

Forum:[Hack Forums](#)

Thread: [Rebranding - The Gold Standard.](#)

Pentatonix - December 31, 2022, 4:39 pm

Hey guys,

I believe I have decided on the direction I want to take the group. It took a while, but the name Gold Standard has grown on me quite a bit.

Over my years on HF, I have seen dozens and dozens of groups come and go. The ones that stuck out to me the most were not money-driven, but purpose driven. This is what I would like to accomplish since I got this group at such a bargain. (Thanks Sellup)

The direction I would like to take the group is an Invite Only group that does not offer buy-ins. I am tossing back and forth with the idea of having a membership fee that goes into a collective pot that will be given out as payment and rewards for members hitting certain achievements. This will likely be funded by me to start off, but potentially subsidized later on once the group is established. More on that later. (This group will never become pay-to-stay.)

With that being said, I am looking to make this into an arts group. Writing, Music, Graphics, Videography, Poetry, Debating, etc. Kind of like a smashup of Void & Graphic Masters/Fly By Night. My eventual goal for the group is to have Showcases once per month displaying graphics that our GFX team has produced, art from our artists, poetry and short stories from our writers, and music from our producers/musicians. I would really like to see this become a reality. I'd like for us to have News that we share with the forum, and guides that we create to help others, giveaways that are funded through a group collective. (mentioned above) I would like our group to be The Gold Standard of HF. With the best members and if you hire someone from this group, you know you will get the utmost quality product. Eventually, if the group collective fund becomes a hit, I would like to offer a guarantee funded by the group that will insure buyers of our group's products will not be scammed or the group will handle the loss if it cannot be recovered. I believe this will seriously drive quality and trust for our products in the marketplace. The Gold Standard is vague enough to be able to cover a wide array of categories (like art and potentially marketplace) and also fits in with our username colors.

This is going to take a tremendous amount of work to get off the ground. People tend to want to put in effort where they already see effort being made. This is what is going to require each and every one of you to achieve. I believe we can make it happen. I've seen it before, and with your help we will see it again.

Who's ready to make this happen with me?

The Gold Standard.

Sexy graphics are to come soon. I have 3 GFX artists working on this.

theDuke - December 31, 2022, 5:05 pm

Hey! I like the name yes, but like I mentioned earlier Imo the name just rolls off the tongue oddly as a group name, not sure if it's just me. I can envision something like The Golden Circle? Not too sure.

But just wait to see what others think, the more opinions the better. The name is vague enough to rebrand and showcase the group however so that's a good plus.

The idea of a prize pool for member achievements is a great idea, but for most members to participate I think, there would have to be some perks alongside the rewards possibly, depends how much etc but the general idea of it sounds good to me!

News team is great. I've been a part of and led a few news teams on here in the past and it's always a great addition to the group. Showcases, member achievements, podcasts and general news from around the world and HF, I think this happen with the group.

Tutorials and discussions all over the forum with group branding and high quality members will be great as well. Marketplace integration can work, but it's gotta be done right.

I have some more ideas too for marketplace integration, news team and the group in general etc.

Overall glad to see you're taking the group in this direction and I can't wait to see the graphics and this group grow! Happy New Years :)

Komodo - December 31, 2022, 5:14 pm

I'm a fan, sounds badass.

I've been trying to do something like this with COINED but it's just so damn hard. Tons of people apply and say they want to be apart of it, then fuck off and never respond to anything to do with it.

But with the right direction it's an amazing plan.

jcole - December 31, 2022, 5:15 pm

Looking forward to seeing your leadership mentality and the growth of this group. I think the name is a good fit, goes well with the user color of the group, and overall a creative approach towards some other groups on the forum. I know there are a lot of talented individuals on this forum that don't always get to showcase their talents, and a group like this will make it easier to do that while recognizing their hard work put into their craft.

theDuke - December 31, 2022, 5:16 pm

(Dec 31, 2022 06:14 PM)Komodo Wrote: [\[CITE\]](#) I'm a fan, sounds badass.

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Tell me about it lol, not one person messaged me about crypto sector :(glad to see you're here though brotha

Pentatonix - December 31, 2022, 5:20 pm

Of course, this is going to take a tremendous amount of planning and incentives to get off the ground. But once it is established, I don't see why we couldn't make this an active group. Void was literally a discussion and debate group and did really really well.

Deany - December 31, 2022, 5:38 pm

Arts group is actually interesting, because I have been into painting and collecting model kits since 2019. BTW we need a hakumon egg hunting thread. ;)

theDuke - December 31, 2022, 5:42 pm

(Dec 31, 2022 06:20 PM)Pentatonix Wrote: [\[CITE\]](#) Of course, this is going to take a tremendous amount of planning and incentives to get off the ground. But once it is established, I don't see why we couldn't make this an active group. Void was literally a discussion and debate group and did really really well.

Yeah there is for sure enough people on here that are active enough to get it going. Hopefully there is enough quality members on here though

Bullup - January 1, 2023, 12:48 pm

(Dec 31, 2022 06:14 PM)Komodo Wrote: [\[CITE\]](#) I'm a fan, sounds badass.

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But with the right direction it's an amazing plan.

To be fair, hasn't Coined false marketed itself tho?

Wasn't it supposed to have released a ton of NFT and Crypto projects by now, specifically designed to make money for members, amongst other things as well specifically design to turn crypto over for members?

Komodo - January 1, 2023, 12:58 pm

(Jan 1, 2023 01:48 PM)Sellup Wrote: [\[CITE\]](#) To be fair, hasn't Coined false marketed itself tho?

Wasn't it supposed to have released a ton of NFT and Crypto projects by now, specifically designed to make money for members, amongst other things as well specifically design to turn crypto over for members?

