

free ton

guidelines

Logo

The sign was based on a crystal shape that evolves, changes shapes and colours depending on the lightning but always stays strong and keeps growing, which symbolises Ton Crystal as well. The wordmark uses stable and easy to read font that can be used on any size surface.



ton crystal

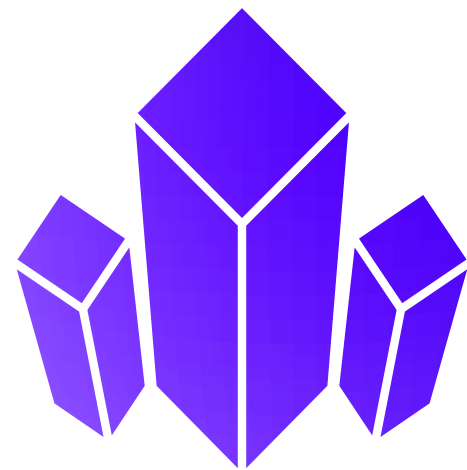
logotype



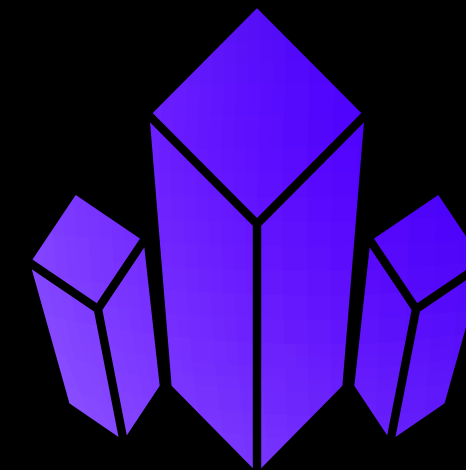
free ton

community

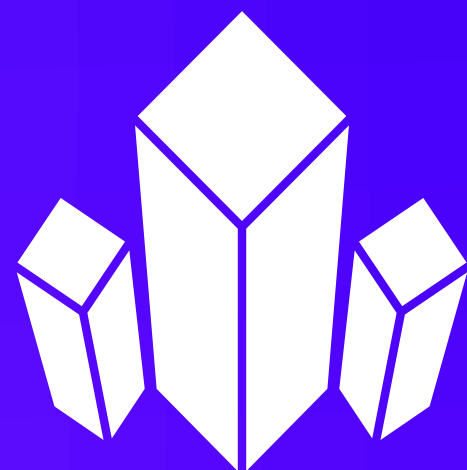
logotype



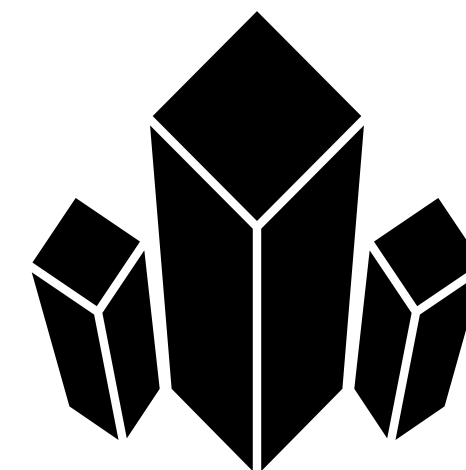
ton crystal



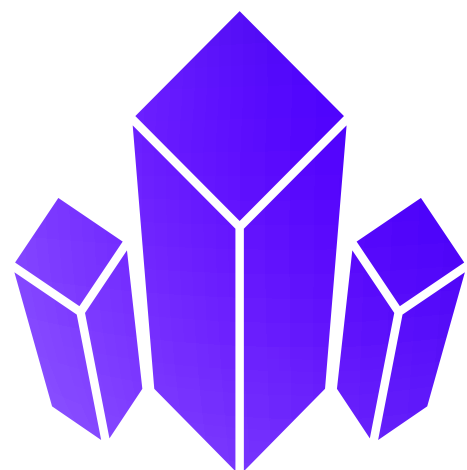
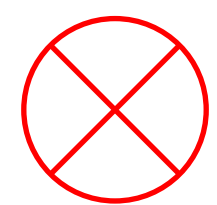
ton crystal



