



Brand Guidelines 2021

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The Concept

The logotype has a form of a triangle. The triangle sides form a crystal shape inside the logotype. The shape of the triangle reflects the 'T' letter that stands for Ton Crystal.

In this way, the logotype becomes functional. It reflects both the crystal icon and the first capital letter of the project.

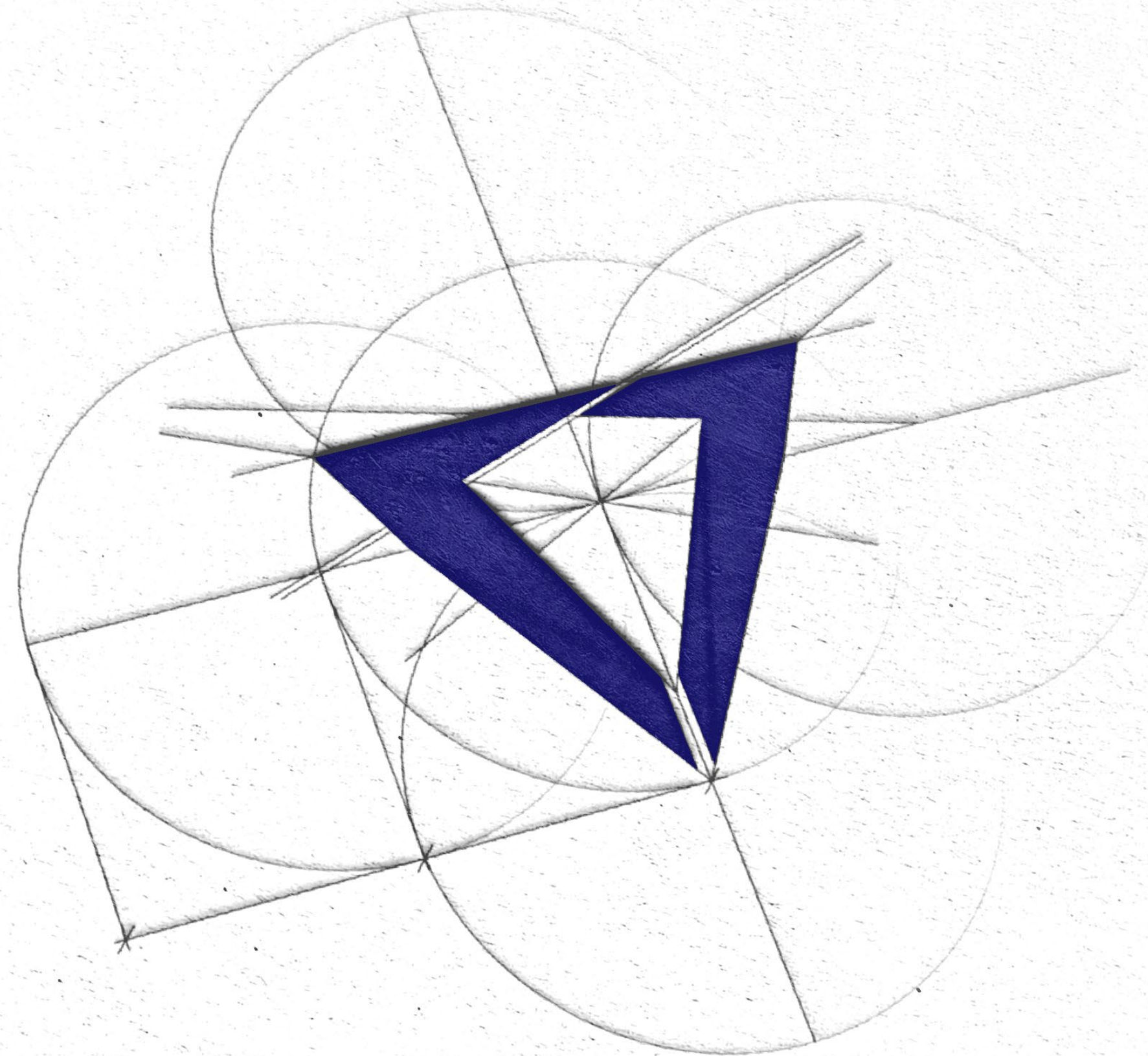
The gradient colour palette indicates an infinitive stream of innovation that flows around the triangle sides. The sides of the triangle are closely aligned and form a unified and secure element.

At the same time, the triangle sides are disconnected. The disconnected triangle sides are the reference to decentralisation and scalability.

Detached logotype elements form a gap and reflect a reference to scalability and freedom. At the same time, individual detached logotype elements still assemble a complete shape, just as decentralised applications behave within the blockchain environment.

At first glance, this is a simple triangular shape that is easy to remember and recognise. However, due to the numerous elements and details, this logotype is extremely informative and contains the deep idea and philosophy of the project.

Importantly, the logotype is dynamic and can easily be adapted to various sub-governances and upcoming trends.



