

# CORN MAFIA GUILD BRAND GUIDELINES



2022



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## Brand Guidelines 1.0

This brand guide shows all elements of the Corn Mafia Guild brand, correct use and guidelines. The Guidelines are subject to change. Updating, adding and subtracting content as needed to stay relevant.

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## Preface

This guild brand guideline book was developed due in part to the growth of the Corn Mafia Guild. In June of 2022 the Artisan group leaders "Beowulf" and "Stein-66" came to the decision that moving forward branding structure would need to be in place. This branding book was started in July of 2022 by "Stein-66" and will continue to evolve over the life of the guild.

## Mission Statement

Our mission is ongoing: To grow and protect a warm, helpful and optimistic community of the Cornucopias Metaverse. Today we are also focusing on setting up a high-quality guild. Built from the minds and dreams of our community members. Made to ensure that the faithful Community members, part of the Corn Mafia Guild and allied Guilds, can enjoy the Metaverse in all its glory.

Cornucopias The Island and the Corn Mafia Guild are works-in-progress. As information on the Metaverse becomes public, the guild uses a robust system of work groups to fine-tune the Guild's procedures to match the new avenues opened in the Metaverse.

The Corn Mafia Guild wants to participate in everything the Cornucopias Metaverse has to offer. We foresee these major areas of conduct:

- Playing and coordinating as a group inside the game;
- Training and equipping members to win individual competitions;
- Getting Corn Mafia Guild members ready (equipment, knowledge, and leadership) to have peak performance in all Corn Mafia Guild competitions;
- Creating a positive loop for both members and Guild during Play-to-Earn activities;

Coordinating a group efforts in the game's economy, by:

- Acquisition of the most valuable in-game properties in as many zones as possible;
- Develop acquired in-game properties;
- Building up in-game production and supply chains;
- Using resources to acquire or build the best in-game equipment (Build-to-Earn);

Developing complementary projects:

- Developing projects that utilize the artistic and creative skills of Guild members;
- Seeking out talent to set up Learn-to-Earn opportunities;

## Brief History

Corn Mafia was founded by the first wave of community members in the Cornucopias Discord Server. These early members understood the immense potential of "Cornucopias: The Island" and how this project is set to lead a revolution on how Metaverse works.

In the minds of these early members, it was clear that such a high potential project would benefit from having like-minded individuals group into a core of believers. Their mission, to do everything a community group could do to ensure the success and prosperity of the project.

## Avoiding Confusion

We've all had bad experiences in guild work groups caused by confusion or misunderstanding. The problem comes when the message you think you are sending is different from the message the recipient has understood. Confusion creates more confusion, and a lot of preventable conflict and stress can pile up before things get resolved. We have members world wide and English may be their second or third language. Be patient and listen and try to understand your fellow guild member. If you have problems conveying a message or getting your point across please reach out to your work group leader.



## Typography

The main creative typeface for Corn Mafia Guild Logo is Copperplate. An open-source font, Copperplate is available on our website. Multiple levels of typographic hierarchy are possible for impact and clarity in our creative communications.

To download the Copperplate typeface, please go to the following link: [wfonts.com/font/copperplate](http://wfonts.com/font/copperplate)

### Primary Guild Name Font and Logotype

# COPPERPLATE

#### COPPERPLATE BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

#### COPPERPLATE REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

#### COPPERPLATE LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

#### When to use

Copperplate regular should be used for all Corn Mafia Guild Logotype on all media types (No Exceptions).

#### Copperplate History

Originally designed in 1901, Copperplate Gothic was first released as a font family containing several weights and condensed variations. The font name reflects the popularity of this particular style of typeface during the time that copperplate engraving was a popular technique for reproducing illustrated material; from about 1530 up to the 19th century. Although a true lowercase has never been designed, Copperplate Gothic is ideal for all-capital text typically set in small print. For example, it's very popular for use on business cards. Tiny serifs lend Copperplate Gothic a distinctive feel. The design captures both the sturdiness of a sans serif, as well as the elegance of typefaces with serifs.

