

MXTK Website Update

Strategy, Decisions, and Visual Mockups

Executive summary

I synthesized the current site, your WIP sandbox, our target personas, and best practices from credible token/RWA launches. The new site will:

- Default to **Light theme** (institutional-friendly) with a **Dark toggle** for crypto-native users.
- Put a **Trust & Transparency hub** front and center with proofs on IPFS, an oracle methodology & change log, on-chain addresses (token, pools, lockers, multisig), and risk factors in plain English.
- Serve key audiences with dedicated pages: **Owners**, **Institutions**, **MXTK Gives**, **Media**, and **Legal**.
- Use an open-source, team-friendly stack: **Next.js 14 + TypeScript + Tailwind**, **Directus** for structured content, and **MDX** for long-form docs (whitepaper/roadmap).
- Label anything not yet live as **“Preview data”** and include data-source tooltips throughout.

Who we’re building for (and how the site helps)

- **Mineral owners:** Clear intake, accepted standards (JORC/NI 43-101/SKR), confidentiality and next steps.
- **Institutions & banks:** One-stop diligence view (governance, oracle method, addresses, liquidity plan, OTC rails).
- **Regulators & skeptics:** Traceable claims (IPFS proofs), change logs, and a risk page; conservative wording.
- **Nonprofits (MXTK Gives):** Program overview, nomination flow, lock/learning/story-sharing commitments; Encast partnership.

Information architecture (routes)

Home • Owners • Institutions • Transparency (hub) • Whitepaper • Roadmap • MXTK Gives • Media • Legal (Terms, Privacy, Disclosures)

Decisions & the “why”

Platform & tech

- **Next.js 14 + TS + Tailwind:** enterprise-grade, fast, a11y-friendly; design tokens keep the look cohesive.
- **Directus + MDX:** Non-technical editors manage structured data (proofs, addresses, oracle versions) in Directus; engineers keep long-form docs versioned in Git via MDX.
- **Arbitrum + wagmi/viem:** Low fees and transparent reads for addresses/pools.
- **Plausible + consent:** Privacy-first analytics with an explicit banner.

Trust & transparency

- **IPFS proofs** with hashes, issuer, scope, date; downloadable.
- **Oracle methodology + change log** to document inputs and governance of updates.
- **On-chain addresses** (token, pool(s), LP locks, multisig, timelock) published as they go live.
- **OTC monthly aggregates** (anonymized) and a candid **risk** section.

Content & UX

- **Light default** reassures owners/institutions; **Dark toggle** keeps crypto ergonomics.
- **Data-source badges** and **Preview** labeling prevent over-statement before data is live.
- High contrast, keyboard support, and fast loading to meet institutional expectations.

Integrations (placeholders until finalized)

- **KYC/AML:** Persona (placeholder).
- **Escrow/Custody:** BitGo (placeholder).
- Deep engineering appendices can live in a gated data room if needed.

Visual mockups (wireframes)

Note: These are concept visuals to align on layout and content.

Light theme (default)

Brand palette (approx.) – white background with MXTK accents in orange and navy, plus teal/copper for calls-to-action.

Proposed Light Theme Palette (with official logo colors)

bg: #FFFFFF

ink: #0E1116

muted: #5B6572

border: #E5E9F0

orange: #EBCBAC

navy: #E69138


teal: #0FBF9F

copper: #C97E3D

slate: #4B5563

gold: #D6A14D

Top navigation (Light)

MXTK
— MINERAL TOKEN —

Owners

Institutions

Transparency

Whitepaper

Roadmap

MXTK Gives

Light • Dark

Landing (hero + proof tiles, Light)

Digitizing verified mineral interests

Transparent proofs, governed pricing, and institutional-grade market plumbing.

For Mineral Owners

Trust & Transparency

Who it's for: Owners / Institutions / Nonprofits

Proof at a glance

Published proofs

3 • Preview data

Oracle

v0.1 (Preview)

Quick links

Addresses

Attestations

Oracle log

Risk

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Transparency hub (Light)

Transparency Hub (Sample — Light)

Attestations & audits (IPFS)
JORC Report — Project A (redacted) | JORC | Acme Geo | 2025-07-31
NI 43-101 Summary — Project B | NI 43-101 | NorthStar | 2025-06-15
SKR Letter — #SKR-2025-001 | SKR | Global Trust | 2025-08-01

Oracle methodology & change log
v0.1 (Preview) — initial spec; non-binding; PDF posted

Operations cost (preview): ≈ \$0.01–\$0.02 per update
Live metrics replace this model when monitoring connects.

