

Protaigé Brand Guidelines

Artificially Intelligent. Genuinely Creative.

"To revolutionize marketing efficiency by providing an intuitive, chat-to-campaign AI that enables businesses to effortlessly launch and optimize personalised, on-brand campaigns at scale."

| Brand Story

Vision

To be the future of marketing automation, where businesses can dominate every channel effortlessly through intelligent AI agents that work autonomously to strategise, create, and launch campaigns.

Positioning Statement

Protaigé is your creative agency in the cloud, powered by AI. A multi-agent creative AI that enables you to scale marketing campaigns at lightning speed—your autonomous AI creative powerhouse that crushes campaigns while you focus on the big wins.

Brand Aspiration

To eliminate the hassle from marketing, enabling businesses to achieve scroll-stopping campaigns with zero hand-holding, transforming how brands connect with their audiences at warp speed.

| Brand Values

Autonomy

Our AI agents work autonomously like a creative powerhouse, handling strategy, creation, and launch without endless back-and-forth or hand-holding.

Independent

Self-sufficient

Intelligent

Efficiency

Brief once, and let the agents work their magic at warp speed. No steep learning curve, no fuss—just results that dominate every channel.

Lightning-fast

Streamlined

Effortless

Brand Consistency

Every post, every ad—always on-brand. Protaigé's agents keep your brand voice loud and clear, no matter where you show up.

On-brand

Reliable

Coherent

Innovation

We're creating the future of marketing with multi-agent systems that craft, launch, and optimise campaigns using revolutionary AI technology.

Future-forward

Cutting-edge

Revolutionary

| Brand Themes

Autonomous Intelligence

Emphasizing the self-directed nature of AI agents that work independently to deliver marketing results without constant human oversight.

Speed and Efficiency

Highlighting the lightning-fast, warp-speed capabilities that eliminate waiting times and accelerate campaign delivery.

Creative Empowerment

Positioning AI as a creative partner that amplifies human potential rather than replacing creativity, enabling focus on strategic wins.

Effortless Excellence

Promoting the ease of use and professional results that require minimal effort while maintaining high-quality, scroll-stopping outputs.

| Key Messages

Functional

Multi-agent creative AI that enables scaling marketing campaigns at lightning speed

Chat-to-campaign interface that requires no training or steep learning curves

Generates, tests, and optimises ads, landing pages, social posts, and more across all channels

Maintains brand consistency across every touchpoint and platform

Emotional

Focus on the big wins while AI handles the execution

Experience the future of marketing with scroll-stopping campaigns

No hassle, just hustle—eliminate the fuss from campaign creation

Dominate every channel effortlessly with autonomous creative power

Proof-Based

Built by experts with rich experience in law, advertising, tech, and marketing automation

Founded by entrepreneurs with proven track records including successful agency leadership

Team includes award-winning creative professionals with 300+ accolades and global brand experience

Developed with decade-plus expertise in enterprise software and marketing operations

| Brand Voice

Tone of Voice

Protaigé speaks with confident directness and playful irreverence. The tone is energetic and results-focused, cutting through marketing fluff with witty, punchy language. It's the voice of someone who gets things done while having fun doing it—bold but not arrogant, clever but not pretentious.

Writing Style

Short, punchy sentences with powerful action words. Uses casual contractions and contemporary phrases like 'boom,' 'warp speed,' and 'scroll-stopping.' Employs rhetorical questions and conversational asides. Balances professionalism with personality through clever wordplay and marketing-savvy humor.

Personality Traits

Confident

Irreverent

Direct

Energetic

Witty

No-nonsense

| Color Palette

Primary Colors

Deep Navy Blue

Not provided | Not provided
Not provided

Vibrant Orange

Not provided | Not provided
Not provided

Secondary Colors

Clean White

Not provided | Not provided
Not provided

Professional Gray

Not provided | Not provided
Not provided

| Typography

Heading Font

Not provided

Subheading Font

Not provided

Body Font

Not provided

Accent Display Font

Not provided

| Imagery & Photography

Style

Not provided

Generated on September 30, 2025

Made by Protaigé