

Free TON.  
Web & Design — Identity contest.

BeHance

Telegram

*Lélique*



It is obvious that crystal is the perfect symbol for the Free TON network. However, just like the material itself is quite tough in nature, its graphic symbol usually looks sharp and angular. The current network logo looks unpretentious and resembles a stock icon very much, which deprives it of any individuality.

Free TON is a young and ambitious blockchain project that deserves a special approach to its own visual communication. I propose a fresh, modern & unique sign that, in my opinion, is fully consistent with the spirit of the network and the ideas of decentralization.

# The Crystal.

My goal was to re–think the traditional look of crystal icon but to keep its recognisable shape at the same time.

Abstract rounded forms create a very soft shape along with grades of blue, which add volume to the crystal, emphasizing its natural transparency.



## Primary logo.



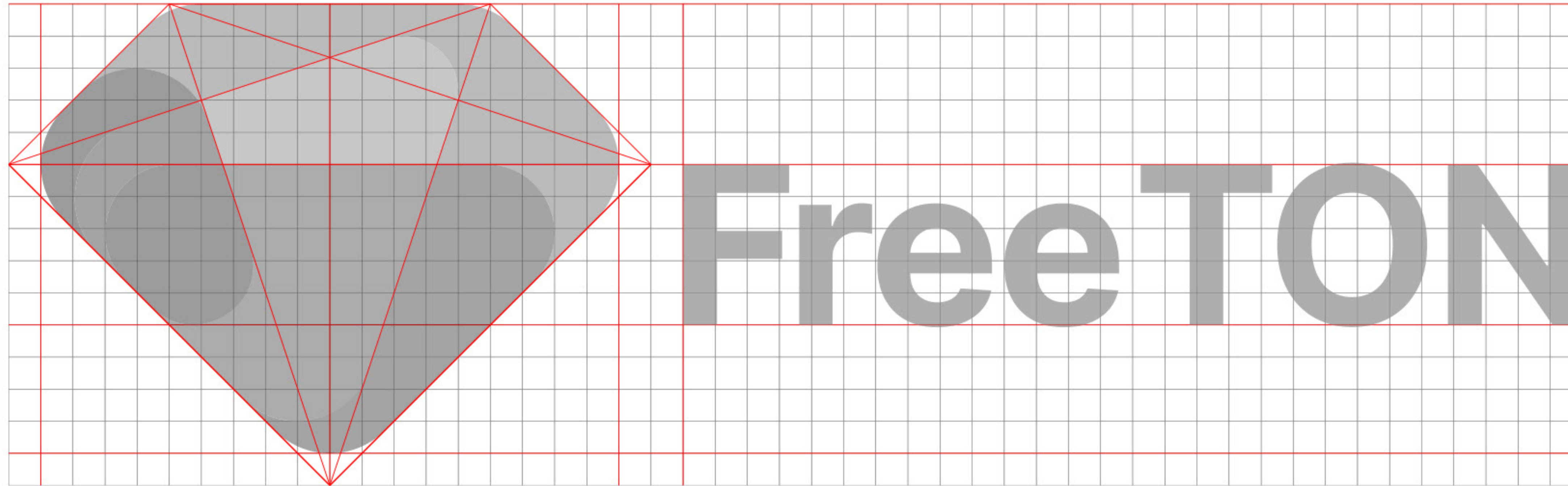
Primary version of the logo consists of a mark and a text part. At this stage of development, it is presented in three versions: full color, outlined blue and outlined monochrome.

Primary logo. Backgrounds.





# Primary logo. Grid.



All versions of the logo are grid-based, which makes it well balanced.



# Primary logo. Usage example.





Primary logo. Usage example.





Secondary logo. Departments.



Secondary logo consists of bigger text part and small crystal. It also implies the possibility of placing an extra line of text with the name of the department.



Department names can be highlighted by color from the palette.



Secondary logo. Backgrounds.

**FreeTON**   
Community

**FreeTON**   
Developers

**FreeTON**   
Developers



## Secondary logo. Grid.



All versions of secondary logo are also grid-based, which makes it well balanced as well.



Secondary logo. Usage example.





