



CORKSY ECOSYSTEM BRAND GUIDE (2025 EDITION)

Last Updated: July 23, 2025

 by THE CORKINATOR - FOUNDER & VISIONARY

WELCOME TO THE CORKSY ECOSYSTEM

Welcome to the comprehensive Corksy Ecosystem Brand Guide, your essential resource for understanding and implementing the visual identity and strategic positioning across our family of interconnected brands. This guide ensures a unified ecosystem experience while preserving the unique character of each Corksy entity. From digital art and collectibles to wine and lifestyle products, this document outlines how our brands work together to deliver cohesive customer experiences across multiple touchpoints.



MASTERBRAND: CORKSY

As the foundational identity of our ecosystem, the Corksy masterbrand represents our pioneering vision at the intersection of wine culture, digital innovation, and artistic expression. Corksy serves as both our flagship consumer-facing brand and the unifying element across all our specialized entities. The masterbrand establishes our reputation for quality, creativity, and cultural relevance.

Corksy is a disruptive ecosystem blending meme culture, blockchain, digital art, and wine appreciation. It bridges tangible and virtual experiences through NFTs, merchandise, apps, games, and storytelling.

CORE VALUES:

- Heritage & Innovation
- Humor & Creativity
- Transparency & Community

VISUAL IDENTITY:

- Primary Colors: Deep Burgundy, Gold Accents, White
- Typography: Serif (heritage), Sans-serif (modern)
- Style: Minimalist, Clean, Bold Character Design

The masterbrand sets guidelines for photography style (authentic, warmly lit, lifestyle-focused), iconography (minimal, elegant line work), and overall aesthetic direction that influences all sub-brands while allowing for their individual expression. All communications from the masterbrand should reflect our core values of quality, innovation, accessibility, and cultural relevance.

BRAND ARCHITECTURE OVERVIEW

The Corksy ecosystem features five distinct yet interconnected brands, each targeting a specific market segment while contributing to our overarching vision of blending digital innovation with wine culture and artistic expression. This strategically designed architecture allows us to maintain specialized focus within each vertical while leveraging cross-brand synergies.

The Corksy ecosystem is structured around a "branded house" model. At the center is Corksy, supported by specialized verticals:



CORKSY ART

Digital art, posters, collectibles



CORKSY MERCH

Wearables and lifestyle products



CORKSY APP

NFT/token wallet, rewards, and updates



CORKSYCELLARS

Wine label, tastings, collaborative bottles



CRE8LINE

Swiss-based holding company in formation (AG) providing structure and legal oversight



UNCORKED TUSCANY

A story-driven vertical within the Corksy universe, *Uncorked Tuscany* combines visual storytelling, collectibles, and real-world activations. Each chapter of the Corksy comic series introduces:

- Original artwork with limited-edition NFTs
- Hidden QR codes embedded in posters, ebooks, and apparel
- Direct links to merch rewards, token airdrops, and symbolic utilities
- A consistent art style used across ebooks, merch, and gamified drops

Rooted in Tuscan aesthetics and humor, *Uncorked Tuscany* bridges fantasy and tradition—turning illustrated wine-fueled adventures into a cross-medium experience.

At the center of our ecosystem sits the Corksy masterbrand, which establishes our core identity and values across all touchpoints. Radiating from this center are our specialized brands: Corksy Art, Corksy Merch, Corksy App, and Corksycellars. Each maintains its own distinct personality while sharing core DNA with the masterbrand. Supporting this entire structure is Cre8Line, our Swiss-based holding company that provides administrative backbone and strategic oversight.

This architecture enables us to speak to different audiences with specialized messaging while maintaining overall brand coherence. The structure supports both standalone brand experiences and cross-ecosystem journeys where customers can seamlessly move between our different offerings.

