



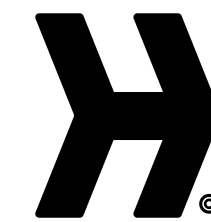
“ The Galaxy platform team has done great work for us, whether it was design and brand work when we were just getting started, or helping us craft important press releases. We're incredibly grateful to the platform team for all they've done for us. “

• Jon Kol Co - Founder Hyperlane

Case Study / Hyperlane

**The interoperability platform
accelerating applications
towards the interchain.**

 **Hyperlane.**[®]



Case Study / Hyperlane

/ Challenges

Hyperlane had very limited company brand or design, and no press coverage or press narrative. They also had no in-house designers, communications, or marketers.

/ Project & Goal

Design Hyperlane's visual identity, story, and press strategy before taking them to market through a seed funding announcement, with the goal to elevate the company's brand and perception.

/ Team

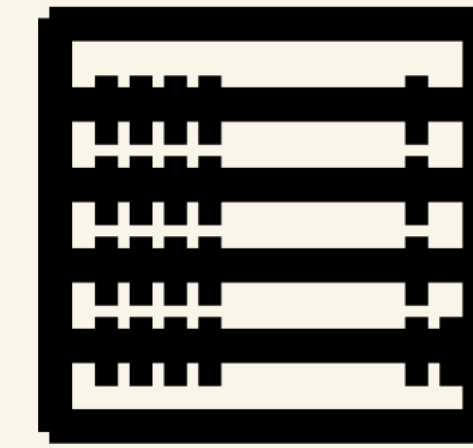
Design Lead: Lukas Kmoth, Galaxy Ventures Platform

Communications & Marketing Lead: CJ Huntzinger, Galaxy Ventures Platform

Case Study / Hyperlane

The initial design exploration phase for the new Abacus logo tried to leverage the existing concept of an abacus as much as possible. The logo needed to be simple and easy to remember, while still referencing the original concept of an abacus.

/BEFORE



/AFTER



New Name

Abacus » Hyperlane

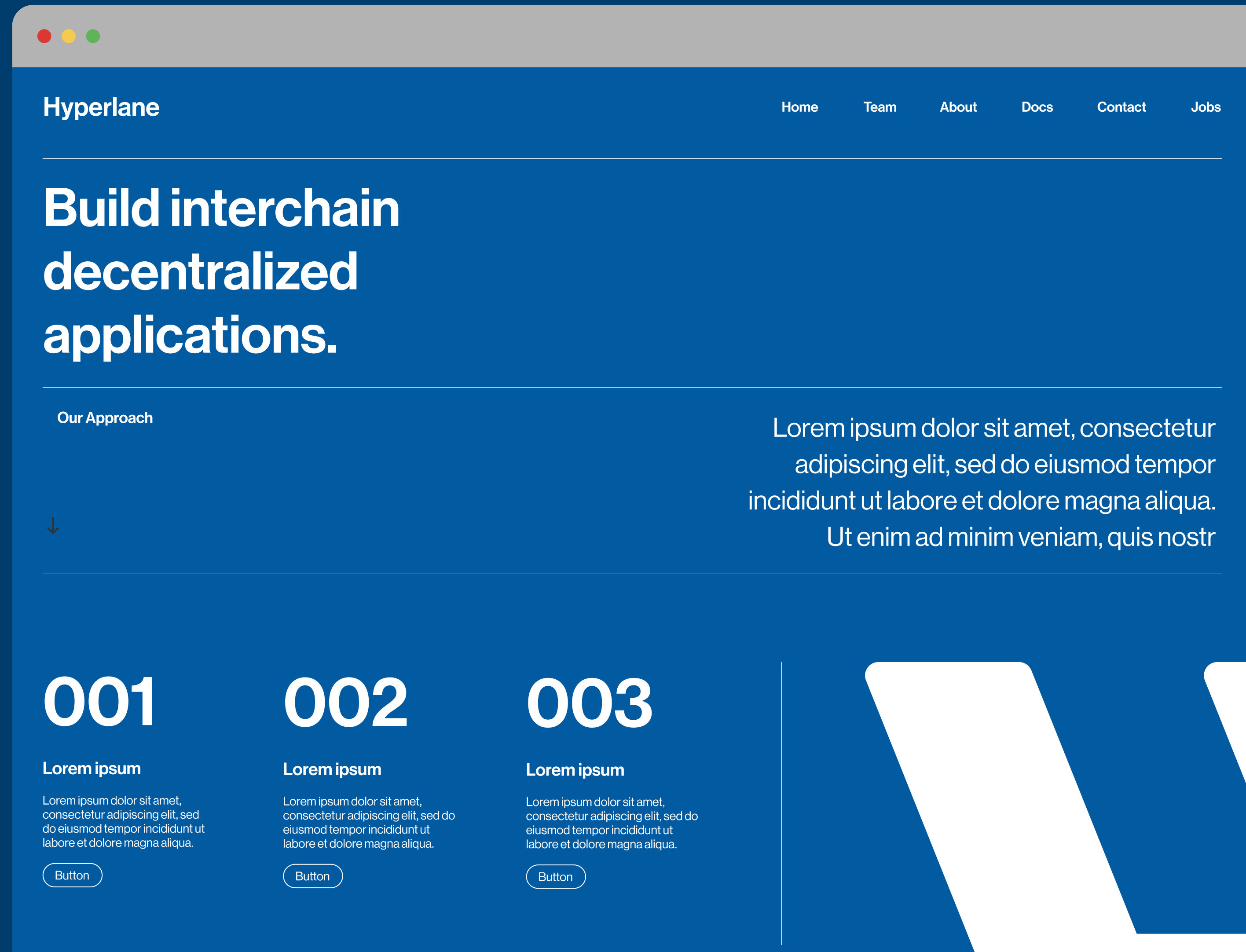
After the completion of V.01, Abacus decided to rename itself to Hyperlane. This change required us to revisit the brand guidelines and design a new logo concept. The new Hyperlane logo concept references the “H” of Hyperlane, and implements a directional arrow concept to represent cross-chain communication that Hyperlane enables.

