rubi.ai™

RELATIONAL UNDERSTANDING BASED INTERACTION

BRAND BOOK MAY 2024

rubi.ai®

Where imagination comes to life.

The most **powerful**, **value-driven** AI platform in the world

# RUBI AI: Empowering Creativity, Igniting Possiblities

In a world where artificial intelligence is redefining the landscape of creativity and content creation, RUBI AI emerges as a trailblazer, driven by an unwavering mission to democratize access to cutting-edge AI technology. We believe that the power of AI should not be confined to the realms of the elite but rather harnessed to empower individuals from all walks of life, enabling them to unleash their full creative potential.

At RUBI AI, we are not just another AI company; we are a catalyst for change, a force that levels the playing field and transforms the way people interact with technology. Our AI Creative Studio is meticulously crafted to cater to the diverse needs of digital marketers, creative entrepreneurs, content creators, music producers, and corporate communicators, providing them with the tools and resources they need to bring their visions to life.

Through our suite of AI-powered microservices and virtual studio vertical offerings, we empower our users to push the boundaries of what's possible, creating content that captivates, engages, and inspires. From awe-inspiring visuals to soul-stirring music, RUBI AI is the catalyst that ignites the spark of creativity within every individual.

As we embark on this exhilarating journey, our brand bible serves as a guiding light, ensuring that every aspect of RUBI AI, from our brand identity to our user experience, reflects our unwavering commitment to inclusivity, innovation, and empowerment. With a bold vision to reach one million global subscribers in the next 12 months, we are not just aiming for success; we are striving to redefine the future of creativity.

Join us as we revolutionize the way the world perceives and interacts with AI. Together, we will unlock the boundless potential of human creativity, one user at a time. Welcome to RUBI AI, where empowerment meets creativity, and possibilities know no limits.
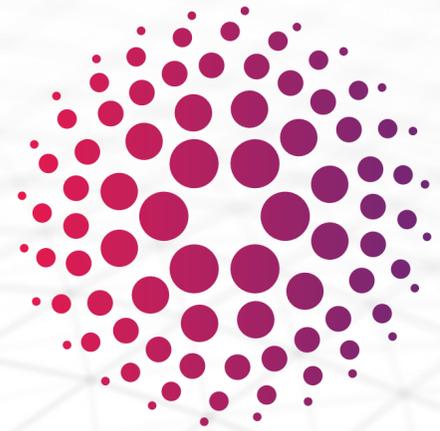
Brand Purpose & Promise
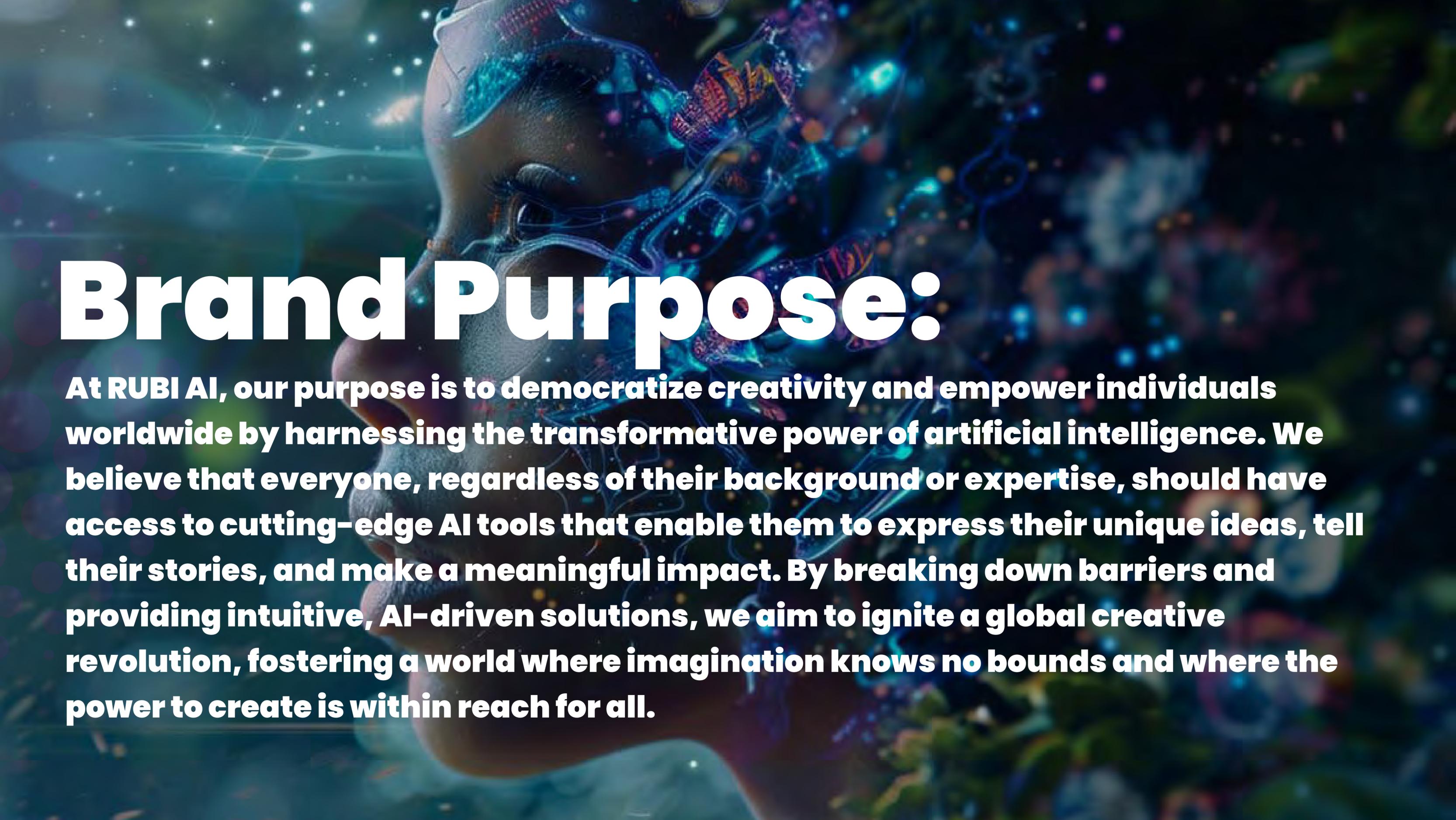
Brand Purpose:

At RUBI AI, our purpose is to democratize creativity and empower individuals worldwide by harnessing the transformative power of artificial intelligence. We believe that everyone, regardless of their background or expertise, should have access to cutting-edge AI tools that enable them to express their unique ideas, tell their stories, and make a meaningful impact. By breaking down barriers and providing intuitive, AI-driven solutions, we aim to ignite a global creative revolution, fostering a world where imagination knows no bounds and where the power to create is within reach for all.

Brand Promise:

RUBI AI promises to be your trusted partner in creativity, empowering you with the most advanced AI technology and intuitive tools to bring your visions to life. We promise to:

 1. **Democratize AI:** We will make AI accessible to everyone, regardless of their technical expertise, ensuring that the power of AI is not confined to a select few but is available to all who seek to create and innovate.

 2. **Empower Your Creativity:** We will provide you with a comprehensive suite of AI-powered tools and resources that cater to your specific needs as a digital marketer, creative entrepreneur, content creator, music producer, or corporate communicator, enabling you to unleash your full creative potential.

 3. **Deliver Cutting-Edge Innovation:** We will continuously push the boundaries of what's possible with AI, staying at the forefront of technological advancements to ensure that you always have access to the most advanced and effective tools for your creative endeavors.

Brand Promise:

4. Foster a Supportive Community: We will cultivate a vibrant, inclusive community of creators, where you can connect, collaborate, and learn from one another, forging meaningful connections and finding inspiration in the success stories of your peers.

5. Provide Exceptional User Experience: We will prioritize your experience at every touchpoint, ensuring that our platform is intuitive, user-friendly, and seamlessly integrates into your creative workflow, allowing you to focus on what you do best - creating.

At RUBI AI, we promise to be the catalyst that ignites your creativity, empowers you to break through barriers, and helps you achieve your full potential in the world of content creation and beyond. Together, we will redefine the future of creativity and make a lasting impact on the world.

We've got
Style

Our Logo

If you don't see it here, don't use it.

rubi.ai™

rubi.ai™

rubi.ai™

rubi.ai™
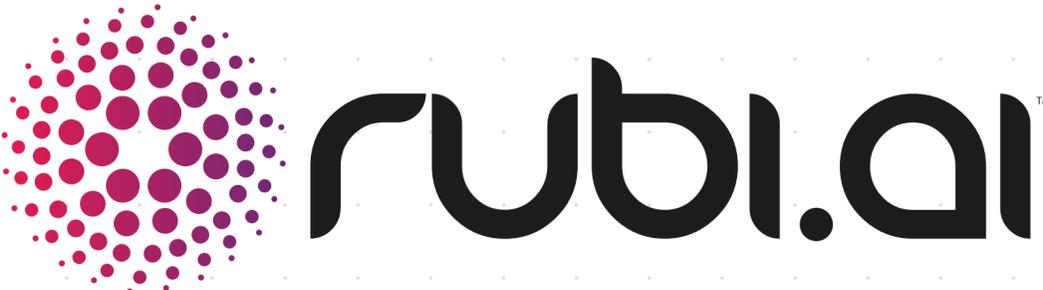
A Few Ground Rules...

