MAY, 2021

FUTURE IS HERE
FUTURE IS FREE TON

IDENTITY GUIDELINES

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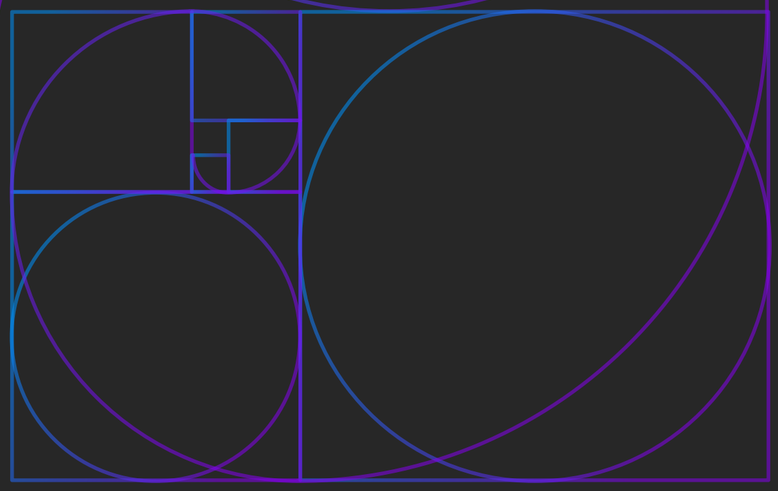
LOGOTYPE



//ASSOCIATIONS

From Wiki: Free TON is based on a flexible multi-blockchain platform called TON Blockchain, which is capable of processing millions of transactions per second, with Turing-complete smart contracts, upgradable formal blockchain specifications, multi-cryptocurrency value transfer. The TON Blockchain presents some new and unique features, such as the "self-healing" vertical blockchain mechanism and Instant Hypercube Routing, which enable it to be fast, reliable, scalable and self-consistent at the same time.

Learn the main keywords that are associated with Free TON.

Keywords: Freedom; Security; Innovation; Scalability; Decentralization; Fast; Flexible; Upgradable; Future...

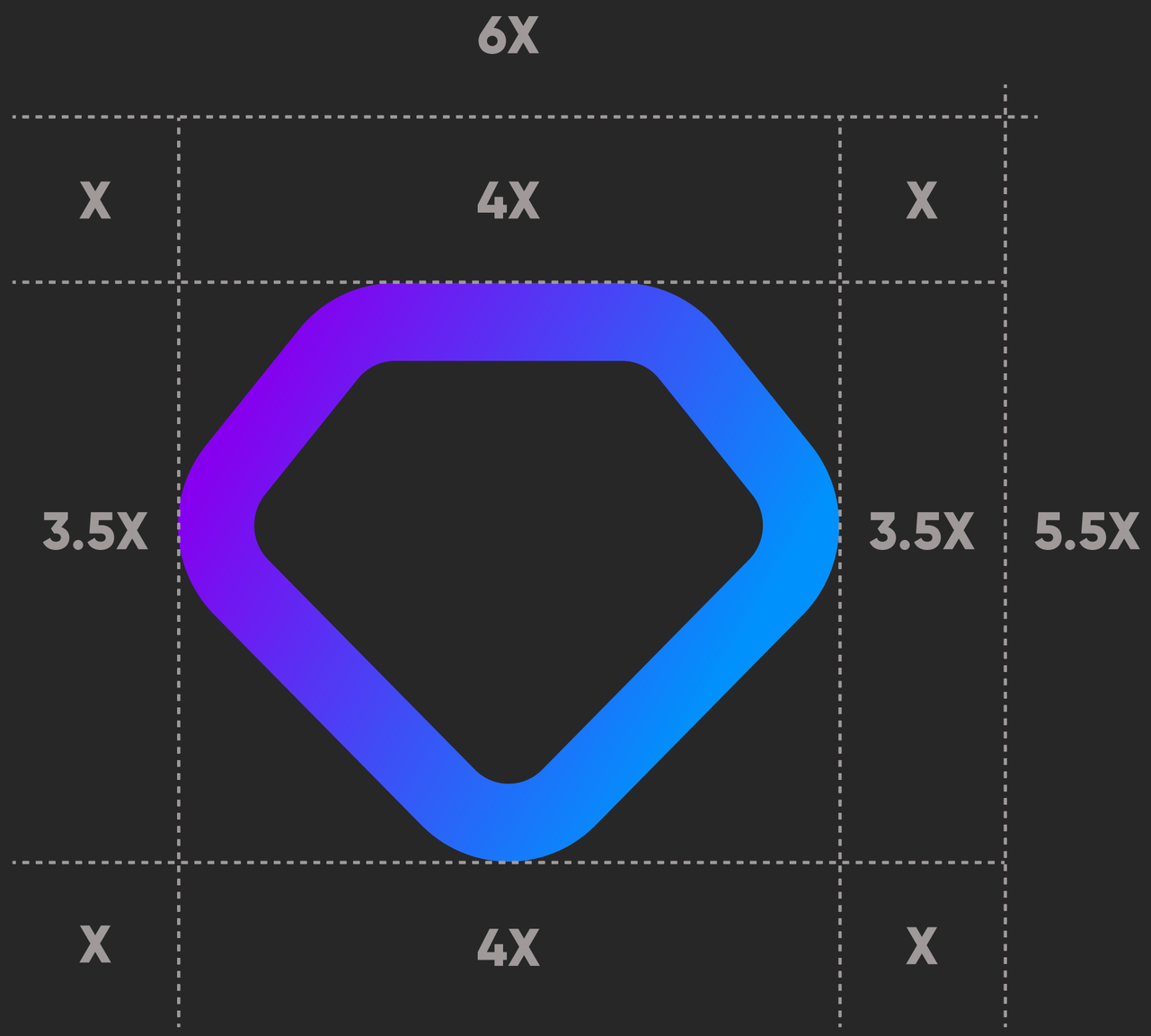
Yes, all this is the **Future.** This technology has huge potential and flexibility. And the main words that we decided to capture in the symbol are **Innovation, Security, Flexibility and Futurism.**