Business Card

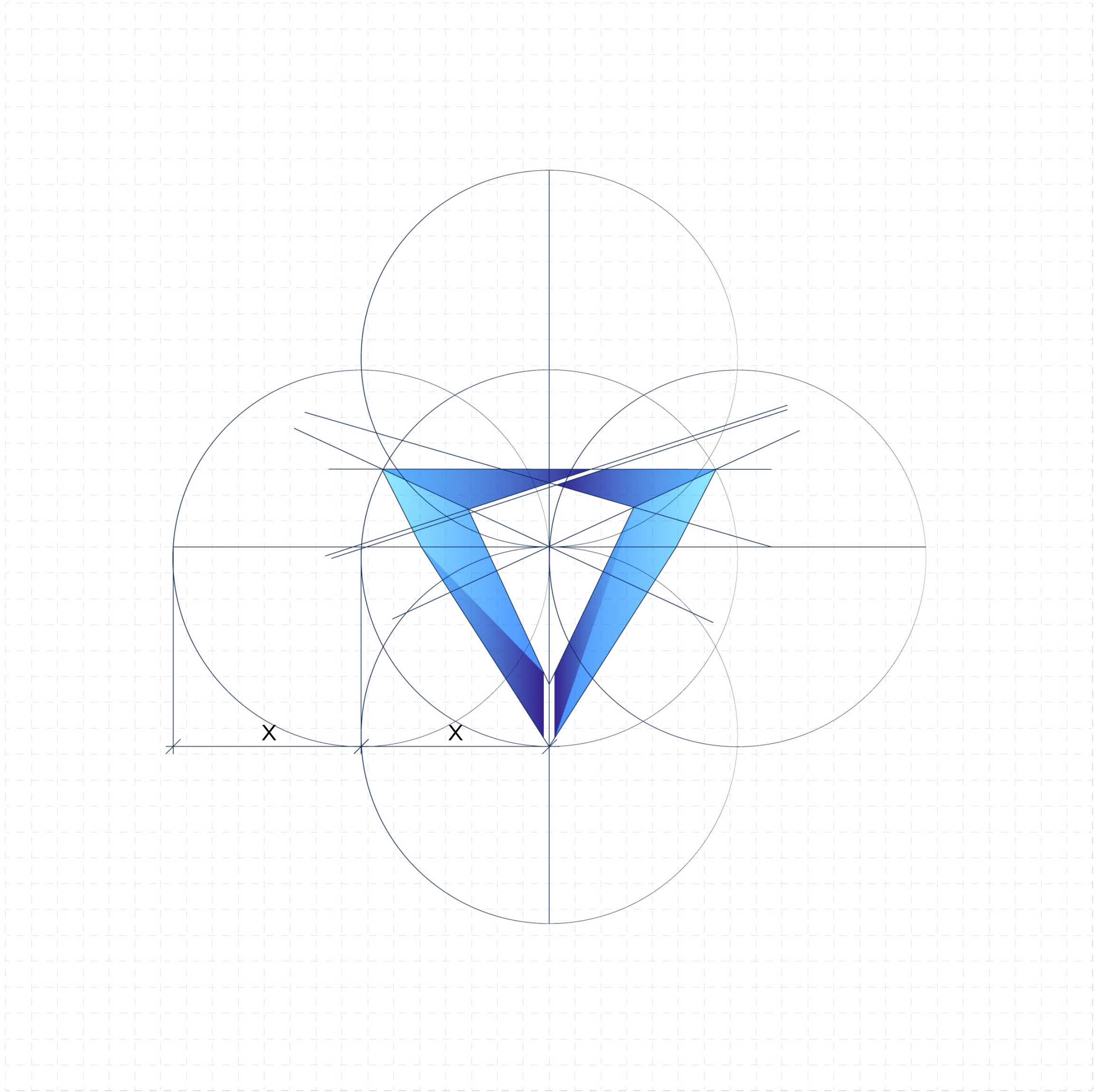


It is highly advisable to use business cards with transparent background. It is unique and reflects the freedom and flow of transparency within the community. Business cards should be produced using recyclable and environmentally friendly plastic.

Grid & Clear Space

To make the logo stand out from its surroundings, there should be clear space around the logo with no text or graphics elements, as illustrated in this example. The free space around the logotype should be at least half circle (displayed as X).

The minimum logo size is 60 pixels





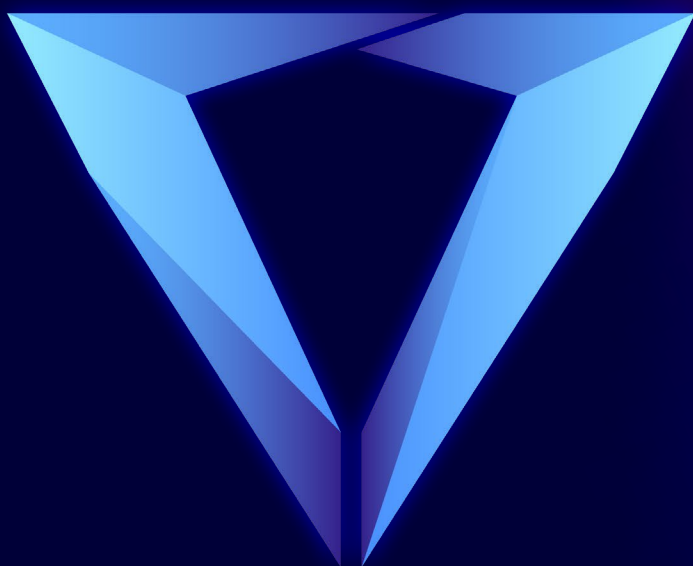
FREE TON

There are different colour versions of the logo. Here are some examples of how the versions of the logo should be used with a background.

While combining different colours of the logotype and background, it is important to make sure that the logotype stands out from the background.

This logotype can be animated by creating a flow of colours within the brand guideline around the individual triangle elements.

Avoid distorting the logotype proportions or other details such as gaps in-between the logotype elements.



