



MOONSTAKE

# BRAND GUIDELINES

(ESSENTIALS)

BUILDING AN INNOVATIVE, INSPIRING, UPSTANDING POLISHED HIGH-TECH BRAND IS ESSENTIAL TO OUR SUCCESS.

IT HELPS US REACH OUR FULL POTENTIAL AS A STAKING POOL DESTINATION.

IT HELPS US ACHIEVE GROWTH IN STAKING POOL REVENUE AND VOLUME.

IT HELPS US ACHIEVE OUR GOAL OF BEING THE MOST HIGHLY RECOMMENDED STAKING POOL IN ASIA AND SE ASIA.

OUR ASIA-PACIFIC BRAND WILL NOT ONLY BE EMOTIONALLY POWERFUL, BUT TRUE. TRUE TO THE CRYPTO CULTURE, TRUE TO OUR FUTURE CUSTOMERS, AND TRUE TO THE EXPERIENCE THAT TOKENHOLDERS WANT AND EXPECT TO FIND.

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# WELCOME

## DEFINING OUR BRAND

### The Blockchain Staking Industry

Proof of Stake (PoS) concept states that a person can mine or validate block transactions according to how many coins he or she holds. This means that the more Bitcoin or altcoin owned by a miner, the more mining power he or she has.

Staking lets you earn income with your crypto by participating in the network of a particular asset. When you stake your crypto, you make the underlying blockchain of that asset more secure and more efficient. And in exchange, you get rewarded with more assets from the network.

The total cryptocurrency market value stood at USD \$237.1 billion in 2019.<sup>1</sup>  
\$6.4 billion in coins are staked (this is just 2.7% of the 237 billion total cryptocurrency market).<sup>2</sup>

Staking rewards are currently 12.38% on average, with Coinbase providing 25%. Which means, 6.4 billion coins staked x 12.38% rewards = USD \$792,320,000 in rewards.  
If Moonstake were to capture 1% market share in this market, back in 2019, that would be \$7.92 million in annual profits for Moonstake to be shared by its tokenholders in 2019.

### Compelling Reasons to Stake

Clearly, like putting cash in a bank to earn interest, staking provides the tokenholder income in the form of tokens.

### Attributes of Moonstake

Moonstake is a new formation with no attribution yet so we can now define ourselves quickly without historical 'baggage'. In a brand attribute survey, we can form ourselves in this way:

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<sup>1</sup> <https://www.statista.com/statistics/730876/cryptocurrency-market-value/>

<sup>2</sup> (<https://cryptopotato.com/6-4-billion-worth-of-crypto-is-being-staked-according-to-binance-research/>)

\* 2. Companies (and people) have a core/authentic personality and a personality they like to portray to their friends, clients, customers, partners (the external 'face'). Sometimes the external face is the same, but sometimes different than the internal personality. To what degree do you want the Moonstake brand to be?

Internal Personality                      Midpoint                      Customer Focused

74 [Clear](#)

- CUSTOMER-CENTRIC

\* 4. In thinking about Moonstake's personality traits, please **use the slider to describe the "Ideal" brand personality trait** for this next question.

Traditional / Classic                      Progressive / Modern / High Tech

100 [Clear](#)

- PROGRESSIVE / MODERN / HIGH TECH

\* 5. In thinking about Moonstake's personality traits, please **use the slider to describe the "Ideal" brand personality trait** for this next question.

Exclusive                      Accessible

36 [Clear](#)

- SOMEWHAT EXCLUSIVE

\* 6. In thinking about Moonstake's personality traits, please **use the slider to describe the "Ideal" brand personality trait** for this next question.

Corporate                      Friendly

24 [Clear](#)

- QUITE CORPORATE

\* 7. In thinking about Moonstake's personality traits, please **use the slider to describe the "Ideal" brand personality trait** for this next question.

Serious                      Fun, Playful

19 [Clear](#)

- MOSTLY SERIOUS

\* 8. In thinking about Moonstake's personality traits, please **use the slider to describe the "Ideal" brand personality trait** for this next question.

