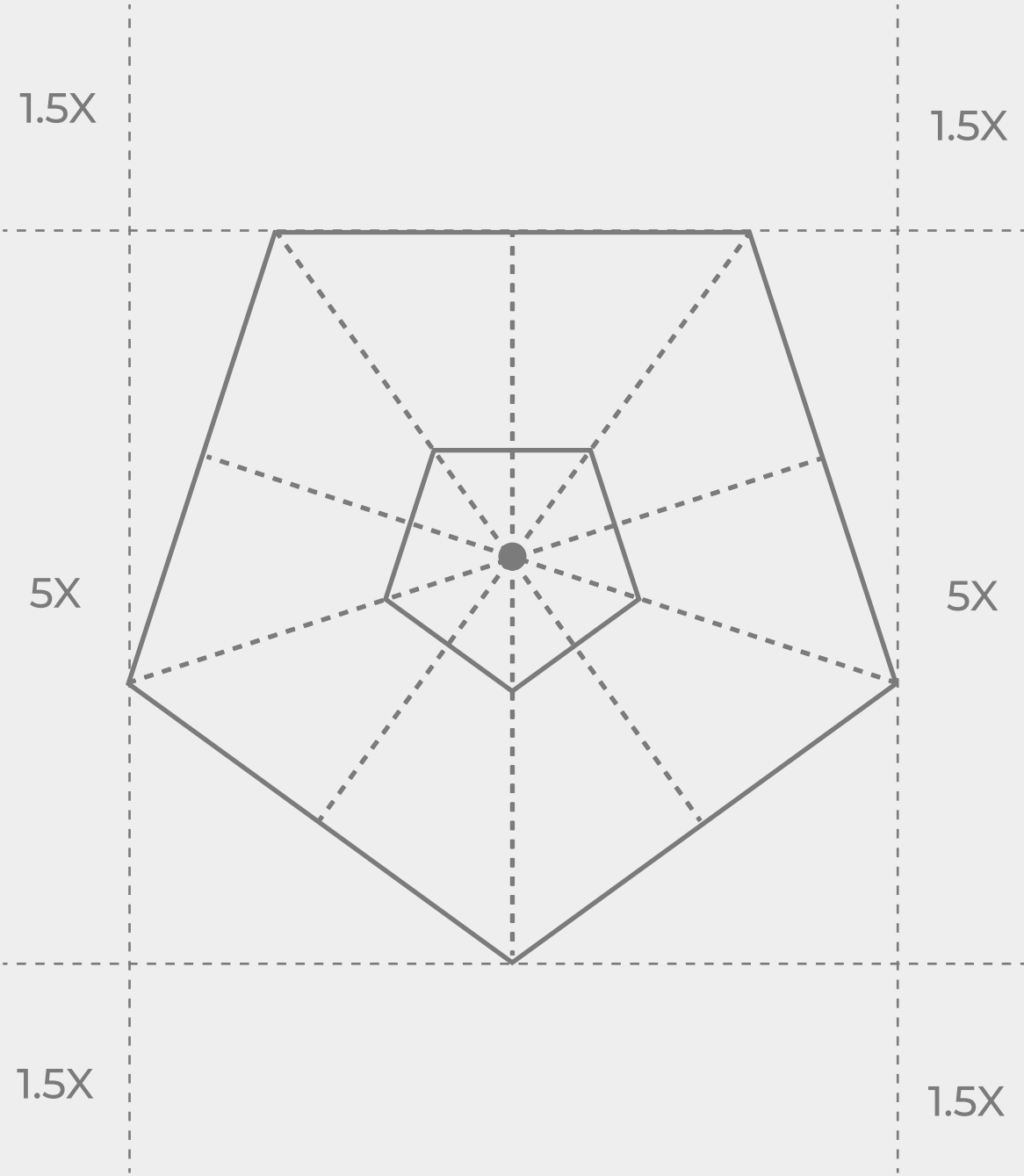


MAY, 2021

FREE TON

IDENTITY GUIDELINES

WEB & DESIGN IDENTITY CONTEST



CONTENTS

Logotype

- Associations
- Graphic Sign
- Logotype
- Color variations
- Token icon
- Telegram groups

Typography

- Fonts
- Usage examples

Color palette

- Colors
- Shades and tints

Addition

- Don't usage
- Patterns
- Social media cover
- Links and license

ASSOCIATIONS

Our goal is to preserve the image of the crystal, but at the same time to allow it to evolve into something fundamental. Create an image that will be timeless, like a real crystal. We want to combine the real properties of the crystal and the Free TON blockchain technology in one image.

Crystals are solid substances that have a natural external form of regular symmetrical polyhedra, based on their internal structure, that is, on one of several defined regular arrangements of the particles that make up the substance.

The Free TON blockchain is also a complex structure and technology. 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.