TOKENOMICS SUMMARY

Token Name: Corksy (\$CORKSY)

Blockchain: Solana & XRP Ledger

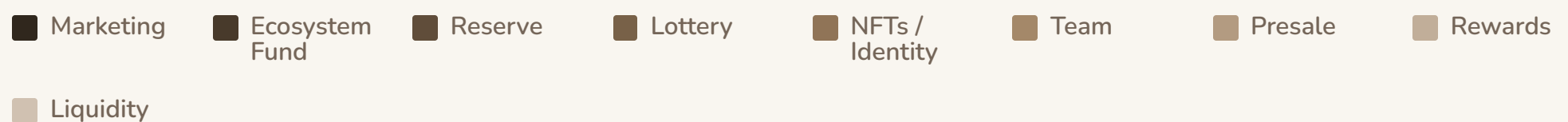
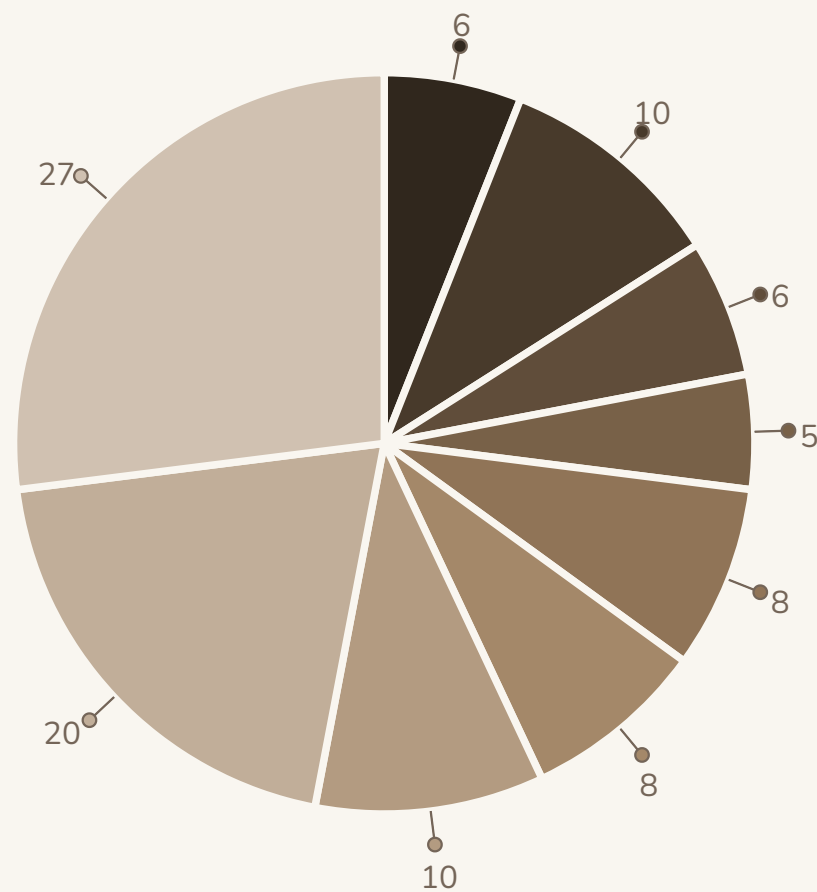
Total Supply: 10 Billion

DISTRIBUTION:

- Marketing: 6%
- Ecosystem Fund: 10%
- Reserve: 6%
- Lottery: 5%
- NFTs / Identity: 8%
- Team: 8%
- Presale: 10%
- Rewards: 20%
- Liquidity: 27%

ECOSYSTEM CONTRIBUTION:

50% of net profits from NFTs, ebooks, and merchandise (after tax) are reinvested into the Corksy ecosystem and \$CORKSY token.



CORKSY ART



CORKSY ART STANDS AS OUR DEDICATED PLATFORM FOR DIGITAL CREATIVITY, SERVING AS A HOME FOR ILLUSTRATIONS, DIGITAL ARTWORKS, AND COLLECTIBLE POSTERS. THIS BRAND REPRESENTS THE ARTISTIC SOUL OF OUR ECOSYSTEM, CELEBRATING CREATIVE EXPRESSION WHILE MAINTAINING CONNECTIONS TO OUR WINE-INSPIRED HERITAGE.