Understated Bold

19 [Clear](#)

- UNDERSTATED

\* 9. In thinking about Moonstake's personality traits, please **use the slider to describe the "Ideal" brand personality trait** for this next question.

Simple Complex

49 [Clear](#)

- BALANCED BETWEEN SIMPLICITY AND COMPLEXITY

\* 10. In thinking about Moonstake's personality traits, please **use the slider to describe the "Ideal" brand personality trait** for this next question.

Familiar Disruptive

88 [Clear](#)

- A DISRUPTOR

\* 11. In thinking about Moonstake's personality traits, please **use the slider to describe the "Ideal" brand personality trait** for this next question.

Steady, Stable Dynamic

50 [Clear](#)

- BALANCED BETWEEN STABLE AND DYNAMIC

\* 12. In thinking about Moonstake's personality traits, please **use the slider to describe the "Ideal" brand personality trait** for this next question.

Realistic Idealistic

75 [Clear](#)

- IDEALISTIC

\* 13. In thinking about Moonstake's personality traits, please **use the slider to describe the "Ideal" brand personality trait** for this next question.

Youthful Mature

93 [Clear](#)

- MATURE

\* 14. In thinking about Moonstake's personality traits, please **use the slider to describe the "Ideal" brand personality trait** for this next question.

Inexpensive Good Value Expensive

61 [Clear](#)

- GOOD VALUE

\* 15. In thinking about Moonstake's personality traits, please **use the slider to describe the "Ideal" brand personality trait** for this next question.

Basic Service/features/stakeable coins supported Full service/features/stakeable coins supported

90 [Clear](#)

- FULL SERVICE/FEATURES/COINS SUPPORTED

\* 16. In thinking about Moonstake's personality traits, please **use the slider to describe the "Ideal" brand personality trait** for this next question.

Generous / Caring Desirable / Sexy / Attractive

78 [Clear](#)

- DESIRABLE / SEXY / ATTRACTIVE

\* 17. In thinking about Moonstake's personality traits, please **use the slider to describe the "Ideal" brand personality trait** for this next question.

Trustworthy / Intelligent Idealistic / Different / Creative

20 [Clear](#)

- TRUSTWORTHY / INTELLIGENT

\* 18. In thinking about Moonstake's personality traits, please **use the slider to describe the "Ideal" brand personality trait** for this next question.

Adventurous / Brave

Innocent / Kind

49

Clear

- BALANCED BRAVE/ADVENTUROUS / INNOCENT/KIND

\* 19. In thinking about Moonstake's personality traits, please **use the slider to describe the "Ideal" brand personality trait** for this next question.

Straightforward, Sociable

Rebellious, Dangerous

60

Clear

- SLIGHTLY REBELLIOUS / DANGEROUS

\* 20. In thinking about Moonstake's personality traits, please **use the slider to describe the "Ideal" brand personality trait** for this next question.