Free TON already has a sign that people remember, we will keep the main motif, but we will bring flexibility and futurism to it.

//GRAPHIC SIGN

The graphic sign is drawn by our designer according to the specified criteria and proportions in order to preserve the outline of the crystal. Because this sign is already firmly established in the minds of people, as a Free TON sign.

The smooth angles emphasize flexibility. The integrity of the structure and the thickness of the lines emphasize reliability and security. The color palette and gradient emphasize innovation and futurism.



Rounded corners

Saturated color

Perfect proportions

Flexible and futuristic

#EEEEEE

#E1E1E1

#202020

#181818

+1000 TON Crystals

//HORIZONTAL LOGOTYPE

FREE TON

FREE TON

FREE TON

FREE TON

FREE TON

FREE TON

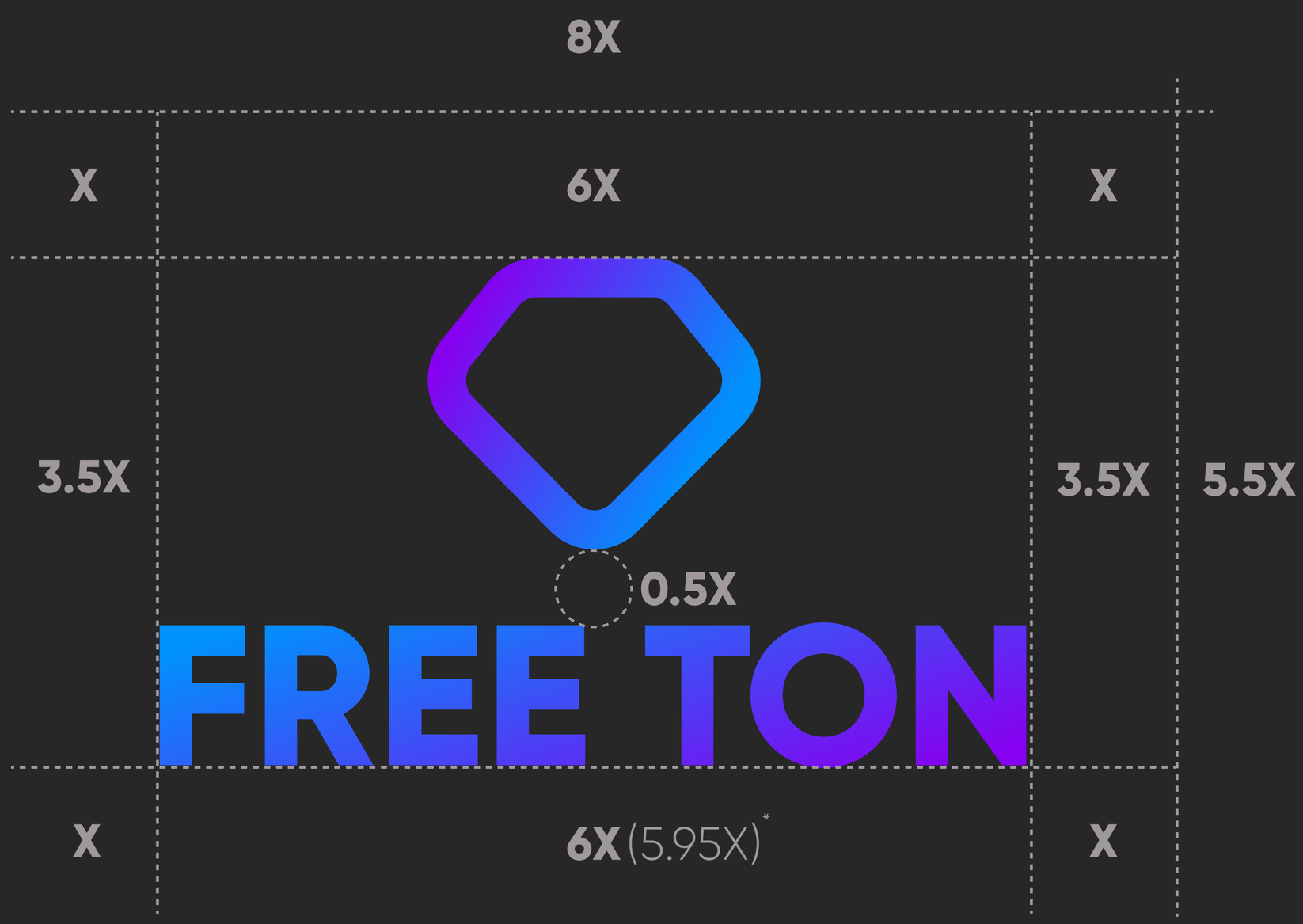
FREE TON

FREE TON

FREE TON

COMMUNITY-DRIVEN
BLOCKCHAIN

//VERTICAL LOGOTYPE



*Original size: width 595 px. height 350 px. Logo in SVG format, you can scale it to any size.

