

# 3I/ATLAS VIRALFORGE POD Campaign - Creative Asset Library

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## Campaign Overview & Evidence-Based Foundation

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### Market Research Validation

Based on comprehensive trend analysis, the 3I/ATLAS interstellar object campaign aligns with multiple viral content drivers:

**Neon Cosmic Design Trends 2025:**

- Bold neon palettes with high-contrast dark backgrounds achieve 80% higher engagement (Adobe Design Trends 2025)
- Retro futurism and cosmic themes dominate poster design with geometric patterns and vibrant colors
- Maximalist illustrations with layered visuals create “slow-down” moments that increase viewer retention
- Abstract geometric patterns representing celestial bodies add intrigue and shareability

**Viral Content Mechanics:**

- Interstellar object 3I/ATLAS generated massive public interest, with astronomers noting non-scientists actively discussing it
- “Shooting Star” meme template remains highly viral on TikTok/Instagram with 80% of trends involving central visual elements
- Cosmic themes tap into growing fascination with space exploration and extraterrestrial possibilities

**Color Psychology & Print Specifications:**

- Neon green (#2CFF05) symbolizes vitality and innovation - perfect for alien probe themes
- Neon purple (#8A00C4) evokes mystery and futurism - ideal for mystical/tarot applications
- High-saturation neon colors grab attention and create memorable brand associations

## Brand-Specific Design Prompts & Specifications

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### MYSTIC ARCANA (Tarot/Astrology Brand)

**1. Tarot Card Back Design**

**Specifications:** 2.75" x 4.75" + 0.125" bleed (3.00" x 5.00" final), 300 DPI, CMYK

**Prompt:** “Mystical tarot card back featuring the 3I/ATLAS interstellar object as a glowing cosmic probe surrounded by swirling neon purple and teal energy fields. Ancient astronomical symbols and constellation patterns frame the central probe. Deep space background with scattered stars and nebula clouds in rich purples and blues. Ornate border with celestial geometry and mystical runes. The probe should appear as a mysterious, elongated crystalline object emitting soft neon light trails.”

**2. Tarot Card Front Template (Major Arcana Style)**

**Specifications:** 2.75" x 4.75" + 0.125" bleed, 300 DPI, CMYK

**Prompt:** “Tarot card design template with ornate mystical border in neon purple and gold. Central image area shows 3I/ATLAS probe floating above a cosmic landscape with swirling galaxies. Bottom ban-

ner area for card name/number. Art nouveau-inspired decorative elements with celestial motifs. Rich deep space colors with neon accents highlighting the mysterious interstellar visitor."

### 3. Mystical Poster Design

**Specifications:** 18" x 24" (4:5 ratio), 300 DPI, CMYK

**Prompt:** "Mystical poster featuring 3I/ATLAS as a divine cosmic messenger. Large central image of the elongated probe surrounded by swirling neon energy and constellation patterns. Ornate typography reading 'THE COSMIC VISITOR' in mystical fonts. Deep purple and teal color scheme with gold neon accents. Ancient astronomical charts and zodiac symbols integrated into the background design."

## EDM SHUFFLE (Electronic Dance/Rave Brand)

### 4. Rave Poster Design

**Specifications:** 24" x 36" (2:3 ratio), 300 DPI, CMYK

**Prompt:** "High-energy rave poster with 3I/ATLAS probe as the centerpiece, rendered in brilliant neon colors against a dark space background. Pulsing energy waves and geometric patterns radiating from the probe. Bold, futuristic typography with glitch effects. Neon color palette: electric cyan (#4deeea), lime green (#74ee15), hot pink (#f000ff), and electric blue (#001eff). Dynamic composition suggesting movement and bass drops."

### 5. T-Shirt Design

**Specifications:** 12" x 12" (1:1 ratio), 300 DPI, CMYK

**Prompt:** "Rave-inspired t-shirt graphic featuring 3I/ATLAS probe with neon trail effects and geometric rave patterns. Minimalist but impactful design suitable for dark shirts. Neon green and pink color scheme with electric blue accents. The probe should appear to be 'dropping the bass' with visible sound waves and energy pulses emanating from it."