Assertive in Control / Leader

Relaxed / Follower

8

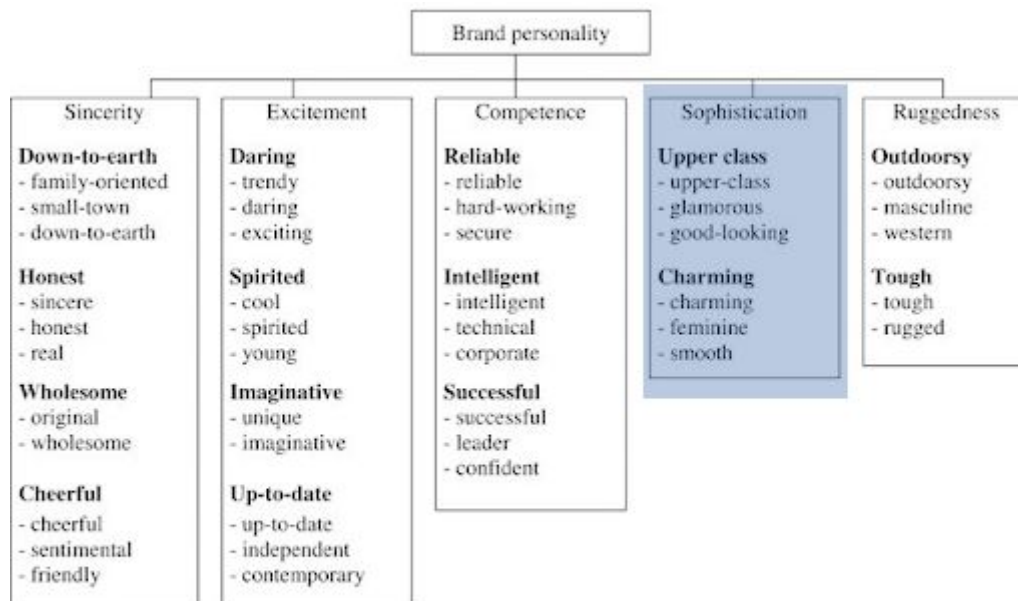
Clear

- ASSERTIVE IN CONTROL / LEADER

\* 21. There are five dimensions of brand personality (Aaker Model) - please rate the ideal dimensions on a 5-star rating

	Not at all important	Not Important	Neutral	Important	Very important
Sincerity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Excitement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Competence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Sophistication	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Ruggedness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

- PREFERENCE FOR SOPHISTICATION OVER OTHER TRAITS



**Figure 1.** Brand Personality Scale.

Source: Aaker, J. (1997). Dimensions of brand personality (p. 352). *Journal of Marketing Research*, 34(3), 347-356. doi: 10.2307/3151897

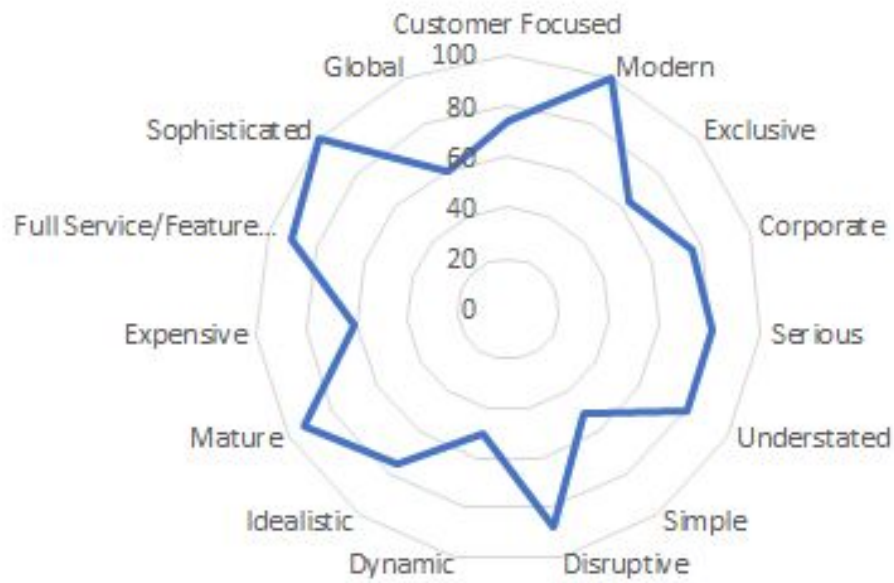
\* 22. Should the Moonstake brand be:

- ☐ Local / Regional (city or more than 1 city in a country)
- ☐ National (1 country)
- ☒ International (more than 1 country)
- ☐ Multi-Domestic (markets 'locally' / localization in more than 1 country/region)
- ☐ Global (50+ countries)

