

Brand Voice & Tone Pillars

Everything we write should be:

Empowering

Welcoming

Playful

We want to convey a sense of excitement and “fastness” (touching on FOMO) for the opportunists and the hustlers who are exploring the frontiers of the internet. We want to empower those who encounter Boto to feel like they’ve found a treasure trove of tools that can give them an edge and optimize their time.

Tips:

- Write with the intent to evoke an emotional reaction of discovering something cool
- Every word is a chance to make a connection with someone
- Empathy matters! How does the community feel? What do they need?
- Be positive: Highlight people’s achievements and spread the love
- Adopt a family-feel: this is a community with the same values and goals

Brand Voice & Tone Pillars

Everything we write should be:

Empowering

Welcoming

Playful

In what has historically been an inaccessible and uninviting space, we want to keep barriers of entry as low as possible. When hurdles are minimal, communities have an easier time growing and thriving. Our copy should be welcoming, inclusive, and earnest, almost like you're talking to a trusted peer/friend.

Tips:

- Be human — what would you want to read?
- Lose the business-speak and colloquial language
- Limit technical jargon without becoming too general
- Read what you've written out loud. Does it speak from the heart? Is it clear and conversational?
- Meet your community where they are — address pain points and offer solutions

Brand Voice & Tone Pillars

Everything we write should be:

Empowering

Welcoming

Playful

We make logic fun! Boto is a support system and community. We're democratizing automation and encouraging collaboration. Keep copy light, fun, and engaging — find small ways to give readers something to smile about and keep them coming back.

Tips:

- Sprinkle some fun superlatives (awesome, great, super cool, etc)
- Foster joy and community
 - Sprinkle in some exclamation marks and emojis
 - Classic: “Learn how to use a pre-built recipe to track Ethereum gas fees.”
 - Playful: “Let’s find that perfect bot to help you track Ethereum gas fees!”
- Turn statements into questions
 - Classic: “Introducing Boto, a no-code automation platform.”
 - Playful: “Looking for a fun way to automate processes without coding? Try Boto!”
 - Classic: “Act fast on new information.”
 - Playful: “Ready to act fast on new information? Our library of bots can help!”

Mission, Vision, and Values

We believe everyone should have access to the power of automation.

Together, we're building the world's biggest library of bots.

Mission, **Vision**, and Values

We aim to...

- Make it easy for you to get the info you need whenever you need it with bots anyone can build
- Capture the excitement of creating something cool and then being able to share that win with the community so others can benefit as well
- Foster a community that is amazing and welcoming
- Maintain an impressive bot collection due to sharing within the community
- See our community grow as individuals — developers *and* non-developers — share their successes with each other

Mission, Vision, and Values

Boto is only as strong as our community.

We listen, engage, and grow together. We embrace fun. We believe letting people be creative and getting things done aren't mutually exclusive.

Collaboration is key.

Sharing logic and building upon each other's bots is all part of the magic of Boto.

Automation is for everyone.

Inclusion is at our core — we think everyone should have access to the power of automation.

We level the playing field.

We're giving people access to the tools so they can be a part of the conversation.

Without transparency, there is no fairness nor community.

We strive to over-communicate: share information openly and disagree when you disagree.

Flexibility is a strength.

We're constantly innovating so we can quickly react to the market and opportunities.

Brand Personality

Useful

User-friendly

Helpful

Empowering

Practical

Creative

Fun

Innovative

Friendly

Approachable

Inclusive

Warm and fuzzy

Community-oriented

Welcoming

Open

Who Is Boto?

A focus on community and collaboration

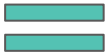
Community is at our core. This is a sandbox where anyone can come and play. We want everyone to contribute to building Boto, and we embody that sentiment by offering social support and making it easy to collaborate and share logic.



A no-code movement

We're democratizing automation and encouraging collaboration in what has historically been an inaccessible and uninviting space. Anyone and everyone can participate!

Boto: a community-oriented platform where anyone can create and share their automation



We empower our users to feel like they've found a treasure trove of tools that can give them an edge and optimize their time. Boto is meant to be an easy, fun, and collaborative platform for anyone to move fast on new information with the help of automation, regardless of their coding knowledge.