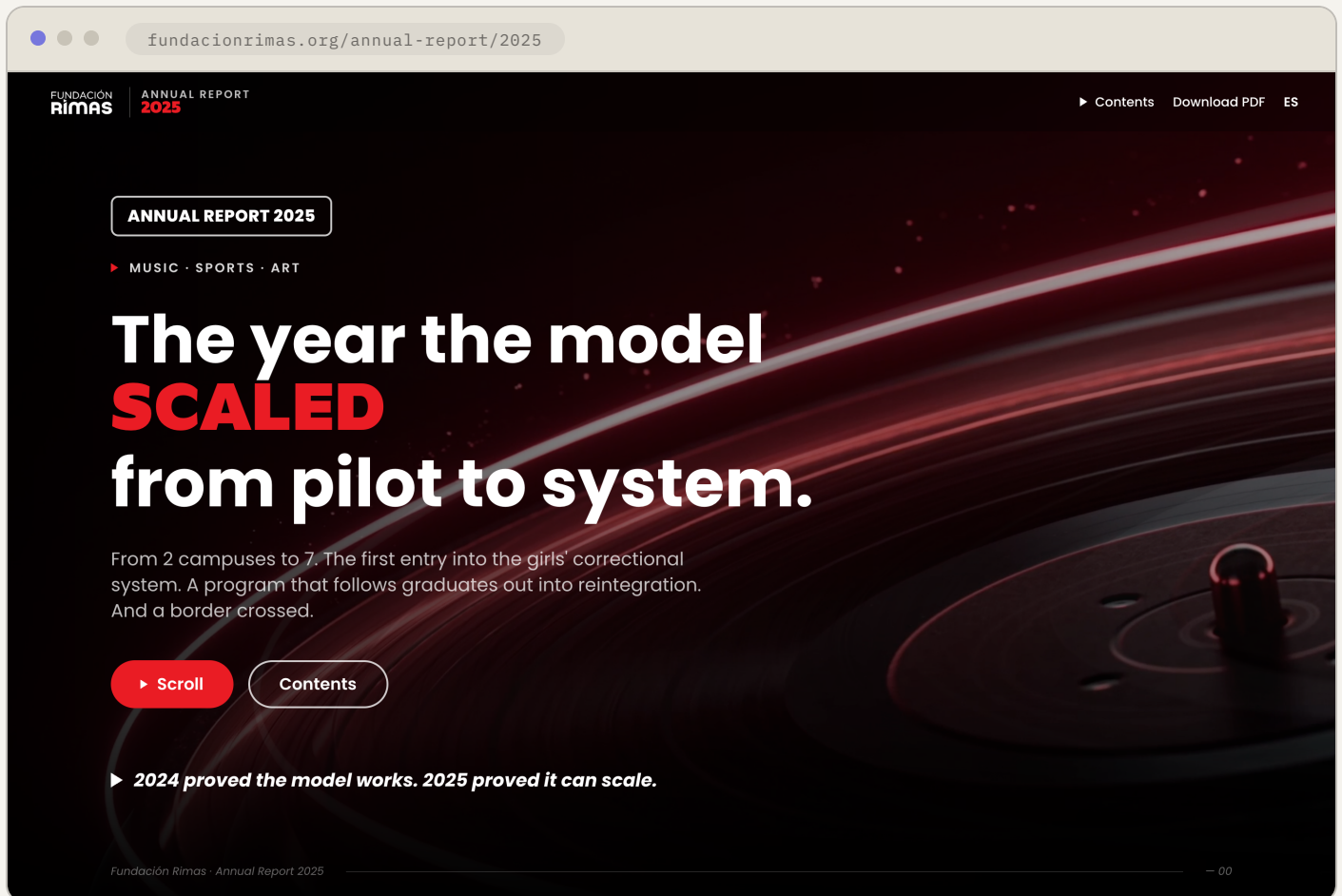


FUNDACION RIMAS

The Digital Flagship

The public face of Puerto Rico's most disruptive music family: a new brand site and a cinematic annual report, built as one bilingual system that carries label-grade swagger with institutional-grade rigor. Now live, indexed, and downloadable as a designed print edition.



10,800+

YOUTH REACHED SINCE 2022

2 to 7

CAMPUSES IN A SINGLE YEAR

2

LANGUAGES, EACH A FULL PEER

PRODUCTS

DIGITAL FLAGSHIP

BILINGUAL

// 01

The context

Fundacion Rimas is the philanthropic arm of the family behind Latin music's most disruptive label, running La Academia for Puerto Rico's most vulnerable youth, including cohorts inside the juvenile justice system. Mutiny Labs had already built its participation platform and private Listening Room. This engagement completed the ecosystem's public layer: a new website translating the foundation's 2026 brand system to the web, and an interactive annual report that turns the year the program grew from two campuses to seven, and across a border, into an experience.