- **INTERNATIONAL**



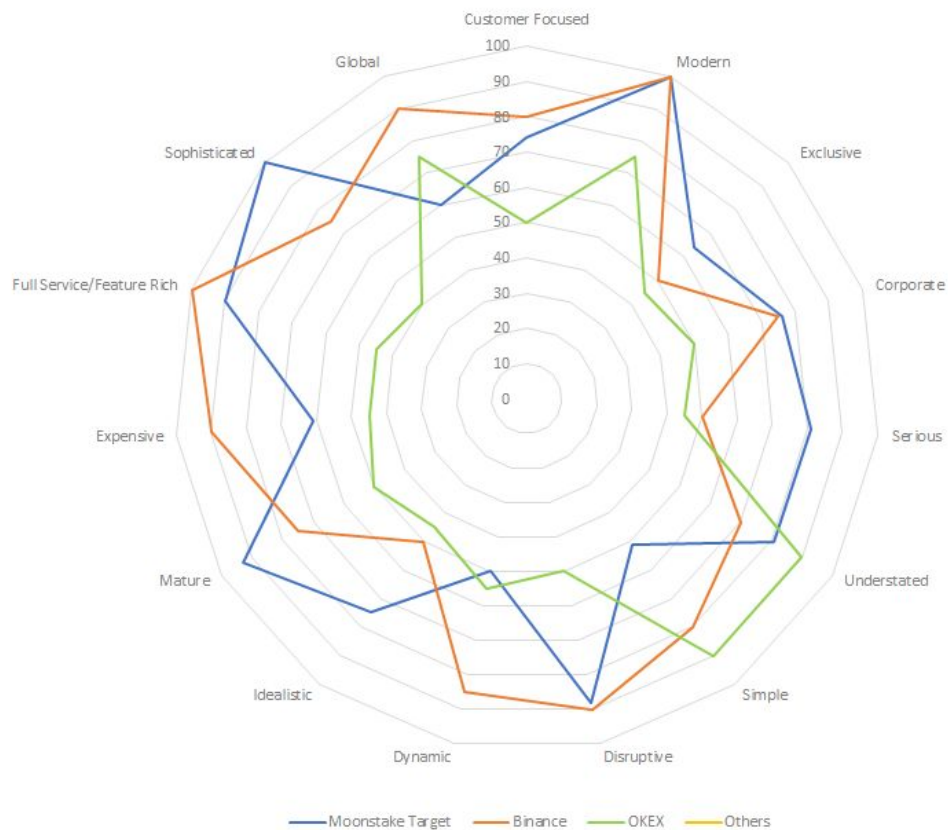
## Moonstake Target Brand Personality Profile



### How we use this chart:

- We can compare, through research studies of staking customers, profiles of competitive and successful staking pool companies and plot against each other to understand what makes for successful branding, and if the branding effort is paying off.