FREE TON

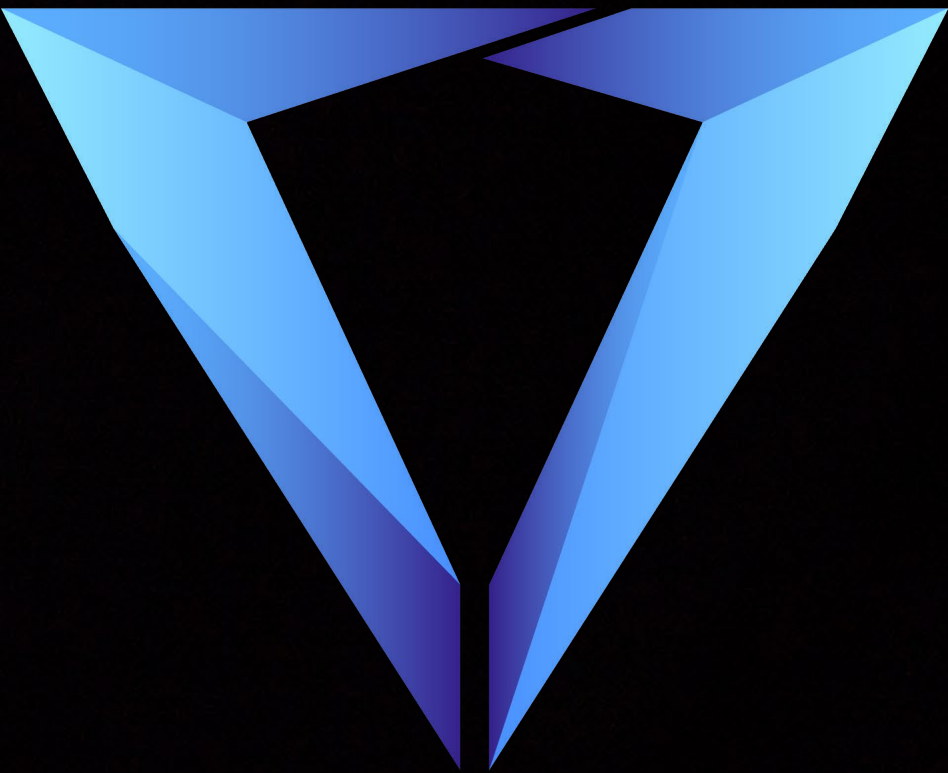


Free TVN

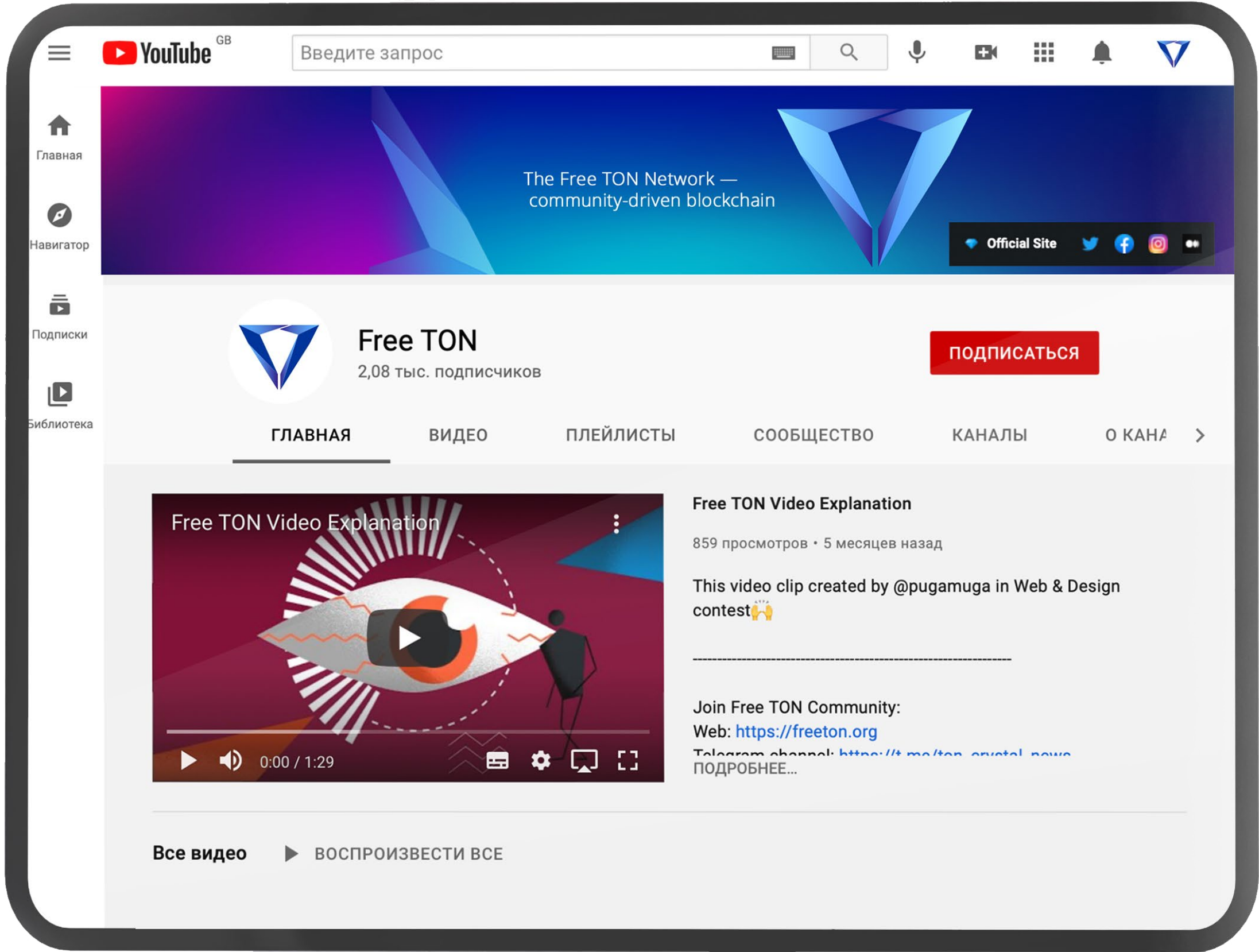
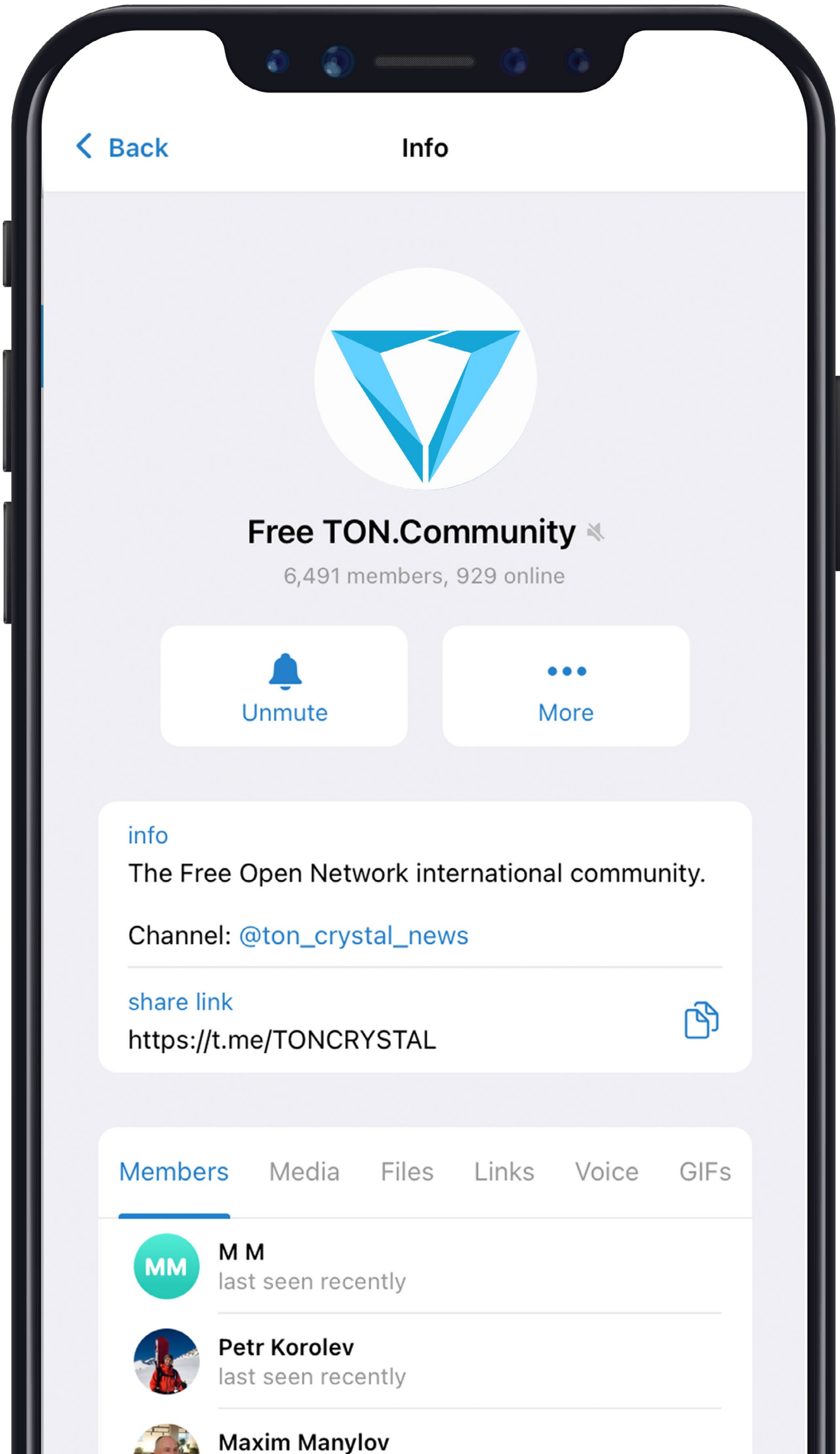
Although the logotype can be used in various colour combinations presented across the pages in this brand guideline and have a glow effect, it is not recommended to apply any colours outside of the brand colour palette on the logotype.