BRAND POSITIONING

Positioned at the intersection of digital art and wine culture, Corksy Art attracts both established art collectors and newcomers seeking accessible entry points into digital creativity. The brand curates a community of talented artists who create both Corksy-themed drops and original works that align with our aesthetic and values. Corksy Art specializes in limited edition releases, artist collaborations, and exclusive collections that blend digital innovation with artistic quality.

HIGHLIGHTS:

- Limited NFT drops with hidden symbols ("Bottle Clues")
- Posters used for both art and rewards
- Symbol system tied to in-game rewards and utilities

VISUAL IDENTITY:

- Vibrant color pops within brand palette
- Clean gallery-style layouts
- Contemporary sans-serif typography

Typography for Corksy Art leans slightly more contemporary than the masterbrand, with greater emphasis on our sans-serif font family to reflect digital modernity. Photography captures both the artworks themselves and the emotional experience of engaging with digital creativity. The overall aesthetic maintains a premium feel while remaining approachable for art enthusiasts of all experience levels.

CORKSY MERCH



CORKSY MERCH SERVES AS OUR OFFICIAL MERCHANDISE HUB, OFFERING A CURATED SELECTION OF WEARABLE ART, COLLECTIBLES, AND LIFESTYLE ACCESSORIES THAT EXTEND THE CORKSY EXPERIENCE INTO EVERYDAY LIFE. THIS BRAND TRANSFORMS OUR DIGITAL AND WINE CULTURE INTO TANGIBLE EXPRESSIONS THAT CUSTOMERS CAN INCORPORATE INTO THEIR PERSONAL STYLE AND HOME ENVIRONMENTS.

BRAND POSITIONING

Positioned as a premium yet accessible merchandise collection, Corksy Merch targets design-conscious consumers who value quality materials and limited-edition exclusivity. The brand focuses on creating products that serve as conversation starters and identity markers for our community members. Rather than mass-produced merchandise, each item represents thoughtful design and craftsmanship, often featuring collaborations with notable designers and artists.

PRODUCT CATEGORIES:

- Apparel: Seasonal drops, artist collabs
- Wine Tools: High-end branded openers, glasses
- Home Decor: Prints, collectibles

FEATURES:

- Exclusive merch linked to NFT ownership
- Stickers tied to the Corksy Challenge (earn \$CORKSY)
- Product packaging hints at hidden messages

Corksy Merch maintains a consistent quality standard across all product categories, with packaging that reinforces our premium positioning while incorporating sustainable materials and practices whenever possible. All merchandise should feel like a natural extension of the broader Corksy experience, creating tangible touchpoints that strengthen customer connection to our ecosystem.