### Brand Personality Profile Comparison (with sample competitive #s)

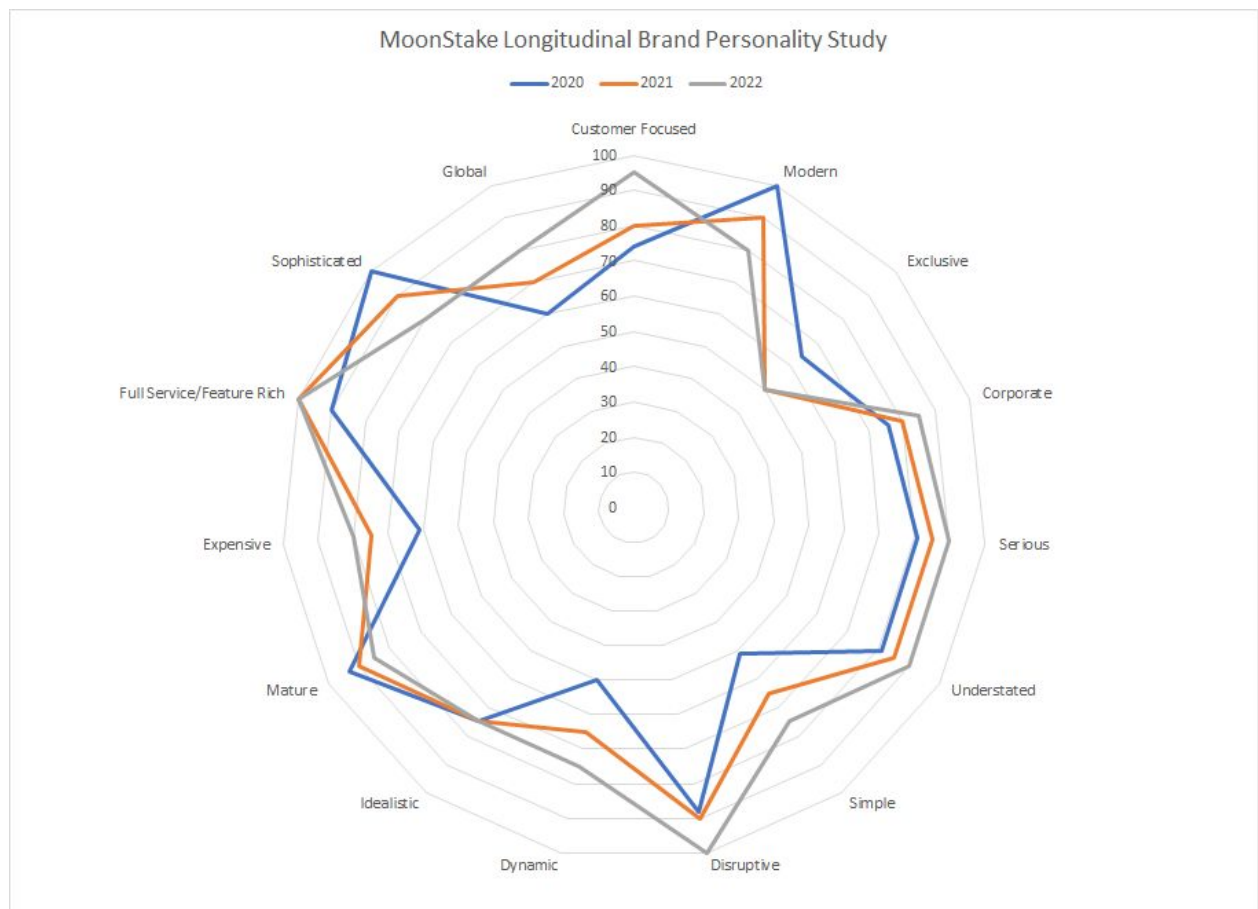


Thus we can determine the messaging adjustments required in advertising, promotions and branding to better align with our target customers' preferences. (e.g., more or less serious, more or less dynamic, more or less exclusive). We would adjust copy, photography, and design style across these dimensions.

It is therefore critical to survey customers about their preferences across these brand traits. To be reliable and valid, we require 381 survey respondents to evaluate Moonstake and our competitors (tokenholders who stake or have experienced these brands).

Over time a longitudinal study should be performed to understand how our brand evolves over time as perceived by our customers as we adjust/adapt our marketing campaigns. We want to see how this maps to our ideal state, our progress towards being the best/industry leader and vis a vis our competitors over time.

Last, this radar chart also allows us to see differences between how internal stakeholders (executive management, employees) view Moonstake vs how customers see us.



## The Essence of Our Brand

To experience Moonstake is to feel confident that you're in control of your cryptocurrency holdings and that you'll earn a decent reward for your token staking.

Customers will enjoy using the simple, yet sophisticated modern user-interface and website that provides a good selection of options, features and benefits. We're not the cheapest staking pool on the market (our fees aren't the lowest) and customers certainly get what they pay for... great value with Moonstake. And, the staking rewards that are earned more than cover the cost of the fees. Moonstake is a somewhat exclusive and corporate, but still friendly.

Customers trust Moonstake because we're serious, professional, mature and disruptors, just like our target customers.

Our promise to tokenholders is that they will be delighted in using our easy-to-use online staking platform to earn rewards. Feature rich, powerful and fully-secure, their tokens are held safely in cold wallets (fact check). Our brand is built on cryptocurrency holders' true nature, which is diverse, profit-driven, risk tolerant and adverse, driven and blockchain-purposeful.

At the core of our brand is the brand essence: <To The Moon>.

The brand essence speaks to a truth about our target audience: they have a deep appreciation for easy to use platforms that are exclusively available to them to earn token profits.

When they stake with Moonstake, they are reminded of what matters to them, a trusted, staking pool that delivers rewards that can "go to the moon."

## Our Brand Tagline Options

### **Better Stakes.**

(in reference to gambling, inferring better rewards at Moonstake)

### **Stake Your Claim.**

(in reference to California Gold Rush slang, (mining and staking) instructing customers, instructional, directive)

### **To The Moon.**

(serif font for a more sophisticated feel, directional), relates to company name.