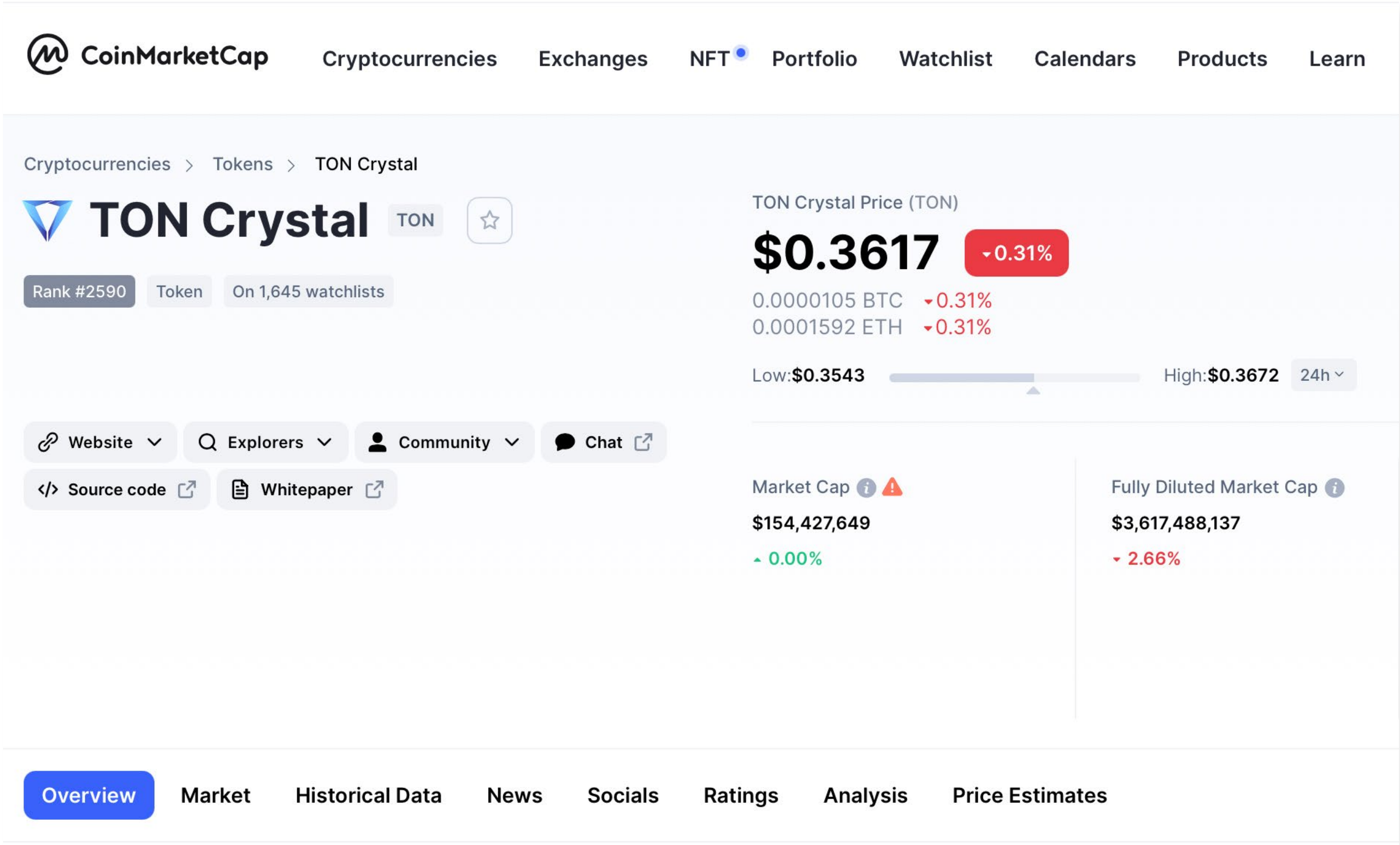
You should also avoid using transparent text or shadow effect on the logotype to keep the text clear and easy to read.