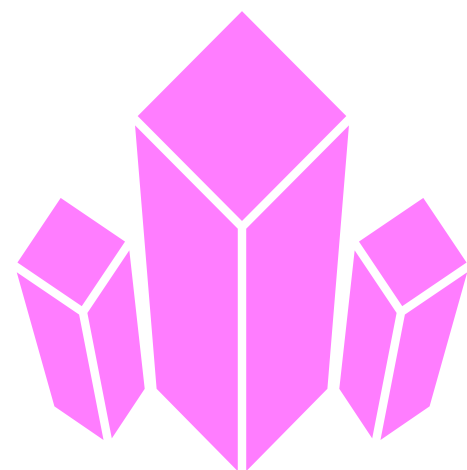
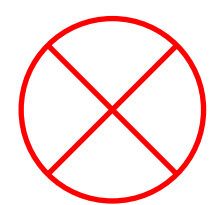
ton crystal



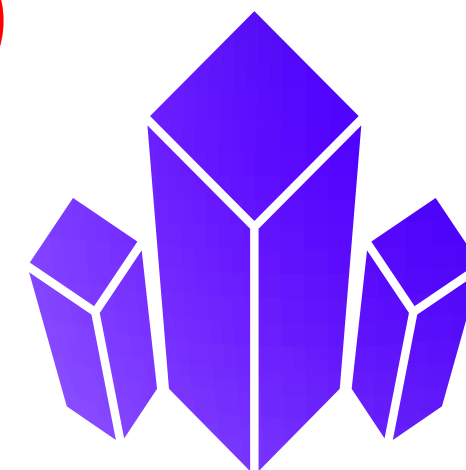
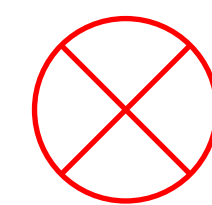
ton crystal



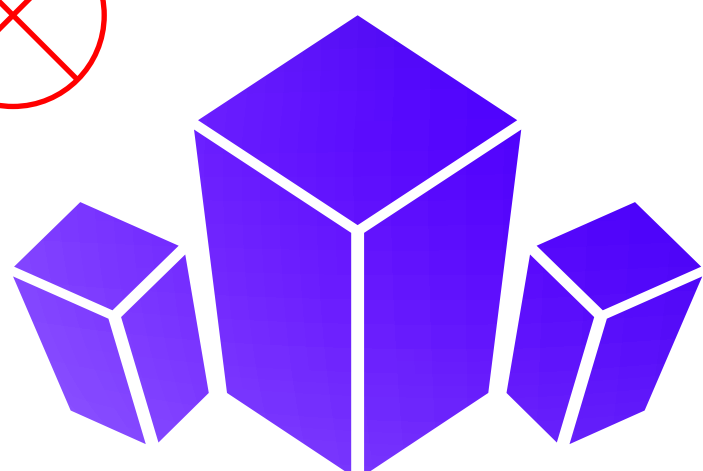
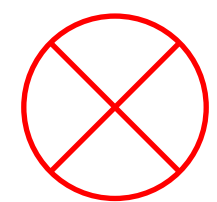
ton crystal



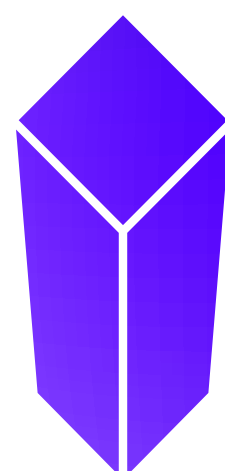
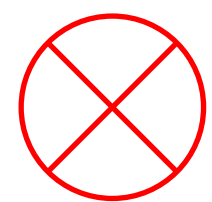
ton crystal



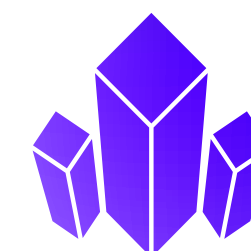
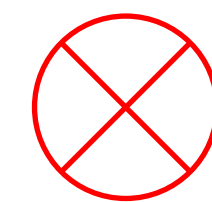
TON CRYSTAL



