

Brand Transition

Strategy & Execution Plan

Brand Transition Strategy

Aergo → HPP

Rolling out the rebrand in four deliberate phases (Aergo → Aergo (HPP) → HPP (Prev. Aergo) → HPP) gives us the optimal blend of momentum and risk-control, while signaling to everyone that this transition has been engineered, not improvised.

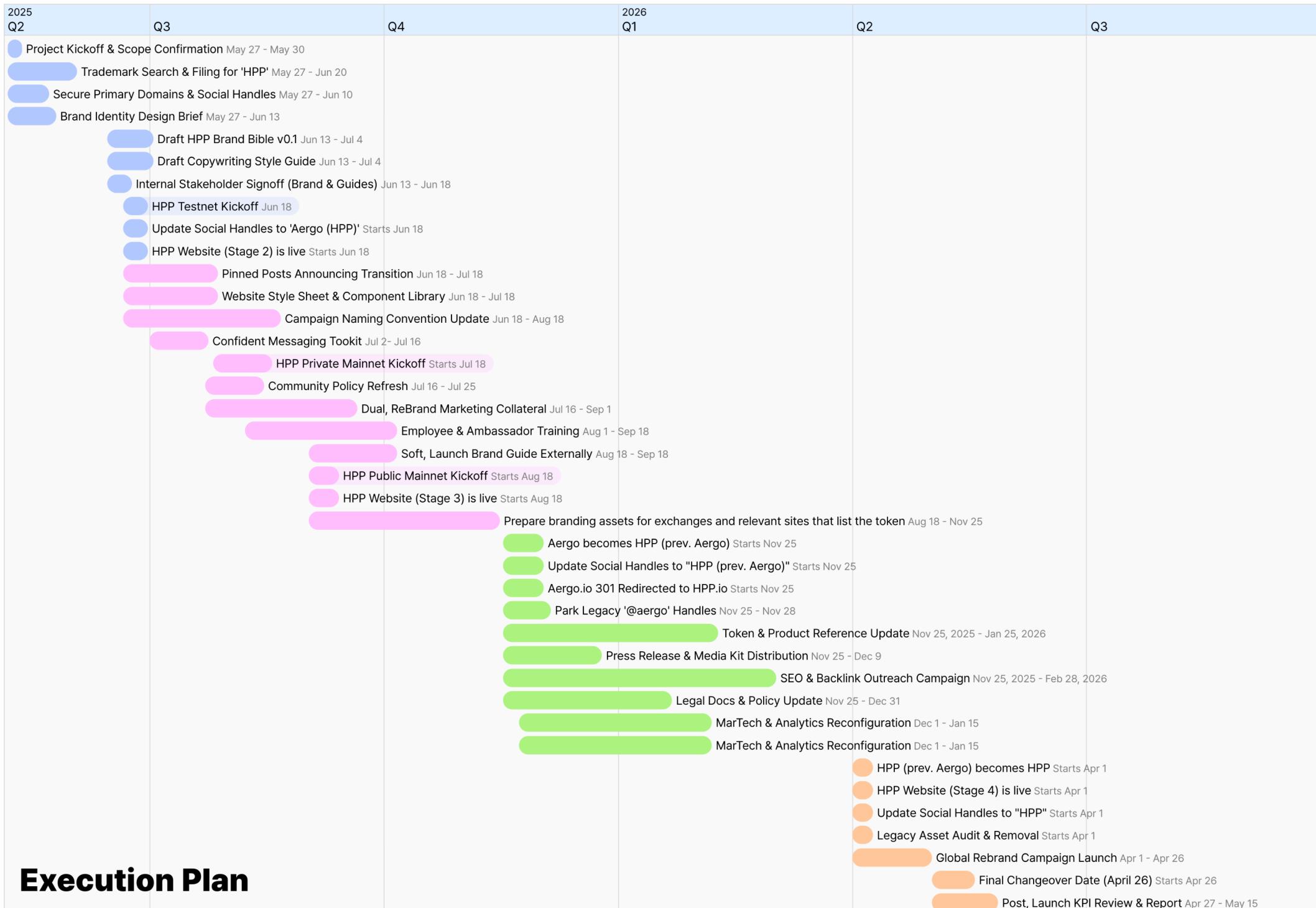
First, the dual-brand window serves as a narrative bridge. By appending "(HPP)" to existing Aergo assets we convert curiosity into conversation, allowing our community to see tangible progress without the cognitive shock of an overnight switch. Each micro-update (social-handle edits, pinned explainer posts, refreshed campaign names, etc.) functions as a breadcrumb that invites users to follow the story in real time. This drip-feed of milestones generates a steady cadence of wins we can celebrate publicly, transforming what might otherwise be a single announcement into months of positive brand touch-points.

Second, the phased plan maximizes continuity of service. Legal filings, token references, redirects, MarTech reconfiguration, and SEO outreach are scheduled sequentially, ensuring that no essential system flips before its dependencies are in place. That protects search equity, prevents broken links, and keeps community support queues calm - key signals of operational maturity to regulators, investors, and enterprise clients evaluating our reliability.

