

Media Kit 2022

The  
**NFT**  **Brand**  
Collective

[nftbrandcollective.com](https://nftbrandcollective.com)

# “What if a machine created its own brand?”

Technology is quickly blurring our perception around what creative work requires a human touch and what a machine can do on its own.

The NFT Brand Collective looks at the idea of what would happen if a machine generated a brand identity on its own.

In other words, rather than us saying “create a logo that looks like a mountain” our machine learning model absorbed data from the real world and generated its own creative output.

The results spark ideas around a potential future where we might ask machines to not just help *improve* our businesses but *create new ones* based on what they see in the real world.



# About the logos

This initial offering from the NFT Brand Collective is a limited set of unique, AI-generated brand logos and taglines.

The AI / Machine Learning model we developed to create the logos is trained on thousands of logos collected across existing, real world brands. The model uses that data to generate new, totally original logos that serve as artistic representatives for specific industries.

The taglines are generated by feeding collections of real world brand messaging into a GPT-3 language processing model.

The focus on individual industries grounds the work in the current market landscape, and the use of NFTs, allows individuals or businesses to own a unique piece of this expression.



# The digital is in the details

Each logo generated is a singular, one-of-a-kind piece created by our machine learning model.

The model in many ways mimics the spontaneous nature of a human drawing or painting a picture.

Also like a human piece of art, every shape is comprised of thousands of tiny details – in our case, pixels – that are “drawn” by the model.

Zooming in, you’re able to see the artifacts of color and texture that make up what appear from a distance to be organic blends of shape and color.



# For a business or personal brand – here or in the metaverse

The NFT Brand Collective logos can serve as pieces of technological art and also as actual logos for business or personal brands.

Whether someone is exploring a metaverse brand or looking for an avatar for their own profile, our logos are one-of-a-kind marks born from modern technology.



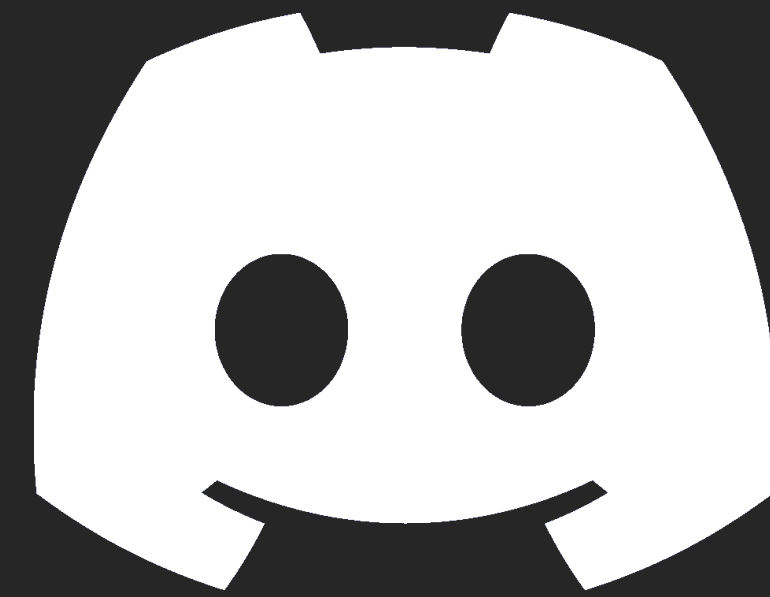
# NFT utility, community, and social

We've created a Discord server for those looking to chat about all topics related to the future of branding, marketing, and technology.

NFT holders will get additional utility with exclusive access to a private channel on our server where holders can receive updates on the project, learn about upcoming drops, and get previews of the project's newest designs before anyone else.

The NFT Brand Collective can also be found on Twitter:

**@nftbrandcollect**



# Discord



# Available to purchase on OpenSea

The initial collection of 32 logos will drop on June 23rd, 2022 on OpenSea.



# We carbon offset our project's mints

Our NFTs are minted on the Ethereum L1 main chain. To support responsible minting, The NFT Brand Collective will carbon offset all initial logo mints by purchasing credits through Aerial.



# The partnership behind the project

The NFT Brand Collective was born from a partnership between the brand strategy and research agency, Map & Fire, and the digital transformations firm, Eleviant.



**MAP & FIRE**

For the past 7 years, Map & Fire has helped businesses clarify their brands to connect with more customers. Using a unique blend of brand strategy, consumer research, and proprietary market data Map & Fire uncovers what customers need and why they buy to fuel brands to new growth.

<https://mapandfire.com>

**Eleviant**  
ELEVATE & SCALE

Eleviant believes that great work and lasting partnerships start from a foundation of strong principles. Over the past 17 years, they've brought more than 1000 creative, cutting-edge digital solutions to life for their clients. They help businesses achieve today's goals and tomorrow's vision.

<https://eleviant.com>



# Short Write-Ups

## Example #1

Artificial intelligence has quickly become a part of our everyday lives. It assists with our driving, monitors our health issues, and recommends the movies and songs we might like. But what happens when AI goes beyond assisting our requests and gets a chance to act on its own? Could a machine generate creative work? Could it even create its own brand? That's exactly the question The NFT Brand Collective decided to explore. Their team developed a machine learning model that generated original brand logos without explicit guidance from a human. This means the machine simply generated the logo designs that it thought were best. The NFT Brand Collective team then paired those logos with AI generated taglines to round out the brands. The results of the experiment feel both technical and organic. For now, the logos serve as a unique expression of branding and art that can be purchased as NFTs – but it hints at a future state where machines could gain new levels of autonomy. Maybe one day AI will even get to start and run businesses all on their own. See the project on their website: [nftbrandcollective.com](https://nftbrandcollective.com)

## Example #2

Now that artificial intelligence can be used to help drive our cars, detect fraud on our bank accounts, and find the right content to keep us entertained, what comes next? When will AI shift from assisting humans to creating things on its own? The NFT Brand Collective decided to explore what would happen if a machine learning model had a chance to be creative. Specifically, they trained their model on thousands of real world brand logos and then let the machine create whatever it wanted. The AI generated original brand logos straight from its own digital imagination. The logos, which are being sold as NFTs, work as pieces of digital art but could also serve as branding for a new business in the real world or maybe in the metaverse. The project definitely sparks some interesting ideas on what it will be like one day when AI starts creating not just brands but possibly complete businesses all on its own. See the project on their website: [nftbrandcollective.com](https://nftbrandcollective.com)