

Sell HYB the way we do.

Everything you need to promote HYB and the How To Trade With AI Weekend Challenge on-brand and compliant: our names, look, voice, the angles that are working in our ads, and the rules every partner follows.



Who we are

HYB is the financial education app from **Hybrid Foundation**, a 501(c)(3) nonprofit in Miami, FL. Members learn money skills through cinematic courses, live trading rooms and programs like the Weekend Challenge.

What's inside this kit

- This guide (PDF)
- /logos — app icon, logo system, brand board, dark lockup
- /ad-creatives — 30 approved ads (1080×1350) across 5 angles and 3 CTAs

Say it right. Show it right.

USE

HYB (the app) · **www.HYBApp.org**

Gold — the \$99/month membership

How To Trade With AI Weekend Challenge (or “the Weekend Challenge”)

Inner Circle · Financial Playbook Strategy Session · Weekend Challenge Toolkit

Hybrid Foundation, a 501(c)(3) nonprofit

“our quant strategy” / “an explicit rule set”

NOT

“Hybrid App”, hybridapp.org (retired)

“Hybrid Gold”, “premium plan”

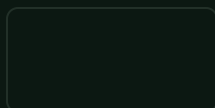
“course bundle”, “signals”

“mentorship guarantee”, “coaching that pays”

“Hybrid Advisors” for anything HYB

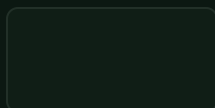
naming the specific strategy

Colors



Ink

#0C1812



Surface

#101E16



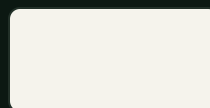
Gold

#B5883A



Gold bright

#D4A64A



Ivory

#F5F3EC

Green · gold · ivory · black only. Never add a new color.

Type

Playfair Display for headlines · **DM Sans** for body and buttons · eyebrows in DM Sans caps with wide letter-spacing, in gold.

Logo

- Use the gold **H seal** + **HYBRID** wordmark from /logos. Don't redraw, recolor, stretch or add effects.
- Keep clear space at least the height of the H on all sides. Minimum seal size 24px.
- Place on Ink (#0C1812) or true black whenever possible.

Five angles that are working

Every ad speaks to one person with one problem, then points to the Weekend Challenge. Pick the angle that fits your audience.

ANGLE	HEADLINE WE USE	THE PROMISE
Complete beginners	"Never placed a trade? Learn it, then let AI run it."	Markets 101, a proven risk framework, then automation — in one weekend.
9-to-5 employees	"Still trading your time for money?" · "Learn to use AI to trade for you in one weekend."	60–90 minutes a day, no tech skills, no prior experience.
Overwhelmed traders	"Tired of YouTube gurus and conflicting advice?"	One method, taught to professional standard. No hype.
Prop-firm traders	"Failed a challenge and lost the fee? Here's the missing system."	A risk framework, a daily action plan and the AI that runs it.
Small accounts	"Stop trading pennies while others post six-figure accounts."	A rule set you can actually run, then let AI manage it.

CTAs we use

"Join The Challenge" · "Join The Challenge — \$99" · "Click Here To Learn More". Always send traffic through your partner link.

The image displays a grid of 10 ad creatives for 'The Weekend Challenge' by HYBRID. Each ad is designed to speak to a specific audience segment and includes a clear headline, a promise, and a call to action (CTA) button labeled 'Join The Challenge'. The ads are arranged in two rows of five. Each ad also includes a disclaimer at the bottom: 'Education only. Not investment advice. Trading futures involves substantial risk of loss. Hybrid Foundation, Miami FL.'

Target Audience	Headline	Promise
9-TO-5 EMPLOYEES	Learn to use AI to trade for you in one weekend.	A 3-day, step-by-step challenge: the markets, the method, then the AI that runs it. 60–90 minutes a day.
9-TO-5 EMPLOYEES	Still trading your time for money?	Learn to use AI to trade for you in one weekend — 60–90 minutes a day, no tech skills, no prior experience.
COMPLETE BEGINNERS	Never placed a trade? Learn it, then let AI run it.	Markets 101, a proven risk framework, then automation. All inside one weekend.
COMPLETE BEGINNERS	Never placed a trade? Start here this weekend.	Markets 101, a proven risk framework, then AI automation — all inside one weekend.
OVERWHELMED TRADERS	Tired of YouTube gurus and conflicting advice?	One method, taught to professional standard, from the arithmetic to a simulated trade. No hype.
OVERWHELMED TRADERS	Too many YouTube gurus. Too much conflicting advice.	One method, taught to professional standard, from the arithmetic to a simulated trade. No hype.
PROP FIRM TRADERS	95% fail prop firm challenges. Here's the missing system.	Risk management framework, a daily action plan, and AI automation — taught in one weekend.
PROP FIRM TRADERS	Failed a challenge and lost the fee? Here's the missing system.	The risk framework, the daily action plan, and the AI that runs it — taught in 3 days.
SMALL-ACCOUNT TRADERS	Stop trading pennies while others post six-figure accounts.	One weekend to learn a rule set you can actually run, then let AI manage it.
SMALL-ACCOUNT TRADERS	Tired of making pennies while others post six-figure accounts?	One weekend to learn a rule set you can actually run, then let AI manage it for you.

How we talk — and what we never say

Our voice

- Calm, direct, institutional. Teacher, not hype-man.
- Specific: “60–90 minutes a day”, “one weekend”, “\$99 one-time”.
- Honest about risk. Members start in the simulator and go live when they're ready.
- Plain English. No jargon walls.

Always include

- A clear partner disclosure, e.g. **“#ad — I earn a commission if you join HYB through my link.”**
- On ads and landing pages: **“Education only. Not investment advice. Trading futures involves substantial risk of loss.”**

Do

- ✓ Share your own experience honestly.
- ✓ Use the approved creatives and headlines above, or write your own in the same voice.
- ✓ Send people to your partner links only.

Never

- ✗ Promise income, profits, win rates or “guaranteed” anything. No screenshots of P&L or account balances.
- ✗ Call HYB a signal service, financial advice, or an investment.
- ✗ Bid on “HYB”, “HYBApp”, “Hybrid Foundation” or “Dion Pouncil” in search ads, or use our names in your domains or social handles.
- ✗ Spam, buy lists, cold-DM strangers, or use misleading urgency.
- ✗ Pose as HYB staff, or ask anyone to fund an account or send money.
- ✗ Refer yourself. Self-referrals and fraudulent sign-ups are reversed.

Breaking these rules can lead to reversed commissions and removal from the program. Full terms: www.hybapp.org/partners/terms

How you get paid

EVENT	YOU EARN
Lead — a new HYB account created through your link	\$1
One-time purchase — Weekend Challenge, Toolkit, Strategy Session, Inner Circle	40% of the payment
Recurring payment — Gold, Inner Circle monthly	40% of every payment received
Strategy call booked through your link that shows up	\$50

Your links (from your dashboard)

- **Challenge:** hybapp.org/go/your-code
- **App:** hybapp.org/go/your-code/app
- **Toolkit · Gold · Calls:** [.../toolkit](https://hybapp.org/go/your-code/toolkit) · [.../gold](https://hybapp.org/go/your-code/gold) · [.../call](https://hybapp.org/go/your-code/call)

Payouts

Paid directly through **Stripe** to your bank, **net-15** (15 days after each event, covering our refund window). Connect Stripe once from your dashboard. \$25 minimum; smaller balances roll over. Refunds and chargebacks reverse the related commission.

Ready? Apply at www.hybapp.org/partners

Questions: support@hybapp.org