We love our mark, and hope that you do too. Please feel free to use it in your projects, designs, marketing pieces, etc., but please never alter it from its original state. What you see here are the only acceptable variations of the Rubi.AI logo. No other colors can be used, the logo must always carry a registration mark (®), and must never be stretched, skewed, or otherwise proportionally altered. One last note—make sure to give it some breathing room! A minimum of 30px clear space around the mark is a good rule of thumb to keep it standing alone.
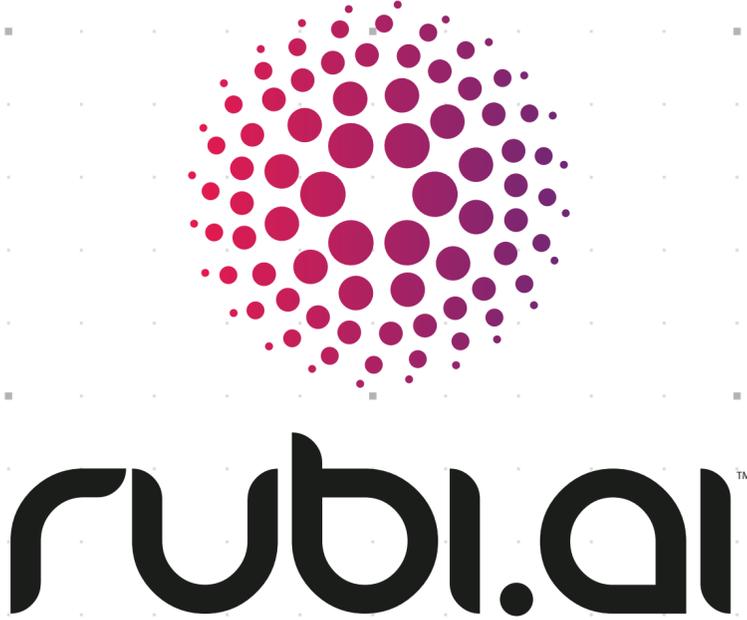
Personify

Canvas+

IntelliChat

SPI

Ghost

Xtract

Clozr

RUBI Music

Virtual Studio

Image Lab

Audio Lab

Video Lab

Video Lab

Secondary Marks

Just as with the main RUBI logo, our secondary marks should never be altered from their original state... You can use the icons in marketing materials without the text and vice-versa, but they shouldn't be stretched, skewed, recolored... you know the drill by now. Black and white versions of the icons are alright if you find yourself in a position to use them that way. The bottom line—the brand identity that we built is what we love, and if we liked yours better we would have hired you!

Personify

Canvas+

IntelliChat

SPI

Ghost

Xtract

Clozr

RUBI Music

Virtual Studio

Video Lab

Image Lab
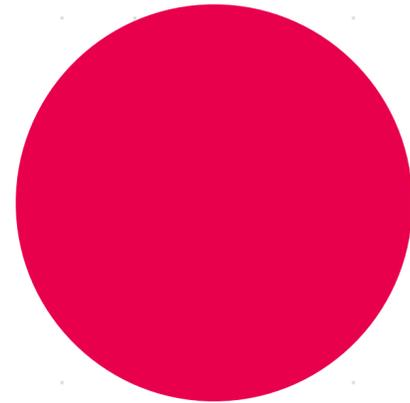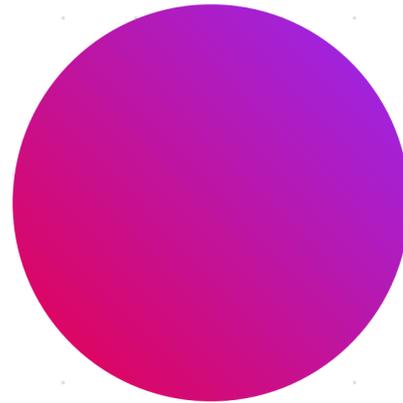
Audio Lab

Colors

By striking a balance between the high powered technical side of RUBI and the fun, playful side, our colors bring the character of RUBI to life. The main brand color is red, but supplemental colors are used for marketing and social collateral. Colors shouldn't necessarily be mixed in a composition unless done tastefully.
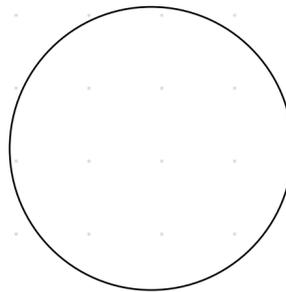
Linear Gradient 45°
#E8004C   #922AFB

PMS325C
#E8004C
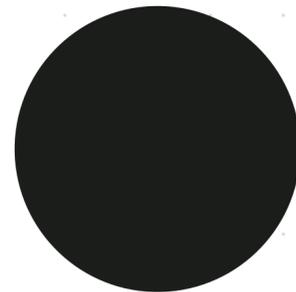
#1A1D1A

#FFFFFF

Typography

The official font for all of our brands is Poppins.

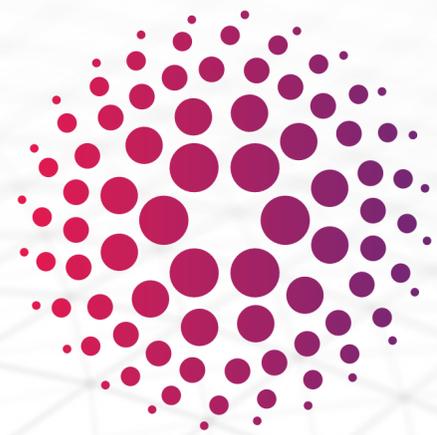**Poppins Black**

ABCĆDEFGHIJKLMNOPQRSŠ
TUVWXYZŽabcćdefghijklm
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Poppins Regular

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Poppins Light

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Voice & Tone

Voice

RUBI AI's brand voice is **confident, empowering, and inclusive**. We communicate in a way that is clear, concise, and easy to understand, while still conveying our **expertise and passion** for AI-driven creativity.

Our Voice Is:

1. **Inspiring:** We motivate and encourage our users to explore their creativity and push the boundaries of what's possible with AI.
   - "Unleash your creative potential with RUBI AI and bring your wildest ideas to life."
   - "With RUBI AI, you have the power to create content that captivates, engages, and inspires."

2. **Knowledgeable:** We demonstrate our deep understanding of AI technology and its applications in creative industries, establishing trust and credibility with our users.
   - "Our AI algorithms are trained on vast datasets, ensuring that you have access to the most advanced and effective tools for your creative projects."
   - "RUBI AI's cutting-edge machine learning models are constantly evolving, keeping you at the forefront of AI-driven creativity."

3. **Inclusive:** We embrace diversity and communicate in a way that is welcoming and accessible to all, regardless of their background or level of expertise.
   - "Whether you're a seasoned professional or just starting your creative journey, RUBI AI is here to support you every step of the way."
   - "At RUBI AI, we believe that creativity knows no boundaries, and we're committed to empowering creators from all walks of life."

Tone

RUBI AI's tone adapts to the context and audience while remaining true to our brand voice. We strike a balance between **professionalism and friendliness**, ensuring that our communication resonates with our users and fosters a **sense of community**.

Our Tone Is:

1. Empathetic: We demonstrate understanding and concern for our users' challenges and aspirations, creating a sense of connection and support.
  - "We understand the frustration of creative blocks, and that's why we've developed AI tools to help you overcome them and keep your ideas flowing."
  - "At RUBI AI, we celebrate your successes and are here to support you through the challenges of your creative journey."

2. Engaging: We use an active, conversational tone that encourages interaction and fosters a sense of community among our users.
 - "Join the conversation on our forums and share your experiences with fellow creators – we can't wait to see what you come up with!"
  - "We want to hear from you! Share your feedback and suggestions with us, and help shape the future of AI-driven creativity."

3. Informative: We provide clear, concise, and valuable information to help our users make the most of our AI tools and resources.
  - "Discover how RUBI AI's AI-powered tools can streamline your workflow and help you create content faster and more efficiently."
  - "Explore our comprehensive knowledge base and tutorials to learn how to harness the full potential of RUBI AI for your creative projects."

4. Inspiring: We use language that motivates and encourages our users to embrace their creativity and pursue their passions.
  - "Your creativity has the power to change the world, and RUBI AI is here to help you make that impact."
  - "With RUBI AI by your side, there's no limit to what you can achieve. Dream big, create boldly, and let's redefine the future of creativity together."
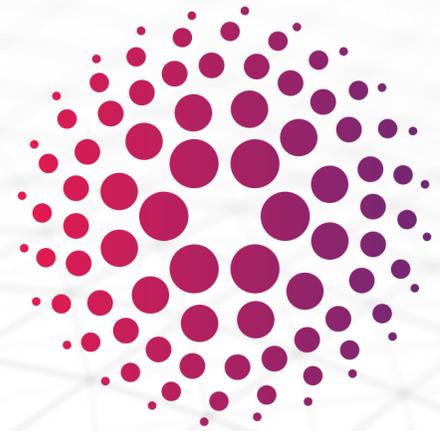
Target
Audiences

Young Professionals

Demographics:

- Primary Age: 25-34, Secondary Age: 35-44
- Gender: 55% female, 45% male
- Education: Bachelor's degree or higher
- Income: $50,000 - $120,000 per year, Secondary Income: $120,000 - $200,000 per year
- Location: Urban areas, Secondary Location: Suburban areas
- Marital Status: Single, married, or in a long-term partnership

Psychographics:

- Ambitious, career-driven, and value work-life balance
- Early adopters of technology and enjoy trying new tools and platforms
- Value personal growth, learning, and development
- Engage with professional networks and industry events
- Conscious consumers who prefer brands with a strong social and environmental stance
- Enjoy experiences and prioritize travel and cultural exploration

Pain Points:

- Struggle to find time for creative pursuits outside of work.
- Need assistance in developing compelling presentations and reports.
- Seek ways to enhance their skills and stay competitive in their careers.