ton crystal

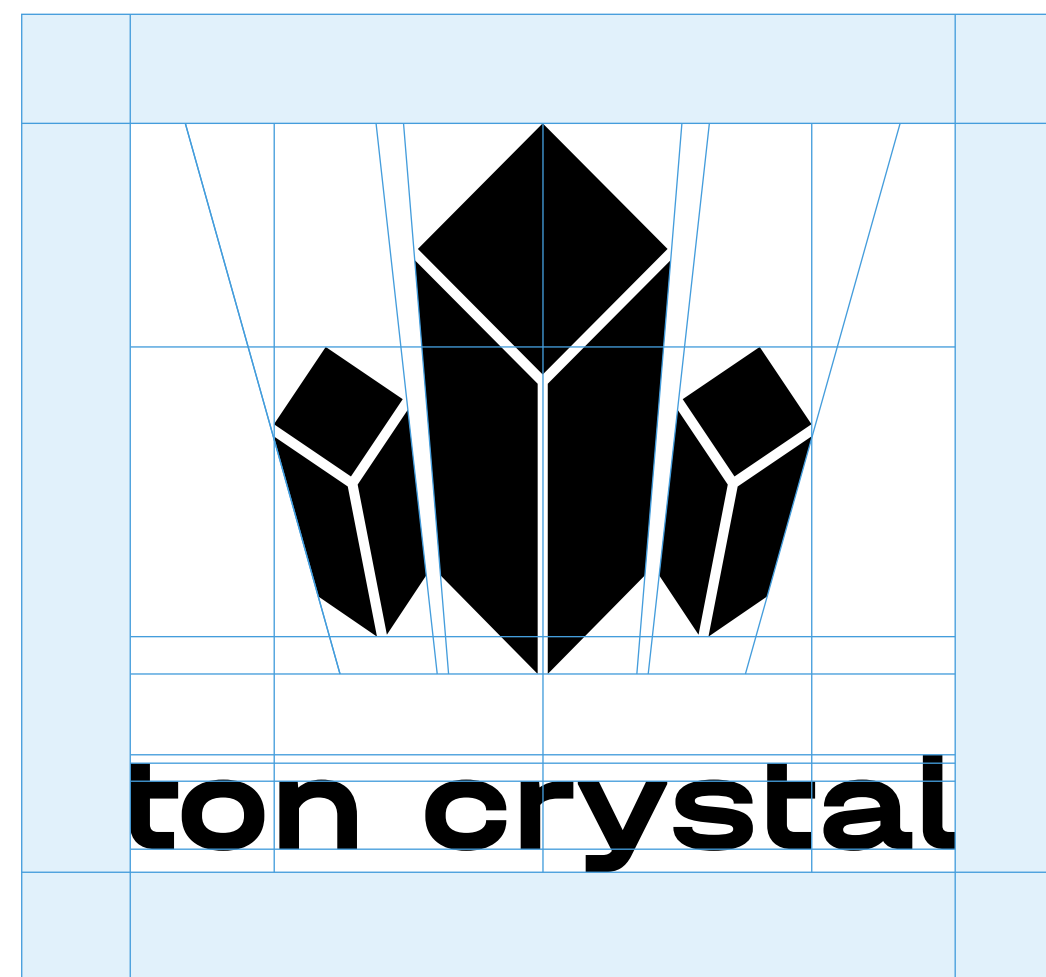


ton crystal

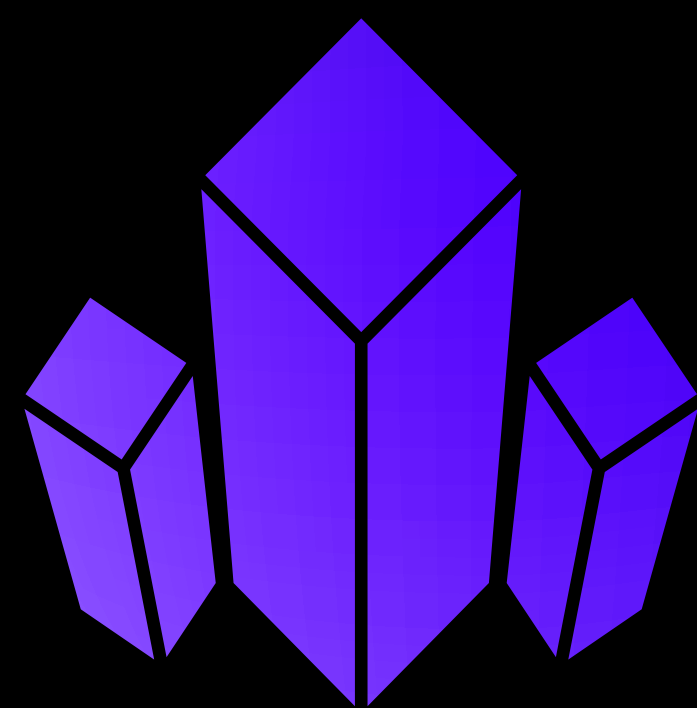


ton crystal

do not use

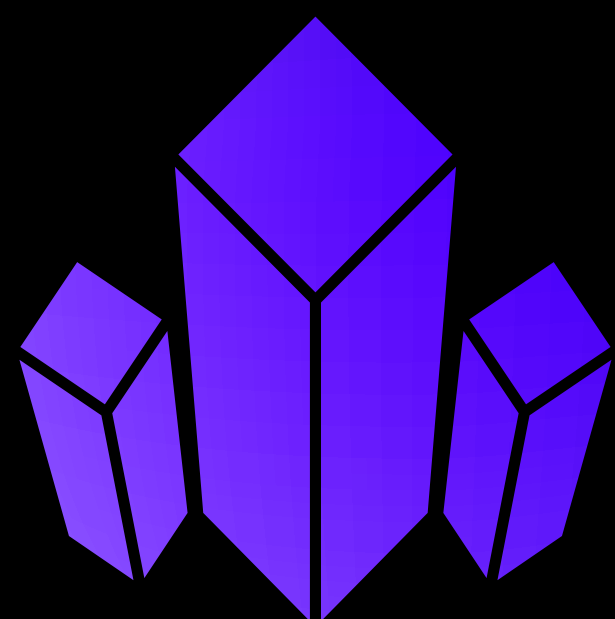


grid



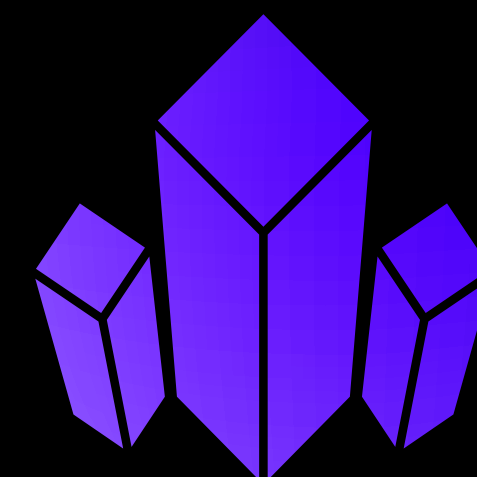
ton crystal

250%



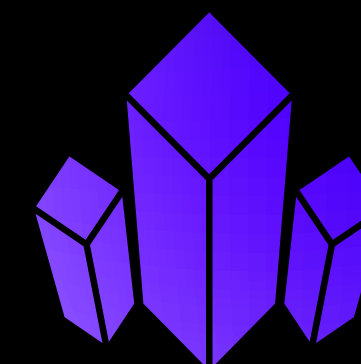
ton crystal

100%



ton crystal

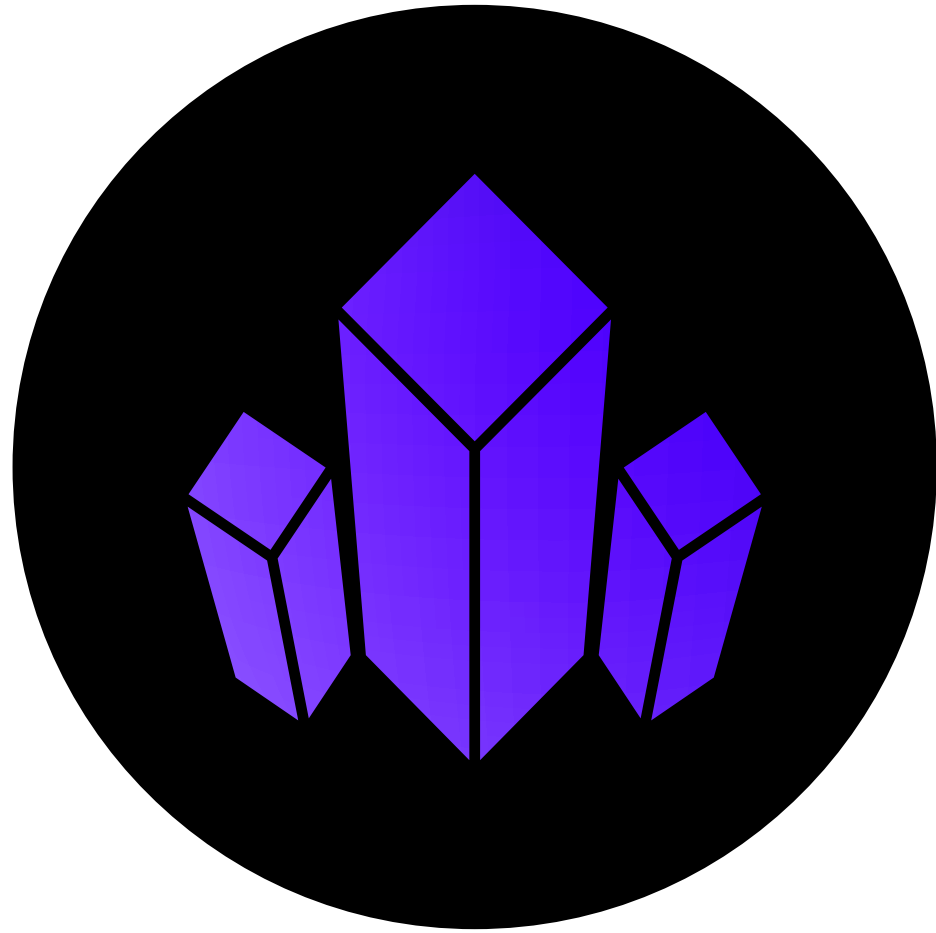
50%



ton crystal

25%

size



coin

Colours

Crystal Purple was chosen as the main brand colour. Purple is a combination of stable and comforting blue and fast, energetic and aggressive red. Purple works very well on displays and makes the brand stand out among others. It is also rarely used for crypto brands that can be a good point of differentiation. There are also several secondary colours that can be used in brand's communications.



#23232D



#D7A05A



#7396F5



#AF6973



#008269



#965FCD

color

Fonts

Montserrat was chosen as the main font. It is one of the steadiest and clearest fonts that works very well in digital formats and displays.

Montserrat is an open source font and contains characters for both Latin and Cyrillic