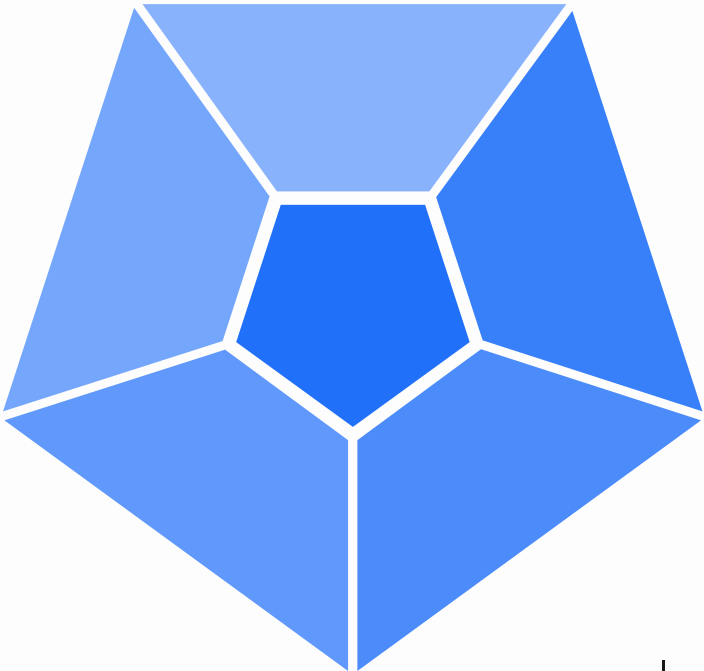
We highlight the following key values: Scalability. Decentralization. Security. Innovation. Freedom. Community. For the image, we use a crystal structure in the form of a polygon. It consists of different parts, but at the same time forms a single whole. Just like Free TON.