FREE TON

FREE TON

FREE TON

FREE TON

FREE TON

FREE TON

FREE TON

FREE TON

FREE TON

FREE TON

//TEXT LOGOTYPE

*Original size: width 595 px. height 100 px. Logo in SVG format, you can scale it to any size.

FREE TON FREE TON

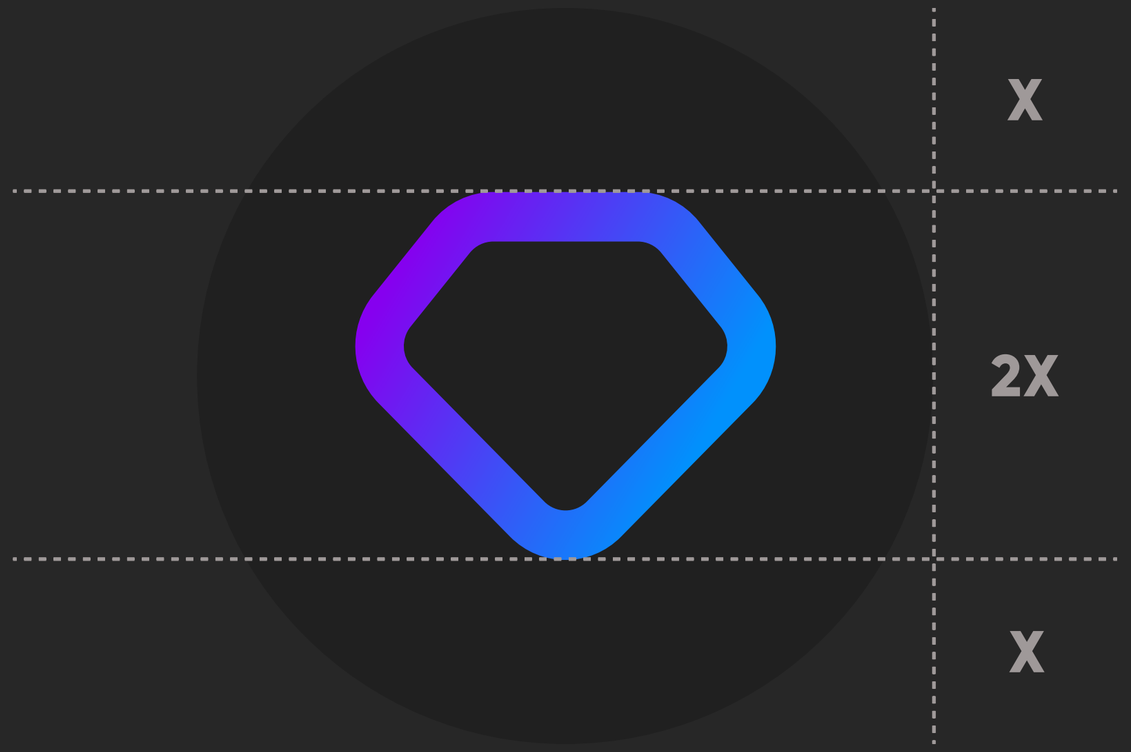
FREE TON FREE TON

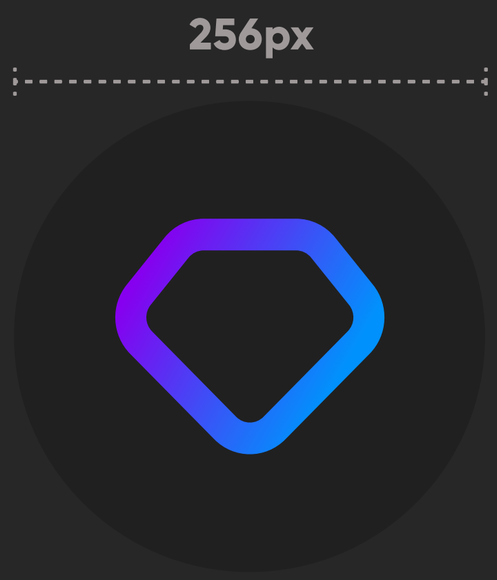
FREE TON FREE TON

FREE TON FREE TON

FREE TON

//TON CRYSTAL ICON





Hello!

Freetoner

TON Crystal +30.21%

Total balance

TON 108 013,144

Bitcoi

Total balar

BTC 0.