Audience Synopsis:

"Young Professionals are driven individuals who value career growth, innovation, and personal development. They are tech-savvy and always on the lookout for tools that can help them achieve their goals more efficiently. RUBI can appeal to this audience by offering AI-powered solutions that streamline their creative processes, enhance their professional output, and support their continuous learning and skill development."
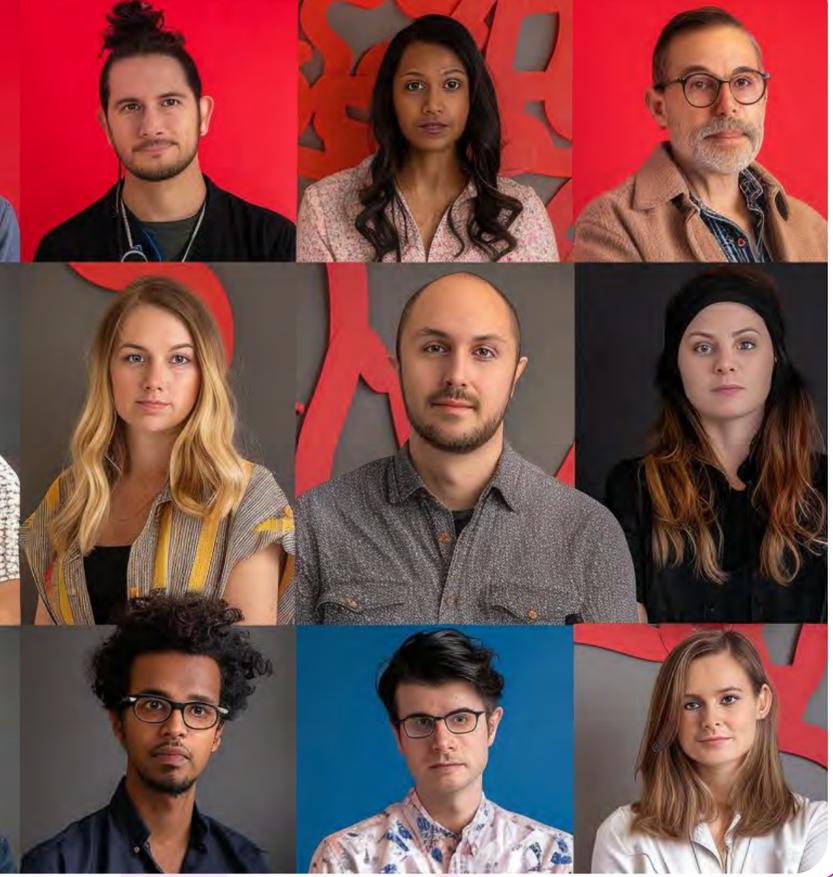
Creative Entrepreneurs

Demographics:

- Primary Age: 28-40, Secondary Age: 41-55
- Gender: 60% female, 40% male
- Education: Bachelor's degree in creative fields or self-taught
- Income: $40,000 - $100,000 per year, Secondary Income: $100,000 - $250,000 per year
- Location: Urban areas with a thriving creative scene, Secondary Location: Remote/digital nomads
- Marital Status: Single, married, or in a long-term partnership

Psychographics:

- Passionate about their creative pursuits and value autonomy
- Risk-takers who embrace the challenges of entrepreneurship
- Value creativity, innovation, and originality
- Actively engage with creative communities and collaborate with other professionals
- Seek inspiration from diverse sources and industries
- Prioritize work-life balance and flexibility in their careers

Pain Points:

- Struggle to consistently generate fresh ideas and content for their projects
- Need assistance in managing and organizing their creative assets
- Seek ways to automate repetitive tasks and focus on high-value creative work

Audience Synopsis:

"Creative Entrepreneurs are passionate individuals who have turned their creative talents into successful businesses. They value innovation, originality, and the freedom to pursue their artistic vision. RUBI can appeal to this audience by providing AI-powered tools that spark creativity, streamline their workflow, and help them consistently deliver high-quality content to their clients and audiences."

Marketing Leaders

Demographics:

- Primary Age: 35-50, Secondary Age: 51-60
- Gender: 50% male, 50% female
- Education: Master's degree or higher in marketing, business, or related fields
- Income: $80,000 - $200,000 per year, Secondary Income: $200,000 - $350,000 per year
- Location: Urban and suburban areas, Secondary Location: Worldwide (for multinational companies)
- Marital Status: Married with children or single

Pain Points:

- Struggle to keep up with the rapid pace of change in the marketing landscape
- Need assistance in creating compelling and targeted content at scale
- Seek ways to optimize their marketing efforts and demonstrate ROI

Psychographics:

- Strategic thinkers who value data-driven insights and measurable results
- Continuously seek out innovative marketing strategies and technologies
- Value thought leadership and staying ahead of industry trends
- Enjoy mentoring and developing their marketing teams
- Prioritize building strong brands and customer relationships
- Active participants in professional organizations and events

Audience Synopsis:

"Marketing Leaders are experienced professionals who are responsible for driving the success of their organization's marketing strategies. They are strategic decision-makers who value innovation, data-driven insights, and measurable results. RUBI can appeal to this audience by offering AI-powered solutions that help them stay ahead of the curve, create effective marketing content, and optimize their campaigns for maximum impact."

Design Professionals

Demographics:

- Primary Age: 25-40, Secondary Age: 41-55
- Gender: 55% female, 45% male
- Education: Bachelor's or Master's degree in design, visual arts, or related fields
- Income: $45,000 - $90,000 per year, Secondary Income: $90,000 - $150,000 per year
- Location: Urban areas with a strong design community, Secondary Location: Freelancers/remote workers
- Marital Status: Single, married, or in a long-term partnership

Psychographics:

- Passionate about visual storytelling and aesthetics
- Value creativity, innovation, and pushing the boundaries of design
- Continuously seek out new tools, techniques, and inspiration
- Enjoy collaborating with other creatives and cross-functional teams
- Prioritize work-life balance and flexibility in their careers
- Environmentally and socially conscious in their design choices

Pain Points:

- Struggle to consistently generate fresh design ideas and concepts
- Need assistance in adapting designs for various formats and platforms
- Seek ways to streamline their design process and meet tight deadlines

Audience Synopsis:

"Design Professionals are talented individuals who bring ideas to life through visual communication. They value creativity, innovation, and the power of good design to influence emotions and behaviors. RUBI can appeal to this audience by providing AI-powered tools that inspire new design ideas, streamline their workflow, and help them create stunning visuals across various media."

Students
(16-24 years old)

Demographics:

- Age: 16-24
- Gender: 50% male, 50% female
- Education: High school, college, or university students
- Income: Limited disposable income, reliant on part-time jobs, allowances, or scholarships
- Location: Urban, suburban, and rural areas
- Marital Status: Single

Psychographics:

- Digital natives who are comfortable with technology and quick to adopt new tools
- Value creativity, self-expression, and personal growth
- Actively engage with social media and online communities
- Seek out opportunities for learning and skill development
- Environmentally and socially conscious, with a strong interest in activism
- Enjoy collaborating with peers and participating in extracurricular activities

Pain Points:

- Struggle to create engaging and professional-looking content for school projects
- Need assistance in developing their creative skills and exploring career paths
- 3. Seek affordable and user-friendly tools to support their learning and creative endeavors

Audience Synopsis:

"Students aged 16-24 are digital natives who are actively seeking ways to develop their skills, express their creativity, and prepare for their future careers. They are comfortable with technology and quick to adopt new tools that can help them achieve their goals. RUBI can appeal to this audience by offering AI-powered solutions that are affordable, user-friendly, and support their learning and creative needs, while also providing resources and inspiration to help them explore potential career paths in creative industries."
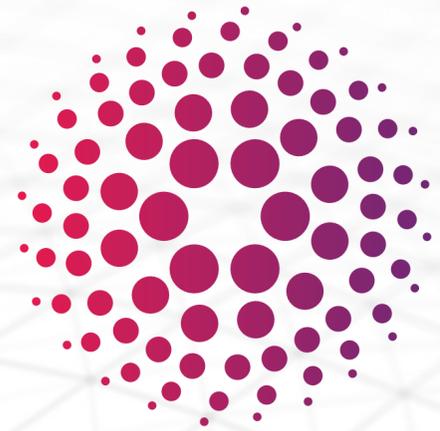
What we say and how we say it...

What we say (Brand Messaging):

" Unleash your creativity with RUBI, the AI-powered assistant designed to inspire and empower creative minds. "

" RUBI streamlines your creative process, allowing you to focus on what matters most: bringing your ideas to life. "

" Whether you're a professional, entrepreneur, or student, RUBI adapts to your needs and helps you achieve your goals faster. "

" With RUBI, you have access to cutting-edge AI technology that enhances your skills and opens up new possibilities. "

" RUBI is more than just a tool; it's a partner in your creative journey, providing support, inspiration, and guidance every step of the way. "

How we say it (Tone of Voice):

RUBI's tone of voice should be friendly, engaging, and empowering. The brand should communicate in a way that is relatable to its target audiences while maintaining a sense of professionalism and expertise. The tone should adapt to various scenarios and platforms, ranging from casual and conversational on social media to more formal and informative in educational content.