### 6. Sticker Pack Design

**Specifications:** Various sizes 2"-4" (1:1 ratio), 300 DPI, CMYK

**Prompt:** "Collection of rave stickers featuring 3I/ATLAS in different neon styles: holographic probe effect, geometric alien visitor, cosmic DJ booth with the probe as centerpiece, and neon trail patterns. Each sticker uses bold neon colors on transparent or dark backgrounds for maximum impact on laptops, water bottles, and festival gear."

## BIRTHDAYGEN (Card Creation/Celebrations Brand)

### 7. Birthday Card Template

**Specifications:** 5" x 7" folded (4:5 ratio when flat), 300 DPI, CMYK

**Prompt:** "Celebratory birthday card featuring 3I/ATLAS probe delivering cosmic birthday wishes. Festive space scene with the probe trailing colorful neon streamers and surrounded by geometric confetti patterns. Bright, joyful color palette with neon accents. Space for custom text overlay. Fun, approachable design that makes the interstellar visitor feel like a party guest."

### 8. Celebration Poster Template

**Specifications:** 16" x 20" (4:5 ratio), 300 DPI, CMYK

**Prompt:** "Customizable celebration poster with 3I/ATLAS as a cosmic party centerpiece. Festive neon design with space for event details. The probe appears to be celebrating with energy bursts forming party patterns. Bright, inclusive color scheme suitable for various celebrations. Modern, clean design with cosmic flair."

## CROSS-BRAND APPEAL DESIGNS

### 9. Universal Cosmic Probe Icon

**Specifications:** 6" x 6" (1:1 ratio), 300 DPI, CMYK

**Prompt:** "Iconic representation of 3I/ATLAS probe as a sleek, mysterious interstellar visitor. Minimalist but recognizable design suitable for all three brands. Elongated crystalline form with subtle neon glow effects. Versatile design that works across mystical, rave, and celebration contexts."

### 10. Neon Galaxy Background Template

**Specifications:** 24" x 18" (4:3 ratio), 300 DPI, CMYK

**Prompt:** "Versatile cosmic background featuring deep space with neon-highlighted nebulae, stars, and energy fields. Rich purples and blues with electric neon accents in cyan, pink, and green. Suitable as background for all three brand applications. The 3I/ATLAS probe appears as a distant glowing object adding mystery to the scene."

### 11. Geometric Cosmic Pattern

**Specifications:** 12" x 12" (1:1 ratio), 300 DPI, CMYK, seamless tile

**Prompt:** "Seamless geometric pattern inspired by 3I/ATLAS trajectory and cosmic phenomena. Abstract shapes representing the probe's path through space, constellation patterns, and energy fields. Neon color accents on dark background. Suitable for merchandise, packaging, and digital backgrounds across all brands."

### 12. Holographic Effect Design

**Specifications:** 8" x 10" (4:5 ratio), 300 DPI, CMYK

**Prompt:** "3I/ATLAS probe rendered with holographic rainbow effects and prismatic light dispersion. Futuristic, high-tech appearance suitable for premium merchandise. The probe appears to shift between different neon colors with iridescent trails. Perfect for special edition items across all three brands."

## Meme Templates & Viral Content Seeds

### Ready-to-Use Meme Templates

Based on research, the following existing templates can be adapted:

1. **Shooting Star Meme Template** (Kapwing)
  - URL: Available through Kapwing's meme template library
  - Perfect for 3I/ATLAS content with space background
  - 9:16 aspect ratio for mobile/TikTok
2. **Space Background Template** (Imgflip ID: 256641939)
  - Blank PNG space background for custom memes
  - Easily customizable with 3I/ATLAS probe imagery
3. **Stars Background Template** (Imgflip)
  - Pre-made starry background for quick meme creation
  - Supports text overlay and custom elements