Deposit

Withdraw

Watchlist

TON Crystal
TON
+30.21%

Etherium
ETH
-18.06%

Bitcoin
BTC
-21.01%

See all →

//TELEGRAM GROUPS

Use the main graphic sign and text to create a logo in the telegram group.
Use the available color variations. But keep the proportions. For the text, it is better to use an abbreviation if the name is long.

TYPOGRAPHY

//FONT

GILROY

You can download this font for free

EXTRA BOLD / LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Аа Бб Вв Гг Дд Ее Жж Зз Ии Кк Лл Мм Нн
Оо Пп Рр Сс Тт Уу Фф Хх Цц Чч Шш Щщ
Ъъ Ыы Ьь Ээ Юю Яя **1234567890!@#$%**

//TYPOGRAPHY

EXTRA BOLD

Based on this font style, the FREE TON inscription in the logo is made

FREE TON

LIGHT

Used for additional text and descriptions, if necessary. For example:

FREE TON
BLOCKCHAIN

Aa Bb Cc Dd

COLOR PALETTE

//COLORS

PRIMARY «FREE TON CRYSTAL»

HEX	RGBA	HSLA
#0092FC	RGB(0, 146, 252)	HSL(205, 100%, 49.4%)

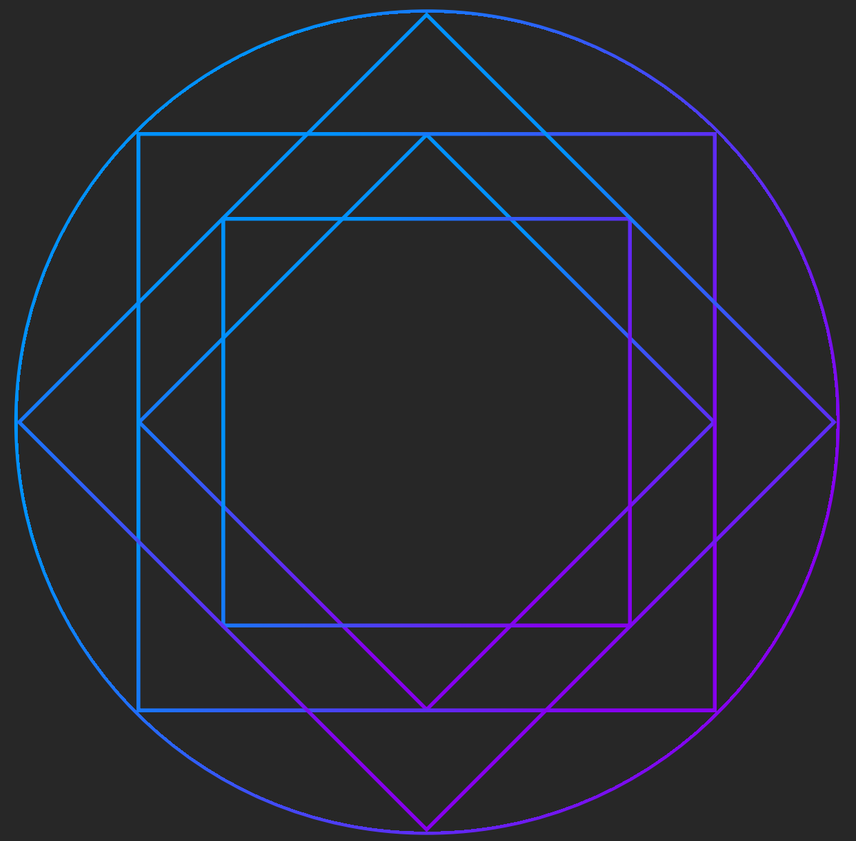
SECONDARY «ELECTRIC PURPLE»

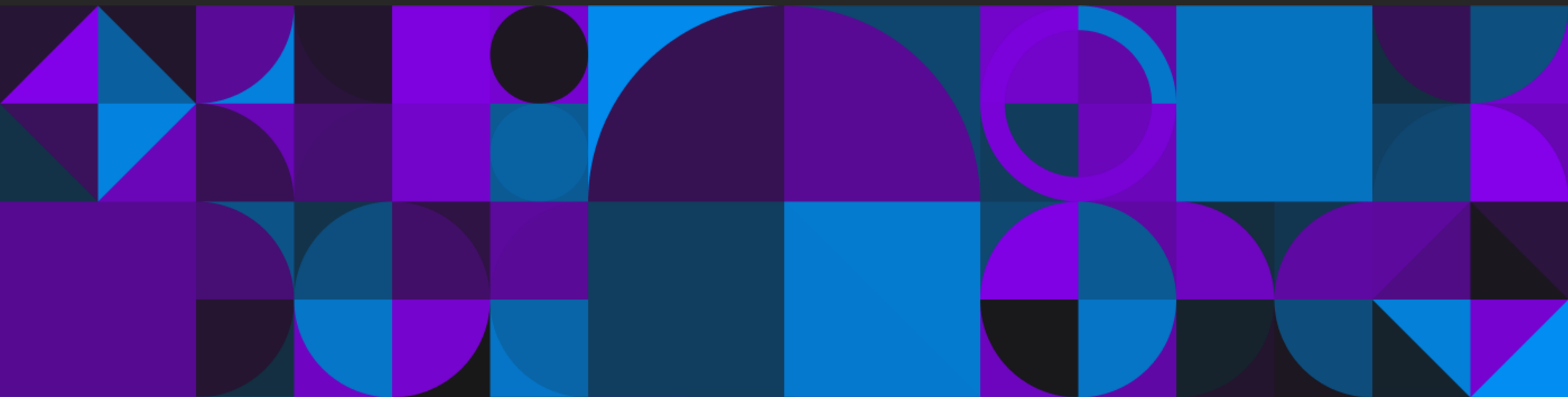
HEX	RGBA	HSLA
#8600EF	RGB(134, 0, 239)	HSL(274, 100%, 46.9%)