### Secondary font

# Arial

#### Arial Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

#### Arial Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

#### When to use

To be used on guild related media items that are not logotype.

"The Arial typeface is recommended for general graphic use, when Copperplate is unavailable. It is a web- safe font, ensuring compatibility across a wide range of browsers."

#### Arial Overview

A contemporary sans serif design, Arial contains more humanist characteristics than many of its predecessors and as such is more in tune with the mood of the last decades of the twentieth century. The overall treatment of curves is softer and fuller than in most industrial style sans serif faces. Terminal strokes are cut on the diagonal which helps to give the face a less mechanical appearance. Arial is an extremely versatile family of typefaces which can be used with equal success for text setting in reports, presentations, magazines etc, and for display use in newspapers, advertising and promotions.



## Logo History

The first logo was design by “Adalego” a founding members of the guild, was used through out the development of the guild.

In early January 2022, the founders were discussing creating a logo for the future Corn Mafia Guild. From these conversations, some requirements were established to compose the logo, the first requirement was the need for something related to corn in line with the Cornucopias metaverse and the second requirement would be something related to the Italian mafia. The founders decided that the logo should have some elements of red color.

With that in mind, Adalego started using images that would contain the elements established in the group, something impactful but simple. Regarding the first requirement, the choice was obvious, corn should be present in the logo, but it couldn't be just any corn. The corn should have some relation to games, so Adalego chose two corn cobs arranged on opposite sides and that resemble two daggers of Chinese origin called Sai daggers.

The second requirement for the logo was that it must have something mafia related. Adalego did a quick google search and got several options: weapons, cigar, cigarette, crowbar, hat, etc. Among them Adalego chose the least aggressive and most elegant option, a Fedora hat with a red ribbon.

The stars that are on opposite sides of the logo were inspired by the sheriff's stars very common in the American wild west. The intention was to refer to the Cornucopias theme area, also inspired by the old west. For the font Adalego used a font that resembled a classic retro games style.

Finally, to gather all the elements of the logo Adalego used the concentric circles in order to transform them into a coat of arms, ideal for identifying the noble and honorable members of the mafia family wherever they were inside or outside the Cornucopias metaverse. Before we got to the final version, we had at least three more logo options.

This previous logo design was deactivated and is not used on any guild related branding projects as of 08/01/22.



## Present Logo

The present logo iteration was modified in June 2022 from the first version by “Stein-66” of the Artisan group and overseen by “Beowulf” founding guild member. This logo design was put into commission on 08/01/22..

Stein-66 kept the shape and images as the previous iteration but moved them around to emphasize the black fedora. The two corn icons below the fedora were moved and replaced the stars on the outer ring and reduced in size. The guilds Artisans and Marketing departments came to the conclusion that the importance of using the fedora as the most recognizable part of the design moved the fedora front and center. This black fedora with a red hat band is the iconic symbol that represents the guild.

The font change was made to keep the consistent with the guilds font guidelines. This impart was to make the guilds name more visible and also to add the word “Guild” after the “Corn Mafia” that was not present on the first logo design.



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# CORN MAFIA GUILD BRAND GUIDELINES



## Logo

### Logo Policy

The “Corn Mafia Guild” logo and “Corn Mafia Guild” name is intellectual property and cannot be altered in any way. Violations of these rules can result in Discord roles being revoked or resulting in Guild membership termination.

### Logo use

The guild logo is an important part of our brand. It represents our identity and is a valuable piece of intellectual property.

You must obtain Artisans group leaders approval for every new situation requiring the application of its logo. Do not copy or use any logos that are part of Corn Mafia Guild websites, applications, social media platforms or other resources. The guild requires this to ensure brand accuracy and to protect its trademarks.

It is appropriate to request a logo for such things as:

- Social media promotion of the guild
- Videos promoting the guild

The logo may not be used for:

- Merchandise or clothing outside the guilds merchandise store or guild supplied custom designs.
- Promoting a non-guild website outside the guild
- Selling private NFTs using the guild as marketing leverage

All communications, both print and electronic, published by “Corn Mafia Guild”, must prominently display an approved logo. The guild logo is available for download. Use of any stylized, animated, hand drawn or other versions of an unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with Artisan group leaders if you have any questions or need further help.