LOGOTYPE

FREE TON IDENTITY GUIDELINES

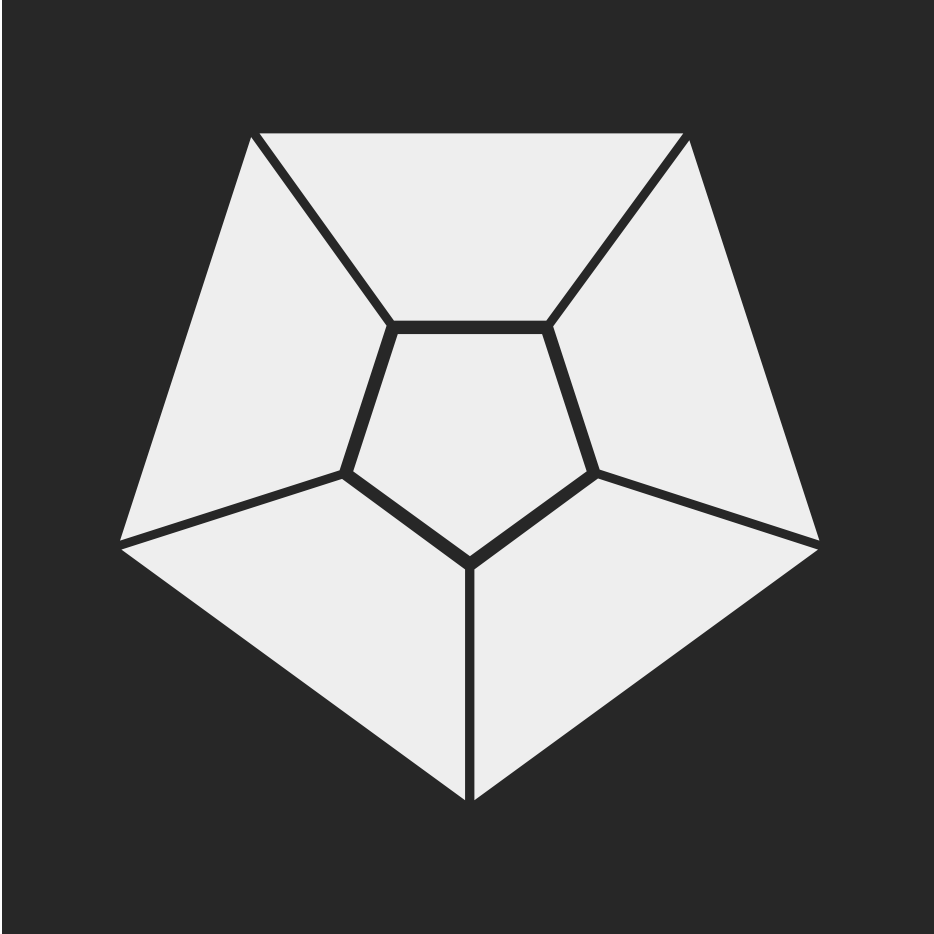
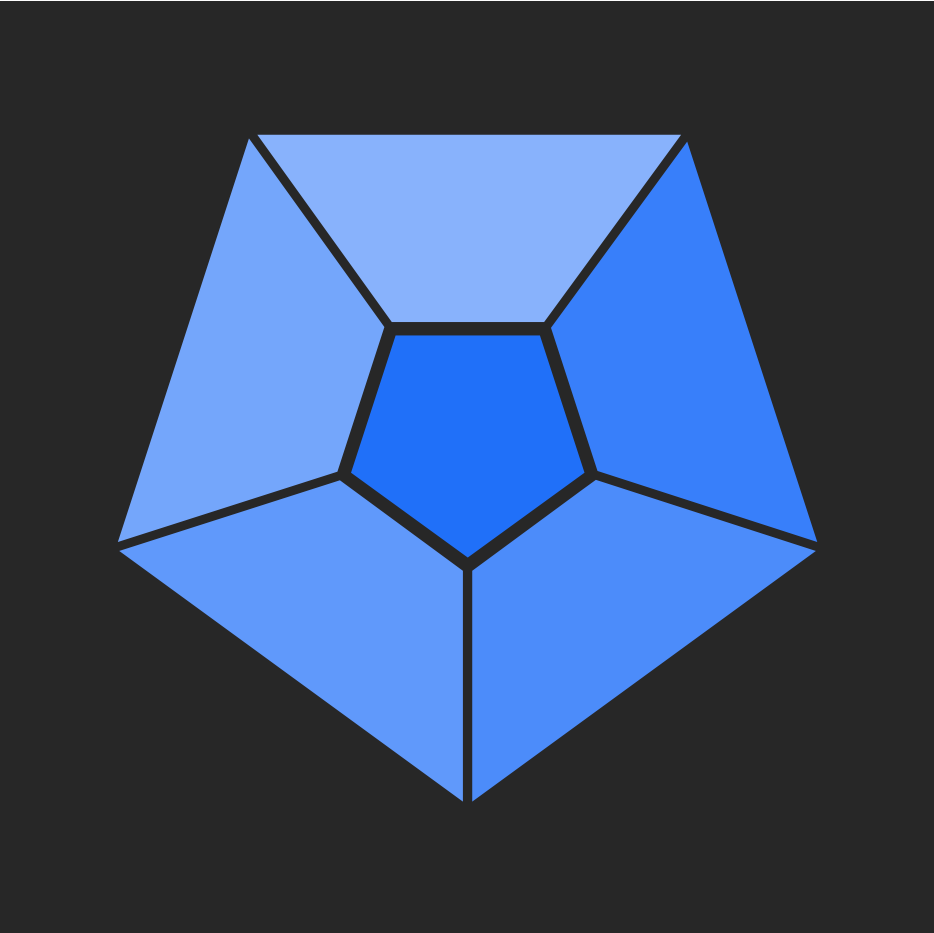
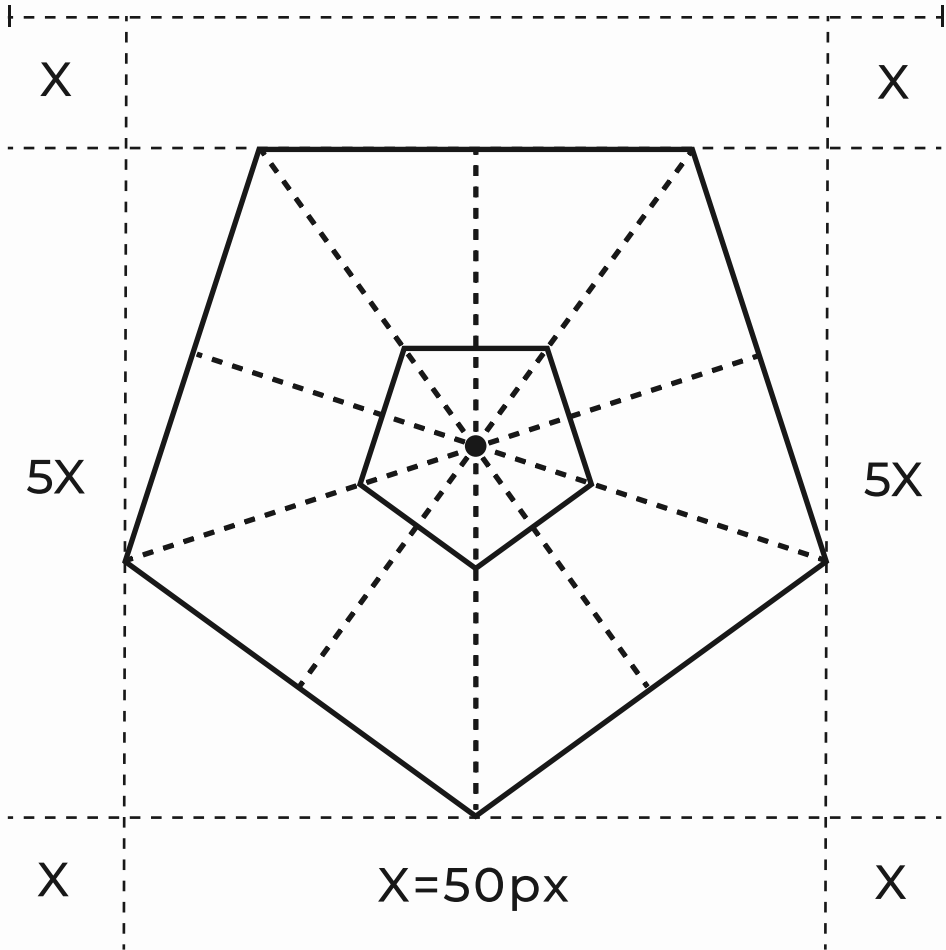