FREE TON

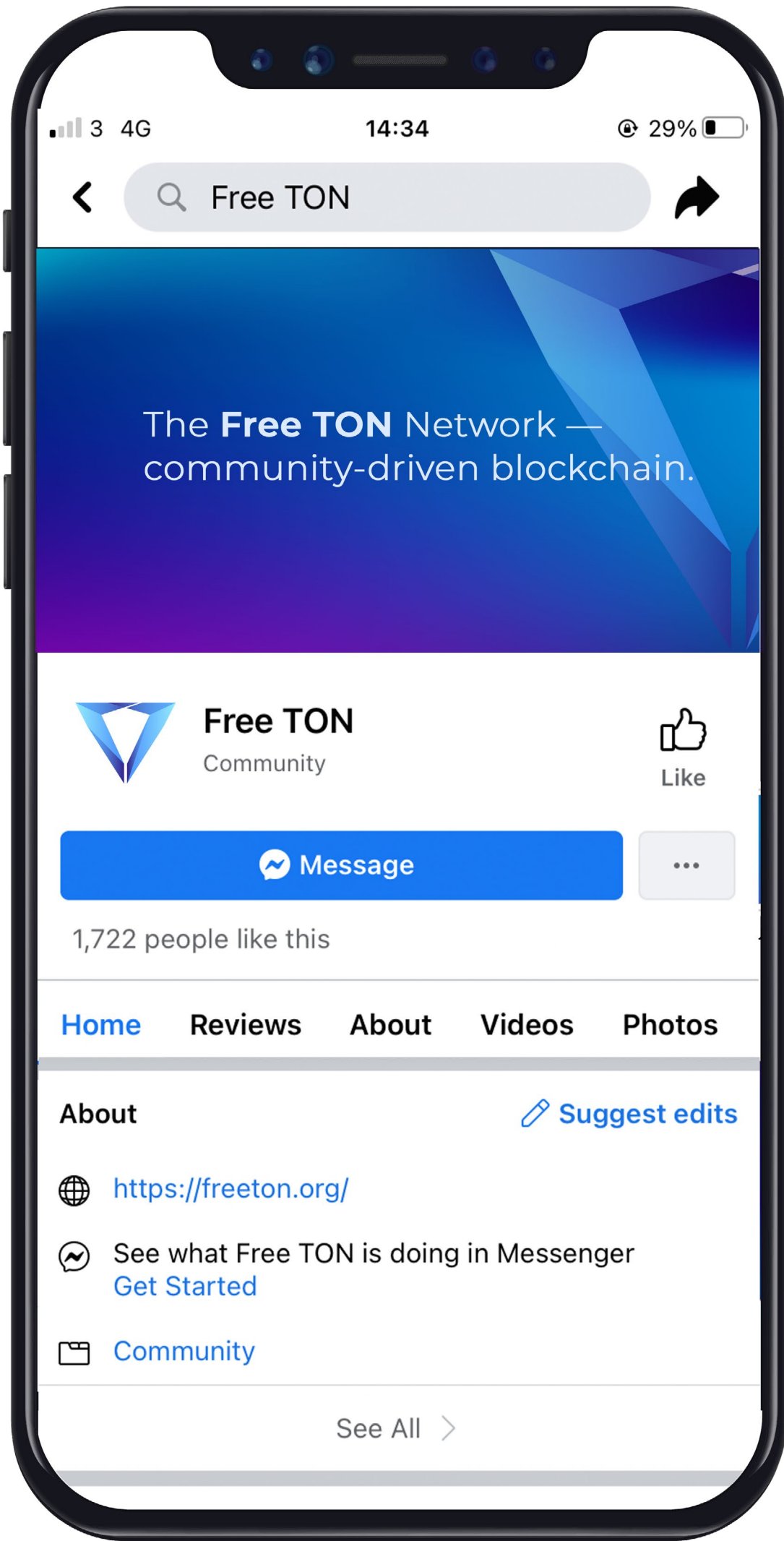
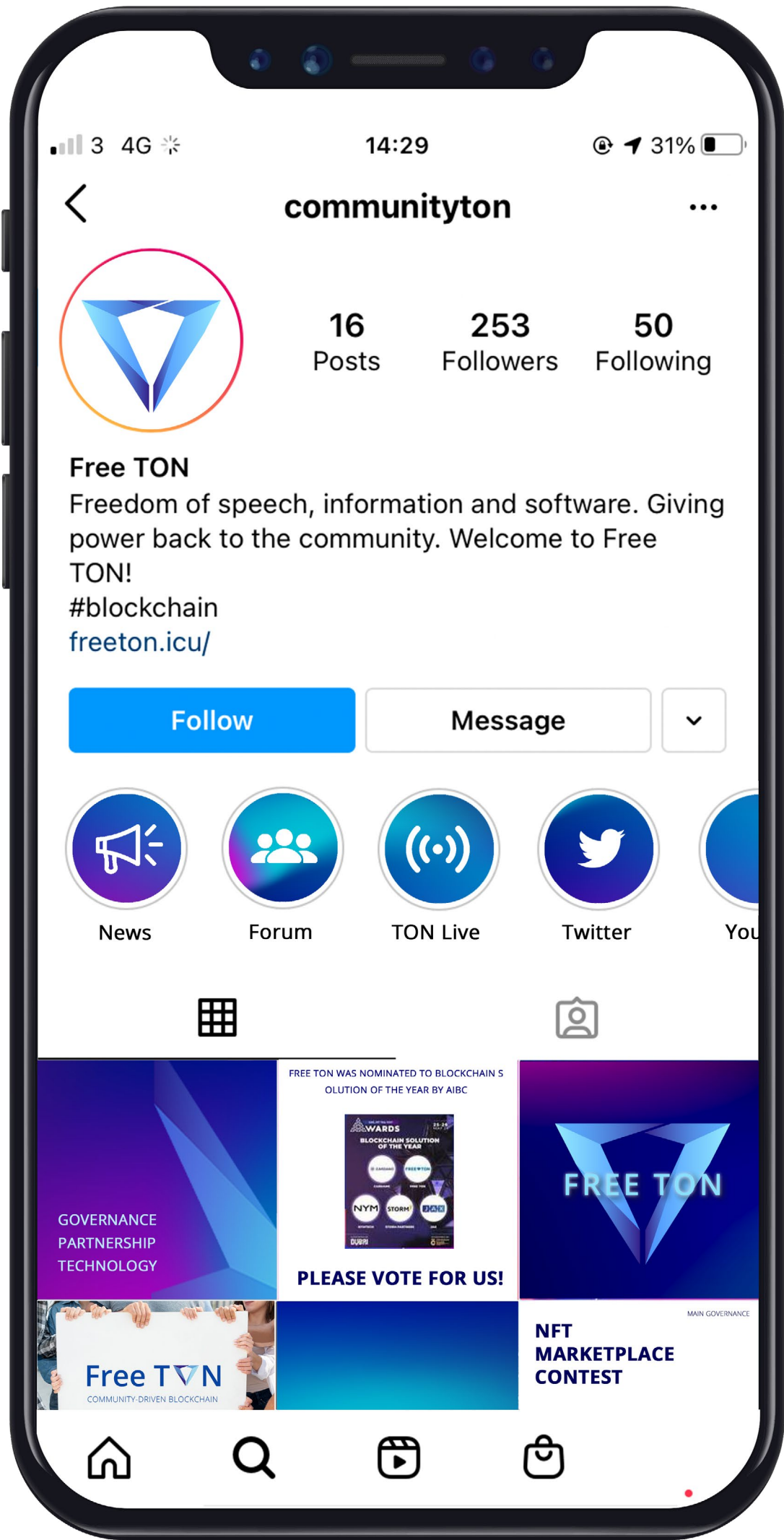