## Logo Nametype

# CORN MAFIA GUILD

CORNMAFIAGUILD.IO

### Logo Nametype Explanation

A logotype is a logo centered around a company name or initials, while a logo mark is a logo centered around a symbolic image or icon. The general term logo refers to all marks that represent a brand.

### Nametype Use

The “Corn Mafia Guild” nametype should be use on imagery. The font to be used is Copperplate regular or light.



## Logo Outer Glow

When using the logo on a black or dark background a outer glow must be applied do to the logos out rind being black. If the outer glow is not use the logo will look smaller and not complete.



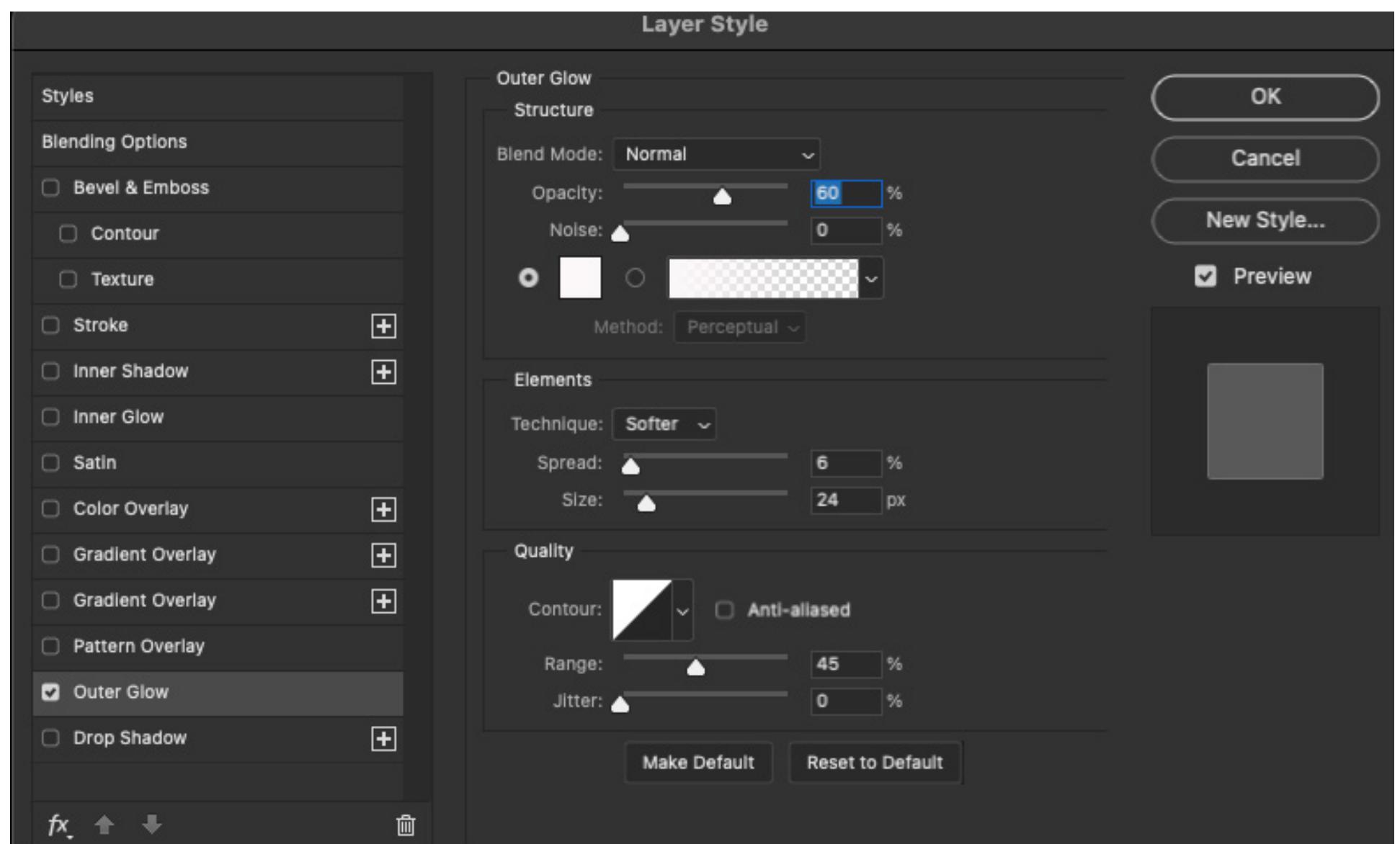
Without outer glow



With outer glow

## Outer Glow Photoshop Settings

The settings below are to be used on all logos on a black or dark background where the outer ring of the logo cannot be seen. This is a base parameter and may be adjusted but not over exaggerated.





## Guild Color Guide

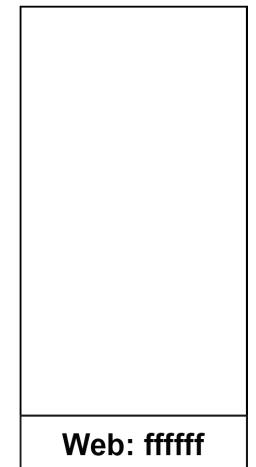