# Basic color palette.

0/50/250  
#0032fa

0/220/100  
#00dc64

0/200/255  
#00c8ff

40/40/40  
#282828

0/160/250  
#00a0fa

0/0/0  
#000000

255/220/100  
#ffdc64

0/50/130  
#003282

0/80/250  
#0050fa

255/220/250  
#ffdcfa



Basic pattern.





Font.

And *absolutely* beautiful **InterV** font. With *variety* of styles. And à *bũñçh* öf gŷpḥs. With a pøøcket full ● of special s♥mbols ☒.

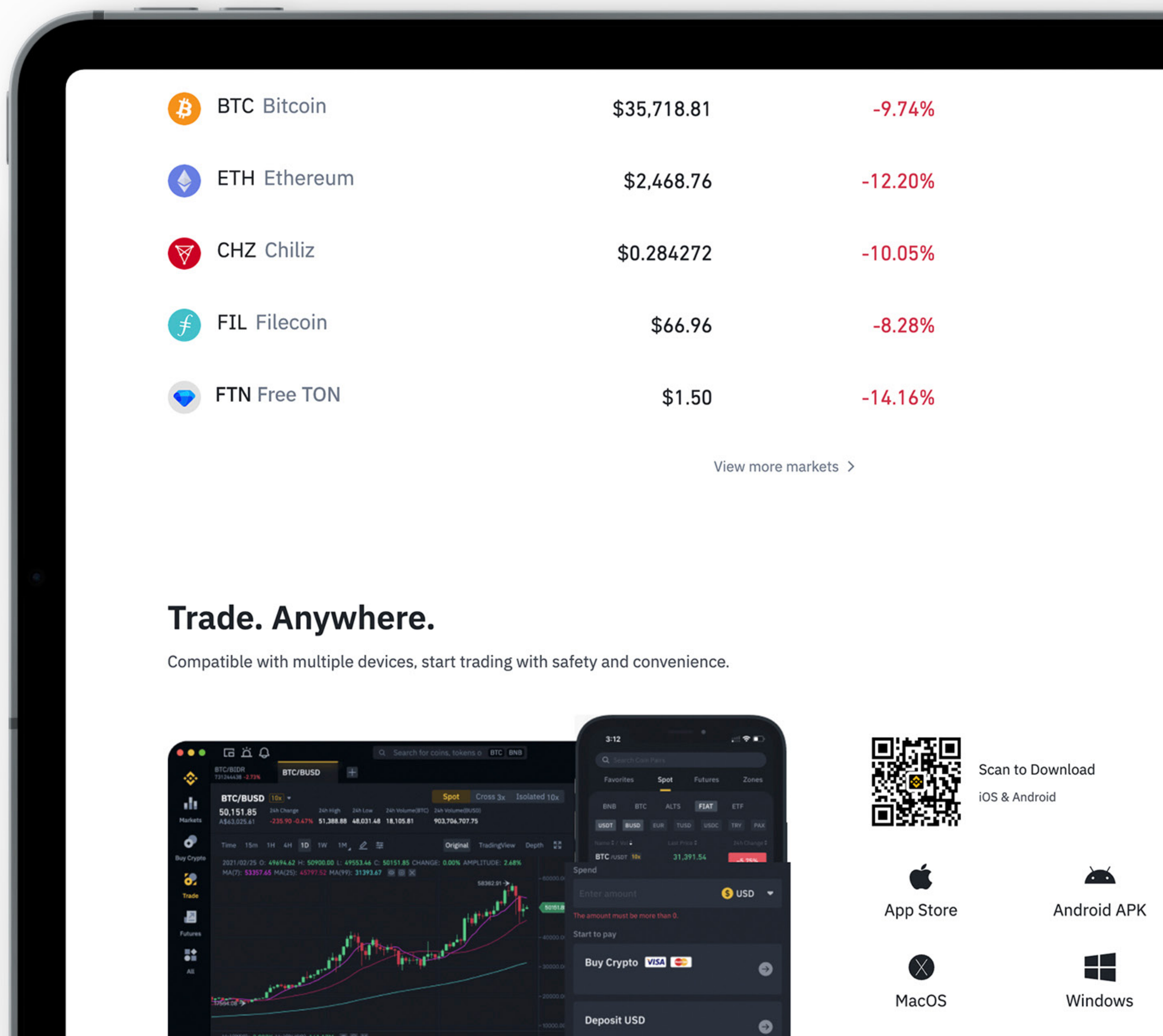
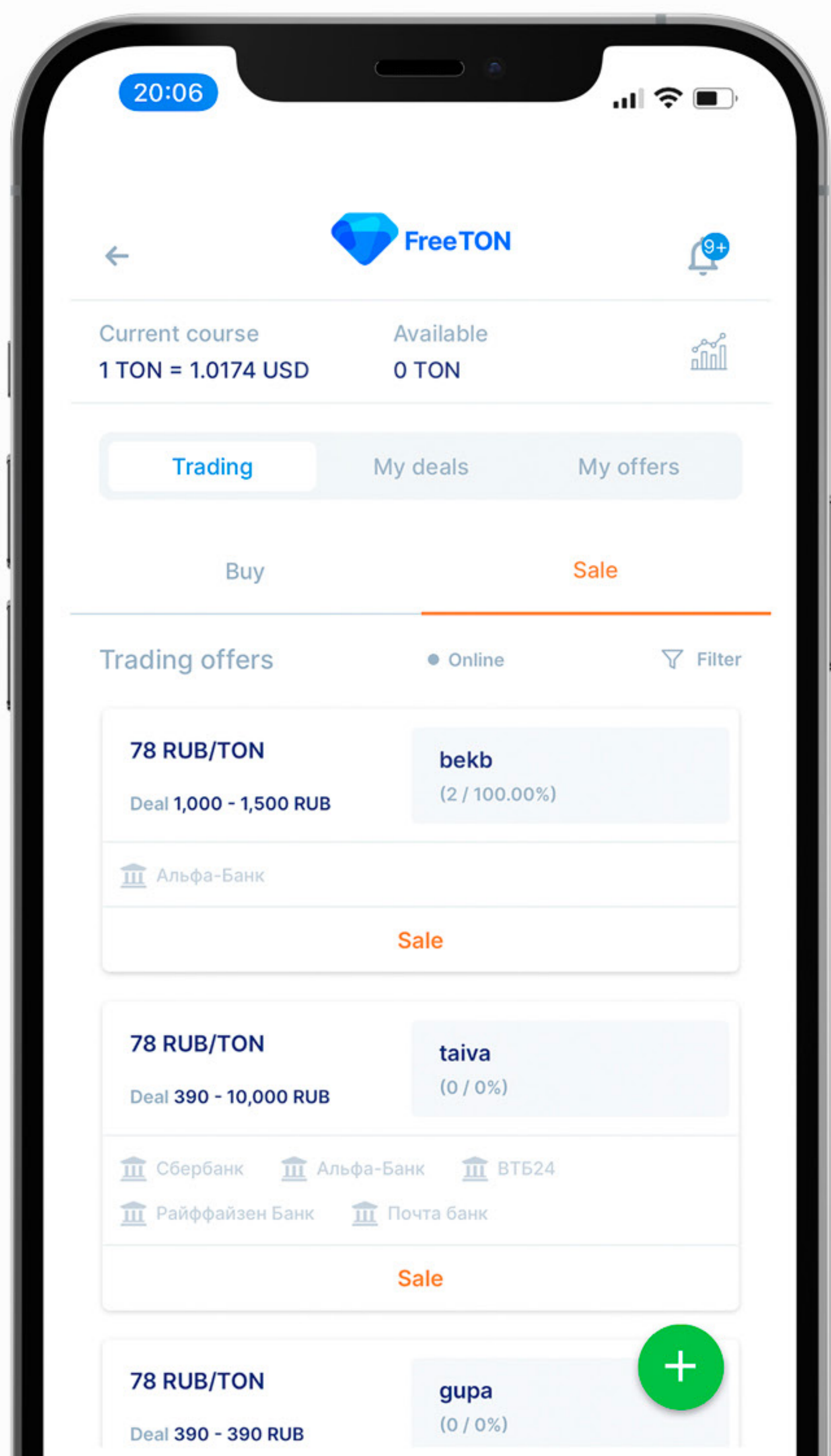
The Free TON Network — community-driven blockchain.