# Shoot For The Moon.

**(instructional and directive, action, verb phrase, aspirational/inspirational), relates to company name.**

This new brand tagline is modern, an exclamation used by the blockchain/crypto community, and plays well to the branded look and company name.

It is extensible...

- From HODL to the moon
- Lambos on the moon

.... Crypto Slang, ... colorful, unusual, occasionally indecipherable, and – to more experienced cryptocurrency enthusiasts and traders – often the sign of a wide-eyed newbie. Knowing the phrase gives stakers/participants a feeling that they are in a club of exclusivity.

## Alignment

We make choices for product development, promotional tactics, partnerships, how we behave, and whom we employ on our front lines. All of our choices can enhance the brand or detract from it. Therefore, we need to master the tools that define the brand.

Imagine if all consumer touch points coming from Moonstake shared a common thread.

Imagine the power of immediate recognition and a reputation for outstanding staking experiences if we could unite ourselves through a recognizable look and feel.

Imagine the ROI of compounded messaging and cumulative impressions.

The pay-off is huge and will lay the groundwork for steady staking revenue growth for years to come.

These are the rewards of alignment.

## Positioning

While our unique selling proposition may be rewards, we have so much more to offer: better experience in user-interface, safety, staking pool that's growing larger and larger, ... (other benefits here)...

This is why, within our strategic brand essence, Shoot to the Moon, there is a sense of power, excitement and reward.

This dichotomy should be captured in our creative. A blend of the rewards/benefits and the sophistication and exhilaration, of reaping those rewards.

Our photography is authentic and unsanitized, yet it is balanced by an

intelligent, strong-but-elegant writing tone.

Thus, our creative can be summed up in two words: “Rewards” and “Sophistication.”

Think Monaco, Macau., Not Vegas.

Think... successful. Cryptoholders are risk takers like gamblers so this persona is a good fit.

Remember....



# BRAND TOOLBOX

Proposed photography / videography for Asia Pacific / International









Images selected are stock photography from Getty Images--high quality images that showcase sophistication, wealth and intellect. Avoid low-cost sources to avoid a cheap look. If we have more time and resources, we would do our own photoshoots with agency models and select them from target markets. The images are designed as "customer-as-hero" shots where customers can identify themselves in the picture. Self-identification is important in engagement and putting Moonstake into his or her consideration set to select for a staking pool.

The issue with stock photography is that it tends to look generic. We must therefore stylize the images with Moonstake filters or adjustments so that we 'own' the images and they become uniquely Moonstake.



# TYPOGRAPHY

## Overview

Primary Typeface	Secondary Typeface
<ul style="list-style-type: none"><li>Helvetica Neue Bold/Heavy (for modernness, clean lines, simple, understated, modern), used for headlines or copy depending on emphasis</li></ul>	<ul style="list-style-type: none"><li>Adobe Garamond (for sophistication, serious, exclusive, expensive, mature, idealistic, corporate), used for copy or headlines</li></ul>
Helvetica Neue 25 Ultra Light Helvetica Neue 35 Thin Helvetica Neue 45 Light Helvetica Neue 55 Roman <b>Helvetica Neue 65 Medium</b> <b>Helvetica Neue 75 Bold</b> <b>Helvetica Neue 85 Heavy</b> <b>Helvetica Neue 95 Black</b>	The quick brown fox jumps over the lazy dog  ABCDEFGHIJKLMN OPQRSTUVWXYZÆ “abcdefghijklmnopqrstuvwxyz uvwxyzß & 012345689 0123456789*,,:--!—?”  <small>SMALL CAPS</small>  ABCDEFGHIJKLMN OPQRSTUVWXYZÅÖÛ  <small>TITLING CAPS</small>  ABCDEFGHIJKLMN OPQRSTUVWXYZ
<b>Headline Helv Neue Bold</b>	<b>Headline Garamond Bold</b>

Ads for China and Hong Kong can use Chinese fonts in headlines for emphasis:

### **Han Serif ITC Semibold**

Source Han Serif TC SemiBold </>

這句話後來演變成「飲水思源」這個成語，意為喝水的時候想一想流水的

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### **In Japan, use Japanese font Kozuka Mincho Pr6N R**

Kozuka Mincho Pr6N R </>

新しい時代のこころを映すタイプフェイスデザイン

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### **In Korea, Han Serif K Medium/Bold**

Source Han Serif K Medium </>


동해 물과 백두산이 마르고 닳도록 하느님이 보우하사 우리나라 만세.

