

Bragi

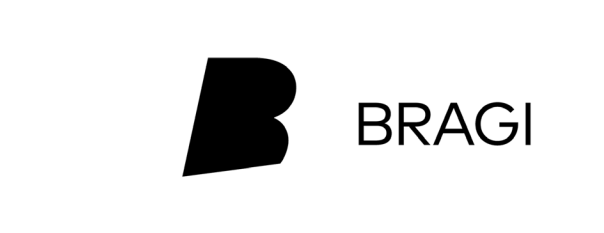
Description

The Dash by Bragi is the world’s first Hearable, a smart wearable system that is worn in your ears. This pair of truly wireless smart earphones allows you to listen to music, track your performance and communicate.

Voice/Tone/Style

1. Clean style with large amounts of white space
2. The layout of the website allows for easy navigation
3. Language is straightforward and to the point which helps to convey messages simply
4. Heavy use of short catchy phrases or single words juxtaposed with pictures also help communicate simplicity, ease of use, and tech-savvy feel

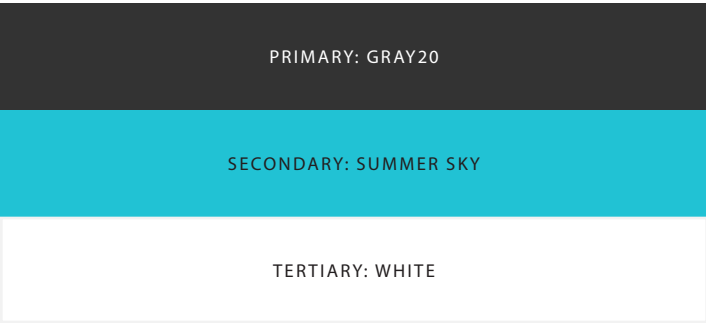
Logo



Typography



Color



Imagery