Third, the approach de-risks reputation. By parking legacy handles and deploying 301 redirects long before the final cut-over, we retain the trust baked into Aergo's history while gradually transferring that credibility to HPP. Simultaneously, staff and ambassador training ensures every public-facing touchpoint delivers consistent, confident messaging, eliminating conflicting narratives and reinforcing that "HPP" is simply the next evolution of the same dependable team.

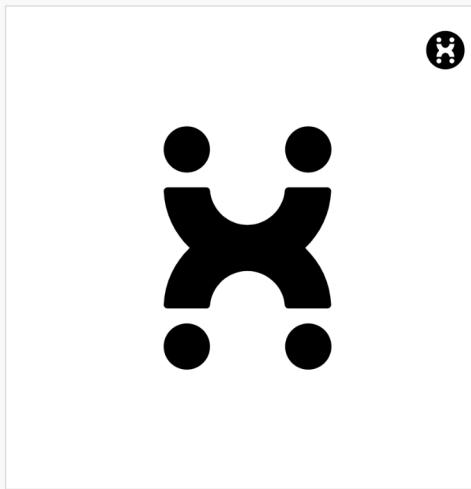
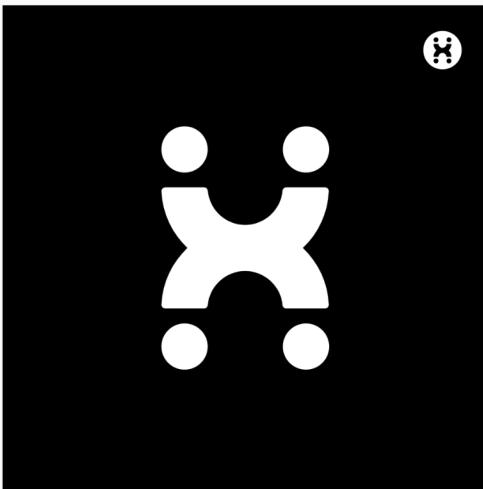
Finally, this structure gives partners transparent metrics: each phase ends with explicit deliverables and a post-launch KPI review, demonstrating that we measure success and adapt as we go. In short, the staged roadmap showcases progress, safeguards community experience, and underlines that this is a controlled, data-driven operation - not a leap of faith.

** The existing AERGO token will retain its current smart contract address and circulating supply. Any future changes to the token's name or symbol will be implemented in coordination with exchanges, following prior agreement at the appropriate time. We are committed to minimizing confusion and ensuring a smooth transition through close communication with all stakeholders, including the community and exchange partners. In addition, until the launch of the HPP mainnet and the issuance of new tokens, the existing Aergo network's security infrastructure and operational framework will remain fully intact. Asset custody through trusted external custodians such as BitGo, along with the current multisig-based key management system, will continue to be applied without change.



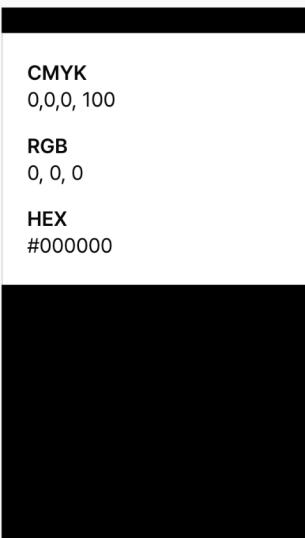
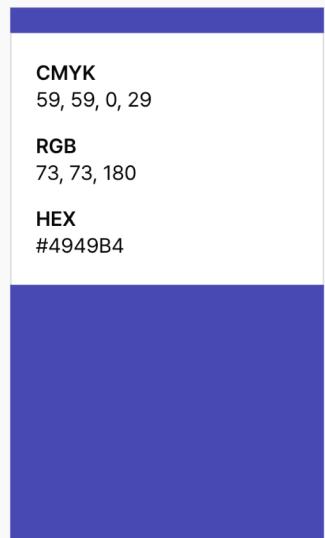
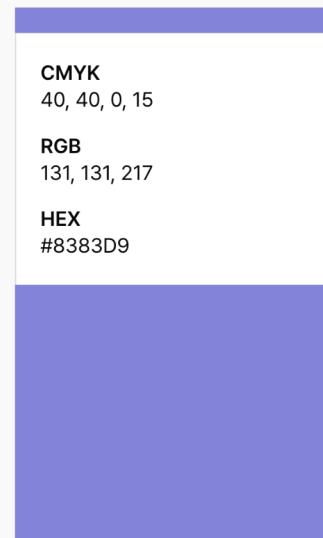
HPP Branding

Logo Color



The logo's primary color is black, and its overall tone is monochrome. The branding concept uses a soft, abstract gradient of deep purples and #000000, blending #8383D9 and #4949B4 over a dark base. The smooth, flowing shapes create a moody, futuristic atmosphere—ideal for digital branding or tech-focused visual assets.

Brand Color



Typography

Pretendard Typeface (Black)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Pretendard is a modern, open-source sans-serif typeface designed for Korean and Latin scripts. Inspired by Apple's San Francisco, it offers clean readability and supports Korean, English, Latin-based languages, and Japanese characters. Ideal for UI, web, and digital design.

Branding Graphic