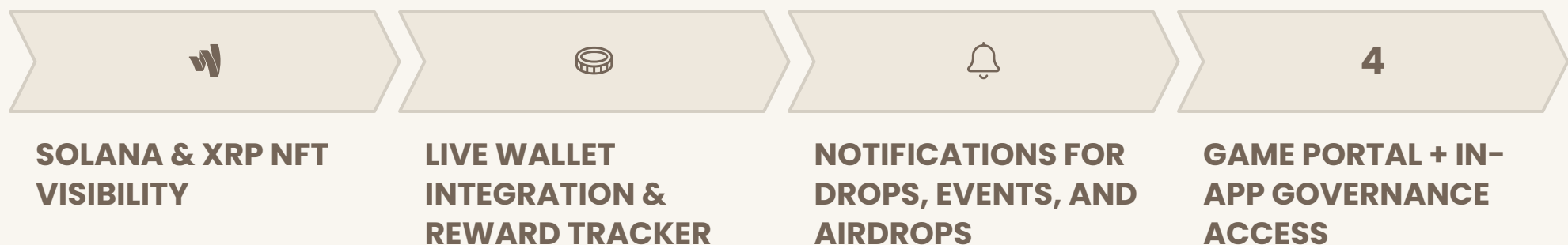
CORKSY APP



THE CORKSY APP SERVES AS OUR TECHNOLOGICAL HUB, PROVIDING A MOBILE PLATFORM THAT CONNECTS USERS TO ALL ASPECTS OF OUR ECOSYSTEM THROUGH A STREAMLINED DIGITAL EXPERIENCE. THIS BRAND REPRESENTS OUR COMMITMENT TO TECHNOLOGICAL INNOVATION AND SEAMLESS INTEGRATION ACROSS PHYSICAL AND DIGITAL REALMS.

BRAND POSITIONING

Positioned as an essential companion for the full Corksy experience, the app targets digitally-savvy consumers who value convenience and exclusive access. The platform provides a unified interface for NFT access, token-gated events, real-time updates, and seamless purchasing across all Corksy brands. This technological infrastructure underpins our entire ecosystem, enabling personalized experiences and frictionless interactions.

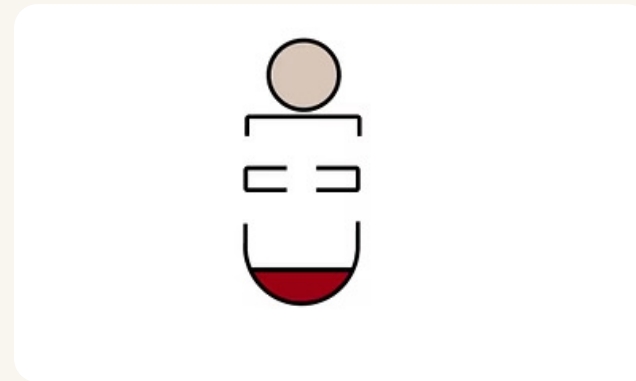


VISUAL IDENTITY:

- Digital navy tones with gradient accents
- Sleek, minimal UX with gamified visuals
- Biometric security and mobile-first design

The app experience should feel premium yet approachable, with animations and interactive elements that delight users without creating unnecessary complexity. All design decisions prioritize functionality and ease of use while maintaining our distinctive aesthetic. As our primary digital touchpoint, the Corksy App plays a crucial role in collecting customer data and preferences, which informs personalization across our entire ecosystem.

CORKSYCELLARS



CORKSYCELLARS REPRESENTS OUR WINE AND LIFESTYLE DIVISION, OFFERING CORKSY-BRANDED WINE SELECTIONS AND COLLABORATIVE PRODUCTS THAT BRING OUR VISION TO LIFE THROUGH SENSORY EXPERIENCES. THIS BRAND CELEBRATES THE ART OF WINEMAKING WHILE INFUSING IT WITH OUR UNIQUE CULTURAL PERSPECTIVE AND DIGITAL INNOVATIONS.

BRAND POSITIONING

Positioned as an approachable yet sophisticated wine brand, Corksycellars attracts both established oenophiles and curious newcomers looking to explore wine culture through a contemporary lens. The brand balances respect for winemaking traditions with a willingness to experiment and innovate, creating distinctive offerings that stand out in a crowded market. Corksycellars specializes in limited release collections, digital-first wine clubs, and collaborative bottles that tell compelling stories.

PRODUCT LINES:

- Corksy-labeled wine vintages
- Collaborative labels with Corksy Art contributors
- NFT-gated wine clubs and virtual tastings

UNIQUE INTEGRATIONS:

- Token-based ordering privileges
- Scannable QR labels linking to NFT content
- Evolving concept for future wine tokenization

Photography for Corksycellars captures both the technical excellence of winemaking and the emotional experience of wine enjoyment, often featuring people engaging with wine in contemporary settings. The overall aesthetic should feel sophisticated without pretension, making wine culture accessible while maintaining the quality associations that build consumer trust and loyalty.