Tapping further into movement themes to represent the fluid distribution of information in interoperability systems, the color scheme was inspired by the German autobahn color system. This new design was shipped for Hyperlane’s corporate website and press launch. Parts of the logo are reused for visual iconography throughout the website.



Logo

Wordmark



Story Design

With the visual identity complete, we began strategizing Hyperlane's seed funding announcement in tandem with the founding team. This would mark the company's first press announcement and story unveiling as they had no press coverage to date. Product experience = Story experience.

/ Story Design

A successful press announcement is enabled by strong design story. Building an attractive story requires compelling news hooks, validating announcement partners, and undisclosed proof points like growth metrics that correlate with timely industry trends.

/ Media Interest

To garner a reporter's interest in covering an announcement, a well written press release is like a well-built product –it just works. Similar to how people will only use a handful of products that they deem the best and most useful, reporters only cover stories they deem the best and most useful to their audience.

/ Press Value

Successful press coverage plays a critical role in fundraising, hiring, and increasing inbound opportunities. This is why the best storytellers paired with the best product builders dominate markets.

Funding Announcement

This news announcement was Hyperlane’s moment to unveil and elevate its story and value proposition to the market. We positioned Hyperlane in the press release around these three-story pillars, walking the language line between using plain English to be digestible for reporters, while also conveying deep technical capabilities to attract savvy developers.

/ Seed Funding

Hyperlane’s \$18.5M seed funding round was the hard news item, and remained undisclosed publicly until announcement day.

/ Founding Team

As Hyperlane is in its early stages, we leaned on the founding team’s pedigree and seed round investors to create a team story that communicated their tenured track record and complementary, skillsets.

/ Industry Solutions

With the number of bridge hacks over the last year, and the crypto economy relying upon secure interchain communication and applications in order to grow, Hyperlane’s solution to both of these problems was a focal point of the story to convey the market’s need for Hyperlane. While the company has a lot of competitors, the team and funding round investors messages that Hyperlane is different from the rest.