### Primary Color system

#### Explanation:

The Corn Mafia Guild has three official colors: Red, Black and White. These colors have become a recognizable identifier for the guild.

#### Usage:

Use them as the dominant color palette for all internal and external visual presentations of the guild.



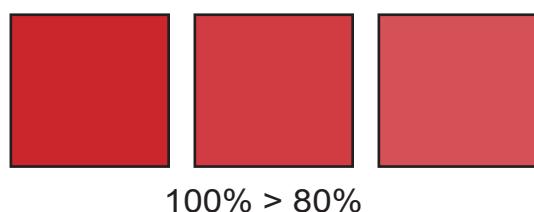
### Color Codes

CMYK : C0 M81 Y8 K20  
Pantone : 187  
HLS : (357,69,47)  
RGB : R204 G38 B45

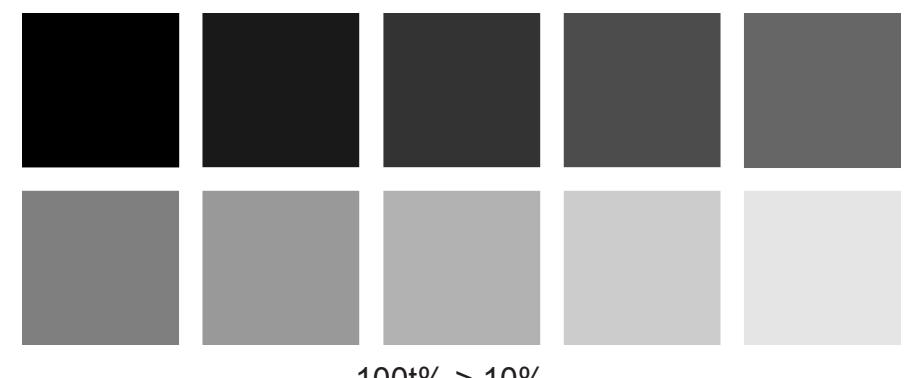
CMYK : C0 M0 Y0 K100  
Pantone : 419  
HLS : (0, 0, 0)  
RGB : R000 G000 B000

CMYK : C0 M0 Y0 K0  
Pantone : 7436  
HLS : (0, 0, 100)  
RGB : R255 G255 B255

### The Color Tones



100% > 80%



100% > 10%

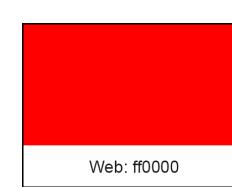
### Secondary Color

#### Explanation:

The Secondary colors are complementary to our official colors, but are not recognizable identifiers for Corn Mafia Guild. Secondary colors should be used sparingly, that is, in less than 10 percent of the palette in one piece.