GRAPHIC SIGN



- Scalability
- Decentralization
- Security
- Innovation
- Freedom
- Community

7X

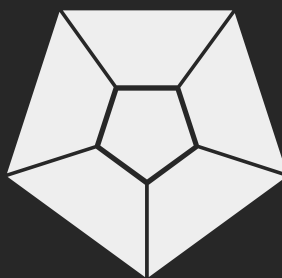




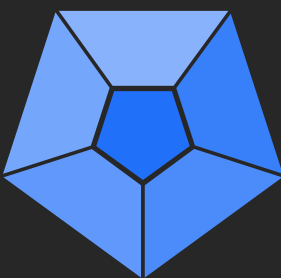
HORIZONTAL LOGOTYPE



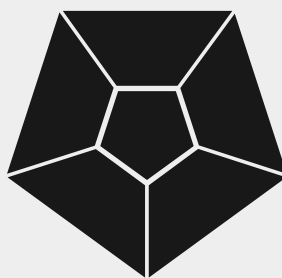
FREE TON



FREE TON



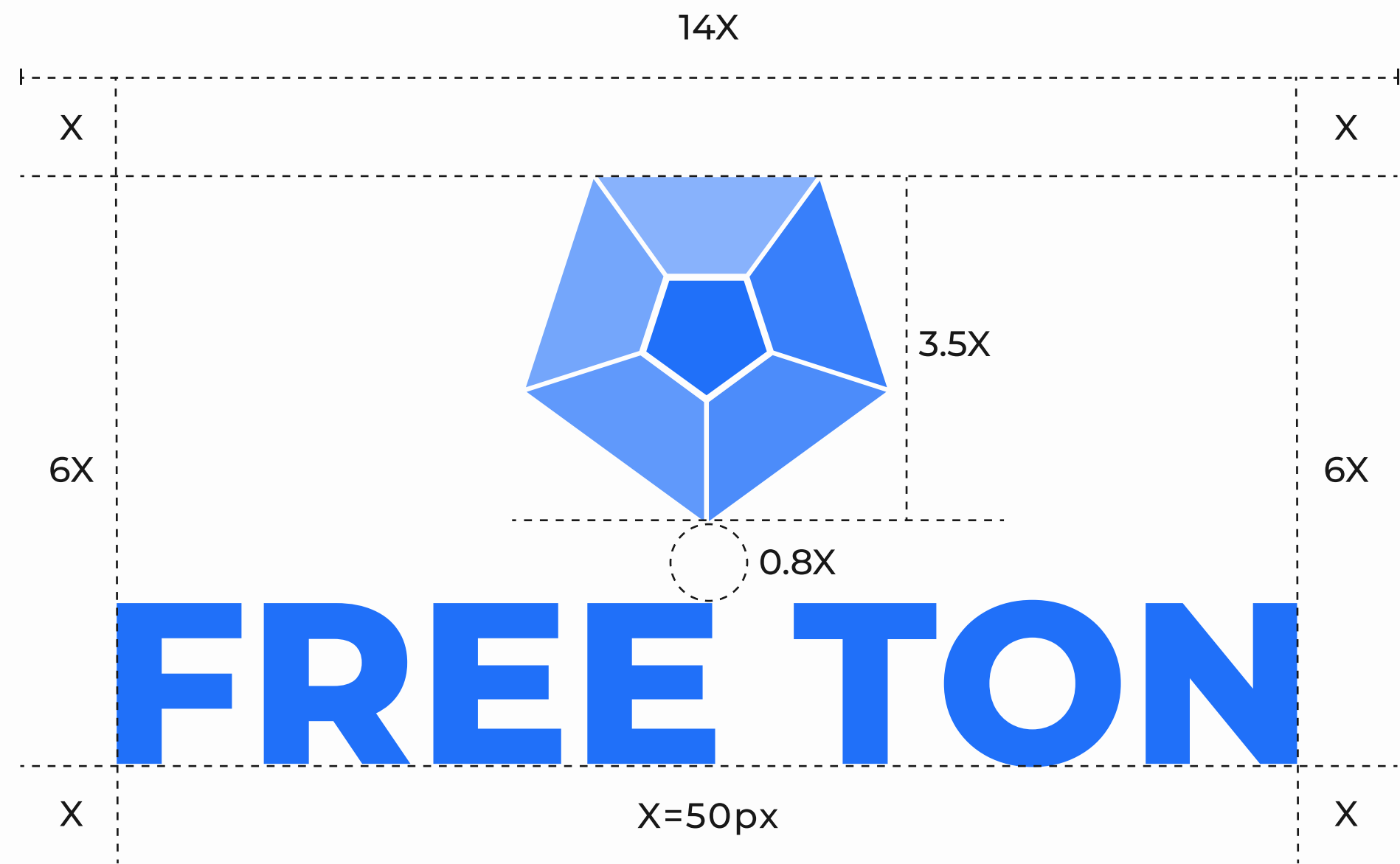
FREE TON



FREE TON

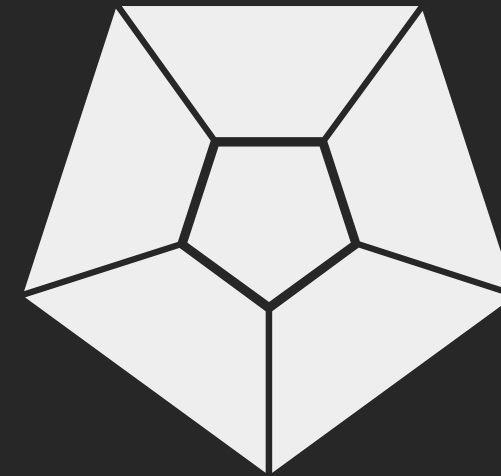


VERTICAL LOGOTYPE

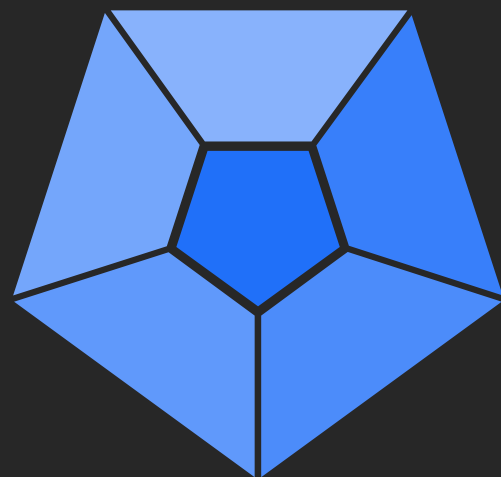