CRE8LINE (HOLDING STRUCTURE)

CRE8LINE SERVES AS THE SWISS-BASED ADMINISTRATIVE AND LEGAL ENTITY THAT POWERS THE ENTIRE CORKSY ECOSYSTEM. WHILE LESS VISIBLE TO CONSUMERS THAN OUR OTHER BRANDS, THIS FOUNDATION PROVIDES ESSENTIAL STRUCTURE, GOVERNANCE, AND STRATEGIC DIRECTION THAT ENABLES ALL CUSTOMER-FACING ACTIVITIES.

BRAND POSITIONING

Positioned as a serious business entity with international credibility, Cre8Line targets potential investors, partners, and regulatory bodies rather than end consumers. The brand projects stability, compliance, and professional management, establishing trust with stakeholders who need reassurance about the sound business fundamentals behind our creative ventures. Cre8Line communicates our commitment to responsible business practices and long-term sustainable growth.

FUNCTIONS:

- Swiss AG in formation to serve as central structure
- Each Corksy sub-brand registered as a distinct legal unit
- Oversees governance, tax compliance, IP management

VISUAL IDENTITY:

- Swiss cross accents
- Navy/gold palette with clean layout
- Professional, transparent communication

Communication from Cre8Line employs formal business language with precise terminology and transparent reporting. Visuals feature clean data visualization, professional photography of leadership and facilities, and structured layouts that convey organizational competence. While maintaining a distinct identity, Cre8Line documentation should always reinforce connection to the broader Corksy vision and values.

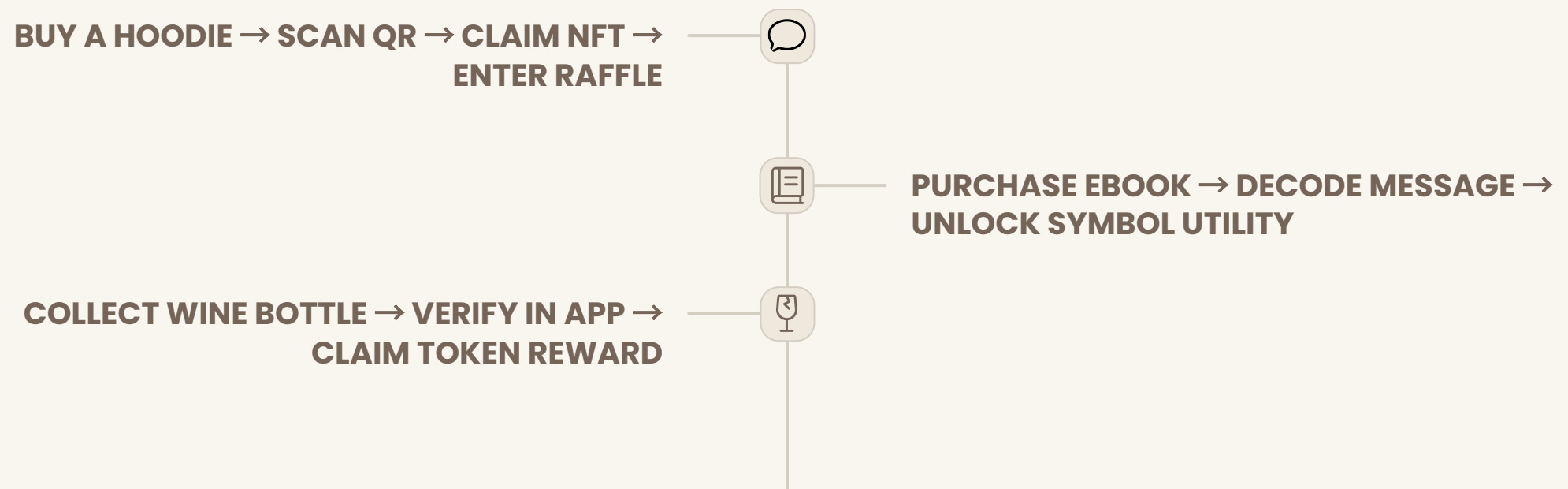
SYNERGIES & ECOSYSTEM TOUCHPOINTS

The true strength of the Corksy ecosystem lies in the seamless integration and cross-pollination between our various brands. By creating intentional touchpoints and user journeys that span multiple entities, we deliver richer experiences and unlock additional value for both customers and our business. These synergies represent the operational manifestation of our integrated brand architecture.