I just work here man.

From what I remember as well we only had around 2 members buy into the NFT access just to go inactive. Basically killed Migos' intentions as no one cared.

Even now I have 3 projects running in the group and they again just fall off like a cliff because people stop caring. Only so much we can do as group owners / leaders.

Pentatonix - January 1, 2023, 7:18 pm

(Jan 1, 2023 01:58 PM)Komodo Wrote: [\[CITE\]](#) I just work here man.

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Even now I have 3 projects running in the group and they again just fall off like a cliff because people stop caring. Only so much we can do as group owners / leaders.

It honestly sounds like a motivation issue. Anyone can sit there and spend 3-5 minutes typing up a nice application for a group to get the userbar/color and +10 rep. But it's another thing entirely to want to be part of something bigger. Perhaps a purge is needed for something other than just blatant inactivity on the forum.

Komodo - January 1, 2023, 8:00 pm

(Jan 1, 2023 08:18 PM)Pentatonix Wrote: [\[CITE\]](#) It honestly sounds like a motivation issue. Anyone can sit there and spend 3-5 minutes typing up a nice application for a group to get the userbar/color and +10 rep. But it's another thing entirely to want to be part of something bigger. Perhaps a purge is needed for something other than just blatant inactivity on the forum.

100% accurate.

They write long ass applications of PM me multiple times saying they'll do xyz.
Then never post in the SF and go inactive and use the userbar.

theDuke - January 1, 2023, 8:20 pm

(Jan 1, 2023 09:00 PM)Komodo Wrote: [\[CITE\]](#) 100% accurate.

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Remember when you told me I wasn't active enough to be in the group ? look where we are now Dad ?

I see the userbar all over but it's only like 4 or 5 people that I see posting in the sun forum and discord lol.

Komodo - January 1, 2023, 8:25 pm

(Jan 1, 2023 09:20 PM)theDuke Wrote: [\[CITE\]](#) Remember when you told me I wasn't active enough to be in the group ? look where we are now Dad ?

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It's like that in legit every group I'm in.

HF just lost so much activity.

theDuke - January 1, 2023, 8:26 pm

(Jan 1, 2023 09:25 PM)Komodo Wrote: [\[CITE\]](#) It's like that in legit every group I'm in.

HF just lost so much activity.

I remember some groups where there's pages and pages of activity per minute in the sub forum. I'm hoping one day it can be like that again.

Pentatonix - January 1, 2023, 8:46 pm

(Jan 1, 2023 09:26 PM)theDuke Wrote: [\[CITE\]](#) I remember some groups where there's pages and pages of activity per minute in the sub forum. I'm hoping one day it can be like that again.

An unlikely event, unfortunately. The thing is, forums of all varieties are dying. People aren't joining websites to post on anymore.

akhi - January 5, 2023, 5:22 pm

I like the name if that is the one that sticks. I don't dislike it.

Here are some suggestions I'm brainstorming that go with the gold/yellow username and theme:

- The Submarine (or any play on that, ie. submariners, The Sub, etc.)

\\ I chose this name because of The Beatles' song, "Yellow Submarine" and a video I saw years back of an animated short to that song. I guess the Beatles inspired more than just a wave of music, as vendors made all types of merchandise and were able to express their art and creativity in so many forms and ways under The Beatles' canopy. I guess you could compare the group to The Beatles and everyone could contribute what they have according to spreading the brand. We do stand on the shoulders of giants/

\\ Another play on words here would be the double-entendre for "The Sub" which is also referencing the subdivision style of neighborhood in America where shit goes off the wall sometimes and several cultures can create some of the worlds greatest artists when kids are raised together outside.

- Gold Mane (or manes)

\\ I chose this because I truly believe artistic expression is the pinnacle of human existence and the thing that truly separates us from the wild. That would make us the "kings" of the jungle. Which leads me to my next two suggestions:

- Gold Shark (basically the same reason as above and it has a ring to it)
- Apex (basically artists separate humanity from the wild and I think that artists have always been at the top of the food chain, even if they are typically vegetarian ;))

-Monarchs (the butterfly, silly)

\\ These butterflies do a migration and I believe that art takes you farther than anything. They also have similar color. It would at least look good on a userbar with the username color.

Hope these at least were fun to read!

Pentatonix - January 5, 2023, 5:24 pm

(Jan 5, 2023 06:22 PM)typicallyunaware Wrote: [\[CITE\]](#) I like the name if that is the one that sticks. I don't dislike it.

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I like your group ideas. I did want to leave the name vague enough that this group could transcend into various categories if the arts don't work out by themselves. The Gold Standard can work for arts, gaming, marketplace, etc.

akhi - January 5, 2023, 5:28 pm

(Jan 5, 2023 06:24 PM)Matthew Wrote: [\[CITE\]](#) I like your group ideas. I did want to leave the name vague enough that this group could transcend into various categories if the arts don't work out by themselves. The Gold Standard can work for arts, gaming, marketplace, etc.

I think 'The Sub', 'Apex', and the 'Gold Shark' and 'Gold Mane' are most flexible, from most to least flexibility, respectively.

The sub had every type of kid and personality and hobby growing up, but most of the less popular tended to draw kids out and into isolation.

Apex would just be a reference to being at the top, which could be an art thing, a gaming thing, etc.

I think Gold Mane beats Gold Shark in flexibility because its similar to Apex, while Gold Shark gives me more of a money-oriented feel.

pms - January 7, 2023, 3:53 pm

Sounds great. Im looking forward to this :)

Sky - January 28, 2023, 6:33 pm

I like it. Simplistic, classy.