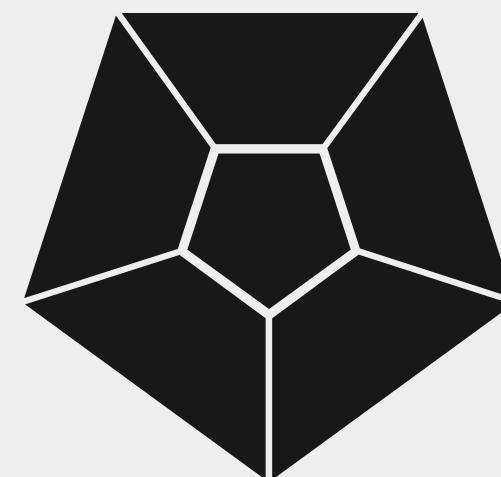
FREE TON



FREE TON



FREE TON



FREE TON

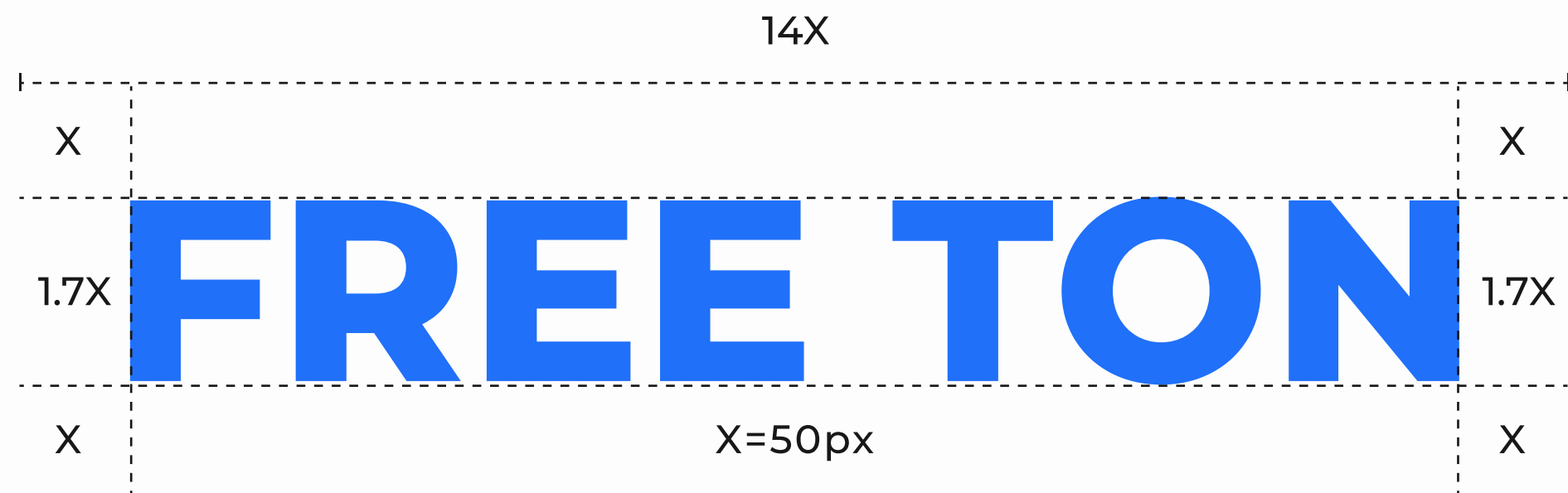


FREE TON

FUTURE IS HERE
freeton.org



TEXT LOGOTYPE



FREE TON

FREE TON

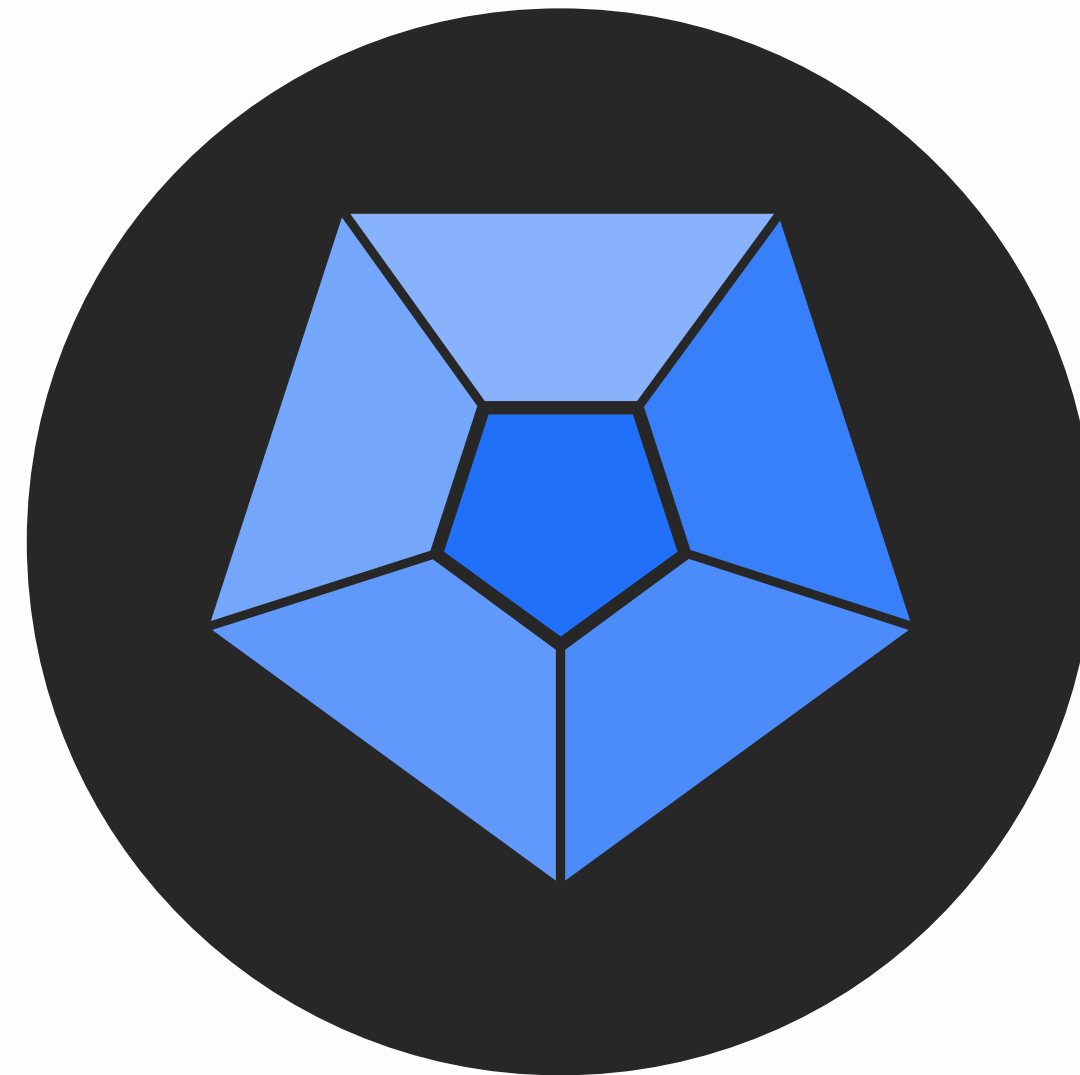