SHADES AND TINTS

003963	005796	0074C9	0092FC	63BDFF	96D3FF	C9E8FF
300056	**4D0089**	**6900BC**	**8600EF**	**B556FF**	**CB89FF**	**E2BCFF**

//GRADIENT





ADDITION

//DON'T USAGE

Don't use a stroke

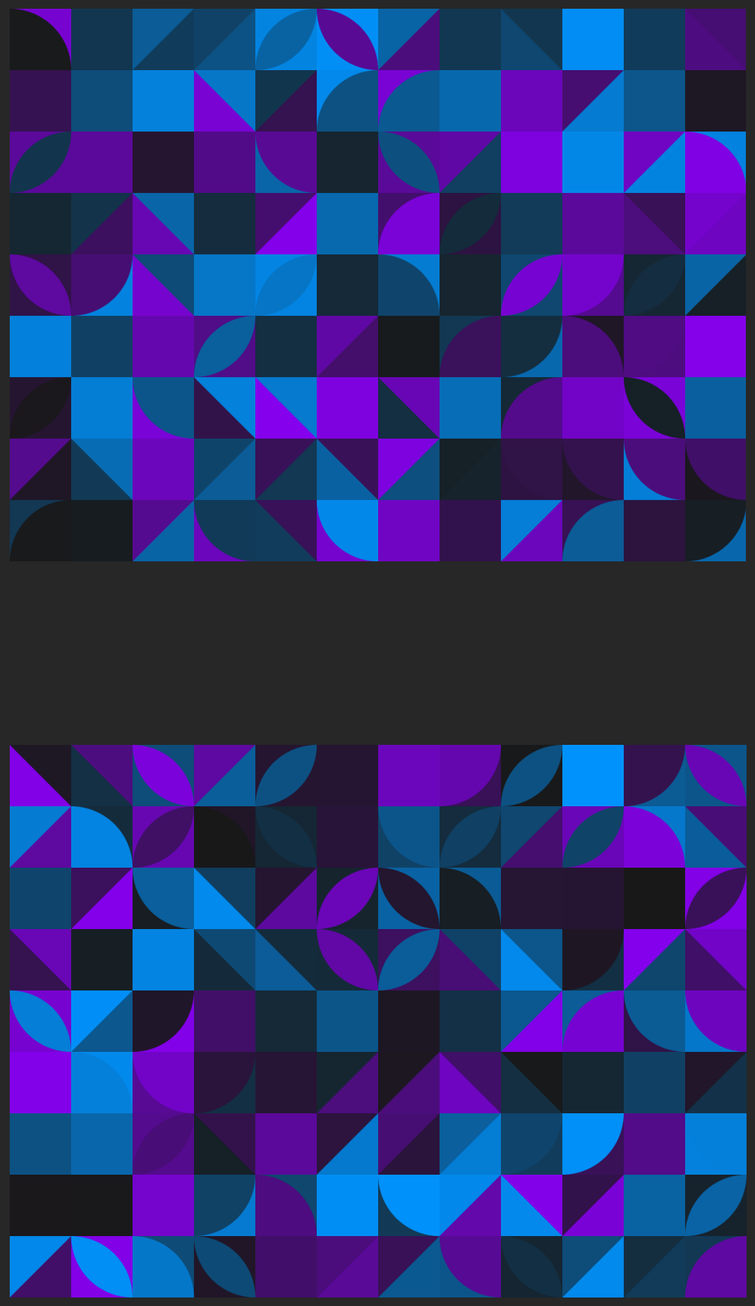
Don't stretch

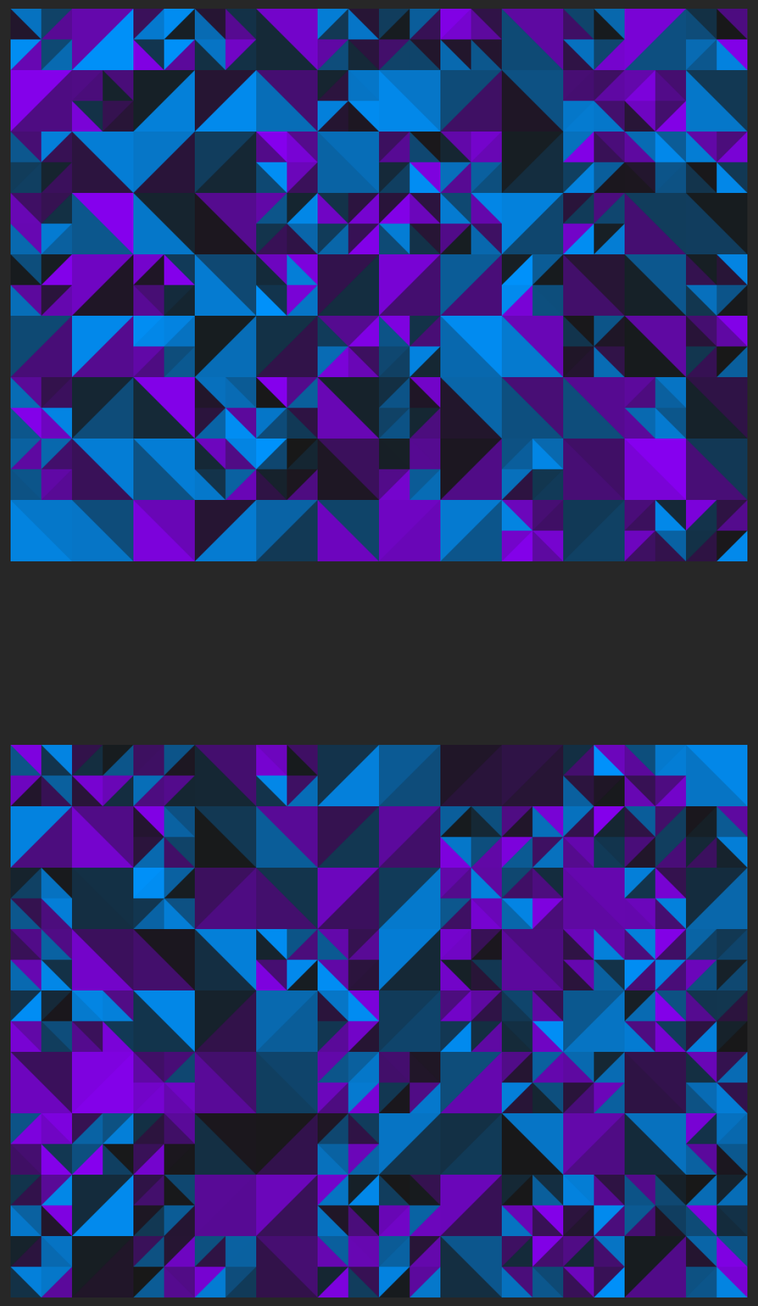
Don't rotate

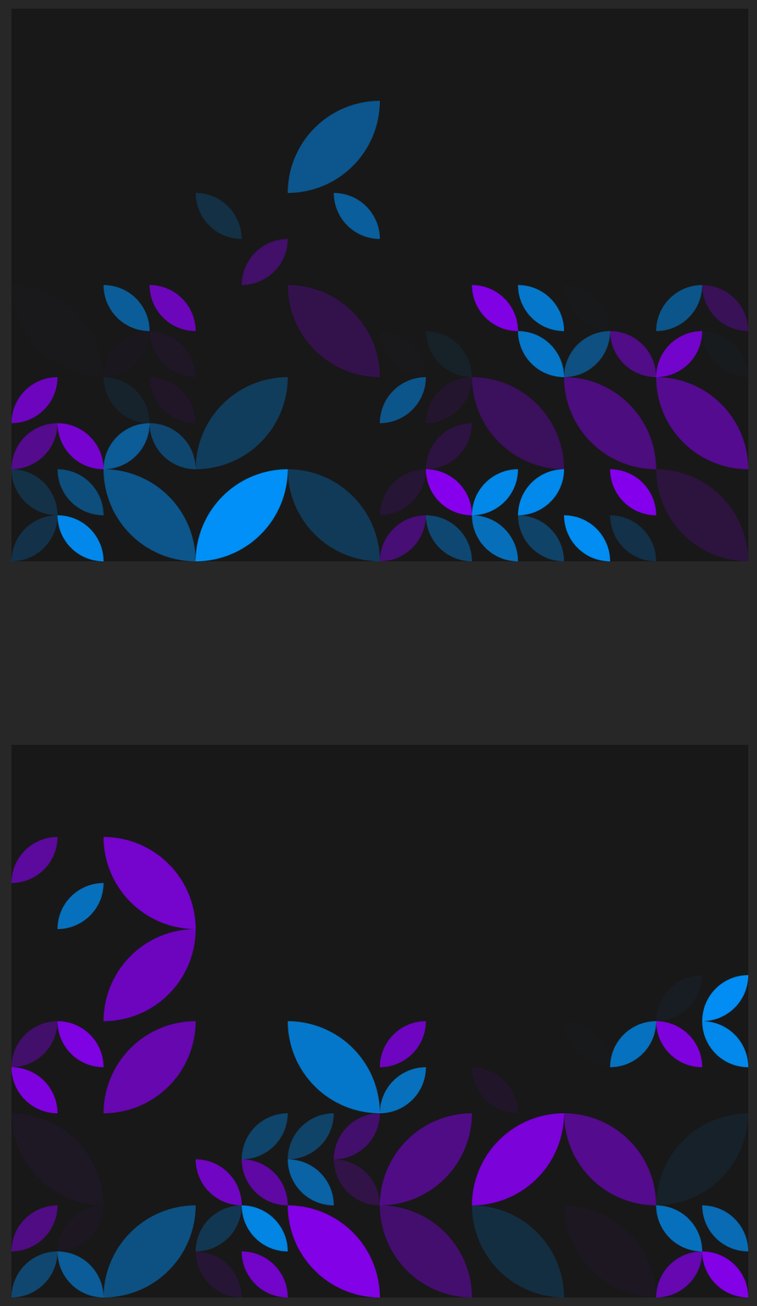
Don't exceed the margins

Don't use other colors, shades, background fill, or gradient