Examples & suggestions for phrasing
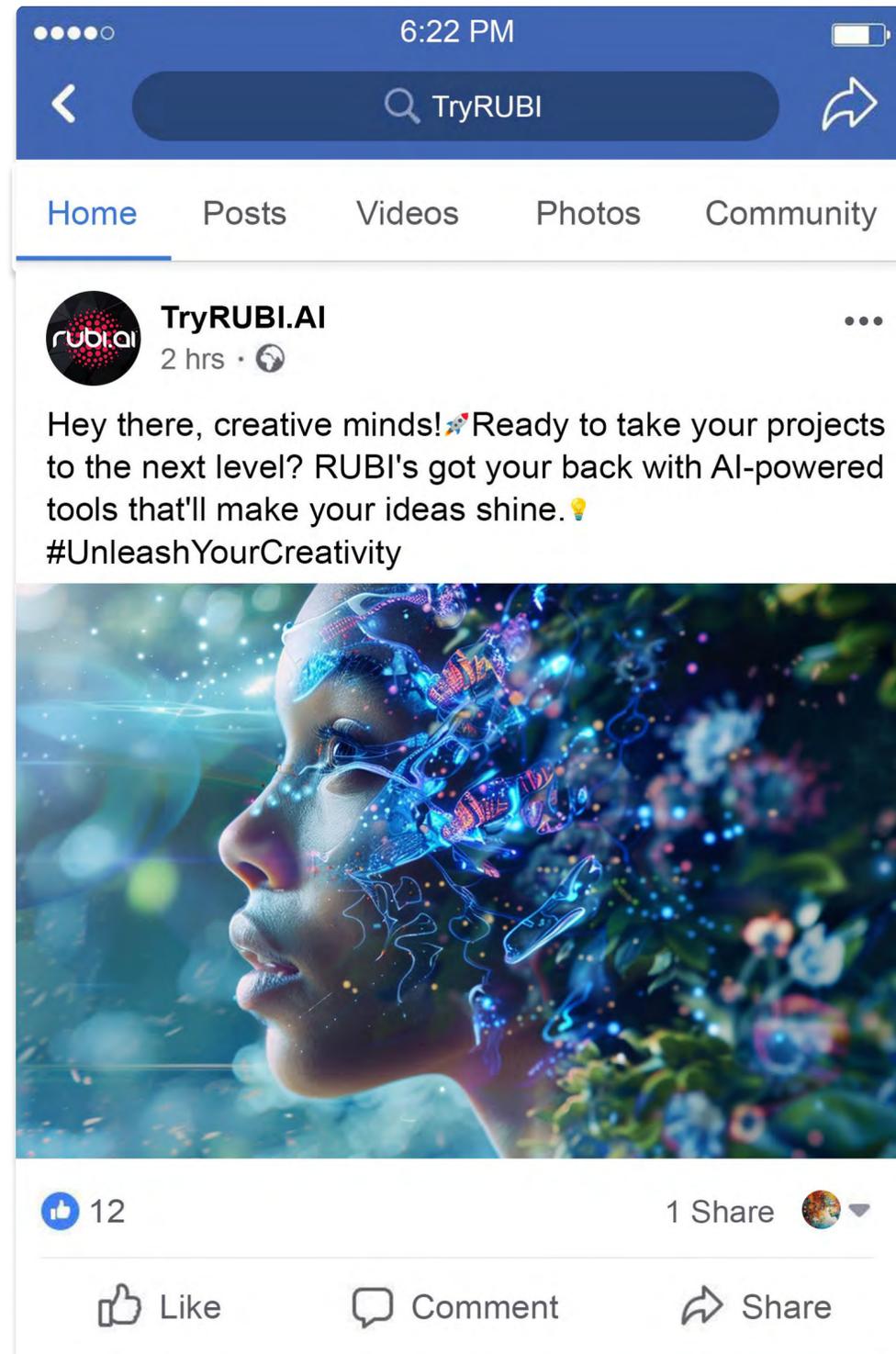
Social Media Post:
- Tone: Casual, friendly, and encouraging.
- Phrasing: Incorporates emojis and hashtags to appeal to a younger, social media-savvy audience

Examples & suggestions for phrasing

As a creative professional, you know that inspiration can strike at any moment. But what happens when you're stuck in a rut? That's where RUBI comes in. Our AI-powered assistant is designed to help you overcome creative blocks, streamline your workflow, and bring your vision to life... **Read more**

Blog Post Introduction:

- Tone: Informative, understanding, and supportive
- Phrasing: Addresses the reader directly and empathizes with their challenges, then presents RUBI as a solution.

Examples & suggestions for phrasing

rubi.ai™

Say hello to the future.

Meet RUBI, the AI-powered creative assistant that adapts to your needs. Whether you're designing a logo, writing a script, or developing a marketing strategy, RUBI provides the tools and insights you need to work smarter, not harder. With cutting-edge AI technology and a user-friendly interface, RUBI is the perfect partner for creative minds of all levels.

Product Description:

- Tone: Professional, informative, and highlighting benefits
- Phrasing: Emphasizes RUBI's versatility, adaptability, and user-friendliness

Examples & suggestions for phrasing

At RUBI, we believe that everyone has the potential to be creative. That's why we've developed a range of AI-powered tools and resources to help you develop your skills, explore new techniques, and find inspiration in unlikely places. Whether you're a student just starting out or a seasoned professional looking to expand your horizons, RUBI is here to support you on your creative journey

Educational Content:

- Tone: Supportive, encouraging, and inclusive
- Phrasing: Emphasizes RUBI's commitment to empowering creativity at all levels and positions the brand as a supportive partner

By maintaining a **consistent** tone of voice and adapting the messaging to specific audiences and contexts, RUBI can **effectively communicate** its value proposition and build strong relationships with its target audiences.
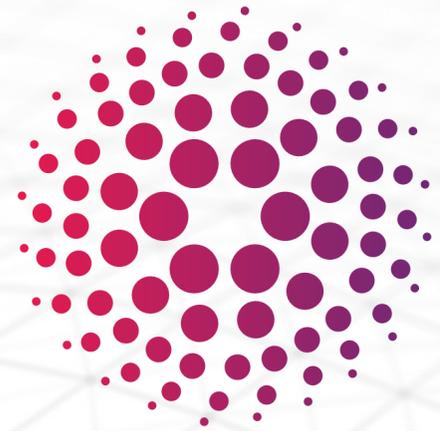
Design
Elements

Image is everything.

The AI space is crowded with stereotypical imagery—robots, computerized "brains", and an overall sci-fi feel. While there is a place and time for that kind of imagery, we strive to keep the human connection as the focal point... the magic that happens when you pair the capabilities of AI with human creativity, imagination, and passion. That is the real brilliance of RUBI and should be apparent in our use of imagery. There is always room to show off RUBI's creative side, we aren't saying to hold back! Create to your heart's content, stretch the boundaries of imagination, but keep our brand promise, and our driving philosophies in mind when creating branded marketing content. Since one of the driving forces of RUBI is to make AI accessible and integrating it into the creative and productive processes of every day individuals, it's important that we don't use imagery that reinforces any of the widespread mistruths about AI in general.

This isn't really our thing.
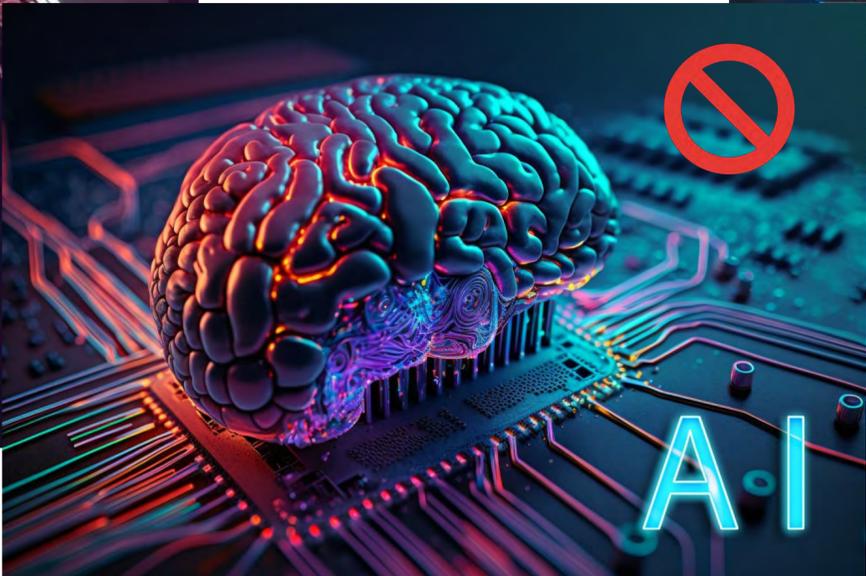
People in images

Our voice and tone are evident in everything we do, especially our imagery. That also extends to how we portray people in our images. We are not opposed to using stock photography, but any situation that calls for photos with "real" people in them should be candid, lifelike, capture emotion, be comfortably-lit, and evoke real feelings. Here are some examples of what you should and shouldn't use.

Staged, white light

No, RUBI doesn't do that.

Just, no.

I think they're faking it.

Raw emotion

Creative composites

Casual, candid

Real, natural light

Compositions in marketing

RUBI is all about pushing the boundaries of creativity, and that shows through in the compositions we use in our marketing efforts. While there aren't many "rules" here, care should be taken to maintain the brand message and integrity by keeping conpositions on topic. Can we create an image of a beautiful red-haired female magician pulling a unicorn out of a hat? Sure, RUBI is magical! Is it right for our marketing efforts? Probably not. For example, these were used to show the power of RUBI Virtual Studio where imagination can run wild. They are imaginitve, creative fantasy, but they are spot on with the theme and idea of imagination running wild.
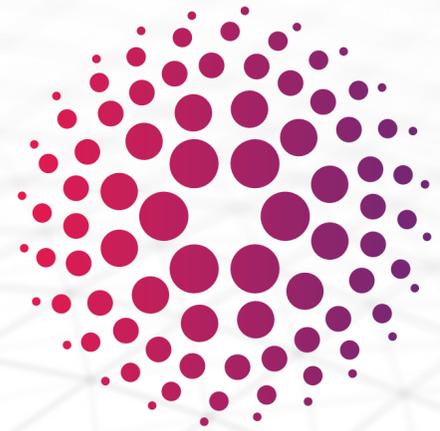
Talking about how things work

Established Market Superiority

RUBI AI's patent-pending applications are what truly set it apart from any other AI platform in the world today. Our groundbreaking Intellichat and Personify applications are revolutionizing the way users interact with AI and create content. Intellichat's ability to bring together the most powerful AI conversational chat applications into a single, seamless conversation is unmatched, providing users with unparalleled access to a wealth of knowledge and insights. Personify's full-values persona creation ensures that every piece of content created with RUBI AI is tailored to engage and convert its intended audience. These innovative applications, combined with our cutting-edge RUBI Canvas+ and collaborator features, make RUBI AI the most powerful, value-driven AI platform available. With RUBI AI, users from all walks of life can harness the power of AI to create, innovate, and achieve their goals like never before.

PATENTS PENDING

IntelliChat

Personify

Clozr

Canvas+

RUBI Microservices

Rubi is made up of many moving parts, including our patent-pending microservices. These microservices are our way of taking large, unwieldy tasks with huge amounts of information, and condensing the final form down into a UI/UX that makes using AI simple. This allows virtually any user to feel comfortable with complex functions while getting the most detailed, comprehensive results that AI has to offer in various fields.