// 02

The challenge

The foundation lives between two worlds that rarely share a design language. Its partners wall carries Amazon, Spotify, Wendy's, Walmart and the UEFA Foundation, and its brand family sets the standard for visual disruption in Latin music. The digital presence had to hold both: bold enough to sit beside the label's aesthetic, rigorous enough for funders, bilingual with Spanish and English as true peers, readable to a search crawler with no scripting, and honest about figures still in validation.

// 03

How we worked

We treated the site and the report as one brand system with two registers. The website translates the 2026 brand guidelines to the web: the licensed display face, the official red on paper-textured black, numbered editorial chapters, real photography from the campuses. The report pushes the same system into cinema: an album-style reading experience with scroll-driven moments, real-geometry cartography and an interactive 3D studio. Underneath both, the same discipline: build-time rendering, one content model, consent-gated measurement, motion that yields to accessibility preferences.

CLIENT

Fundacion Rimas

SECTOR

Youth development / nonprofit

YEAR

2026

LIVEwww.fundacionrimas.org/annual-report/2025/**BUILT WITH**

Static site generation from a single JSON content model, hand-tuned JavaScript scene and interaction system, bilingual routing with declared language alternates, real-geometry SVG cartography, interactive 3D with Three.js and WebGL, ambient generative-AI video assets, editorial content platform with build-time prerendering for search, serverless forms and newsletter, global edge delivery, consent-gated analytics

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// 04

What we built

01

A brand system translated, not decorated

The new site carries the foundation's 2026 identity onto the web: licensed brand typography, the official red over paper-black texture, numbered editorial chapters and photography from the campuses themselves. It reads like the label family it belongs to, and like an institution funders can trust.

02

Two editions, two languages, one model

The report ships as a cinematic flagship edition and a complete long-form edition, in Spanish and English, 28 static pages generated from a single content model. Every page carries its full content before a single script loads, with language alternates declared, so funders and search engines read the whole story.

03

Puerto Rico, drawn to real geometry

An interactive map renders 78 municipality geometries from true coastline data, with campus pins projected from real coordinates and hover labels naming every municipality the program reached. A second full-section map draws the border crossing to Mexico City as a glowing arc, roughly 3,200 kilometers of reach in one graphic.

04

A report that reads like an album

Chapters play as tracks with a persistent player, per-chapter runtimes and a tracklist contents overlay. Flagship campuses become scroll-pinned cinematic moments over ambient people-free video loops built as generative-AI brand assets, and a growth timeline animates the year from two campuses to seven. Every effect honors reduced-motion preferences.

05

El Vagon in 3D, measured with consent

The mobile recording studio is rebuilt as a rotatable Three.js model constructed to the real trailer's dimensions. A purpose-designed 10-page print edition renders from the same content model to a downloadable PDF in each language. Analytics on both properties load only after a visitor consents.

UNDER
THE
HOOD

Static site generation from a single JSON content model, hand-tuned JavaScript scene and interaction system, bilingual routing with declared language alternates, real-geometry SVG cartography, interactive 3D with Three.js and WebGL, ambient generative-AI video assets, editorial content platform with build-time prerendering for search, serverless forms and newsletter, global edge delivery, consent-gated analytics

// 05

How the report is built and served

01

Everything starts as structured content

Chapters, impact numbers, campuses, the timeline and every interface string live in one JSON content model. A single place holds each fact, so a corrected number changes once and propagates to every page that shows it.

02

Generate every page, in both languages, at build time

The model renders to static HTML ahead of any visit: thirteen numbered chapters across a flagship edition, a complete long-form edition and deep-linkable chapter pages, 28 pages in all. Each page carries its full content before scripts run, so a bare request reads the entire story.

03

Project the map from true coordinates

The 78 municipality geometries and every campus pin are drawn from real coastline and coordinate data into scalable vector cartography, complete with a reach layer and an off-map international activation, rendered as crisp vectors rather than image tiles.

04

Layer the cinematic reading system

Scroll-pinned moments, ambient people-free video loops, the campus growth timeline, count-up stats and the 3D studio are added as progressive enhancement on top of the readable base. Every effect yields to a visitor's reduced-motion preference.

05

Render the print editions from the same model

A purpose-designed 10-page print layout, not a web printout, renders from the same content model through a headless browser into downloadable PDF editions in Spanish and English. When a number changes in the model, the web report and the print edition update together.