CROSS-BRAND CAMPAIGNS:

- NFT art becomes wine label → featured on merch → unlocks app rewards
- Ebook readers discover hidden QR codes that link to free NFTs or discounts
- App loyalty tied to interactions across all Corksy layers

CUSTOMER JOURNEY EXAMPLES:



UNIFIED CUSTOMER EXPERIENCE

At the heart of our ecosystem strategy is a unified account system that allows customers to move seamlessly between brands with a single login and profile. This approach provides several advantages:

- Comprehensive data collection that enables personalized recommendations across categories
- Simplified purchasing with saved payment methods and shipping preferences
- Ecosystem-wide loyalty program that rewards engagement across all Corksy brands
- Cohesive communication strategy that prevents message fatigue while encouraging cross-brand discovery

Regular collaborative campaigns bring together elements from multiple Corksy brands, creating moments of heightened excitement and cross-pollination. These integrated initiatives might include limited wine releases featuring artwork from Corksy Art creators, with special merchandise commemorating the collaboration and app-exclusive content providing behind-the-scenes insights. Such campaigns exemplify our ecosystem approach at its strongest, leveraging the unique capabilities of each brand while delivering a cohesive overall experience.

BRAND VOICE, GOVERNANCE, AND GUIDELINES

UNIFIED BRAND VOICE

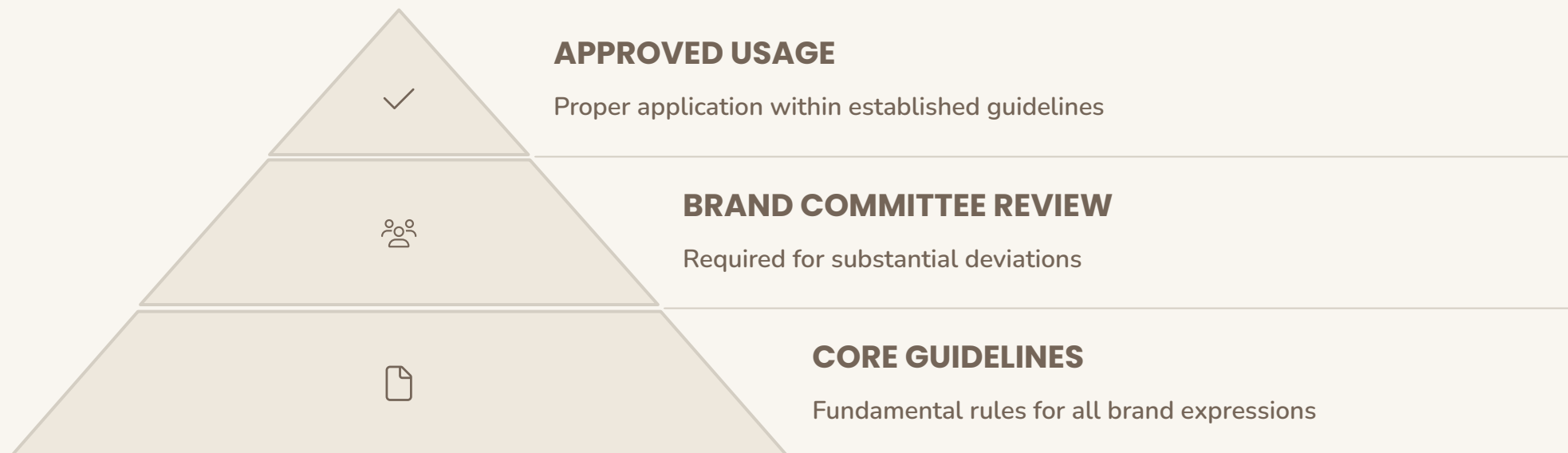
While each Corksy entity maintains its unique personality, all communications should reflect our core voice characteristics: welcoming yet sophisticated, creative but trustworthy, digitally savvy without being intimidating. This voice adapts slightly for different audiences and contexts while maintaining fundamental consistency. Corksy Art may lean more into creative expression, while Corksycellars emphasizes heritage, but all communications should be recognizably part of the same ecosystem.