Token (Arbitrum): 0x3e4F...d9Ba

Uniswap v3 Pool (placeholder): 0xPOOL...

Multisig (placeholder): 0xMULTI...

Institutions page (Light)

Institutions (Sample — Light)

Addresses (preview)
Token (Arbitrum): 0x3e4F...d9Ba
LP Locker (placeholder): 0xLOCK...
Multisig (placeholder): 0xMULTI...

Why Arbitrum
Efficient ops enable hundreds of updates/day at low cost.

Estimated cost (preview): ≈ \$0.012 per operation
Assumes current gas & ETH-USD; varies with network.

OTC rails (placeholders): KYC/AML • Escrow/Custody

Footer (Light)

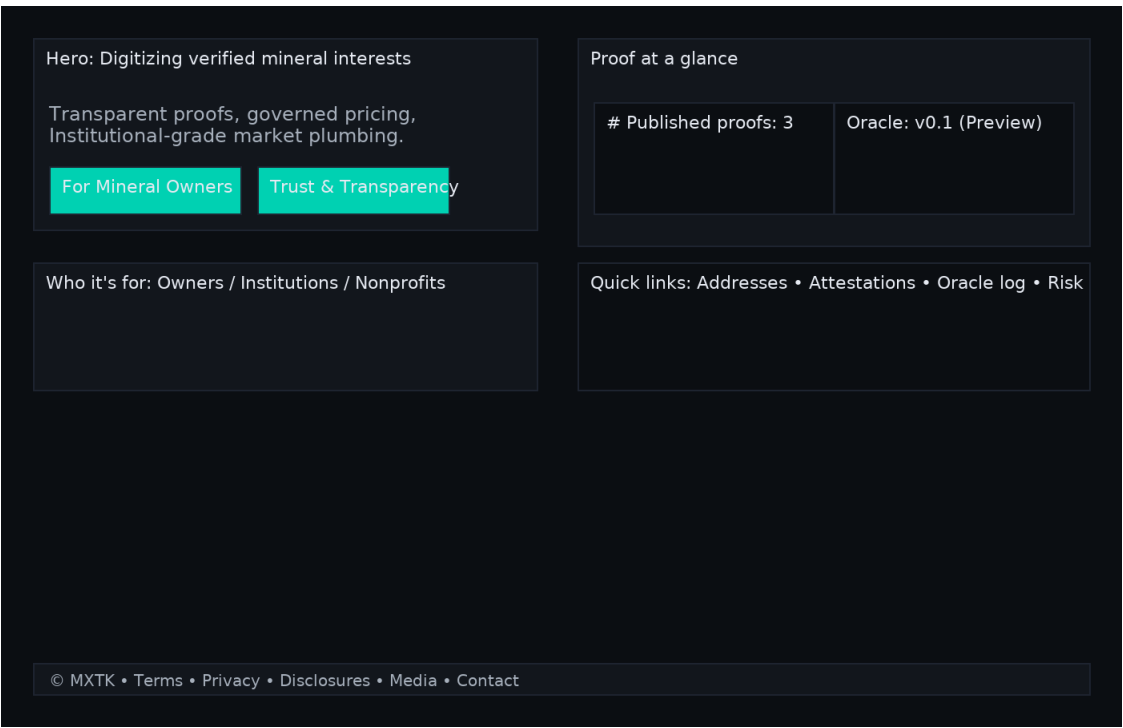
Dark theme (optional toggle)

Top nav, landing, transparency, institutions, and footer in Dark for crypto-native audiences are shown below.

Top navigation (Dark)



Landing (Dark)



Transparency hub (Dark)

Transparency Hub (Sample)

Attestations & audits (IPFS)
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Institutions (Sample)

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What ships day one

- **Transparency hub** scaffolding with placeholders clearly labeled; swap to live CIDs and addresses as they're approved.
 - **Owners** and **Institutions** pages with the right language and modules.
 - **MXTK Gives** program page + nomination form; Encast partnership noted.
 - **Media** page (boilerplate, logo assets) and **Legal** (Terms, Privacy, Disclosures).
 - Performance, accessibility, and cookie consent.
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Next steps & asks

1. Confirm Directus for CMS and MDX for long-form docs.
2. Provide any initial proofs you're comfortable publishing (even redacted) so we can pin to IPFS and replace placeholders.
3. Share addresses as contracts go live (pool, multisig, lockers) so we can publish them immediately.
4. Finalize real KYC/escrow partners for the Institutions page.