Each microservice has it's own identity within the Rubi brand- each as individual as the service they provide, but they all work to contribute to the overall usability and comprehensive nature of Rubi
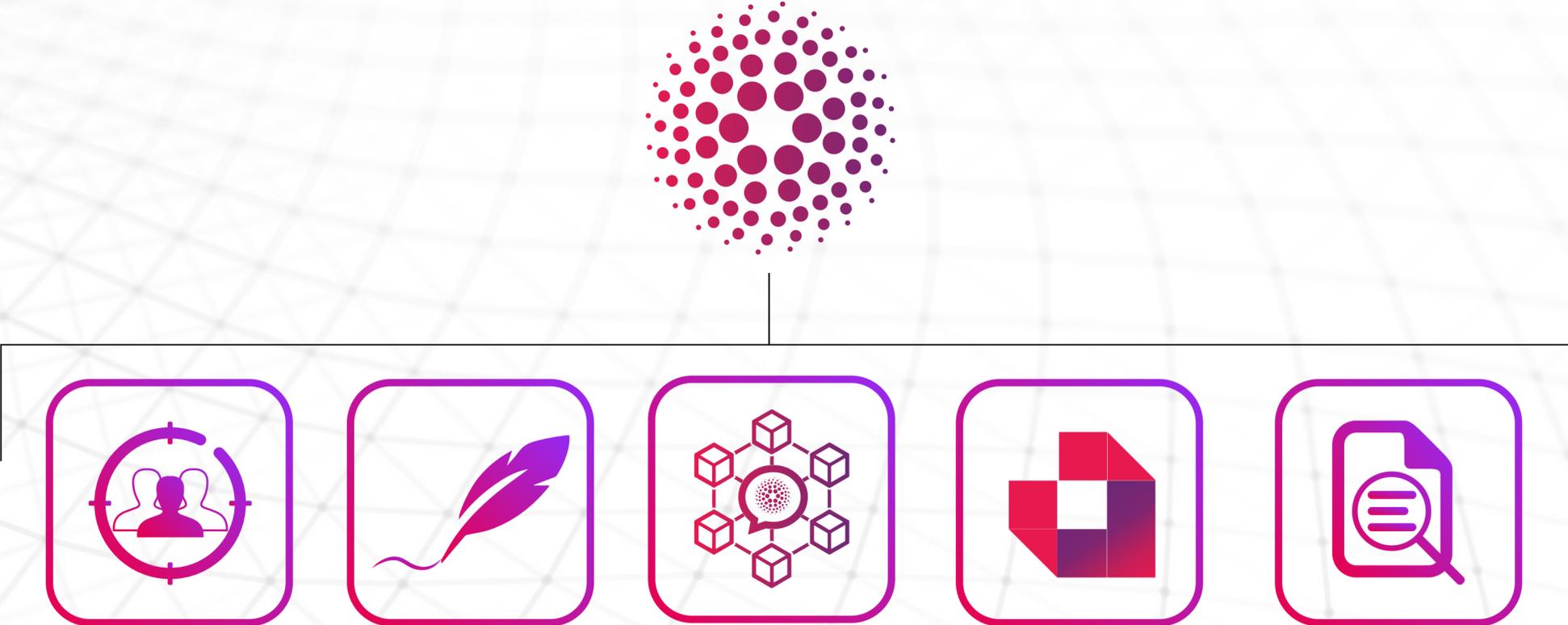
Personify

Patent Pending

About Personify
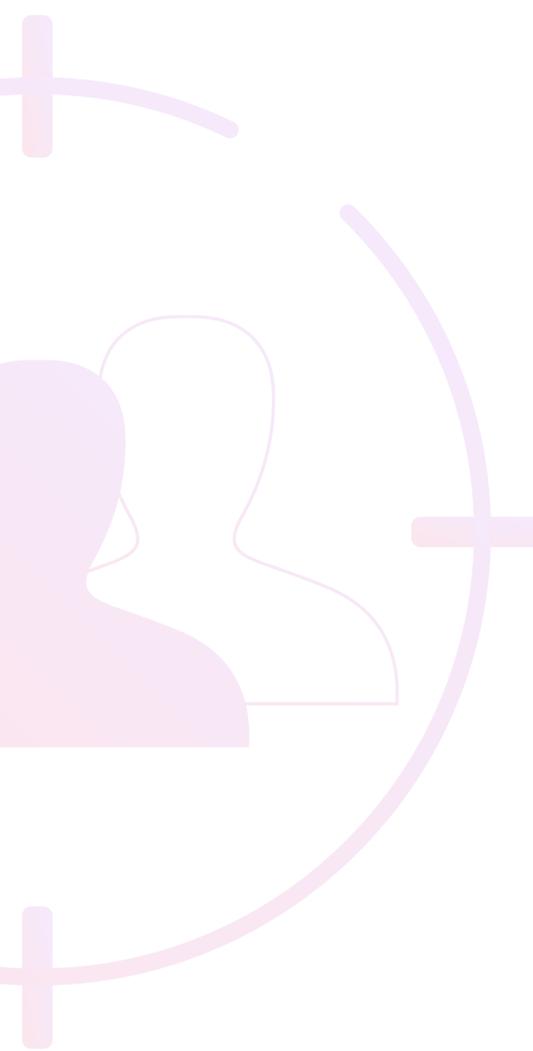
Create Content That Resonates with Your Target Audience

Crafting content that engages and converts your target audience has never been easier. With Personify, our patent-pending proprietary application, you can create a full-values persona that ensures your content hits the mark every time. From students to professionals, Personify helps you understand your audience and create content that speaks directly to their needs and preferences.
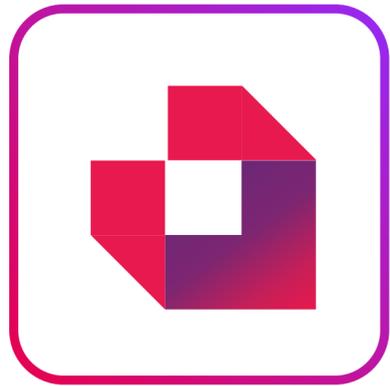
Canvas+
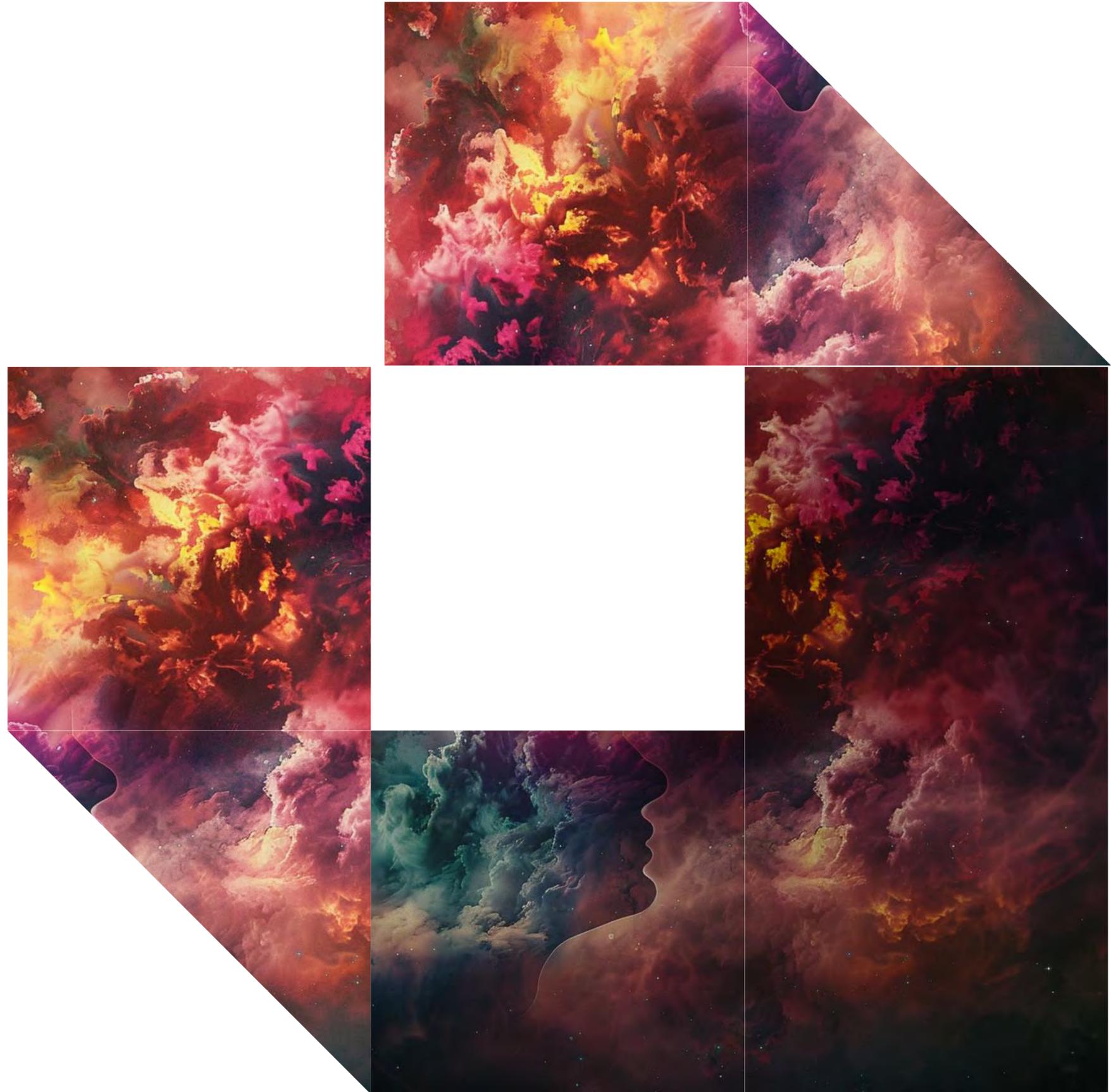
About Canvas⁺

Canvas+: Your All-in-One Creative Powerhouse

Step into the future of creative work with RUBI AI's Canvas+, the ultimate game-changer for professionals seeking to maximize productivity and efficiency. This intuitive, all-encompassing platform seamlessly integrates every tool you need to transform your vision into reality. Imagine you're in the midst of brainstorming a groundbreaking marketing campaign when a flash of inspiration strikes. With Canvas+, you can effortlessly bring that idea to life, crafting captivating visuals, compelling copy, and immersive audio mixes without ever breaking your creative flow or navigating between multiple applications.