CoinMarketCap Example



Sub-governance examples





Logotype Font - Open Sans
Light | Regular | Semi-bold | Bold

* Open source font

FREE TON | FREE TON

ABCDEFGHIJKLMNOPQRSTUVWXYZ
АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ

abcdefghijklmnopqrstuvwxyz
абвгдеёжзийклмнопрстуфхцчшщъыьэюя
1234567890

Colorus for writing the logo

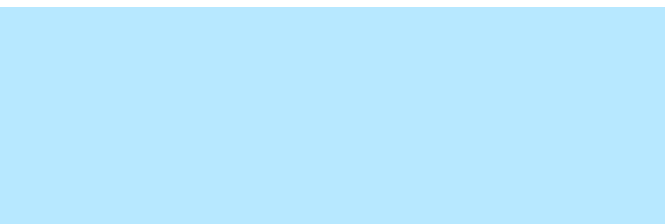


0a007d

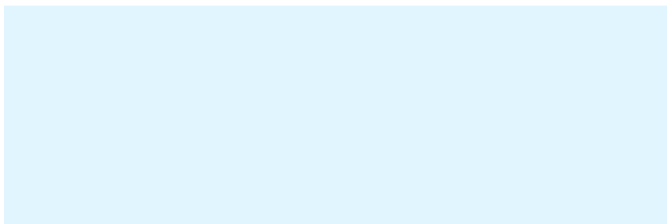


362f8e

Inversion



b7e8ff



e1f5ff



FREE TON



Usage example

Left layout | CAPITAL + Sentence letters

Primary Font - Montserrat
Light | Regular | Medium | Bold

* Open source font

The Free TON Network — community-driven blockchain.
Governance | Partnership | Technology.

