

# Gratopia - Media Kit

This shelf contains useful information if you are interested in creating promotional content for Gratopia.

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# Gratopia - Collaboration Guidelines

Gratopia is excited to collaborate with you! Before you get started on your project, let's get familiar.

## What is Gratopia?

Gratopia is a Minecraft server owned by the YouTuber Gratatah. The point of Gratopia is to do whatever you want, but if you want a real goal, the server is balanced to be an economy survival server. This means that there are some things player should do to make money.

## Gratopia's Community

There's a reason why players spend so much time playing the server, it's community driven. We have had over 60,000 unique players join since December 2023. The community decides on updates and content changes, that's the key to success.

## Language, Phrases and Callouts

- Gratopia has a player driven economy.
- Gratopia accomodates for most, *if not all*, playstyles.
- Gratopia is in active development.
- Gratopia can be joined on Java & Bedrock!

## Do's and Don'ts

- Do show the IP of the server (gratopia.gg) in your content.
- Do encourage people to join Gratopia.
- Do inform the viewers why you play on Gratopia.
- Do include colorful visuals and vibrant colors.
- Don't use profanity or offensive language.
- Don't break any server rules in your content.
- Don't include other servers in your content.
- Don't slander or fire shots at other servers.

## Ways to Promote

You can promote Gratopia in any way you want!

- YouTube Shorts / Videos
- TikTok
- Instagram Reels
- Snapchat Spotlight
- Forum Posts
- Reddit Posts
- Word of mouth
- Minehut Lobby

If you are advertising in Minehut Lobbies please use this command:

**/ad Gratopia SMP | Great Community | Teams | Spawners | Claiming**

We offer an in-game rank for people who promote Gratopia, this rank is called **Media rank**. This rank has all the perks of **Patron+** (Our top rank!) You might be wondering if there are any requirements for obtaining the rank, there is.

- 10,000 views on any content made on Gratopia.
- The IP of the server "gratopia.gg" clearly in the content.
- The content must be uploaded for at least 1 week.

If you believe you meet these requirements, please open a ticket on our [discord server](#).

## Tips for Success

The most important tip is to ensure that you have fun with it. We would love to see your individuality shine through in your promotion for our server. You should also keep the content organic since you know your community best. Make sure the shout out doesn't come across as forced or ingenuine.

## Call to Actions

- Tell your viewers to add gratopia.gg to their server lists
- Tell your viewers to join discord.gg/gratopia
- Tell your viewers to visit your player warp (you should set one!)

# Gratopia - Assets

This is here to make it easy for you to find and use Gratopia's brand elements.

This document doesn't cover everything, so if you have questions or need information that isn't included, feel free to contact Management through [Discord](#) or sending an email to [iam@gratatah.com](mailto:iam@gratatah.com)

## Color Pallet

Purple - #ab89ff

Pink - #eb80fd

## Typography

The fonts Gratopia uses are [Lilita One](#) and [Montserrat](#). While not required, if you decide to represent Gratopia in any way, please consider using one of these fonts.

## Links & Social Media

- [Contact email iam@gratatah.com](mailto:iam@gratatah.com)
- [Website store.gratopia.gg](https://store.gratopia.gg)
- [Discord server: discord.gg/gratopia](https://discord.gg/gratopia)
- [Twitter: twitter.com/GratopiaX](https://twitter.com/GratopiaX)
- [YouTube: youtube.com/grat](https://youtube.com/grat)
- [TikTok: tiktok.com/@gratmc](https://tiktok.com/@gratmc)
- [Instagram: instagram.com/gratatah](https://instagram.com/gratatah)
- [PlanetMinecraft: planetminecraft.com/members/gratopia](https://planetminecraft.com/members/gratopia)

## Trademark Guidelines

When using Gratopia trademarks from this Media Kit, please observe these Trademark Guidelines, in addition to our Terms of Service and Gratopia's other policies. Be advised that we reserve the right to modify this policy at our discretion without prior notice.

These Guidelines apply to your use of Gratopia trademarks and are meant for authorized purposes only. Strict adherence is required; any unauthorized use violating these Guidelines will result in the automatic termination of usage permissions. Approval or denial of permission requests is solely at our discretion, without obligation to provide justification.

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## Logo Files

Download our assets [here](#).