SPI

About SPI

SPI: Your Invisible Shield Against Content Doppelgangers

In the ever-evolving landscape of content creation, originality is the currency that sets you apart. Introducing SPI (Surveillance and Plagiarism Identifier), a revolutionary tool powered by RUBI AI, designed to be your steadfast guardian against content duplication and plagiarism. SPI is not your average content checker; it's an intelligent system that meticulously scrutinizes your content, flagging any potential matches or similarities with existing material and flagging the whether AI detection software can identify your content.

# About Ghost

Ghosting AI Detectors: Ghost Masks Machine-Generated Content

In a digital age where authenticity and originality are paramount, Rubi.ai's Ghost microservice stands out as a pioneering solution, masterfully blending AI-generated content with the nuanced flair of human creativity. This innovative tool is designed to rewrite AI content in a way that preserves its original intent and value while adopting human writing patterns, effectively making it indistinguishable from content penned by a person.
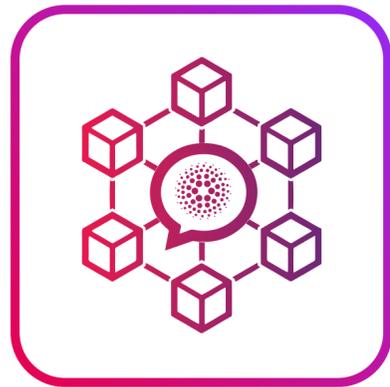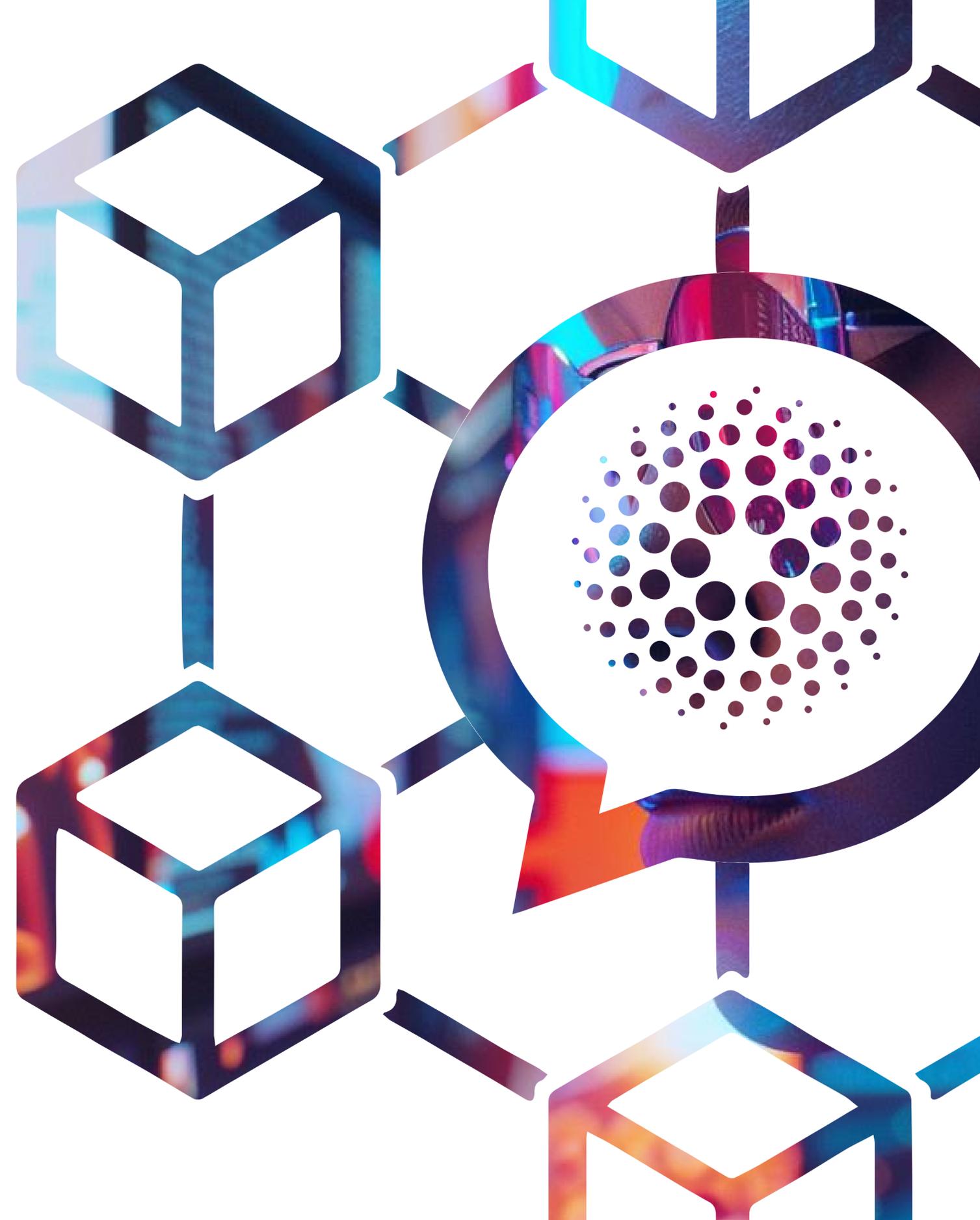
About Xtract

## Xtract: The Data-Collection Marvel Shaping Content Creation

Step into the future of AI personalization with Xtract, a groundbreaking data-scraping powerhouse that's redefining the limits of what's possible. .Xtract's unparalleled versatility allows it to gather insights from every corner of the internet, be it mainstream social media platforms, niche websites, or even the enigmatic depths of the dark web. But Xtract isn't just a data collector; it's a master of gathering the fuel for your content.
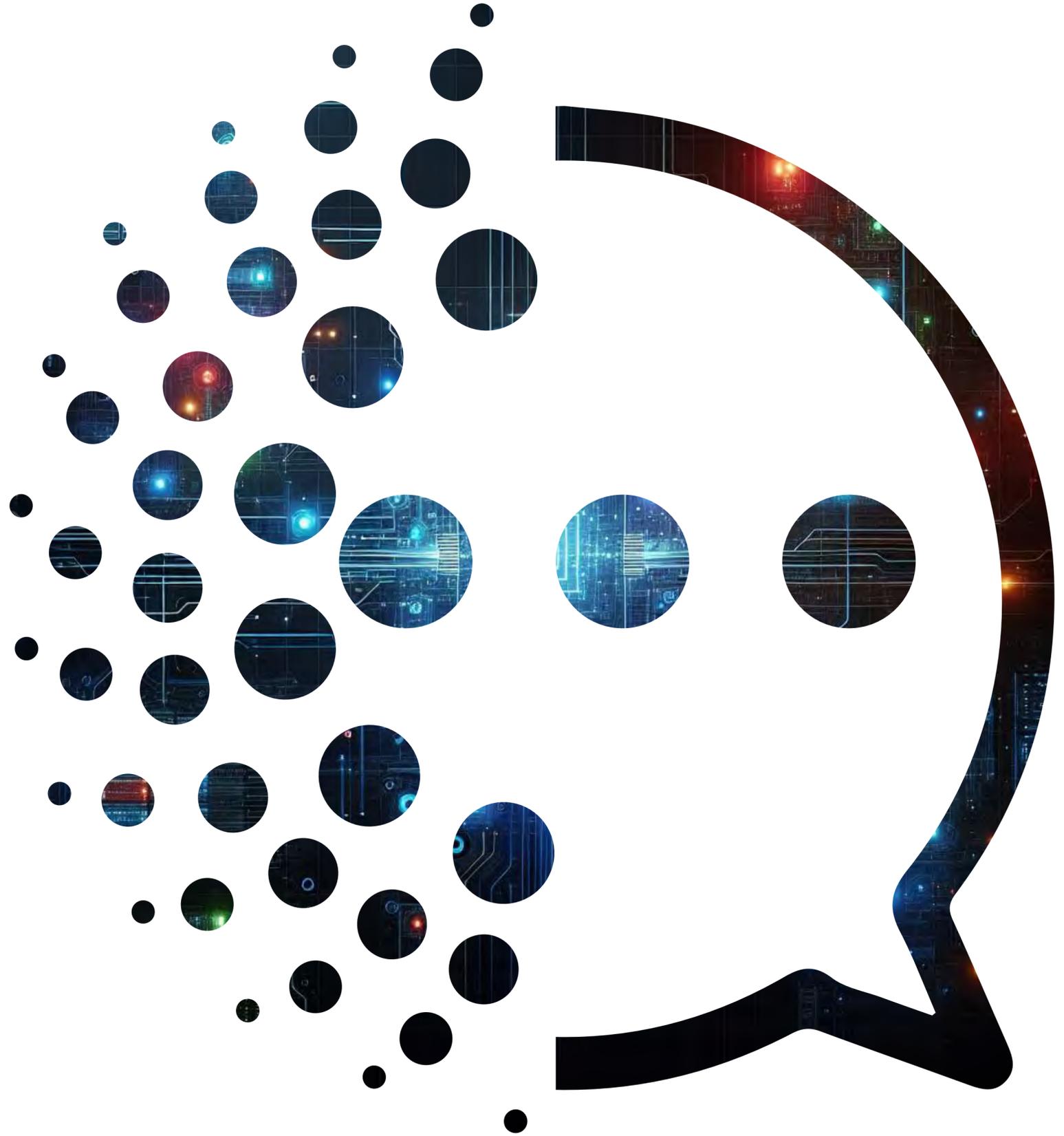
About IntelliChat

IntelliChat: Your Gateway to a Unified AI Universe

IntelliChat, a groundbreaking innovation from RUBI, is set to reshape the landscape of AI interaction. This patent-pending, multi-platform chat ecosystem is a game-changer—seamlessly integrating the combined power of the world's most advanced conversational AI platforms into a single, unified interface.

