CORNUCOPIAS

BRAND + STYLE GUIDE | SPRING 2023

LOGO | TYPOGRAPHY | COLORS | BACKGROUNDS | GAME IMAGES

INTRODUCTION

The Cornucopias communications are an expression of the brand. The brand is an important asset that can create deep and meaningful connections with the community, investors and partners.

The Cornucopias Brand and Style Guidelines document in not intended to dictate an approach to communicating about Cornucopias but rather to provide helpful guidelines that should ensure consistency in how the brand is portrayed.

All assets included in the Cornucopias Brand & Style Guide are located in a Google Drive directory, the link can be found in the "Press" section on the Cornucopias website.

If at any point in time questions should arise regarding the Cornucopias brand and it's usage, please do not hesitate to contact **brand@cornucopias.io**

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LOGO VERSIONS

BLACK + WHITE - PRIMARY USAGE

Included are 2 versions of the Cornucopias logo.
Use of the black + white logos are only reserved for small logo grids applications.
70% - 100% black for use with white background. 0% - 30% black for use with dark background.

For Use With Dark Background

For Use With Light Background

FULL COLOR - SECONDARY USAGE

Included is the main full color Cornucopias logo for use on dark and light backgrounds.

For Use With Dark Background

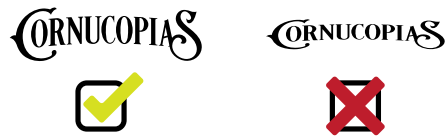For Use With Light Background

LOGO USAGE

MINIMUM SIZE

Logo width should be 1" or wider. Never shrink it below 1" in width.

RESIZING LOGO

Always scale the logo proportionally. Never strech the logo when resizing.

LOGO VERSION HIERARCHY

1. White Logo - Should be used whenever possible

2. Black Logo - Should be used only on light backgrounds

3. Color Logo - Should be used when neither the black or white logo
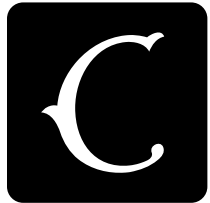   work in your application

SECONDARY + $COPI TOKEN MARK

SECONDARY MARK OPTIONS

Included is the black, white and full color Cornucopias "C" Secondary Mark.
The secondary mark should be used for smaller logo applications.
The full color secondary mark is used to represent the COPI token

For Use With
Dark Background

For Use With
Light Background

Use To Represent
COPI Token

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COLOR PALETTE

Specify the appropriate values based on your target use – CMYK for print, HEX for web. These colors were chosen based on their ability to reproduce in the above color spaces. The primary palette should be used for general Cornucopias communications.

PRIMARY COLORS

PMS: **137 C**	R: **255** G: **163** B: **26**	C: **0** M: **41.46** Y: **100** K:**0**	HEX: **FFA400**

PMS: **Process Black C**	R: **0** G: **0** B: **0**	C: **60** M: **40** Y: **20** K:**100**	HEX: **000000**

SECONDARY COLORS

PMS: **Cool Gray 11 C**	R: **65** G: **64** B: **66**	C: **67.68** M: **61.84** Y: **58.07** K:**45.66**	HEX: **414042**

PMS: **Cool Gray 8 C**	R: **135** G: **135** B: **135**	C: **49.43** M: **41.42** Y: **41.21** K:**5.05**	HEX: **878787**

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TYPOGRAPHY

PRIMARY TYPEFACE - HEADLINE 1

CORNUCOPIAS

BB Strata Regular - ALL CAPS - Source: https://www.fontspring.com/fonts/bold_studio/bb-strata-pro

SECONDARY TYPEFACE - HEADLINE 2

CORNUCOPIAS

BB Strata Bold - ALL CAPS - Source: https://www.fontspring.com/fonts/bold_studio/bb-strata-pro

SECONDARY TYPEFACE - SUBHEAD

Cornucopias

BB Strata Regular - Source: https://www.fontspring.com/fonts/bold_studio/bb-strata-pro

SECONDARY TYPEFACE - BODY COPY

Cornucopias

Poppins Light - Source: https://fonts.google.com/specimen/Poppins

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BACKGROUNDS

Backgrounds are another way to build and strengthen brand identity.
By using the backgrounds our audience will gain familiarity with the Cornucopias brand.
These backgrounds can be used in any proportional scale. These backgrounds may not
be colored, stretched or flipped in any way. A true black background can also be used.
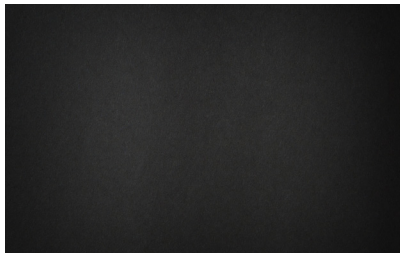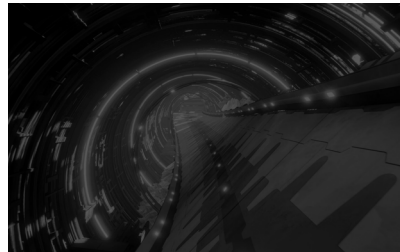
Cornucopias_Black_Background.png

