

# BUILD. COMPETE. CREATE.

RVAClassic / Matt Sim

Founder. Builder. Creator.

The supplied classical bust, pixel grid, and circle become one consistent identity for the portfolio, services, and launch campaign.



# Recognizable at a glance.



## Primary

White and Pastel Lavender on an obsidian circular backing.



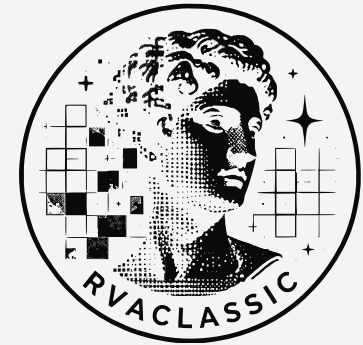
## Monochrome

One-color white artwork for restrained applications.



## Lavender

Single-ink accent version. Use on dark backgrounds.



## Ink

Dark artwork for white and light neutral backgrounds.

## Clear space and scale

Keep clear space of at least 12% of the mark width on every side. Use the full seal at 64px and above where possible. Small favicon exports are provided and should be checked in their real context.

## Technical source

The bust mark is a genuine two-ink path trace of the supplied raster, with no embedded raster. Texture is simplified for scale. The original file remains in the full launch kit.

# Pastel Lavender. Quiet foundations.

## Pastel Lavender

#C3A1F2

## Pure White

#F4F4F6

## Obsidian

#0A0A0C

## Graphite

#1F1F23

### Use lavender with purpose

Lavender marks the next action, the result, or the final word. Use broad neutral space, one strong message, and a restrained grid. White is the light-page background; obsidian anchors dark graphics.

### Readable combinations

Use obsidian text on Pastel Lavender. On white, use darker lavender ink **#7239A8** for small links and text. White body text belongs on obsidian or graphite, not the lavender seed. Primary CTA purple is **#8551BF**.

Obsidian on lavender

White on lavender ink

# Strong display. Human reading.

## Saira / display

**Good work.  
Made visible.**

Bold 700-800. Tight line-height around 1.05. Sentence case for stories; short uppercase statements for campaign graphics.

Use fewer words before shrinking the type.

## Space Grotesk / body and UI

I build cool products, sell great services,  
and create content that converts.

Regular 400-500 for reading. Semibold 600 for buttons and labels. A clear offer is more useful than a wall of claims.

Both fonts are bundled under the SIL Open Font License. Preserve license files when redistributing fonts.

### Web starting scale

H1: 48-80px / H2: 36-52px / body: 16-20px / labels: 12-14px.

### 1080px social starting scale

Headline: 78-146px / body: 29-40px / labels: 22-26px / margins: 64-80px.

# Show the work. Make the offer clear.

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## Direct

Name the product, the deliverable, and the next step. Keep the writing specific and easy to scan.

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## Grounded

Link finished work. Keep waitlist, accounts, prize pools, and personal earnings separate. Paid placements are identified.

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## Personal

Use first-person founder language. Sound like someone who made the work and can explain what comes next.

## Do

- Keep the mark proportional and give it space.
- Use grids, pixel blocks, stars, and execution stripes as supporting elements.
- Use real screenshots and real work photography.

## Avoid

- Do not recolor the mark outside these supplied variants.
- Do not put small lavender text on white.
- Do not invent testimonials, client results, or urgency.
- Do not imply third-party logos endorse this identity.

# Thirty days. Ninety finished assets.

RVACCLASSIC

**BUILD.  
COMPETE.  
CREATE.**

One portfolio. The whole range.

STARTER LAUNCH DROP

**\$100**  
**Your next  
site.**

Hosting + maintenance: \$50/month.  
Scope agreed before kickoff.

PROOF OF WORK

**Work you  
can click.**

Products. Films. Events.  
rvaclassic.xyz

Square 1080 × 1080.

Portrait 1080 × 1350.

Story 1080 × 1920.

The full kit includes 30 different concepts, eleven layout types, editable HTML, source data, a calendar, and captions. Start on any date. No fabricated countdowns or promised returns.

# Start small. Scope bigger.

# \$100

## Starter Launch Drop

Plus \$50/month hosting + maintenance.

- A scoped website and short launch video.
- CMS for agreed editable fields and practical launch strategy.
- Initial domain/setup included for now. Future annual domain renewal agreed before any charge.
- Monthly hosting, small updates, link checks, and fixes. Major new features scoped separately.

# from \$2,500+

## Custom Product, GTM & Launch Video Partner

A scoped project for work beyond the starter drop.

- Custom product builds.
- GTM planning and execution.
- Launch video production.

Deliverables, milestones, delivery, and any ongoing costs are agreed before kickoff. The offer does not guarantee sales or viral reach.

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[rvaclassic.xyz](https://rvaclassic.xyz) / [operatoruplift@gmail.com](mailto:operatoruplift@gmail.com)

# Use the right source.

## logos/

True vector bust marks, outlined SVG wordmarks, and PNG exports.

## favicons/

ICO, 16/32/48/64/180/192/512px PNGs, and web manifest.

## brand-elements/

Editable vector star, grid, stripes, and arrow.

## fonts/

Saira and Space Grotesk variable TTFs plus OFL license files.

## brand-guide/

This guide as HTML and PDF, plus CSS/JSON tokens.

## Full launch kit only

Wallpapers, headers, profile image, originals, 90 posts, editable layouts, and calendar.

**Rights and attribution.** The bust artwork and personal imagery were supplied by Matt Sim. The kit does not establish exclusive copyright or trademark clearance. Client and product images are portfolio proof; do not resell them as stock assets. Third-party names remain their owners' marks. Editable campaign layouts and brand elements were created for RVAClassic.

[rvaclassic.xyz](https://rvaclassic.xyz) / [Public portfolio source](#)