06

Ship to the edge, measure only with consent

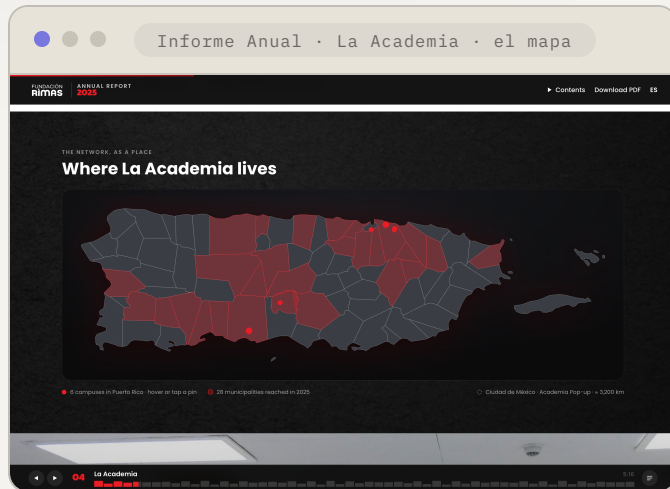
The fully static output deploys to a global edge network with canonical URLs, declared language alternates and a sitemap that updates itself on every deploy. Analytics load only after a visitor accepts cookies; the default experience stays private.

UNDER
THE
HOOD

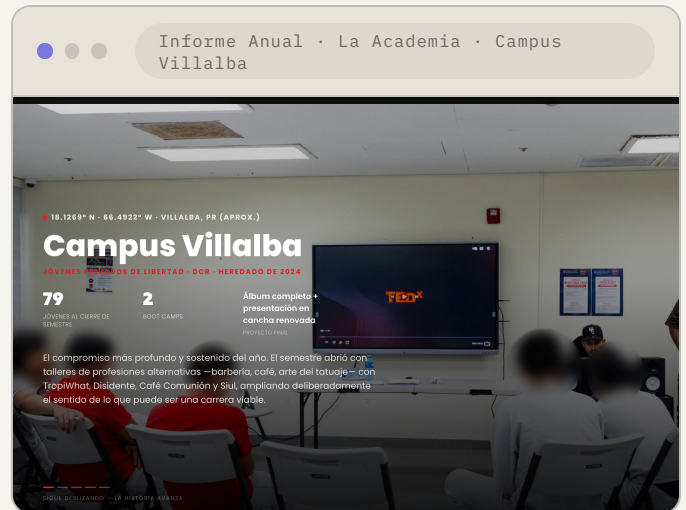
Static site generation from a single JSON content model, hand-tuned JavaScript scene and interaction system, bilingual routing with declared language alternates, real-geometry SVG cartography, interactive 3D with Three.js and WebGL, ambient generative-AI video assets, editorial content platform with build-time prerendering for search, serverless forms and newsletter, global edge delivery, consent-gated analytics

// 06

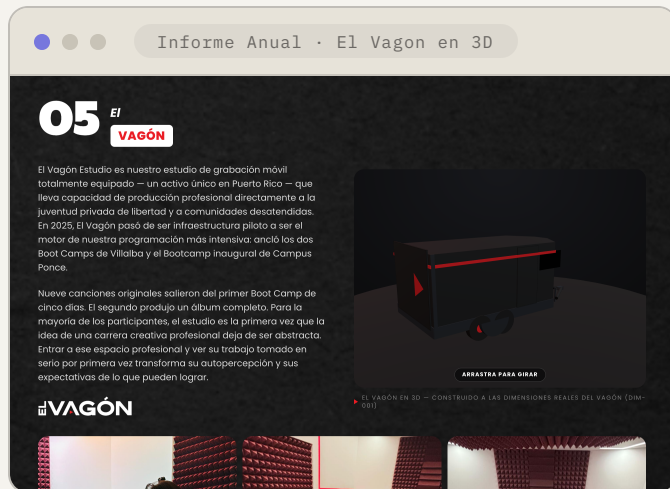
Inside the report



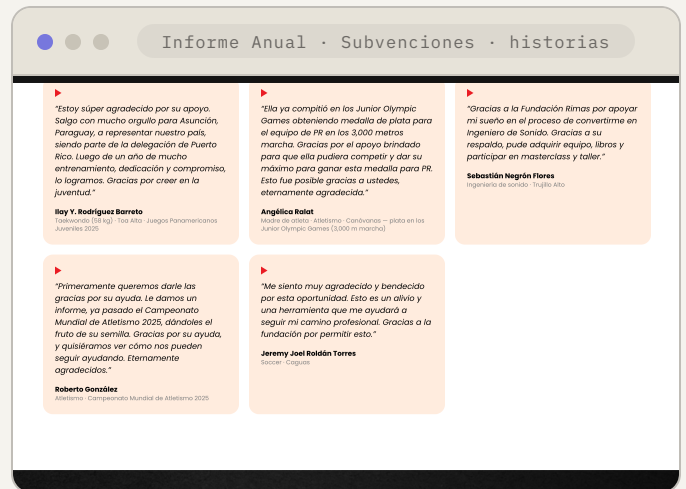
The interactive map: 78 municipality geometries drawn from real coastline, campus pins projected from true coordinates and a 28-municipality reach layer. The Mexico City activation sits off-map at roughly 3,200 kilometers.