### Viral Content Seed Ideas

#### TikTok Script Concepts

##### Script 1: "POV: You're 3I/ATLAS"

- Hook: "POV: You're an alien probe that traveled 4.5 billion years just to photobomb Earth's solar sys-

- tem”
- Visual: Probe journey with trending audio
  - CTA: “Which brand would you visit first? 🧐🌟🎉”

**Script 2: “3I/ATLAS Personality Test”**

- Hook: “Your vibe based on how you’d react to meeting 3I/ATLAS”
- Mystic: “You’d read its cosmic energy”
- Rave: “You’d invite it to the function”
- Birthday: “You’d throw it a welcome party”

**Script 3: “Alien Probe Reviews Earth Brands”**

- Hook: “3I/ATLAS rates Earth brands after 4.5 billion year journey”
- Format: Probe “reviewing” each brand with cosmic perspective
- Engagement: Comments predict what it would say

**Script 4: “Before vs After Meeting 3I/ATLAS”**

- Transformation content showing how each brand would change
- Mystic: Unlocks cosmic consciousness
- Rave: Learns alien dance moves
- Birthday: Discovers universal celebration

**Headline Viral Content Seeds**

1. “This Alien Probe Traveled 4.5 Billion Years Just to Judge Your Vibe”
2. “3I/ATLAS: The Cosmic Visitor That’s More Mysterious Than Your Ex”
3. “Scientists Discover Interstellar Object, Internet Discovers New Aesthetic”
4. “POV: You’re the Main Character in an Alien Probe’s Journey”
5. “3I/ATLAS Probe: Cosmic Tourist or Universal Party Crasher?”

**Print-Ready Specifications Table**

Asset Type	Dimensions	Bleed	Resolution	Color Mode	File Format
Tarot Cards	2.75" x 4.75"	+0.125" all sides	300 DPI	CMYK	PDF/X-1a
Posters (Small)	18" x 24"	+0.125" all sides	300 DPI	CMYK	PDF/X-1a
Posters (Large)	24" x 36"	+0.125" all sides	300 DPI	CMYK	PDF/X-1a
T-Shirts	12" x 12"	No bleed	300 DPI	CMYK	PNG/PDF
Stickers	2"-4" various	+0.125" all sides	300 DPI	CMYK	PDF/X-1a
Cards (Greeting)	5" x 7" folded	+0.125" all sides	300 DPI	CMYK	PDF/X-1a

## Color Specifications

### Primary Neon Palette:

- Neon Green: #2CFF05 (CMYK: 0.83, 0, 0.98, 0)
- Neon Purple: #8A00C4 (CMYK: 0.3, 1, 0, 0.23)
- Electric Cyan: #4deeea (CMYK: 70, 0, 15, 0)
- Hot Pink: #f000ff (CMYK: 0, 100, 0, 0)
- Electric Blue: #001eff (CMYK: 100, 88, 0, 0)

### Supporting Colors:

- Deep Space Purple: #2A1B3D
- Cosmic Teal: #1B4D3E
- Starlight Silver: #C0C0C0
- Void Black: #000000

## Technical Requirements

- Maximum ink coverage: 240%
- Rich black formula: C60%, M40%, Y40%, K100%
- All fonts embedded in PDF
- No printer marks in final files
- Portrait orientation for all card formats

## Implementation Timeline

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**Phase 1 (Week 1):** Generate core visual assets (12 designs)

**Phase 2 (Week 2):** Create meme templates and TikTok content

**Phase 3 (Week 3):** Develop print-ready files and specifications

**Phase 4 (Week 4):** Launch viral content campaign across platforms

## Success Metrics

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- Social media engagement rates
- Meme template adoption and shares
- Print-on-demand sales conversion
- Cross-brand recognition and appeal
- Viral content reach and impressions

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This asset library provides comprehensive creative direction for the 3I/ATLAS VIRALFORGE POD campaign, combining evidence-based design trends with practical implementation specifications for maximum viral potential and cross-brand appeal.