Solace_Lake_Background.png

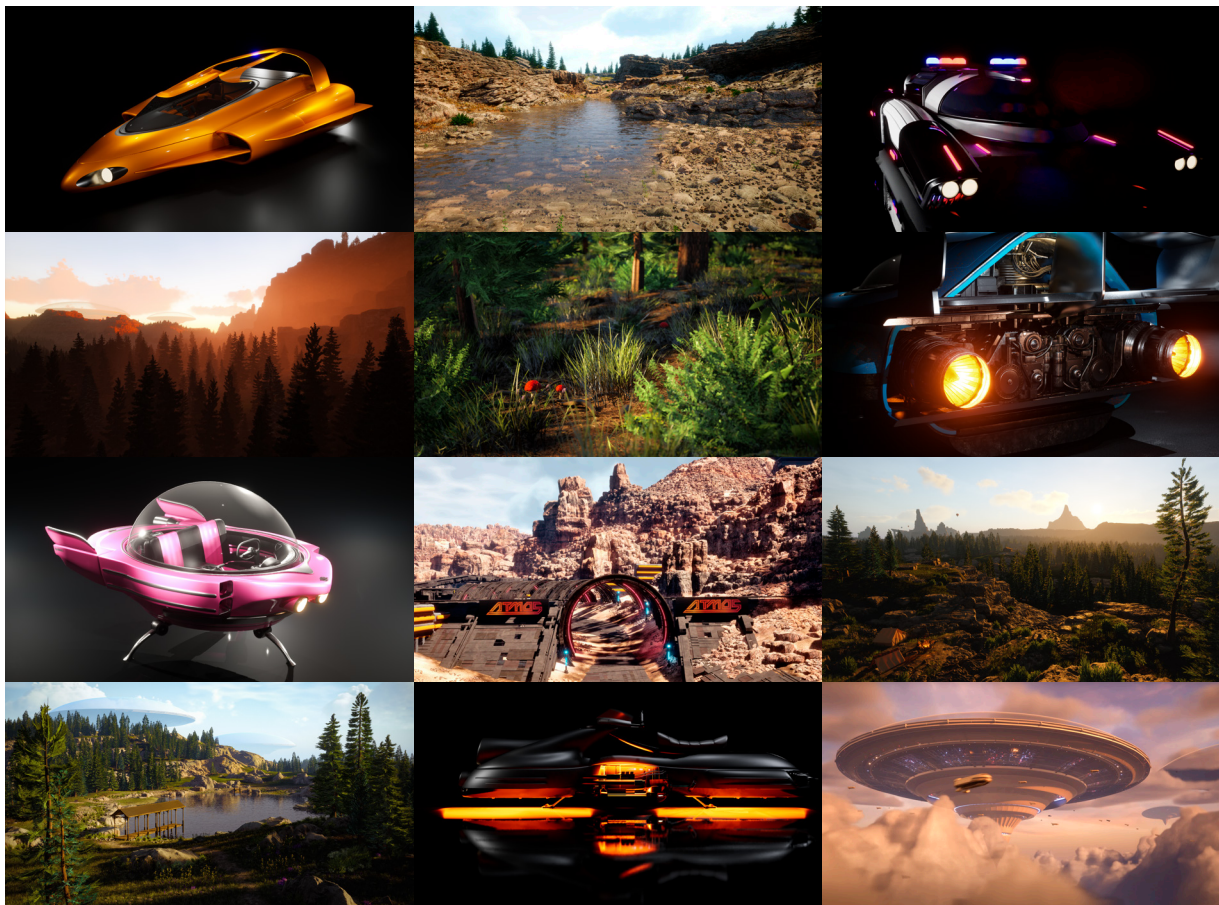Solace_Forest_Background.png

Solace_Path_Background.png

Calido_Raceway_Background.png

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GAME IMAGES

Using in-game images/graphics is another way to build and strengthen the brand for the Cornucopias metaverse. These graphics can be used at any size in the correct proportion. This directory will be constantly updated with new images provided by the game developers.

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