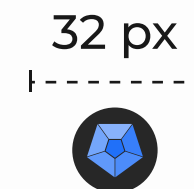
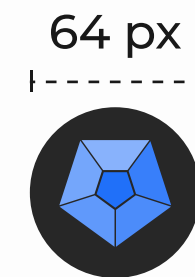
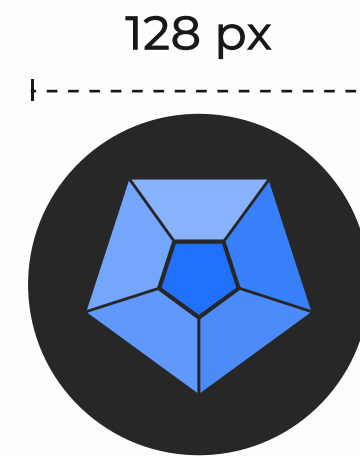
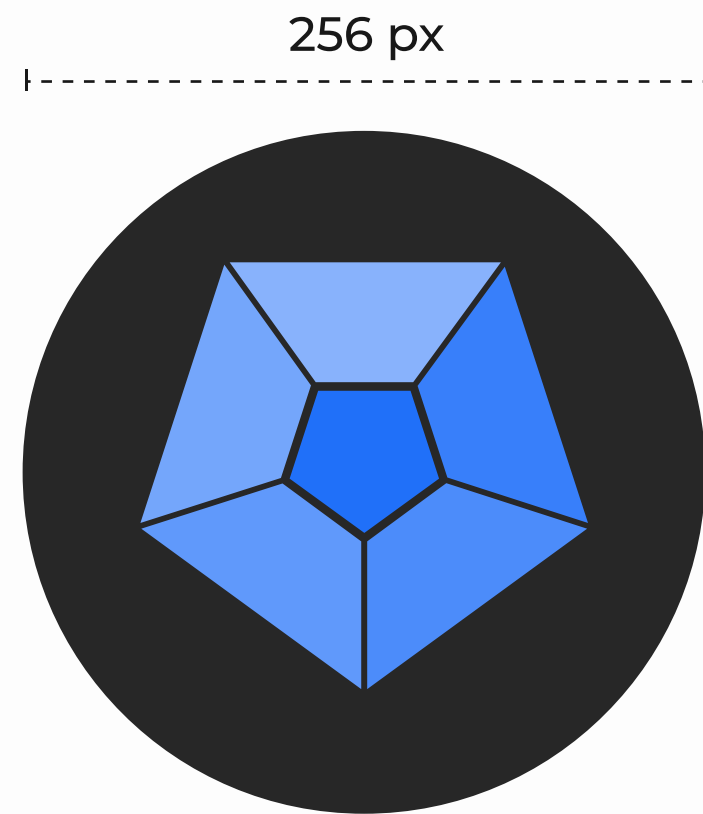
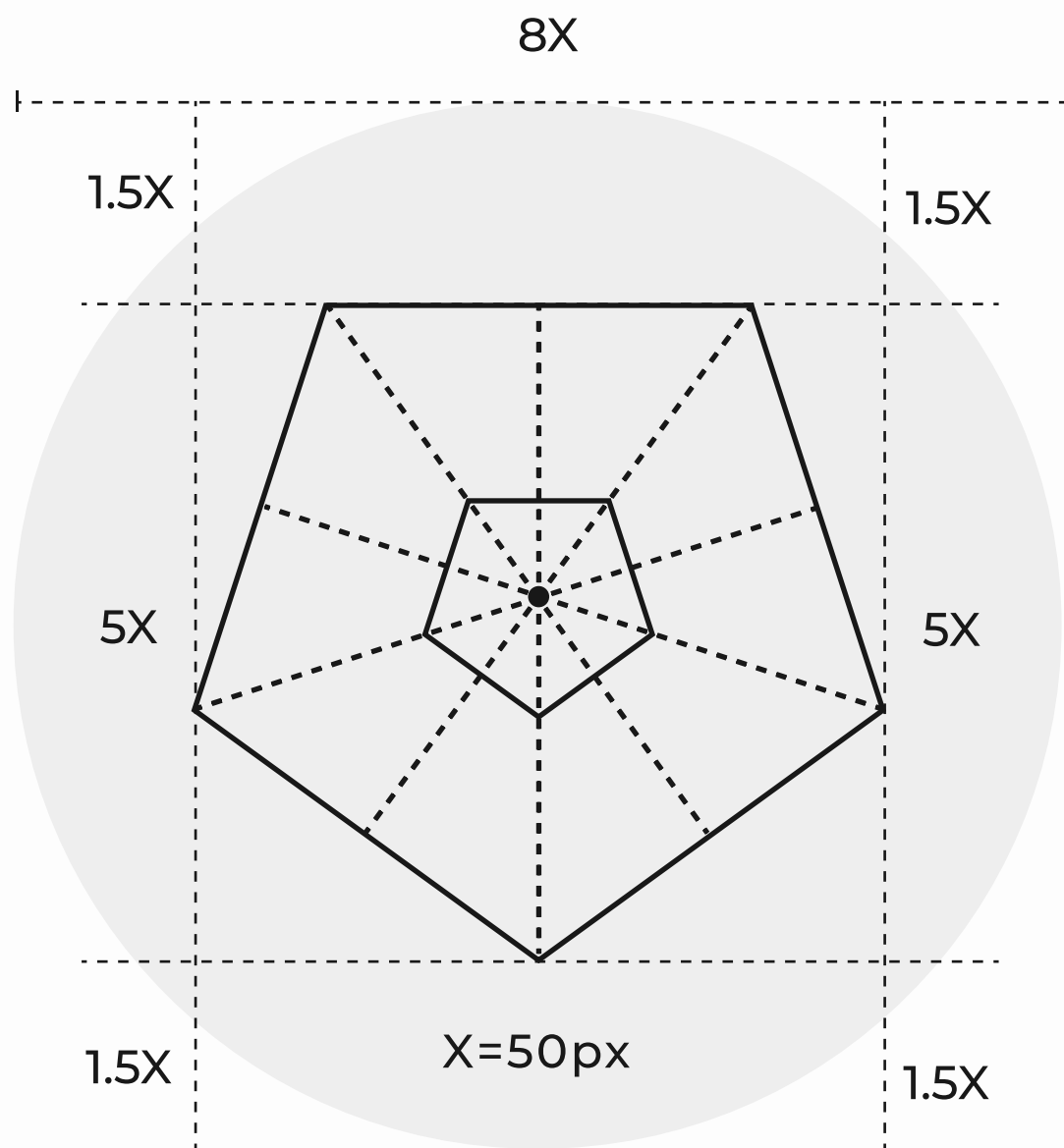
FREE TON