GOVERNANCE STRUCTURE

Brand governance for the Corksy ecosystem is led by Cre8Line, with a dedicated brand committee overseeing coherence and compliance across all entities. Regular cross-brand strategy sessions ensure alignment while encouraging innovation within established parameters. The committee reviews all major campaigns, significant design updates, and new product concepts to evaluate ecosystem fit while allowing for appropriate differentiation.

VISUAL CONSISTENCY

The consistent application of our ecosystem color palette creates immediate visual recognition across touchpoints. Primary colors (deep burgundy, gold, white, and navy) should appear across all brands in varying proportions specific to each entity. Typography follows our established system of serif and sans-serif fonts, with specific weights and pairings defined for different contexts. All logos require consistent clear space and proper positioning relative to other elements.



Partner co-branding receives special attention within our guidelines, with clear rules for logo placement, relative sizing, and attribution requirements. These standards ensure that collaborations enhance rather than dilute our brand equity. Digital asset management follows strict protocols to ensure all team members and partners access only approved, current versions of logos, templates, and other branded elements.

This brand guide serves as a living document, with scheduled annual reviews to assess market relevance and ecosystem evolution. As the Corksy family of brands continues to grow and develop, these guidelines will adapt while maintaining our fundamental commitment to quality, creativity, and seamless integration across physical and digital experiences. Through consistent application of these principles, we ensure that every customer interaction strengthens our overall brand equity while delivering on our unique value proposition.

FINAL NOTE

Corksy is more than a meme — it's a universe. Whether you're sipping, minting, sticking, or staking, you're part of a brand that merges heritage, humor, and high-quality storytelling.

WEBSITE:

corksy.fun

NFT PORTAL:

nft.corksy.fun

TELEGRAM:

t.me/Corksyhq

TWITTER:

twitter.com/corksyhq

ECOSYSTEM HOLDING:

Cre8Line AG (pending registration)

Stay Connected With Corksy!

Last Updated: June 16, 2025

Find all our official links in one convenient place. Connect with us across platforms and stay updated on the latest **Corksy** news.

Official Websites	corksy.fun nft.corksy.fun app.corksy.fun uncorked.corksy.fun corksycellars.com cre8line.com
App Download	Soon! App Store Google Play Direct APK (July 2025)
Social Media	Pinterest: Corksyhq Facebook: Corksy.fun Instagram: Corksyhq TikTok: @Corksyhq Amazon KDP: Corksy X: CorksyHQ Official NFT Tensor: corksy Telegram: Corksy Youtube Corksy Lounge: Chillout Music Patreon: Corksy
Community	Telegram: Corksy Discord: CorksyHQ Reddit: Corksy Github: Corksyhq Whatsapp: Corksyhq
NFT Marketplaces	Tensor Official NFT: corksy Magiceden: Corksy
Documentation	Whitepaper Tokenomics Roadmap FAQ Nuclino: Corksy

Support	mycorksy@corksy.fun
Newsletter	On any Website available!
Partners	Business Inquiries Collaboration Form
Media Kit	Press Releases Brand Assets Media Contact Nuclino: Corksy
Official Merch Shop	Corksy Merch
Official Art Shop	Corksy Art



Scan the QR code below to access even more — including unlisted drops, bonus merch links, exclusive partner shops, and community-only content:



Thanks for diving into the Corksy universe. We're just getting started.* 🍷 🧡