RU

**АБВГДЕЁЖЗИЙКЛМН
ОПРСТУФХЦЧШЩЪЫЬЭЮЯ**

EN

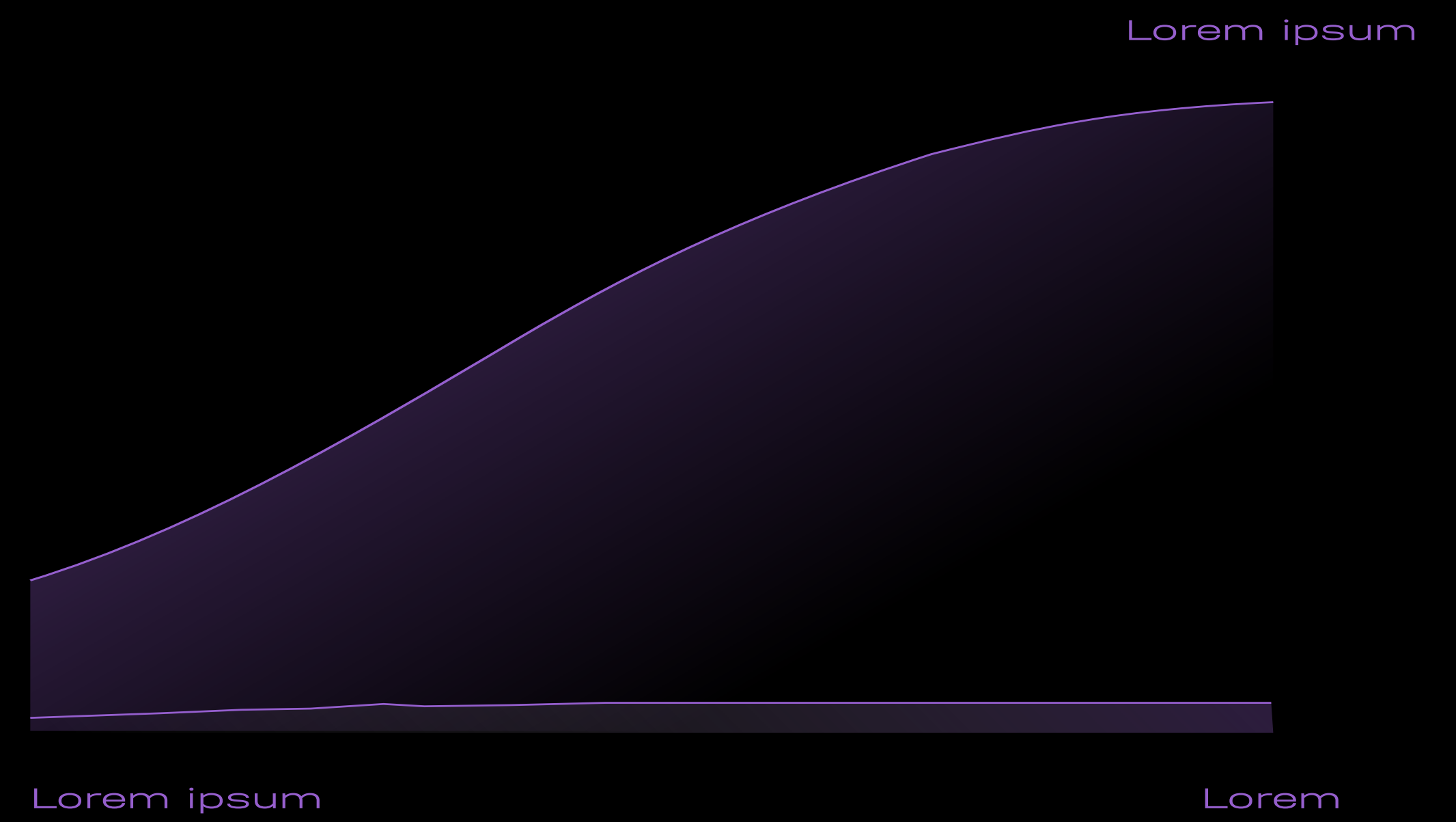
