




Don't miss the unveiling of our new brand identity





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milestone on our merge journey.

On 30 April at 10am KST, our new brand will be simultaneously unveiled online and at a physical media event in South Korea that will be attended by journalists from leading domestic media outlets. During this event, we will be presenting the new brand story, brand identity, as well as detailed information on the progress of our mainnet integration and our future plans.

Our new brand was crafted in close collaboration with Aleph Labs, a creative engineering company that provides creative strategy, branding, advertising, and media communications in the banking and financial services sectors. Aleph Labs' work with Cake DeFi, Coin Jar, Rush Gold, and other financial companies has given them deep experience with the web 3.0 and digital asset industry, which they have brought to the creation of our new brand.

Unifying our communications and community

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We look forward to embarking on this integration journey with you, our builders and our community, as we collectively strive to create a leading Layer 1 based in Asia, for Asia. More details will be announced soon!

- English
- Kaia Chain
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Written by Kaia Foundation

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본 아티클은 Kaia 재단 이사장 Sam이 재단 멤버들과 자신의 생각을 공유하는 정기 레터의 일부입니다.

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The initial launch lineup has been revealed on LINE's Dapp Portal (powered by Kaia).

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