



PEPEPOW Visual Reference Guideline v1.0

Image & Video Generation Reference

1. Purpose and Positioning

This document serves as a **visual reference guideline** for PEPEPOW.

Its purpose is to provide a **shared baseline and common language** for image and video generation, while **welcoming diverse artistic styles, creative interpretations, and experimental approaches** from the community.

This guideline is **non-binding**. It exists to support creativity, not to restrict it.

2. Core Spirit (Reference, Not Mandatory)

PEPEPOW visuals are generally inspired by the following ideas:

- Proof-of-Work as effort, persistence, and contribution
- Progress built through time rather than instant results
- Community collaboration and decentralization
- Optimism, construction, and forward movement

These principles act as **conceptual references**, not strict rules.

3. Visual Style Reference (Images)

3.1 General Aesthetic (Suggested)

- Futuristic semi-realistic cartoon style
- High-quality animation or game-cinematic look
- Rich lighting, depth, and material detail
- Suitable for whitepapers, websites, wallets, presentations, and social media



Creators are encouraged to explore:

- Painterly or illustrative styles
- Anime- or game-inspired aesthetics
- Minimalist, technical, or abstract interpretations

3.2 Character Reference (Optional)

Commonly referenced character elements include:

- Pepe the Frog as the PEPEPOW mascot (original interpretation)
- Miner, builder, developer, explorer archetypes
- Expressions that feel focused, confident, and optimistic

Characters are optional. PEPEPOW visuals may also focus purely on environments, symbols, or abstract concepts.

3.3 Symbolic Elements (Optional)

- Mining tools or energy motifs
- Nodes, servers, and decentralized infrastructure
- Digital energy, light, or data flow as metaphors for Proof-of-Work

Use or omission of these elements is entirely optional.

4. Standard Image Generation Prompt Framework (Reference)

The following framework is provided as a **recommended reference**. Artists and AI systems may adapt, simplify, or remix it freely.

4.1 Prompt Framework Example

Futuristic semi-realistic cartoon style,
vivid cinematic lighting, high detail, saturated colors,
Pepe the Frog as the PEPEPOW mascot,



bright yellow miner helmet with a glowing headlamp,
sleek miner utility outfit symbolizing decentralized Proof of Work,

3D embossed “PEPEPOW” text integrated into the outfit
(e.g. chest plate, vest badge, utility belt, or jacket patch),
clearly visible, metallic, part of the clothing design,
NOT floating text, NOT subtitles,

optional: helmet may also contain PEPEPOW text if visible,
but clothing text is mandatory and unobstructed,

crypto-themed atmosphere: glowing nodes, coins, charts, digital energy,
glowing outlines, volumetric light, dynamic particles,
blend of 3D digital art and painterly textures,
sharp focus, ultra-detailed, 4K quality,
heroic, inspiring, optimistic, community-driven feeling,

no captions, no UI, no speech bubbles

4.2 Negative Prompt (Recommended)

text overlays, subtitles, captions, speech bubbles,
floating words, watermark, UI interface, meme text,
helmet text blocked by lamp,
PEPEPOW text misspelled, distorted letters,
random symbols replacing letters,
blurry, low resolution, flat lighting,
dark horror, gloomy, dirty style,
cropped head, cropped helmet, cut-off face,
inconsistent character design between panels

5. Video Generation Prompt Reference (Optional)

5.1 Cinematic Environment Video (10–30s)

A short cinematic animation inspired by PEPEPOW,
showing a constructive Proof-of-Work world with futuristic or industrial
environments.

The camera moves slowly through nodes, servers, mining infrastructure, or digital



energy flows.

Motion is calm and deliberate, emphasizing persistence and accumulation rather than speed or hype.

5.2 Character-Focused Animation (Optional)

A short animated scene featuring an original PEPEPOW mascot character engaged in mining, building, coding, or maintaining decentralized infrastructure. Movements are purposeful and cooperative, with warm cinematic lighting and restrained visual effects.

5.3 Abstract / Symbolic Video (Optional)

An abstract animation representing Proof-of-Work, with networks forming, energy flowing between nodes, and structures emerging over time.

The visual language focuses on gradual construction and validation.

6. Creative Freedom Statement

This guideline is intentionally open-ended.

PEPEPOW welcomes:

- Multiple art styles and visual languages
- Cultural reinterpretations and community contributions
- Experimental visuals beyond this reference

As long as the work reflects a **constructive, contribution-oriented spirit**, diverse creative expressions are encouraged.

7. Document Status

- Document Type: Reference Guideline
- Version: v1.0



- Nature: Non-binding, community-friendly, expandable

Future updates may incorporate community-submitted examples and style variants.

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