//PATTERNS. PART 1







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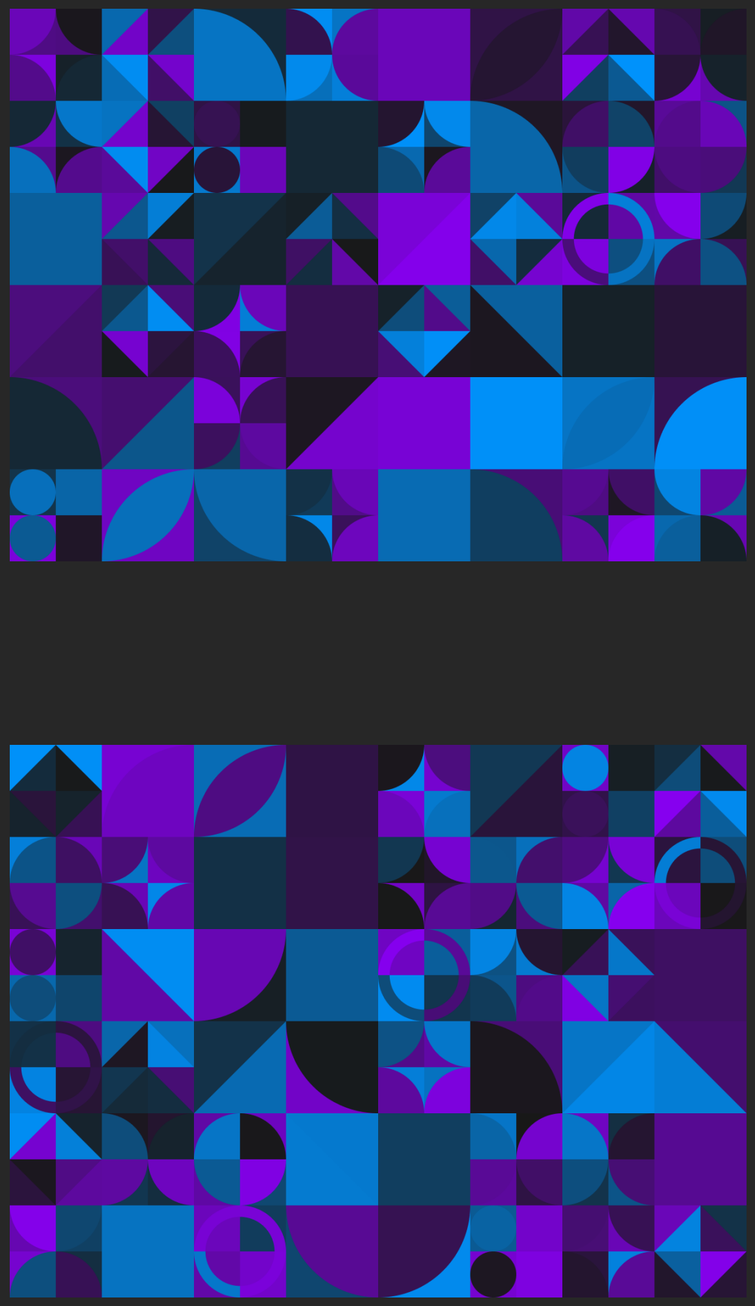
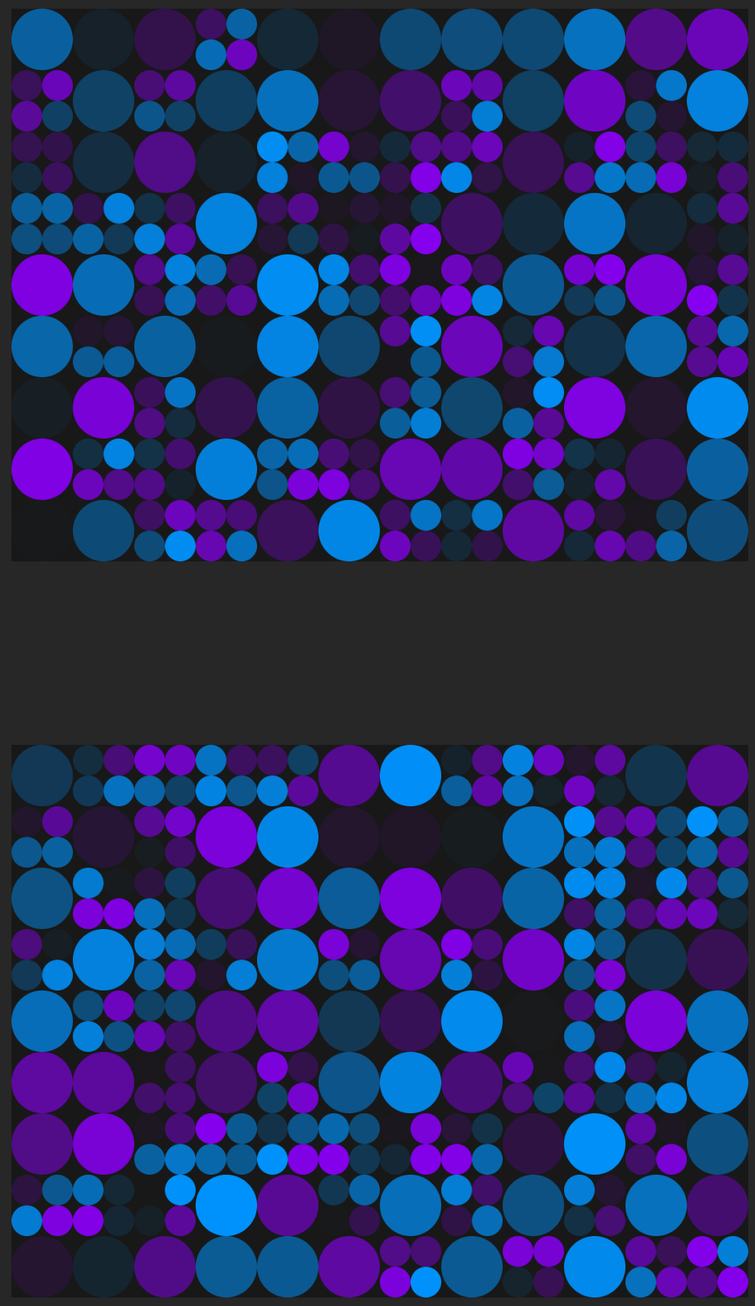
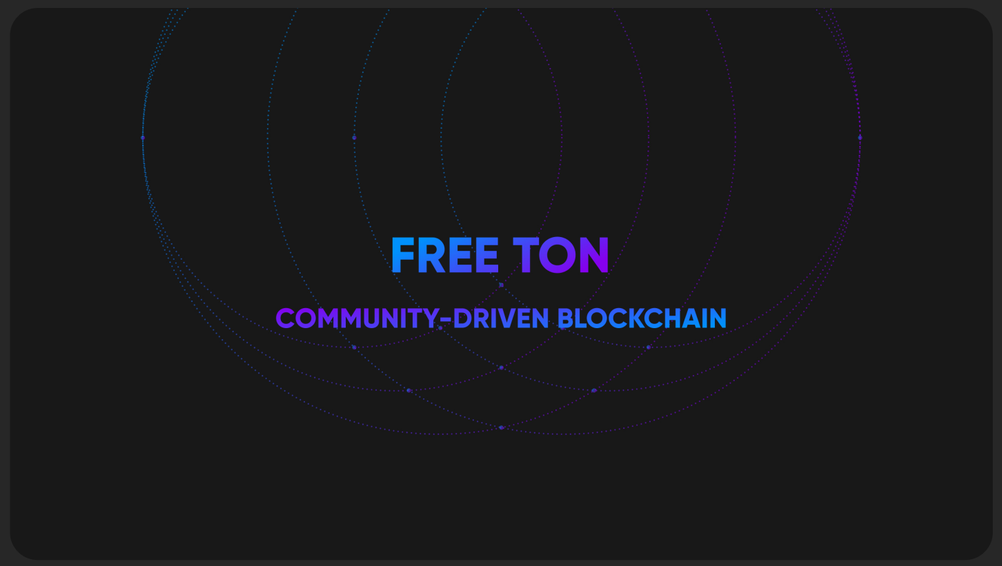