A scroll-pinned campus moment: a full-viewport scene whose story beats advance as the visitor scrolls, with a coordinate badge locating the campus. Identities of minors are protected in the report itself.



El Vagon, the mobile recording studio, rebuilt as an interactive 3D model with Three.js and WebGL and constructed to the trailer's real dimensions. Visitors rotate it in the browser.



The grants chapter: six beneficiary impact stories carried in their own words, with cleared quotes from athletes and young artists across the island.

// 07

At scale

28

STATIC PAGES, SERVER-RENDERED

13

CHAPTERS, COVER TO CLOSE

2

LANGUAGES, EACH A FULL PEER

78

MUNICIPALITY GEOMETRIES

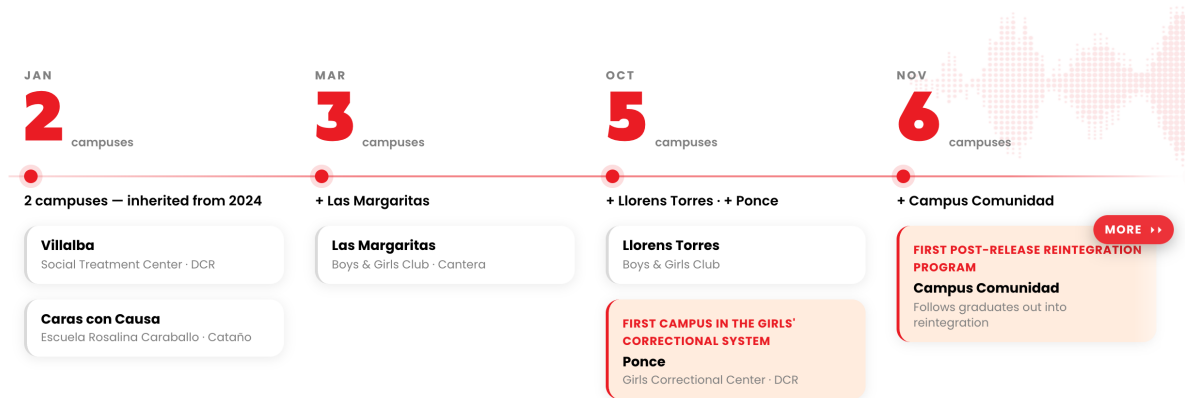
7

CAMPUSES, PLUS A MEXICO CITY POP-UP

20

PRINT PAGES ACROSS TWO PDF EDITIONS

motion. Scroll to watch the network grow, month by month.



Drag or scroll the timeline · Dec is at the far right · tap a campus to open it

1,500+

TOTAL INDIVIDUALS IMPACTED (2025)

Individuals directly and indirectly impacted by the three programs in

7

ACTIVE CAMPUSES

445

GRANT BENEFICIARIES

10,800+

IMPACTED SINCE 2022

Cumulative impact since 2022 – not 2025-only. Founded in 2018; fully organized and in operation since

THE CAMPUS GROWTH TIMELINE: THE YEAR TOLD AS A MOVING LINE FROM TWO CAMPUSES TO SEVEN, EACH STOP OPENING THE SITES THAT CAME ONLINE THAT MONTH, WITH THE YEAR'S HEADLINE NUMBERS BENEATH.

// 08

What this demonstrates

- Brand systems translated into living digital products
- Interactive editorial that stays SEO-first and readable without scripts
- Real-geometry data visualization, from cartography to interactive 3D

10,800+

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CAMPUSES IN A SINGLE YEAR

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LANGUAGES, EACH A FULL PEER

Most nonprofits borrow their look from the corporate world. This one inherits it from the most disruptive brand in Latin music, and its digital home finally shows it.

ABOUT MUTINY LABS

Mutiny Labs is an innovation and strategy studio in Puerto Rico. We build digital infrastructure for organizations that move the island forward, designed with the people who use it and built to be run by the teams that own it.

Products & Platforms

Web applications, portals and operations software shaped around real workflows.

Applied AI

Generative and analytical AI placed deliberately, private by construction.

3D & Immersive

Virtual museums, gaussian-splat capture and experiences that carry culture.

Data & Measurement

Impact platforms, dashboards and reporting that funders can trust.

Let's build yours. mutiny-labs.com