#### Usage:

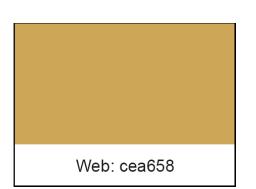
Use them to accent and support the primary color palette. If there is a doubt on how to use a secondary color, please contact one of us to overview before continuing time consuming color matching.



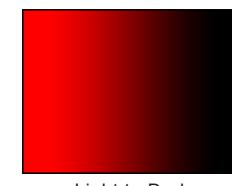
CMYK : C0 M100 Y100 K0  
Pantone : 1797  
HLS : (0,100,50)  
RGB : R255 G0 B0



CMYK : C86 M0 Y98 K74  
Pantone : 350  
HLS : (113,97,13)  
RGB : R9 G66 B1



CMYK : C0 M19 Y57 K19  
Pantone : 465  
HLS : (40,55,58)  
RGB : R206 G166 B88



Light to Dark



Light to Dark



Light to Dark



## Posters & Infographics

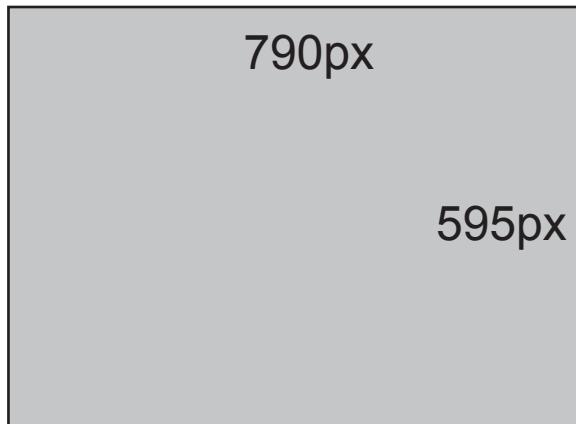
### Poster Size

#### Explanation:

The poster size is 790px x 595px for any poster or infographics on Discord or Twitter.

#### Usage:

Used for recruiters on Discord servers or art work to be used by guild members on social media.



## Recruiting Poster Character Examples

#### Explanation:

These posters show the colors that we used. These colors will range from B&W to cool blues.

Characters should be wearing a business suit and a fedora hat with a red or black hat band. If a image cannot be found with a fedora hat present the image to the Artisans group leader for approval.

The poster is used to convey information in a graphical way. Either combined with a block of text or stand alone. Usually poster are used for Recruitment, Announcements, Commercials, FAQ.



## Recruiting Poster Design Principles

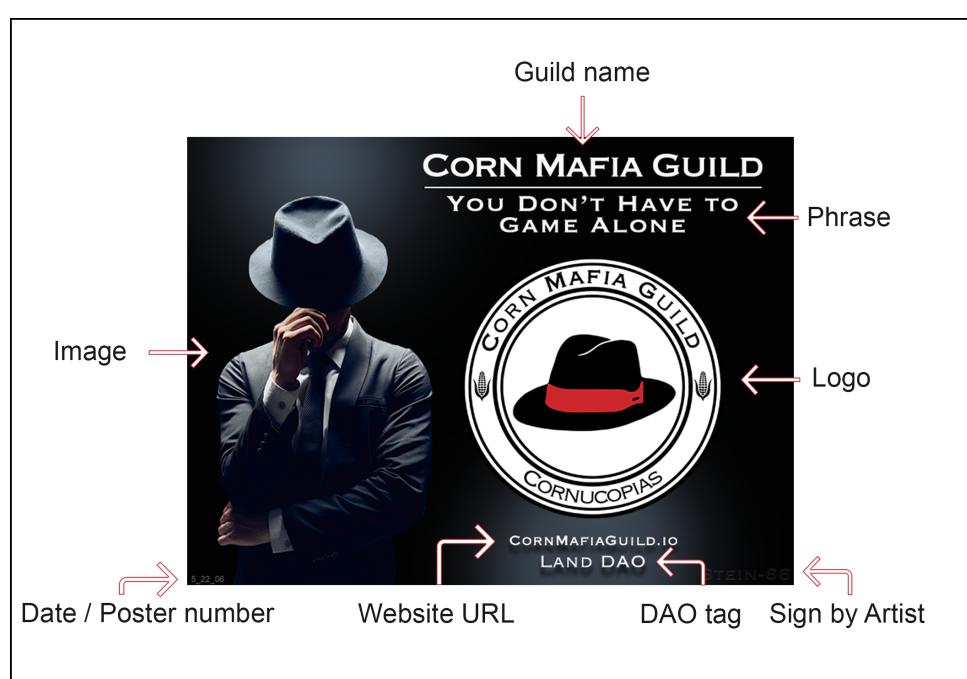
#### Dramatic & Human:

All photography & videography is human-centered and conveys the dark, menacing but cool and calm personality of the guild.

#### Explanation:

Poster must have the following information on them.

1. Guild name must be prominently displayed.
2. Phrase should always be below guild name.
3. Guild logo must be on all poster unless specified by lead designer.
4. Website URL must be placed at the bottom and the first letter of each word must be capitalized.
5. Land DAO tag should below URL
6. Artist name bottom right corner and faded to not be distracting.
7. Date / Poster number in bottom left corner, the month and year and artist number. Each artist will be provided their own number.



## Social Media Poster Examples

#### Explanation:

These example posters show the colors that were used. These infographics have color coordinating fonts with the graphics or images provided by lead designer.

Social media post can use images from the Guild or Cornucopias for current or upcoming events or to give positive insight to the project.

Social media graphics do not need to have the guilds logo as the center piece but should be visible. Other fonts maybe used other than the Logotype.





## Imagery Construction Style

The coloring of our imagery helps maintain a sense of consistency and harmony for our brand. This mysterious, dark and vintage look is our creative direction at this time. Subtly desaturated hues with a cooling tint or B&W provide a neutral palette against our bold Corn Mafia Guild logo.

Use single pops of color in imagery such as dark blue, red or black these colors correspond with our brand.

A few simple adjustments in Photoshop may be made to make photography consistent, especially when working with stock imagery. Masking human figures and designing backgrounds around them.

Each photo will have different adjustments based on how it was shot, but the example on the right shows a before and the left shows after of the adjustments made to slightly desaturate and cool the image to look more consistent with the images.

Before



After



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# CORN MAFIA GUILD BRAND GUIDELINES



## Font Do & Don't

The Corn Mafia Guild uses Copperplate font in all market material. Designing a poster, social media post image, product or promoting a guild member this font should be used. Do not use other fonts for the main title or header of imagery.



Do use Copperplate regular font when designing promotional material.



Don't use other fonts when promoting guild members or other marketing material.

## Red Mafia Man Use

The Red Mafia Man is a limit licensed stock image and is not to be used in any guild promotional imagery. It cannot be used in any form or fashion where a financial benefit can be acquired.



This logo will be phased out, all banners will be replaced by 2023.



This version is specifically used for "The Wise Guys" YouTube channel and not to be used on any other projects.

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# CORN MAFIA GUILD BRAND GUIDELINES



## The Wise Guys on YouTube

The Wise Guys is a Corn Mafia Guilds Media Productions YouTube news and information series.

This series was created, produced, edited and anchored by “Kazillionaire” and “Scruffy” with the first episode airing Jul 6, 2022.

### Logo Nametype

# The Wise Guys

This font is not to be used in conjunction with any marketing material other than the series or series promotion.

### Typography

Primary Name Font

# Anton Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

The main creative typeface for “The Wise Guys” is Anton Regular and is available from Adobe.

### Font Color



Yellow

RGB : R255 G180 B0

# : ffb400

### The Wise Guys Graphics



The Red Mafia Men is a limit licensed stock image is not to be used for marketing or clothing where financial benefit can be acquired.

### Series Backdrop





## Approvals Contact

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### **Stein-66**

GP Artisans & Marketing

### **Beowulf**

GP Artisans & Marketing

This is designed as a guide. We are here to support you,  
please do not hesitate to contact us.

**This Guideline book was:**

Designed and written by:  
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**Adalego**