IntelliChat represents a bold step towards a future where AI platforms don't just coexist, but collaborate. It breaks down the barriers between platforms, fostering a new era of AI communication where the possibilities are endless. Embrace the revolution with IntelliChat, and experience conversations that are more than just an exchange of words – they're a journey towards uncharted territories of knowledge and discovery.

About Virtual Studio

RUBI Virtual Studio: Limitless AI-Generated Media

Step into the future of content creation with the collection of tools in RUBI Virtual Studio, your all-access pass to the most advanced AI media generation engines on the planet. Imagine crafting breathtaking imagery, immersive audio, dynamic videos, and captivating music— all with a single subscription. RUBI AI is not just a tool; it's a revolution in your creative workflow, designed to keep your artistic process fluid and uninterrupted.

With RUBI AI, the barriers between your vision and its realization vanish. Our platform harmonizes the prowess of leading AI technologies, offering an unmatched arsenal of creative capabilities at your fingertips. Whether you're designing a marketing campaign, producing multimedia content, or exploring new artistic horizons, RUBI AI ensures your creative workflow remains seamless.
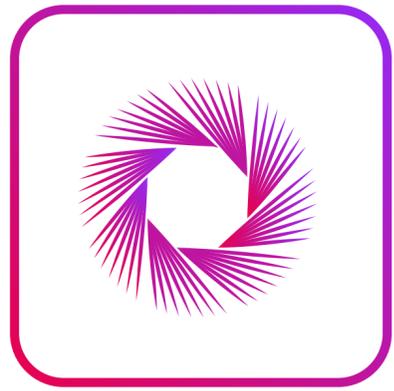
Image Lab

About Image Lab

RUBI's Image Lab: Where AI Ignites Unbound Creativity

Unleash your creative potential with RUBI's Image Lab, a revolutionary AI-powered platform that seamlessly integrates the world's most advanced image engines. Say goodbye to the limitations of multiple subscriptions and complex interfaces, and embrace a new era of visual artistry. With Image Lab, you can effortlessly craft images that evoke raw emotions and captivate audiences, all through simple descriptions and expertly curated templates. Whether you're a marketer, storyteller, or visionary, Image Lab empowers you to bring your ideas to life with breathtaking clarity, transforming the way you create and inspire.
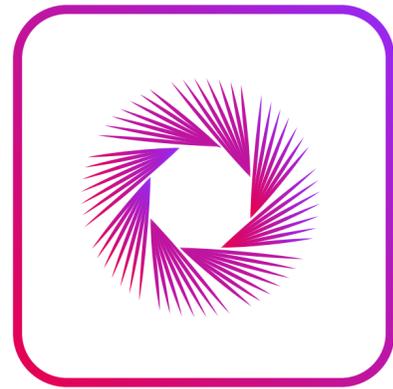
About Audio Lab

RUBI's Audio Lab: Where Words and Voices Come Alive

Step into a new era of audio creation with RUBI's Audio Lab, the beating heart of our Virtual Studio collection. This powerful microservice puts the world of vocalization at your fingertips, offering both Text-to-Speech (TTS) and Speech-to-Speech (STS) capabilities that rival the quality of professional voiceover talent. With a vast library of over 1,000 voices and the ability to create custom, tailor-made voices, Audio Lab empowers you to craft compelling narratives, engaging advertisements, and immersive experiences that resonate with your audience. Embrace the future of sound and let your projects soar with RUBI's Audio Lab.
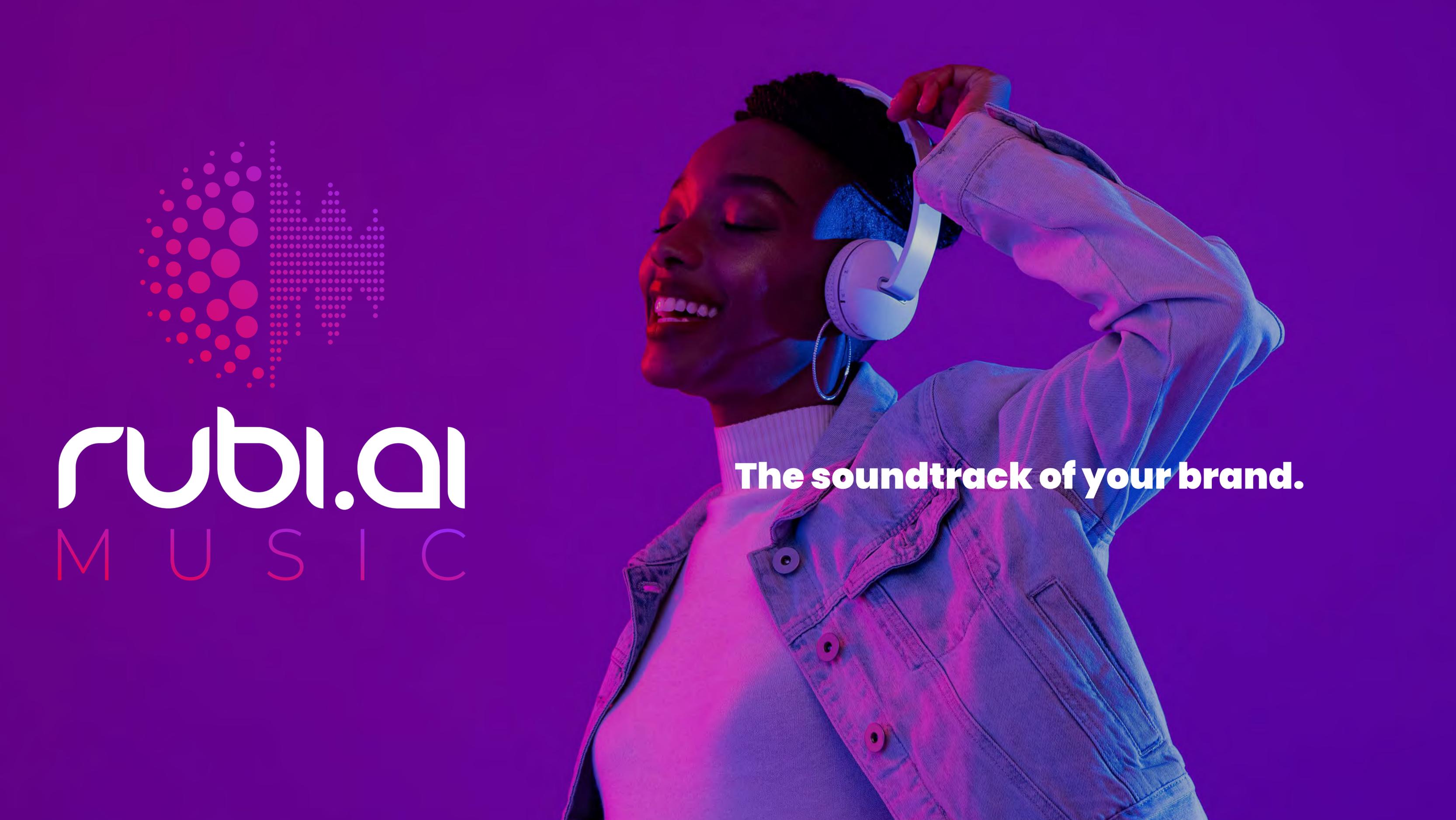
rubi.ai
MUSIC

The soundtrack of your brand.

About IntelliChat

About Rubi Music

RUBI Music: Your Symphonic Muse Released

Step into a realm where musical brilliance knows no boundaries with RUBI Music – the trailblazing AI music generator that empowers creators of all levels to compose captivating melodies and harmonies effortlessly. Built upon the unwavering foundation of pure music theory, RUBI Music guarantees unparalleled originality and awe-inspiring compositions, liberating you from the shackles of copyright limitations. Whether you seek to craft intricate vocal masterpieces or explore the depths of royalty-free instrumental drops, RUBI Music is your key to unlocking a universe of heightened creation, distribution, and earnings. With a simple click, transform your musical visions into reality and let your creativity resonate through the world, loud and clear.

FAIRLY TRAINED AI PROVIDER · CERTIFIED 2024

Fairly Trained Certified
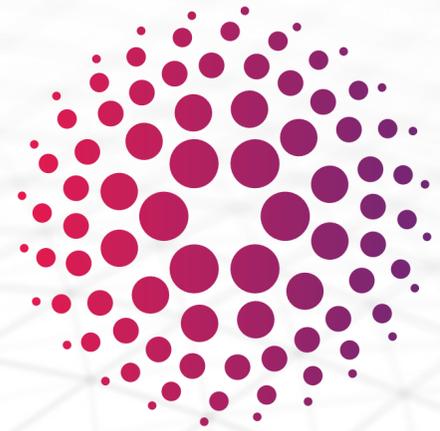
Pricing Strategies

About Our Pricing

RUBI Pricing Strategy

RUBI offers four subscription tiers: Basic, Pro, Premium, and Premium+. All tiers provide access to the full suite of applications and microservices, ensuring a comprehensive AI experience for every user. However, certain premium features are exclusively available to Premium and Premium+ subscribers.

Premium Features

All applications and microservices are available in each of the subscriptions however we do have certain Premium features that only available to Premium and Premium + subscribers.