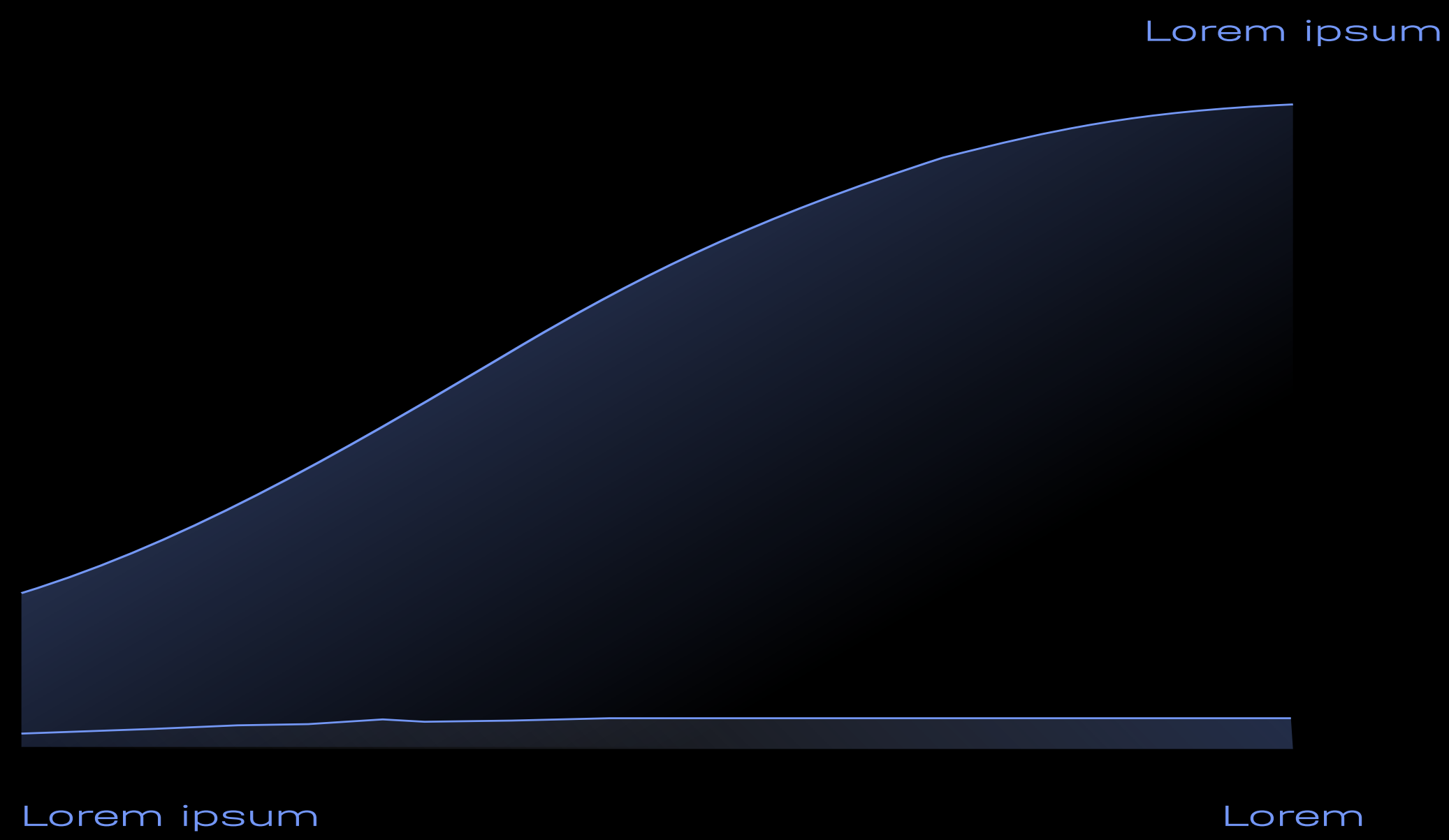
**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