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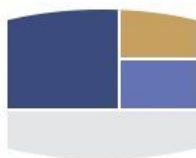
The reason for choosing more elegant versions vs modern fonts in those countries is the portrayal of wealth, even with younger generations. These fonts are more historic looking, classy and attractive to a mature audience in Asia Pacific.

# COLOUR

## Palette Option 1

Color		Moonstake Purple	Moonstake Mud	Moonstake Dusk	Moonstake Silt
RGB		R: 59 G 75 B 126	R: 192 G: 119 B: 86	R: 156 G: 151 B: 174	R: 228 G: 229 B: 231
HEX		3b4b7e	c07756	9c97ae	e4e5e7

## Palette Option 2

Color		Moonstake Purple	Moonstake Sand	Moonstake Dusk	Moonstake Silt
RGB		R: 59 G 75 B 126	R: 198 G: 160 B: 95	R: 100 G: 115 B: 180	R: 228 G: 229 B: 231
HEX		3b4b7e	c6a05f	6473b4	e4e5e7

Plus we will use yellow as a contrast/opposite color for Call To Action buttons, and areas that need high contrast against the dark purples, and gold..

Highlight 1 Lunar Sun	R: 255 G: 255 B: 0	Highlight 2 Lunar Dusk	R: 255 G: 185 B: 0
HEX	ffff00	HEX	ffb900
Highlight 3 Lunar Sunset	R: 238 G: 155 B: 15	Highlight 4 Lunar Sunrise	R: 254 G: 250 B: 205
HEX	ee9b0f	HEX	fefacd

# TONE OF VOICE

## Overview/Content.

In written communication, our tone of voice is expressed in both content (what we say) and style (how we say it). In either case, it always reflects our brand values:



Written content should both help and inspire. We help people by giving them clear, relevant and useful information on staking. We inspire them by wrapping this information in perspective and insight.

## Insight-Driven Copy

Strong brands, like strong people, are opinionated. They have a perspective that they bring to bear on things. Largely, it's this perspective that sets them apart. We are confident in expressing the Moonstake brand's perspective, which is this:

Every experience and decision to stake cryptocurrency, is two: an primary and an secondary journey. This first and primary is the desire to use and profit from holding cryptocurrency.

The second is the experiential aspects of utilizing and joining a staking pool. From the delight or thrill and novelty of using a great user interface, to seeing the ways you can control and manipulate your stake, to the experience received from customer care or customer success teams.

Our core user prospects view themselves as leaders and risk takers, not followers. They're not looking for an upside potential better than other staking pools; they're looking for great customer service and a great user interface. It's more important to having learned something new than to have just staked cryptocurrencies and left the website.

These discoveries might be about the pool risk, crypto pool news or a crypto staking holdings dashboard, but often the greatest discoveries are the ones users learn about themselves.

They expect to be served, informed and challenged in some way. They want to stick around the website and be assured of the profitability and security of their tokens.

These brand and user insights shape what we say and how we present Information, and our product offering (website user and service design).

Our insight-driven writing brings deeper perspective and meaning. It helps to set the brand tone apart from standard staking pools copy. Messages become more resonant because they are rooted in human truth.

## Delivering the right balance of inspiration and information:

The balance between inspiration and information will vary depending upon the objective of a piece of content. It's important to have a clear purpose when we write. If the primary purpose is to build brand awareness and get Moonstake "on the radar," copy should be inspirational and insight-driven. As potential stakers move through the decision-making process—from awareness to research to planning—their need for more functional information increases. Thus, if the content's primary purpose is to assist staking pools evaluation or build urgency to stake, it will dwell less on inspiration and more on utility. In such cases, it might be sufficient to include a brief, insight-driven introduction before swiftly moving to the facts.

