



## INFSTONES BRAND VOICE (V1.0)

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### BEYOND THE BOUNDARIES OF WEB2

**Our powerful infrastructure is designed for developers and enterprises *determined* to build Web 3 applications that will change and inspire the world.**

**Borderless.**

**Decentralized.**

**Infinite.**

**If you build with InfStones, you're *determined* to *shape* the future of Web3 applications.**

We give you access to tools that satisfy a boundless desire to spearhead rapid blockchain adoption – and the iron-handed power of our indestructible and incredibly capable Web3 platform.

**As a developer at the forefront of Web3, you have a choice.**

**Pathway one:** Build your blockchain solution block-by-block without advanced infrastructure support. (As time consuming and manually laborious as bricklaying.)

This means being anchored to the limitations of single-chain operability and manual infrastructure set up.

**Pathway two:** Partner with a trusted infrastructure and platform services provider like InfStones. Get multi-chain development, scalability, reliability, control, and ease of use. Save time, effort and money in the process. This allows you to focus on your Web3 dApp.



One pathway leads to impassable terrain. The other to green pastures.

Still, the choice is all yours.

Whether it's node management, API gateway or smart contract deployment, Web3 innovation is only possible with *scalability, agility*

and the *unshakeable stability* of *high-octane* blockchain infrastructure that *keeps you in control*.

"The Web3 is a backend revolution. It's a set of protocols led by blockchain that intends to reinvent how the Internet is Wired."

-Shermin Voshmgir

**Driven by pioneering blockchain thought leaders, InfStones carries the torch of indomitable innovation within the Web3 space.**

**RUGGED**

**COMPETENT**

**SERIOUS**

**TRUSTWORTHY**

**HIGH TECH**

**FULL-SERVICE**

**STRAIGHTFORWARD**

**SOCIABLE**

## **BOLD. MUSCULAR. PROFESSIONAL.**

There are specific, mechanical ways we project the 'face' of our brand as a *high tech, full-service juggernaut in the PaaS industry*:

### **PLEASE USE:**

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#### **Contractions**

**Why:** Creates sociable, natural sentences

**Like this:** By optimizing your blockchain infrastructure operations with InfStones, we'll empower you to iterate never-before-seen blockchain applications quickly. You'll also reduce the complexity of working with blockchains through enterprise-grade security.

**Not this:** By optimizing your blockchain infrastructure operations with InfStones, we will empower you to iterate never-before-seen blockchain applications quickly. You will also reduce the complexity of working with blockchains through enterprise-grade security.

**Exception:** Refrain from use when discussing legal concerns and account security.

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#### **Sentence style capitalization (never title case unless it is an ad headline) with phrases and headings**

**Why:** Increases readability and illuminates proper nouns, branded terms

**Like this:** Decentralized blockchain infrastructure on one integrated platform

**Not this:** Decentralized Blockchain Infrastructure on One Integrated Platform.

### **DON'T USE:**

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#### **End punctuation**

(periods, colons, questions marks) on titles, headings, subheads, UI titles, and items in a list that are three or fewer words

**LIKE THIS:**

Node manager

Blockchain watch

API gateway

**NOT THIS:**

Node manager.

Blockchain watch.

API gateway.

## Emojis

### LIKE THIS:

High tech, trustworthy, and rugged—these are the ingredients of our, and, consequently, our clients' and partners' success.

 High tech

 Trustworthy

 Rugged

### NOT LIKE THIS:

High tech, trustworthy, and rugged—these are the ingredients of our, and, consequently, our clients' and partners' success.

 Laborious

 Doubtful

 Delicate

## TRUSTWORTHY. FRIENDLY. CLEVER.

We are the leading blockchain infrastructure provider in the world, and refraining from things like dry humor and internet slang in our content helps uphold a serious brand voice that correctly amplifies our global positioning. To be even clearer about what “serious” means in this context, we always, without exception, refrain from phrasing that denigrates competitors or any other group of people. We can be intelligently clever or humorous, in a strategic and friendly way.

## STRAIGHTFORWARD.

If you're writing content for InfStones, it's because you know how to get to the point of everything you say to the extent that placeholder language is obsolete.



## **INFSTONES BRAND VOICE EXAMPLE**

Let's face it. Building blockchain apps and cross-chain Web3 applications isn't easy.

InfStones Platform as a Service (PaaS) provides a powerful enterprise-grade infrastructure needed to solve the world's biggest problems.

Get clear platform documentation and instructions, development efficiency, speed, reliability, scalability, cross-chain development with over 50+ blockchains, and all the control you need to develop world-class Web3 blockchain applications.

When developers want to build high-performance Web3 applications, they need a robust platform infrastructure that delivers first-class performance for enterprises.

Developers want an API that's a joy to use.

## **BUILT FOR YOUR PASSION FOR APP DEVELOPMENT.**

For future-ready financial institutions, investment funds and research institutes, blockchain technology optimizes trust, collaboration and operational agility without increasing coding time, staff and middleware.

## **WE LIVE AND BREATHE BLOCKCHAIN.**

So we've made one-click deployment and out of the box usability standard.

Our node management, API gateway, and smart contract deployment and management are means to a crystal clear end:

## **THE FASTEST TIME-TO- MARKET AND INCREASED PROFITABILITY.**

Roll these end-to-end capabilities together and what do you get?

## **The World's Most Trusted Web3 Infrastructure and Development Platform.**



Don't just take our word for it. Ask our customers. You get an infrastructure platform trusted by enterprises and leading blockchain firms like Binance, OKX, Poloniex, Polygon, Harmony, Qtum, BitGo and Chainlink.

InfStones empowers our customers and partners to satisfy their passion for blockchain and dApp innovation.

**BUILT FOR  
INFINITE  
ADOPTION AND  
DESIGNED TO  
MAKE A GLOBAL  
IMPACT.**

**That's InfStones.**

**Experience InfStones for yourself.**