1234567890

montserrat font

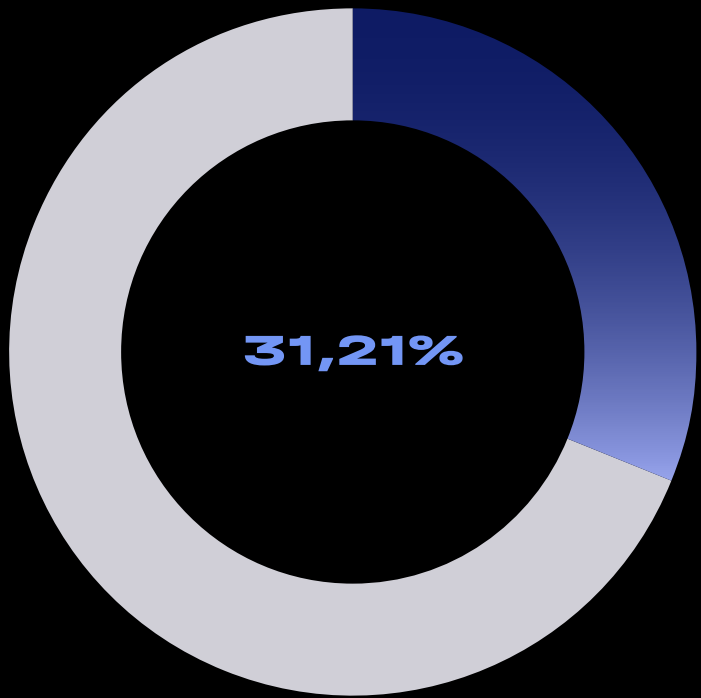
Infographics

The created infographics style makes any heavy piece of information look modern and pleasant. Infographics can be used on website, social media and presentations. It uses brand's primary and secondary colours.