Latin: ABCDEFGHIJKLMNOPQRSTUVWXYZ

Cyrillic: АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ

abcdefghijklmnopqrstuvwxyz
абвгдеёжзийклмнопрстуфхцчшщъыьэюя
1234567890

Usage example

Central layout | CAPITAL LETTERS

The Free TON Network
Community-driven blockchain


THE FREE TON NETWORK
COMMUNITY-DRIVEN BLOCKCHAIN

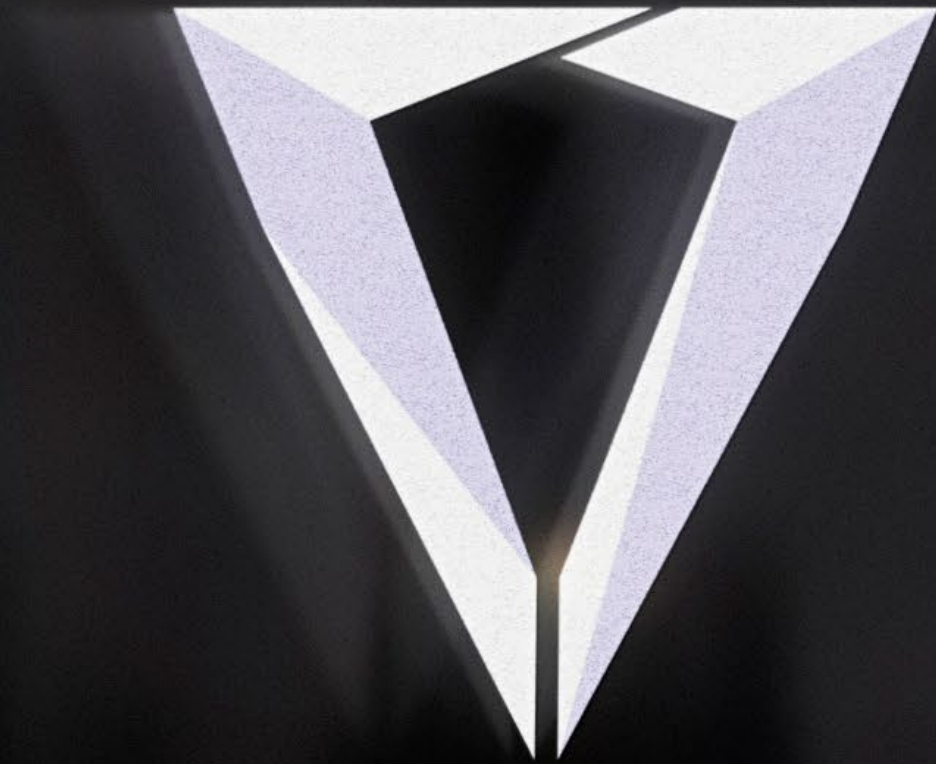
Inappropriate examples

THE FREE TON NETWORK
COMMUNITY-DRIVEN BLOCKCHAIN



THE FREE TON NETWORK
COMMUNITY-DRIVEN BLOCKCHAIN





FREE TON

Community-Driven Blockchain

Colour palette

Free Ton’s base colours reflect security, innovation and infinity. These specific colours are widely used in different graphic elements such as backgrounds, patterns, lines, texts, symbols and graphics. Use dark blue as the main text colour on a white background instead of full black.

Recommended gradient combinations



94ecfe

4990ff



5baeff

36218b

Main Colours



HEX # 000037

RGB 0 0 55



HEX # 79cbfe

RGB 121 203 254



HEX # 00349b

RGB 0 52 155



HEX # 00255b

RGB 0 37 91

HEX # 0a007d

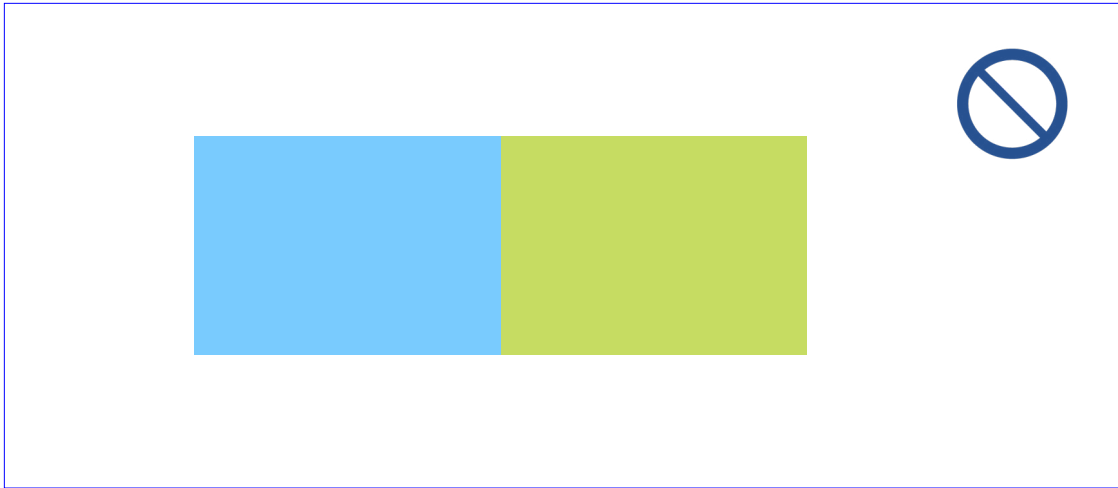
RGB 10 0 125

Colour combinations | Usage

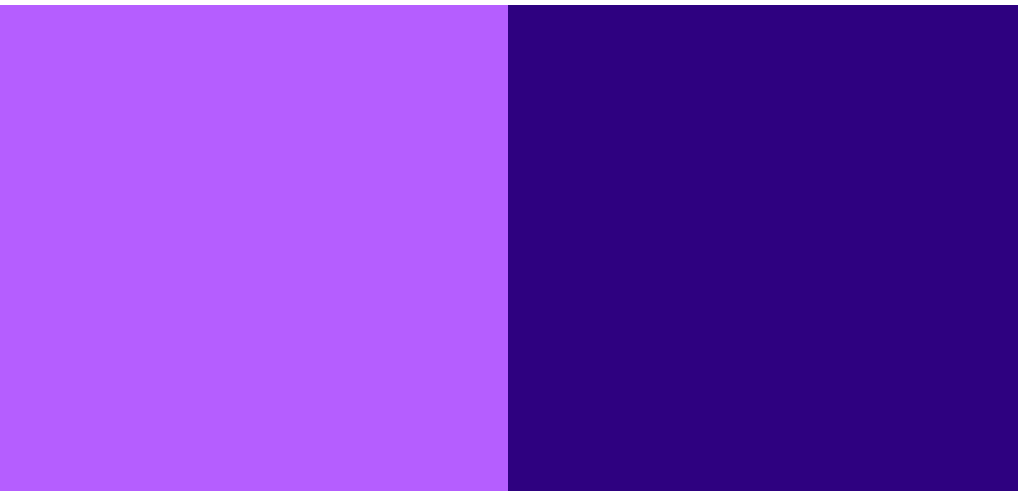
Free Ton’s additional colours extend the regular colour palette. Use a gradient combination of purple, dark purple, magenta and cyan colours to create appealing background patterns that reflect innovation and continuous development.

Both base and additional colours palettes can be combined (3 colours at max).