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.

**#dcntrlzd**

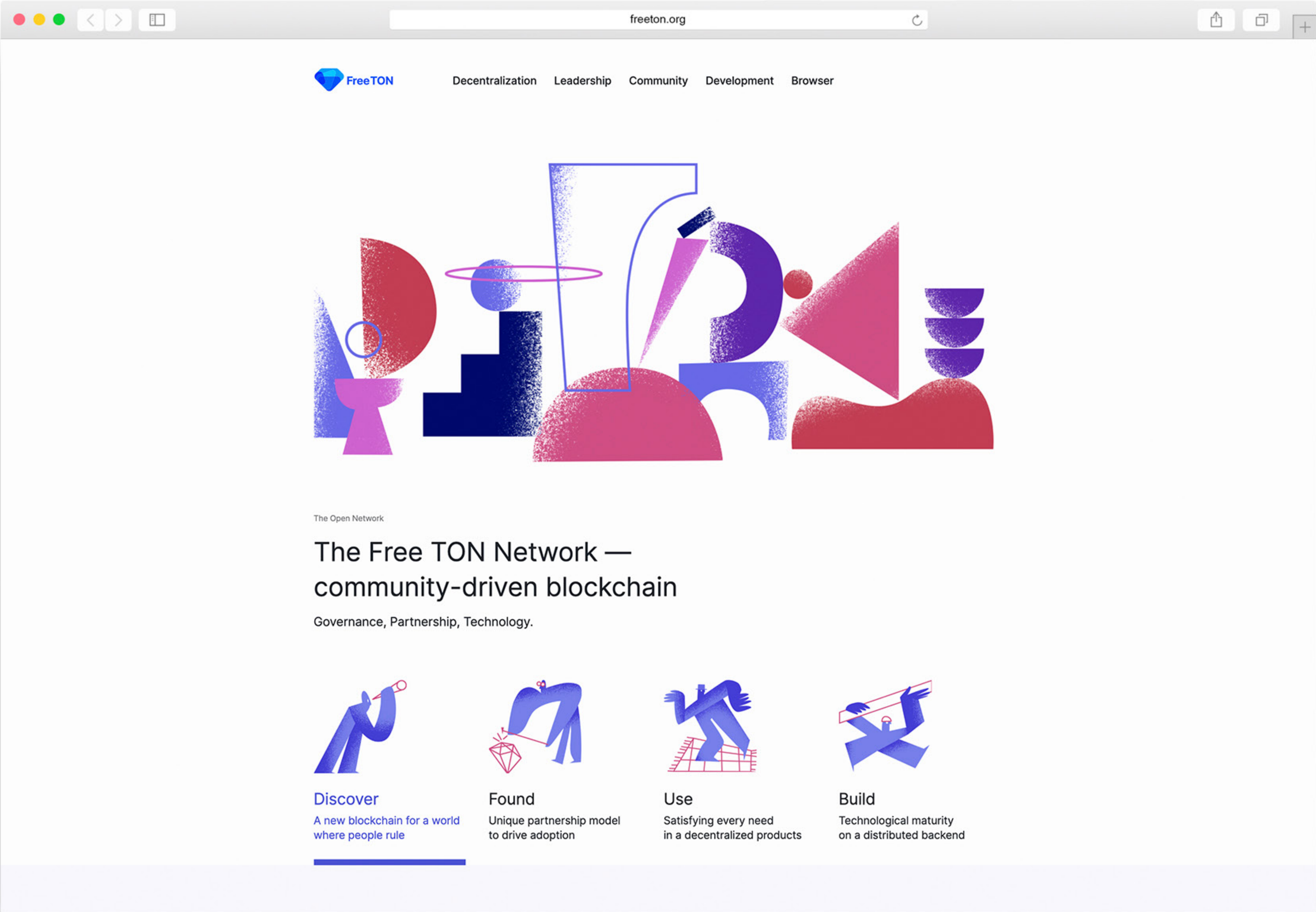


# Usage example.





# Usage example.





# Thanks for your attention.

TON Wallet

0:f12151702a867724414902a54630a621067ffd5388e6004c1dfda563f6fdab89

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