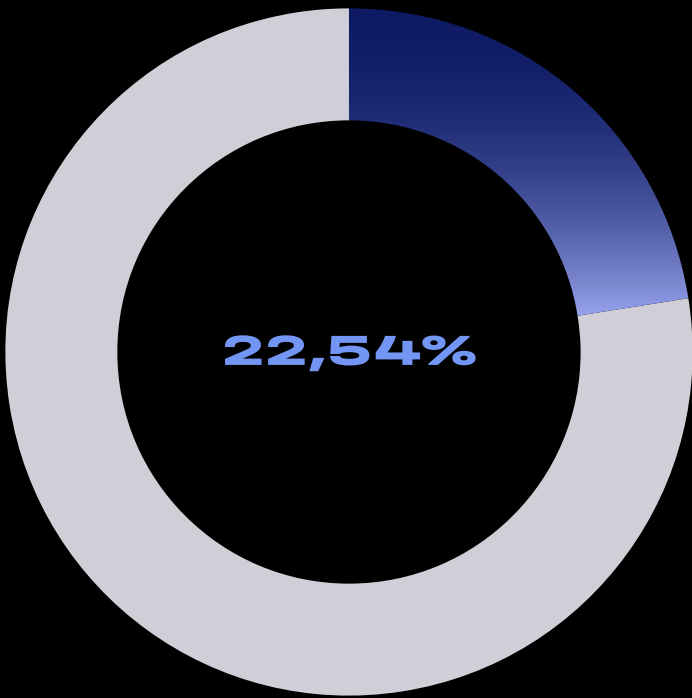
infographics

Lorem ipsum

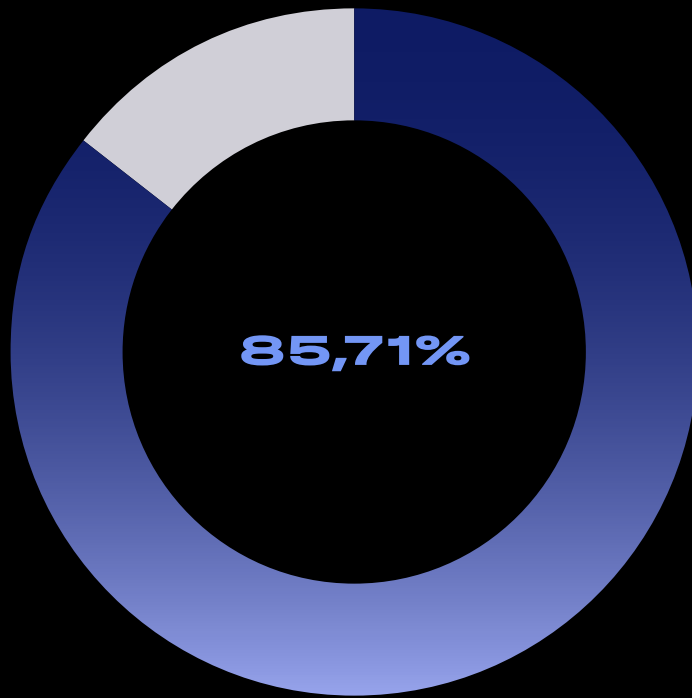


23,24%
Lorem ipsum

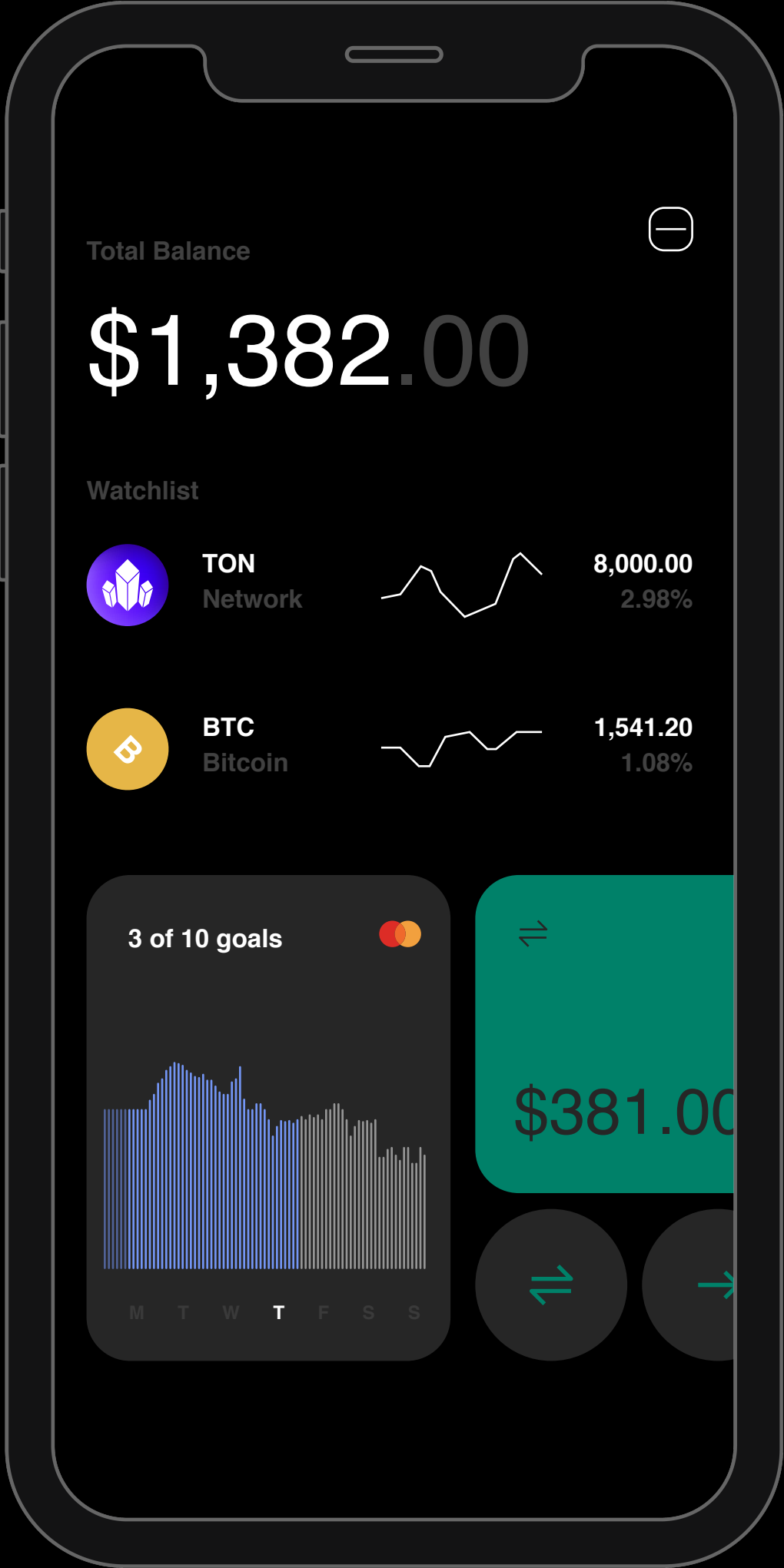
Lorem ipsum



Lorem ipsum



52,60%
Lorem ipsum





Photography style

The chosen photography style depicts the lifestyle that we want to promote. It is welcoming, shows the audience of the brand and invites to become a member of the “club”.



LURE

 ton crystal

Wanna join our happy club?

freeton.org





tg: tretya

Free TON wallet address:

0:3b13752dfae87262de1ebe7d5c00aa7cb5a09665896fd310812e7548dd587b3b

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