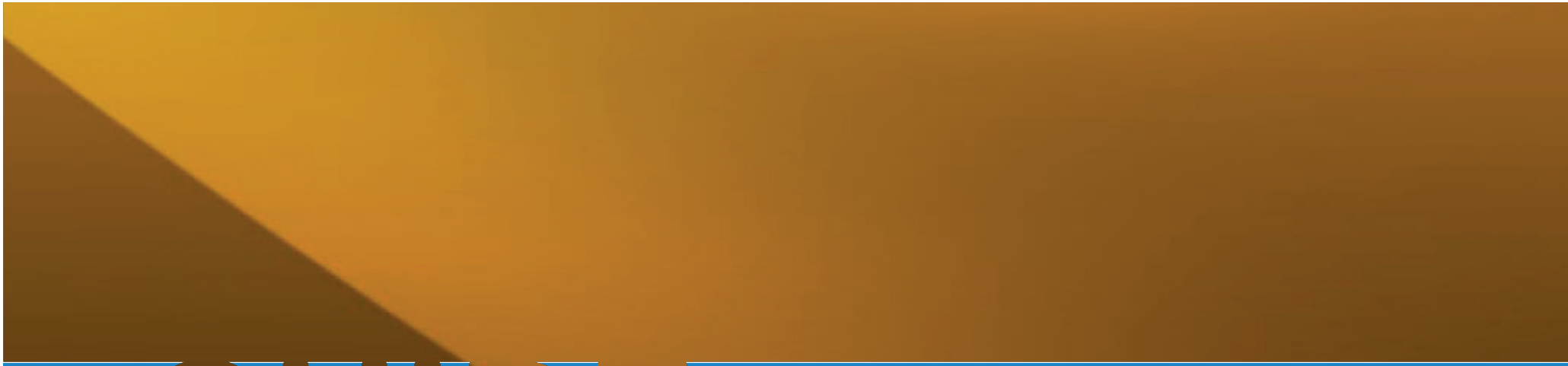


GUIDE

to using
the community
identity

2021

free TON
community driven blockchain

01

MAIN VERSION OF THE LOGO

text part



graphic element

descriptor

02

GOVERNANCE LOGOS







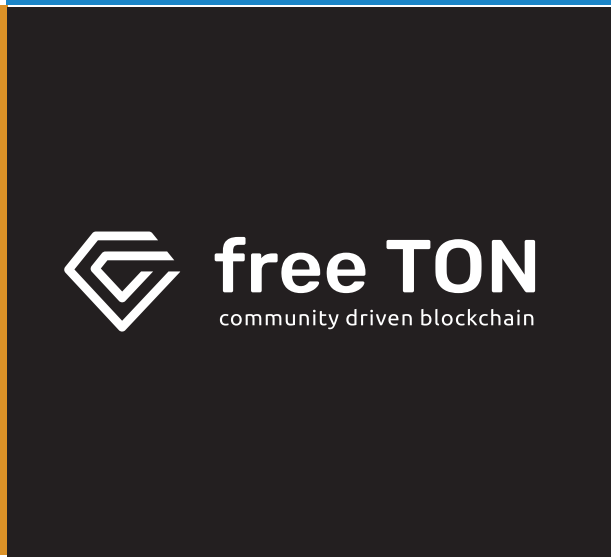
03

LOGO COLOR SOLU TIONS









04

INCORRECT USE CASES



05

BRAND COLORS

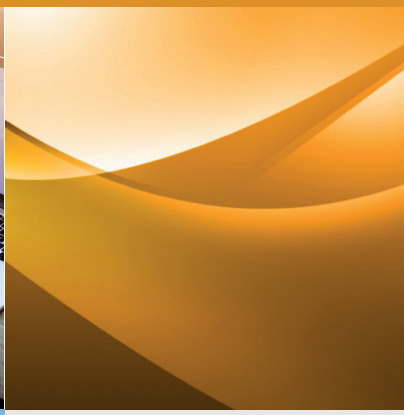