//SOCIAL MEDIA COVERS



YouTube 2560x1440 px

Facebook 1640x856 px

Twitter 1500x500 px

Logo 512x512 px

YouTube

FREE TON

COMMUNITY-DRIVEN BLOCKCHAIN

Free TON
700.000 subscribers

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FUTURE IS HERE
FUTURE IS FREE TON

Free TON Video Explanation

500.000 views • 1 day ago

Free TON is a fast, secure and scalable blockchain and network project, capable of handling millions of transactions per second if necessary, and both user-friendly and service provider-friendly. One might think about Free TON as a huge distributed supercomputer, or rather a huge "superserver", intended to host and provide a variety of services.

Free TON is based on a flexible multi-blockchain platform called TON Blockchain, which is capable of processing millions of transactions per second, with Turing-complete smart contracts, upgradable formal blockchain specifications, multi-cryptocurrency value transfer, support for micropayment channels and off-chain payment networks.

//LINKS AND LICENSE

Figma link Behance link

Our team was happy to take part in this contest. We are inspired by technology, blockchain, and the crypto industry, which is rapidly developing. We are honored to offer the Free TON project a visual style and logo. Everything is developed by us exclusively for the Free TON project. Any coincidences are completely random and unintentional. **With Love for Free TON!**

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Thanks for your attention!

@alinacrea

0:1ba8fc2a1be34b1c8aae7434013ac5dfbfd4c4e1e50343955c882fab2cd84228

FUTURE IS HERE

FUTURE IS FREE TON