While marketing objectives may guide the content, we also need to write with the reader's needs in mind. We respect the reader's time and attention. In most cases, copy accompanies a visual, and the visual does the inspirational heavy lifting. We consider what is already communicated in the visual and what—if any—additional inspiration or information to deliver through words.

We respect the stakeholders' intelligence. We don't think it's necessary to spell out exactly how a tokenstaker will think and feel. We give readers the space to draw their own conclusions.

## Style

Regardless of the balance of inspiration to information, the style (how we write) remains consistent.

We avoid typical blockchain advertising. As with the photography guidelines, if the writing sounds like marketing copy, change it.

We use a poetic style to build emotion, vibrancy and immediacy. This also gives the brand a distinctive voice. For us, poetic writing simply means:

Painting a picture concisely with words.

It means pushing our writers to find memorable and pleasing turns of phrase. It means seeking new forms of expression that help readers see with fresh eyes. It does not mean flowery language, indulgent description or words plucked from a thesaurus.

Paintings can be overdone; so can writing. The fewer words we use to paint a vivid picture, the better. Copy should be elegant and concise, confident in its simplicity. Avoid redundancy.

Use adjectives, adverbs and metaphor with thoughtful economy. Don't pad the writing with unnecessary description and platitudes. Get to the point quickly but gracefully. Demonstrate sophistication.

This does not mean stripping the writing down to a bare, functional minimum or being so plainspoken as to become banal. It does mean that every word is there for a reason, justifying its existence within the sentence.

While humour is not central or required, our exuberance and enthusiasm for life is sometimes expressed through charm, levity and wit.

We avoid over-used language like "awesome," "amazing," "world-class," "epic", "must-see," "bucket list," and "hidden gem." These words have lost the meaning they once had.

In our writing, we seek not to advertise but to share. The reader should sense a warm, welcoming strength, never a bombastic ego. We speak the truth, not hyperbole. We seldom need to overtly sell. The reputation of Moonstake will speak for itself.

Further, Moonstake should develop key words that are vibrant and used in all copy or ads pieces. For example, Apple uses "blazingly fast" to describe the performance of its technology and computers.

Concept	Adjective/Adverbs that Moonstake should own
secure	100% tamper-proof security
fast	strikingly quick
staking rewards	astonishingly generous rewards
...etc.	...Build this list

Moonstake 'owned' words	Definition
Moonstake it (verb)	Stake crypto at Moonstake
Moon your stake	Reveal your holdings
Mooninites	Beings (Moonstake staff) from the moon who have five thousand dimensions. They spank nerds with moon rocks, and give out special rewards, once in a Blue Moon.
Blue Moon	2nd occurrence of a stake dividend during a calendar month (a rare special bonus)



## EXAMPLES



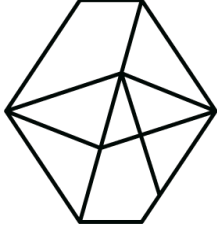



OFF-BRAND	ON-BRAND
<p>The following examples are evaluative and provide less helpful, compelling information:</p> <ol style="list-style-type: none"><li>1. Amazing staking rewards</li><li>2. Unhackable cold wallet for your storage</li><li>3. Deposit your tokens and gain epic rewards</li></ol>	<p>The following are much more descriptive and therefore useful pieces of text:</p> <ol style="list-style-type: none"><li>1. Generous 25% staking rewards</li><li>2. Bullet-proof Trezor cold wallet to hold your staked tokens</li><li>3. Confidently entrust Moonstake with your most valued tokens and earn up to 25% rewards in 3 short months.</li></ol>

## Summary

The balance between inspiration and information will vary depending on the objective of a piece of content and the readers' needs. A billboard ad might rely on inspirational language; an itinerary demands plainspoken factual information.

## LOGO USAGE

	
Square tile, reverse	Horizontal tile, reverse

 <p>MOONSTAKE</p>	
<p>Full color, Square</p>	<p>Full Color, Horizontal</p>
 <p>MOONSTAKE</p>	
<p>Black and White, Square</p>	<p>Black and White, Horizontal</p>
	
<p>Full Color, Reverse, Square</p>	<p>Full Color, Reverse, Horizontal</p>