- Blended Personas
- Persona Crossovers
- High-Resolution Renders in Audio and Video
- STEMS Downloading in RUBI Music
- Premium Image Enhancements
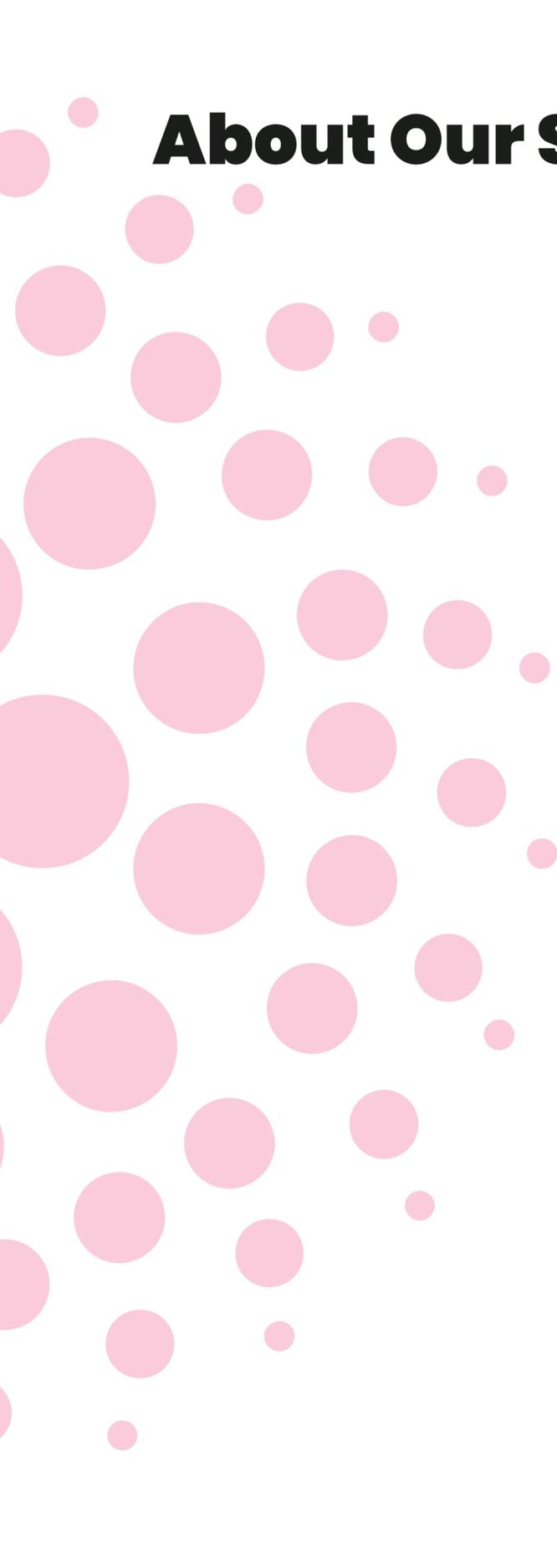
About Our Subscriptions

Carryover Policy

RUBI allows users to carry over unused words and credits up to a maximum of:
- 2,000,000 words
- 500 credits

This policy ensures that users can make the most of their subscription without worrying about losing their allocated resources.

Subscription Differences

The main differences between the four subscription tiers lie in the following aspects:
1. Number of Workspaces
2. Number of Collaborators
3. Storage Capacity
4. Word Allocation
5. Credit Allocation
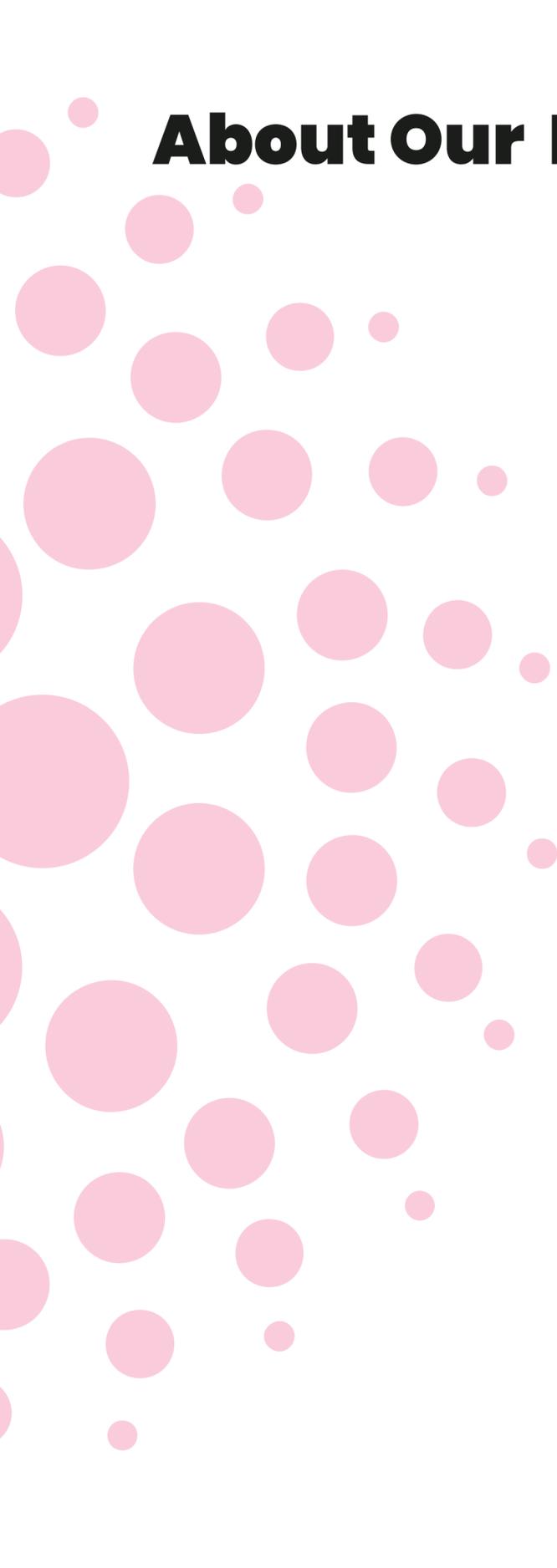
About Our Philosophy

Strategic Reasoning

As users upgrade to higher subscription tiers, they gain access to more workspaces, collaborators, storage, words, and credits, enabling them to scale their AI projects and collaborate more effectively with their team members.

By offering a tiered pricing strategy, RUBI caters to the diverse needs of its users, from individual creators to large enterprises, while ensuring that all users have access to the core AI capabilities that make RUBI a revolutionary platform.
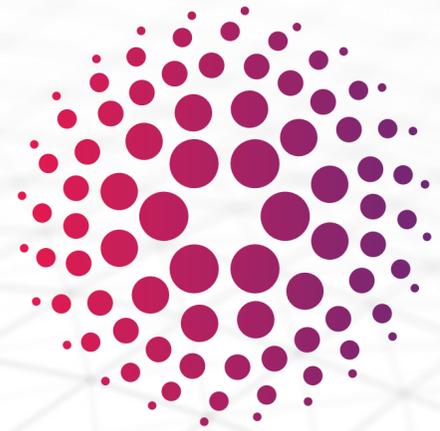
Partnerships & Co-Branding

Passionately Protective of our Partnerships

We do not take our partnerships lightly. Just as we stay true to the RUBI brand, tone, voice, and style, we give the same respect to our partner brands. Through careful crafting of copy and purposeful adherence to both brand's identities, we are able to "co-brand" our merchandise, some of our marketing, and 100% of our passion towards a cause. While we very much encourage our RUBI Brand Influencers to promote the vision of our partnerships, share the media we produce, and rock the merch, we do ask that you leave the co-branded messaging, printed collateral, and merchandise production to us. We value our partnerships greatly and will passionately protect both brands.

When co-branding is used in any marketing pieces, observe minimum clear space requirements from both brand guides. Messaging would usually be centered on the partnership mission and how it overlaps with the mission of RUBI. Above all, co-branded pieces must be well done, clean, and clear on messaging, respecting the integrity of both brands.

About Selfles

Selfles: A DAO-Controlled, Give-to-Earn Ecosystem to End Human Trafficking

Selfles is a DAO-controlled Give-to-Earn ecosystem founded by BitJar Labs with the aim of ending human trafficking. Using Web3 and blockchain technology, the ecosystem's native token, Selfles, can be earned by users through giving, promoting, or using the ecosystem's services. Users holding Selfles tokens are able to influence the organisation's direction and are rewarded with various perks. The tokens are hyper-deflationary and available on the Binance Smart Chain and Ethereum blockchain. Through sustainable profitability, Selfles hopes to combat modern-day slavery, which sees over 40 million people in forced labour, and generate billions in illegal profits annually.

A Few Ground Rules...

The Selfles™ mark and logotype are property of Selfles, and should never be altered in any way except the few versions shown here. The Icon can be used on its own, but must carry the trademark symbol (™). The logo has a clear space requirement of no less than half its height, and should not be incorporated into any design element. The ™ symbol need not be used when the name is used in a sentence or paragraph.

Co-Branded Merch

RUBI merch comes with the "**Red Tag**" showing our partnership and support of the Selfles vision.

The Red Tag is always sewn on using high-quality material in PMS325 and white.

Co-Branded Marketing

A note on imagery...

Selfles doesn't pull any punches when it comes to getting their message across. Human trafficking is the most horrific problem in our world today and imagery is a great tool for showing the raw emotion, pain, and anguish associated with it. We do not, however, use actual images of survivors as it could be detrimental to their safety. AI created images are a great alternative, even preferred. We also try to avoid showing children's faces, often using alternate focal points or showing them looking away.

Dare to dream.
Dare to create.
Dare to disrupt.

Where imagination comes to life.

A single powerful platform for all of your content creation needs.

Basic
$20
per month

Unlimited Chat*
10,000 Words
20 Credits
1 Workspace
1 Collaborator
Unlimited Personas
2Gb of Storage

Pro
$30
per month

Unlimited Chat*
100,000 Words
50 Credits
3 Workspaces
3 Collaborators
Unlimited Personas
10Gb of Storage

Premium
$55
per month

Unlimited Chat*
250,000 Words
100 Credits
5 Workspaces
5 Collaborators
Unlimited Personas
50Gb of Storage

Premium +
$100
per month

Unlimited Chat*
500,000 Words
300 Credits
10 Workspaces
10 Collaborators
Unlimited Personas
100Gb of Storage