Inappropriate examples

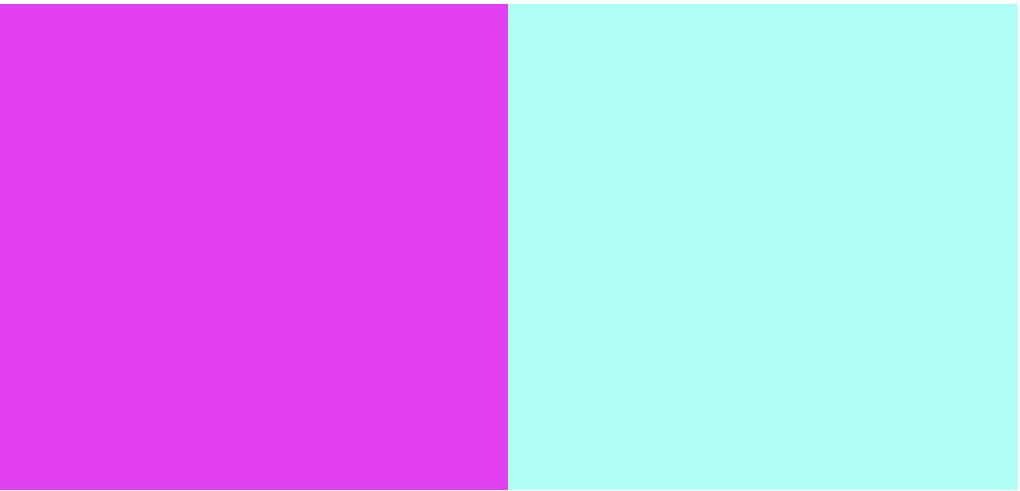


Recommended combinations with main colours



HEX # b55eff
RGB 181 94 255

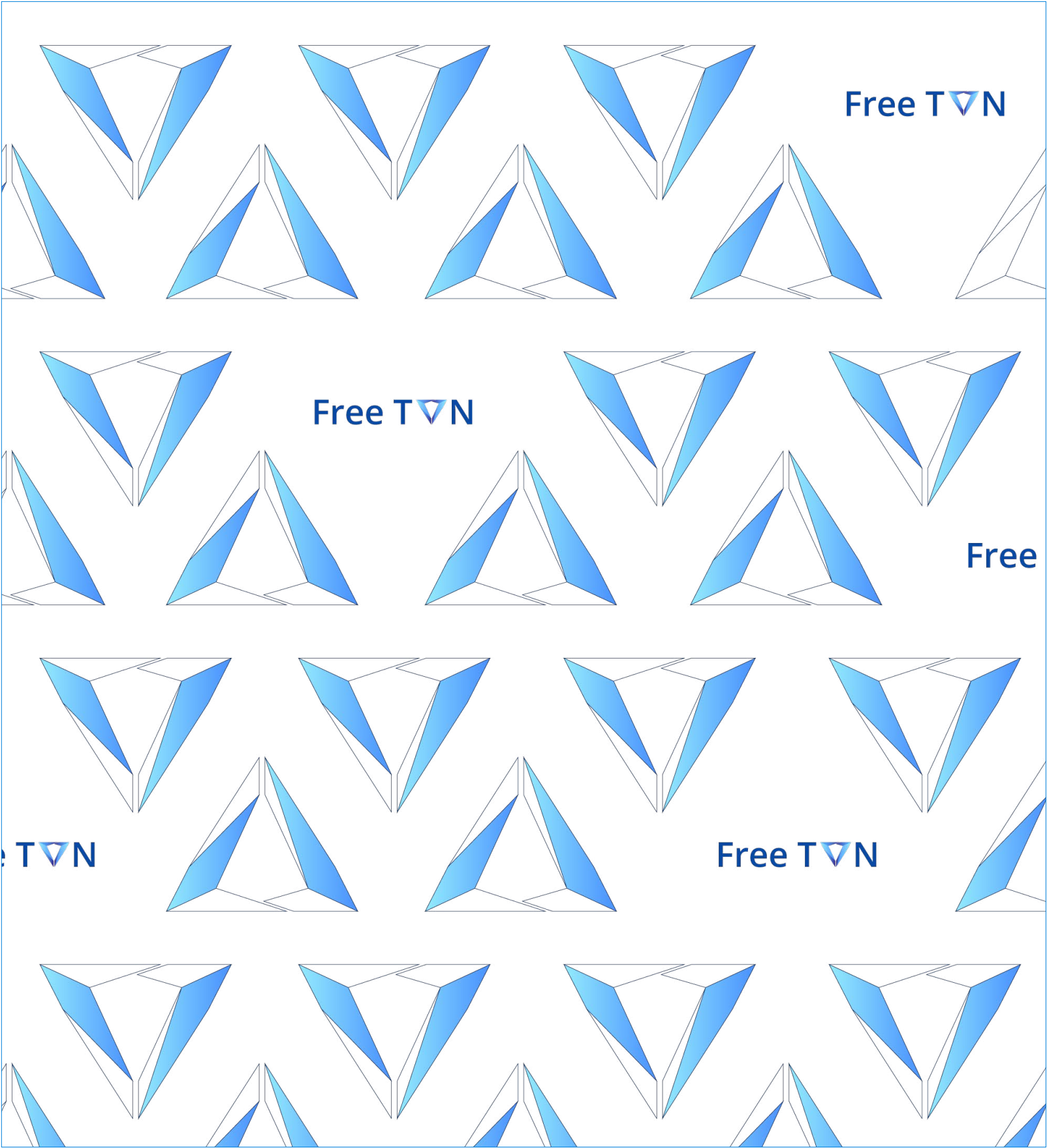
HEX # 2e0180
RGB 46 1 128



HEX # e340f1
RGB 227 64 241

HEX # b2fff9
RGB 178 255 249











Free TON wallet address: 0:86aa5e21ceba1aa4399b83756d3191174ea6e31fcc9352256b3a3a3a7a1048f7

Telegram: @valeriia_vlk

Link to Behance: https://www.behance.net/gallery/120547633/Free-TON_?

Original Files: https://drive.google.com/drive/folders/1_-padvRGajKfNmmbtJxR3GDm-VxJrCScD?usp=sharing

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