Funding Announcement

With the press release final and approved by legal teams of all participating parties, the Galaxy Ventures Platform team collaborated with Hyperlane's founding team and Variant, Hyperlane's lead investor, on press strategy.

/ Timing

On Thursday, 9/22, Hyperlane Co-founder, Jon Kol, was speaking on a panel on the Mainnet Mainstage.

/ Outreach Strategy

We utilized this panel speaking slot as the day to announce the funding, enabling Jon to mention it on stage and work the room afterwards with the news.

/ Content

To build relationships and increase likelihood of story interest, we pitched the story to Fortune's Taylor Locke, who was moderating the panel

Podcasts

CoinDesk

CompaniesPolicyTechnologyWeb3LearnLayer 2

29 +13.48% **Binance Coin** ▲ \$289.24 +4.77% **XRP** ▲ \$0.46814507 +3.67% **Binance USD** ▲ \$0.99924637 +0.17% **Cardano** ▲ \$0.40602500 +10.00% **Stellar** ▲ \$0.113184

Business

Blockchain Startup Hyperlane Raises \$18.5M Round Led by Crypto Investor Variant

The platform helps developers connect applications

By Brandy Betz Sep 22, 2022 at 9:00 a.m. EDT Updated Sep 22, 2022 at 12:06 p.m.



THE BLOCK

Home Data Reports Podcasts Events Research

DEFI GAMING AND METAVERSE MARKETS NFTS POLICY TECHNOLOGY VENTURE CAPITAL WEB3 + MORE

BREAKING NEWS Market movers: Bitcoin regains \$20,000 as ether soars 15% Singapore regulator proposes banning crypto trading with borrowed funds

LMAX | Digital LIVE BTCUSD \$ 20,832.00 3.14% ETHUSD \$ 1,575.46 6.84% BCHUSD \$ 115.30 2.64% SOLUSD \$ 31.70 2.35% USD

LATEST Solana projects reopen after getting funds back from Mango Markets October 26, 2022, 10:24AM EDT • LENDING NFTs need a 'custom regime,' says EU Parliament's draftsman on upcoming report October 26, 2022, 10:20AM EDT • POLICY Sushi DAO agrees to implement a new corporate legal structure October 26, 2022, 9:00AM EDT • GOVERNANCE Prometheus to offer digital securities trading on SEC-regulated platform October 26, 2022, 9:00AM EDT • THE BLOCK Bitcoin and ether futures volumes in doldrums amid dwindling volatility October 26, 2022, 8:27AM EDT • MARKETS

Variant leads \$18.5 million fundraiser for developer platform Hyperlane by Tom Matsuda

SIGN UP FOR OUR DAILY NEWSLETTERS Enter email address Also receive our FREE weekly Data & Insights Newsletter By signing-up you agree to our Terms of Service and Privacy Policy

FORTUNE CRYPTO

THE COINS COMPANIES REGULATORS NFTS & CULTURE CRASH COURSE MORE

4% | **Avalanche** AVAX \$17.09 +2.77% | **Uniswap** UNI \$6.766 +2.84% | **USDC** USDC \$0.9998 -0.02% | **Bitcoin** BTC \$20,610.32 +2.61%

Cryptocurrency | Web3 | NFTs | Investing | Bitcoin

COMPANIES · BLOCKCHAIN

Hyperlane raises \$18.5 million in Variant-led fundraiser to help improve interchain security, reduce hacking



Recap

Bringing Communications and Design together enables the Galaxy Ventures Platform team to create, design, and refine its portfolio companies' look, feel, story, and brand experience regardless of stage or vertical.

/ Goal

Elevate Hyperlane's brand, story, and perception by creating their company brand and successfully design their story to achieve positive seed funding press coverage.

/ Results

Positive press coverage in Fortune, CoinDesk and The Block which all reflected Hyperlane's new brand and core story points.

/ Feedback

“ The Galaxy platform team has done great work for us, whether it was design and brand work when we were just getting started, or helping us craft important press releases. We're incredibly grateful to the platform team for all they've done for us.”

• Jon Kol Co - Founder Hyperlane



Hyperlane.