

# PRASAGA BRAND VOICE (v2.4)



Prasaga expresses a sophisticated and complex personality duality characterized by a Silicon Valley technology startup and a caring, philanthropic foundation that serves the blockchain community.

Prasaga stands to establish a holistic global community of technologists, developers, partners, and investors who believe in blockchain. Prasaga's brand voice is smart, functional, young, bold, confident, innovative, caring, expressive and community-oriented.

Our audience is inclusive, but the fact remains the persona is primarily technologists and developers, business leaders, partners, crypto-miners and investors, 25-45 and predominantly (95%) male. Our audience is global.

“It's only by being **bold** that you get anywhere.”

Richard Branson

## **Bold and Muscular**

### **(Not Brash)**

On the one hand, Prasaga is bold, confident, strong and directive, and innovative, yet Prasaga's matured technology injects a powerful sense of the known, stability, and

trusted familiarity. We must convey a deep sense of trust and respect for the community, which will drive Prasaga's global adoption. Prasaga welcomes the community in a friendly and strikingly open way.

**YOUNG.  
CONFIDENT.  
BOLD.  
MUSCULAR.  
PASSIONATE.  
INNOVATIVE.**

Prasaga's vocabulary in web copy and sales collateral must contain strong, muscular, powerful verbs and adjectives which bring alive Prasaga with energy, force, and commitment. Prasaga does not say, "I think, or we think." We are amazingly different, outlandishly novel in how we think and act and serve users and the community.

**Prasaga Acts. We Inspire. We Innovate. We Build. We Lead.**

We use words sparingly for efficiency and impact. We do not waste words, waste space, nor waste time. We delight readers when they read our copy.

**But, hey**

We are disarmingly and appropriately friendly. But not overly familiar. (Not "bro." Not "dude.") We don't want audiences to lose sight of our professionalism, intelligence, and mind-blowing innovation.

We strike a balance because we aspire to be global and maintain openness to international cultures, gender, and mindset. We do not foster sexist language.

We work with both corporates and consumers. Prasaga belongs to the community and welcomes change in a way no other blockchain platform has ever imagined. Community, ultimately, is at the core of our values. Prasaga invites everyone to join us in our epic adventure.

Prasaga is disruptive, and we invite you to **Reimagine, Redefine and Rethink** the way you work, develop and engage with the community. This is our campaign vision. We inspire users (and developers) to be creative and innovative while re-examining the old way of doing things.

# Reimagine

# Redefine

# Rethink



## **This Campaign Is Extensible.**

Imagine, if you will, a campaign that extends in this way with powerful design and unique matching images...

*Results, Rediscover, Refreshing,  
Respect, Re-examine, Refocus,  
Resonate, Redevelop, Rebuild, Renew,  
Response, Restart, Reset, Resonate,  
Revolutionary, Responsible,  
Responsive, Reinvigorate, Resourceful,  
Reasonable, Renowned, Redesigned,  
Reaffirm, Resolved, Realigned,  
Reputable, Reshape, Revitalize,  
Rejiggit, Reignite!*

So, this campaign has “legs.”

**MATURED**  
**TECHNOLOGY**  
**TRUSTED**  
**RESPECTED**  
**ENVIRONMENTALLY**  
**SUSTAINABLE**  
**EQUALITY**  
**COMMUNITY**  
**PHILANTHROPY**

But that's not all. Prasaga is full service and complex, and paradoxically simple. Prasaga's tone is functional and intelligent when it describes its technology. We promote a full-service offering in a simple, easy-to-understand way.

Here are some examples -

- XBOM (The eXtensible Blockchain Object Model) is a revolutionary powerhouse engine with standards-based architecture that lets you create breathtaking next-gen, decentralized Blockchain apps. The integration between apps on our platform is elegantly seamless, highly secure, and unwaveringly stable.
- DGB Labs redefines application development as the internet redefined communication. DataGrid Blockchain is the blockchain on steroids. Blazingly fast. Easy as pie. And unassailably safe.
- With Prasaga, crypto mining is now (33%) more profitable. Don't believe it? We'll show you.

Mature Tech. Young at Heart.  
**FOUNDATION VALUES  
THAT INSPIRE.**

When describing Prasaga's technology, we must convey experience, stability, confidence, and trust.

More than that, the Prasaga Foundation's benevolence echoes the global movements of inclusivity, environmental sustainability, non-discrimination, equality, and community. We don't aspire to have altruistic values.

We just are.

**The Prasaga Foundation is expressive of our values:**

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*Responsible, Resources, Revitalized, Relevant, Respected, Relief,  
Representation, Reaffirmed, Renown, Reliable, Reputable, Revered, Rewards, Results*



(Join us)

TYPOGRAPHY

Helvetica Neue Bold - for strength, modernity

Baskerville, *italics* - believability, softness

Both for balance; (Subheads in parenthesis) - for informality/youth

Type strength: copy: 80% black

Headlines: 100% black