BLUE

CMYK 82 / 38 / 0 / 0
RGB 25 / 135 / 195

MUSTARD

CMYK 14 / 48 / 100 / 0
RGB 222 / 148/ 31





ABADDON BLACK

CMYK 71/ 67 / 58 / 78
RGB 35 / 31 / 32

DARK CUNARD

CMYK 0 / 0 / 7 / 89
RGB 29 / 29 / 27

LIGHT BLUE

CMYK 50 / 15 / 0 / 0
RGB 138 / 188 / 231

LIGHT GRAY

CMYK 0 / 0 / 0 / 10
RGB 236 / 236 / 236

06

BRAND FONTS

RUBIK FONT

BASIC FONT FOR HEADING

Rubik Light
Rubik Regular
Rubik Bold

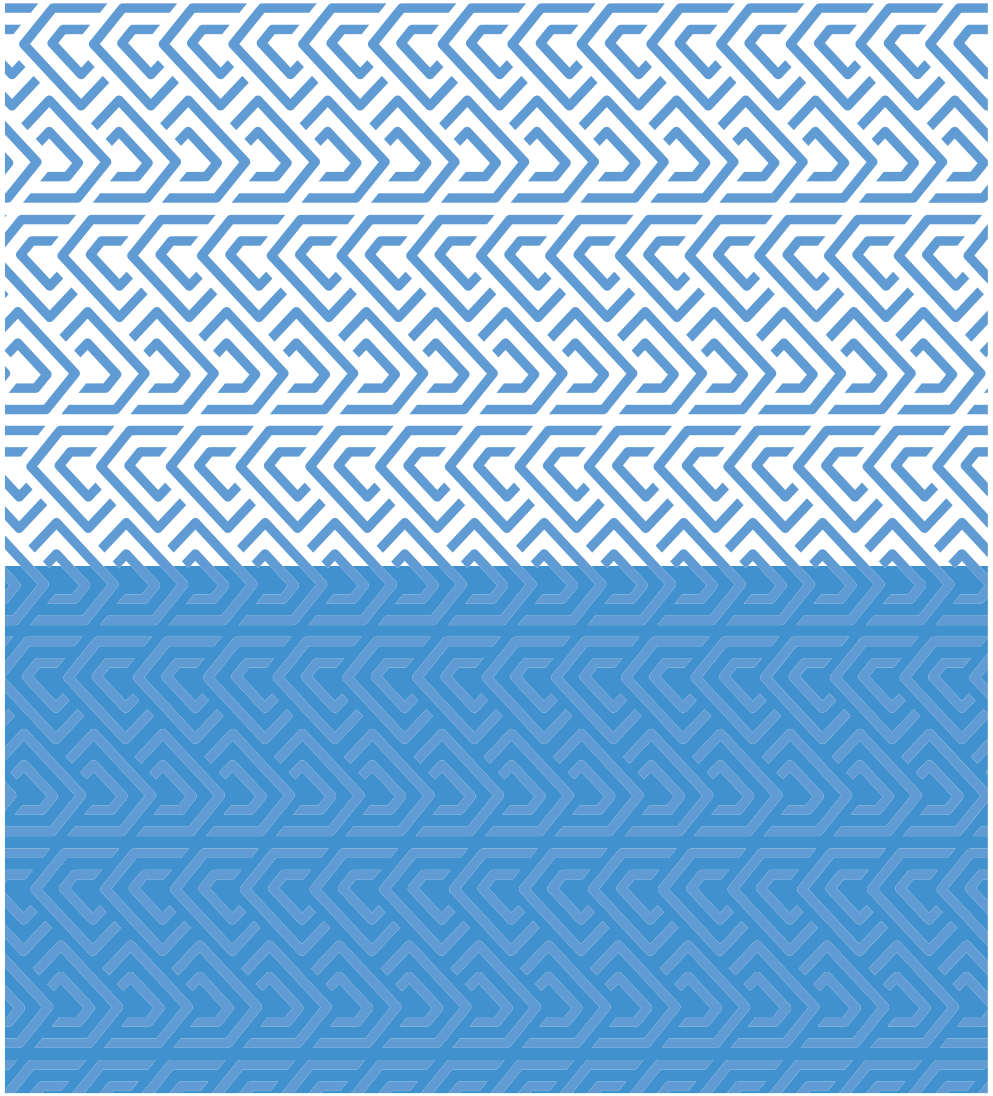
UBUNTU FONT

ADDITIONAL FONT FOR BASIC INFORMATION

Ubuntu Light
Ubuntu Regular
Ubuntu Bold

07

BRAND PATTERN



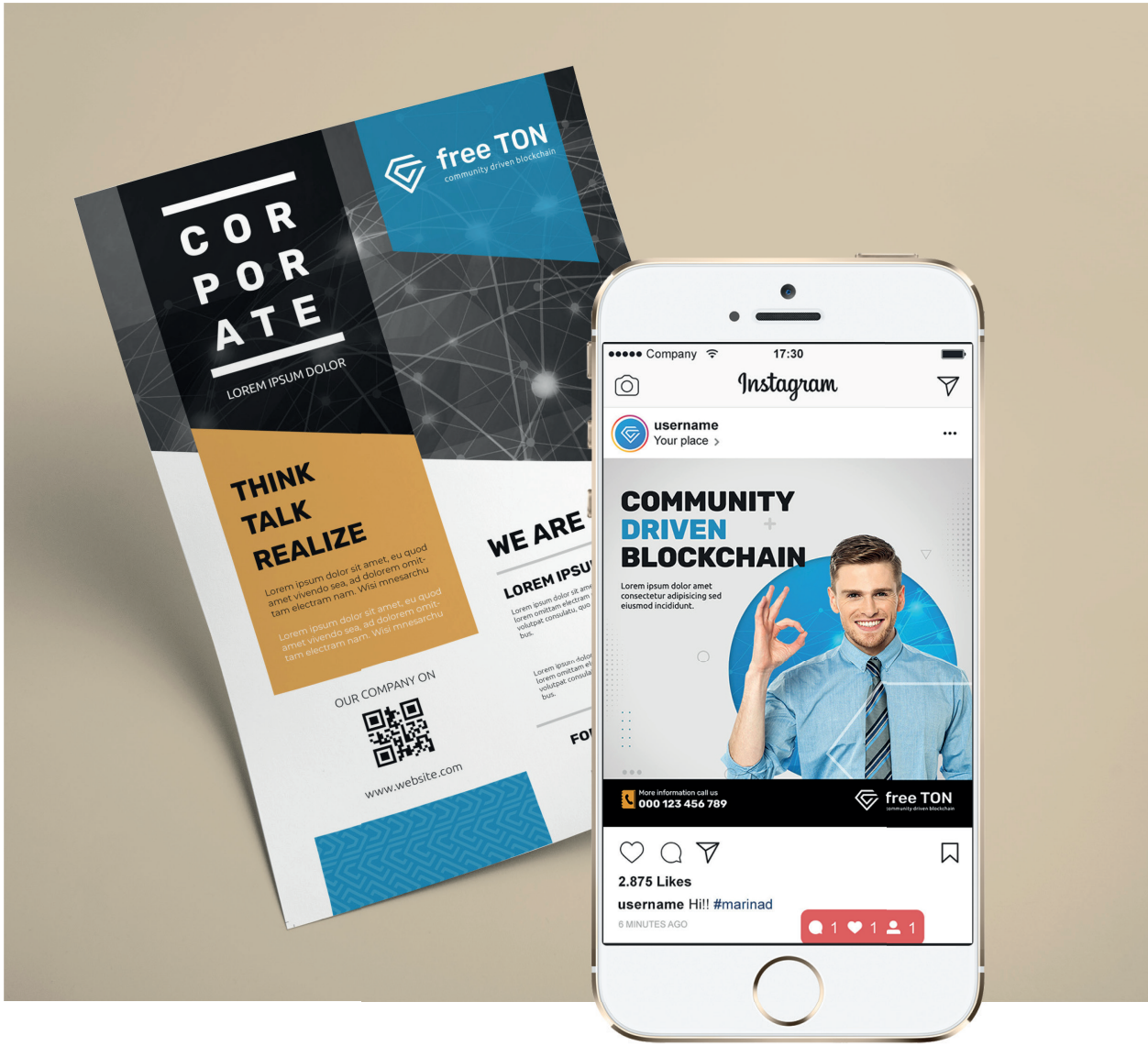
08

BRAND FAVICON FOR SOCIAL



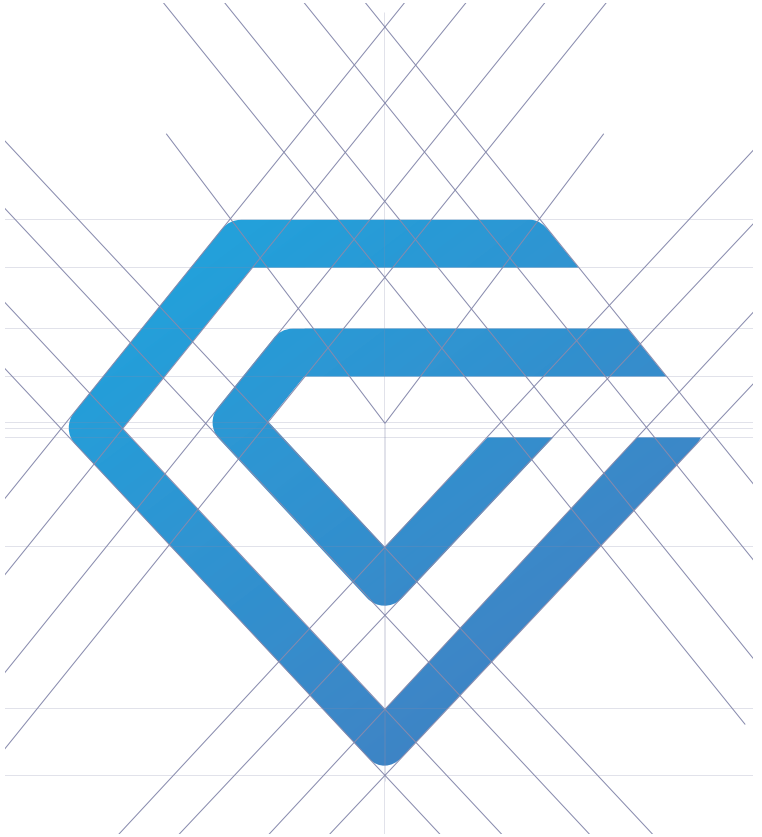
09

THE COM MUNITY IDENTITY



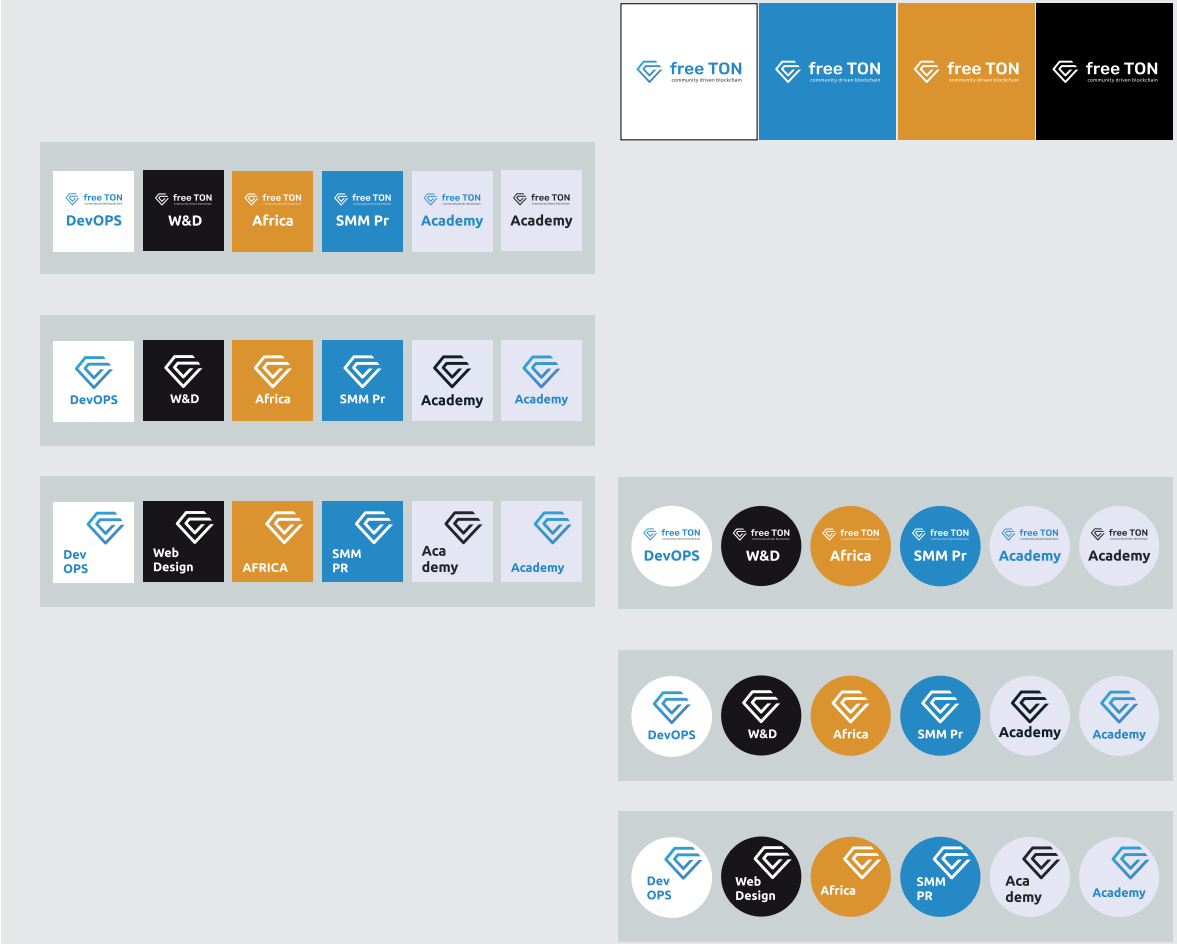
10

GRID



11

LOGO EXAMPLE TG CHAT



12

DES CRIP TION

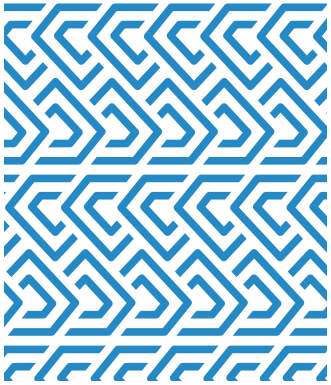
Hello everyone, I want to present my vision of Free Ton identity.

I relied on the basic concepts that characterize our community. In the process of making decisions, I realized what analogies are being held in my head.

Polis (cities) - decentralization, democracy or meritocracy - freedom, beauty in simplicity, grace in white.

As you already understood, the ancient Greek identity correlates with my view of the Free Ton design, and not only externally, but also in a deep, internal philosophical sense.

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Created by Alex R.

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267fd296fa7ed6af5640a5b31c7f2a898

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