/fpbmde3...yoj1
Meme repo	github.com/mrbrown-devai/zfrog-memes
CA	CZ4dvNHa15HybGwBMDaqWhaN4qVpHa9sayBBVrfxoH2T

zRIBBIT

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