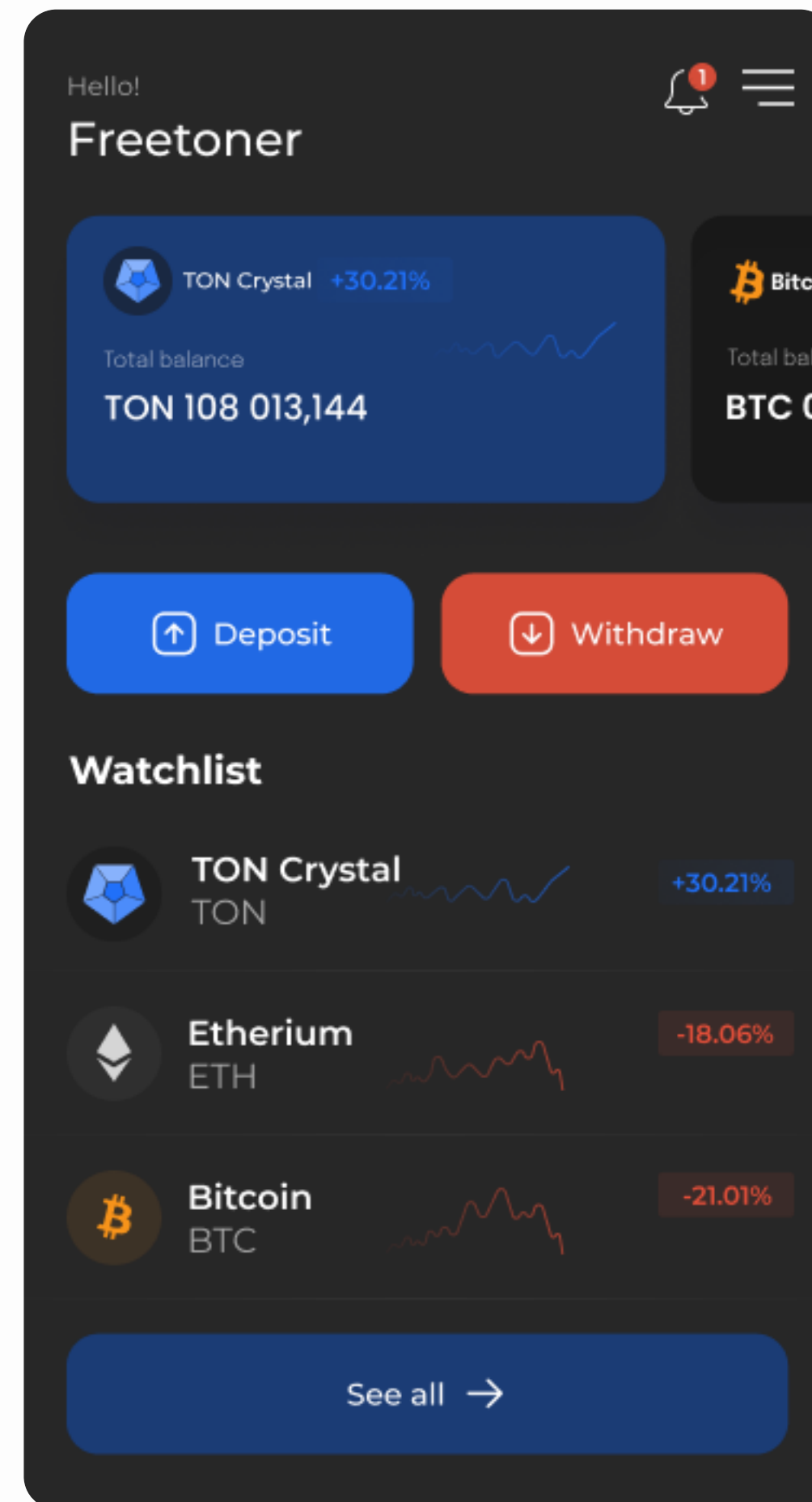
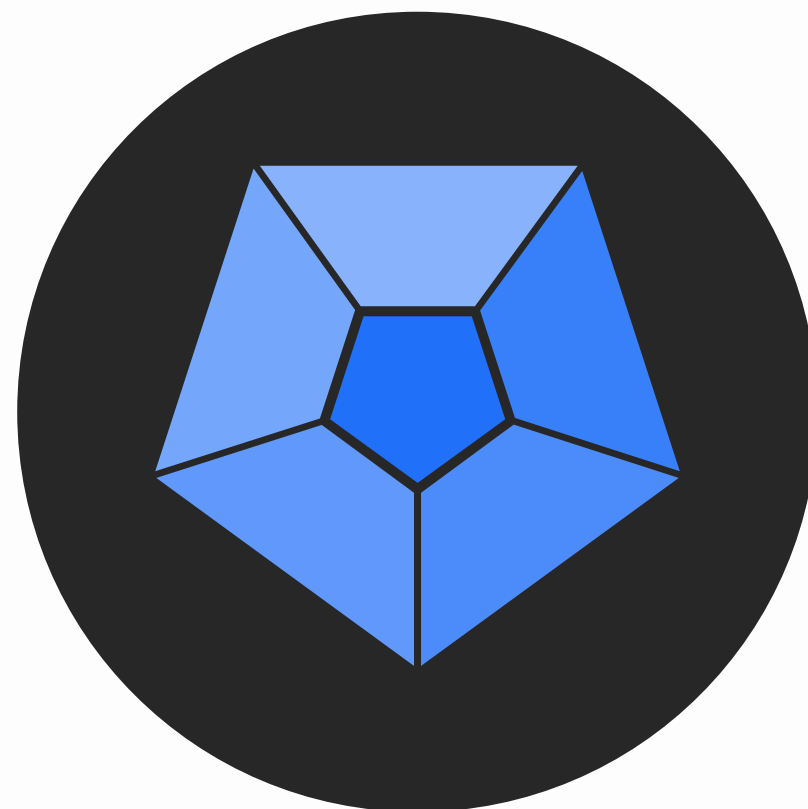
FREE TON

FREE TON



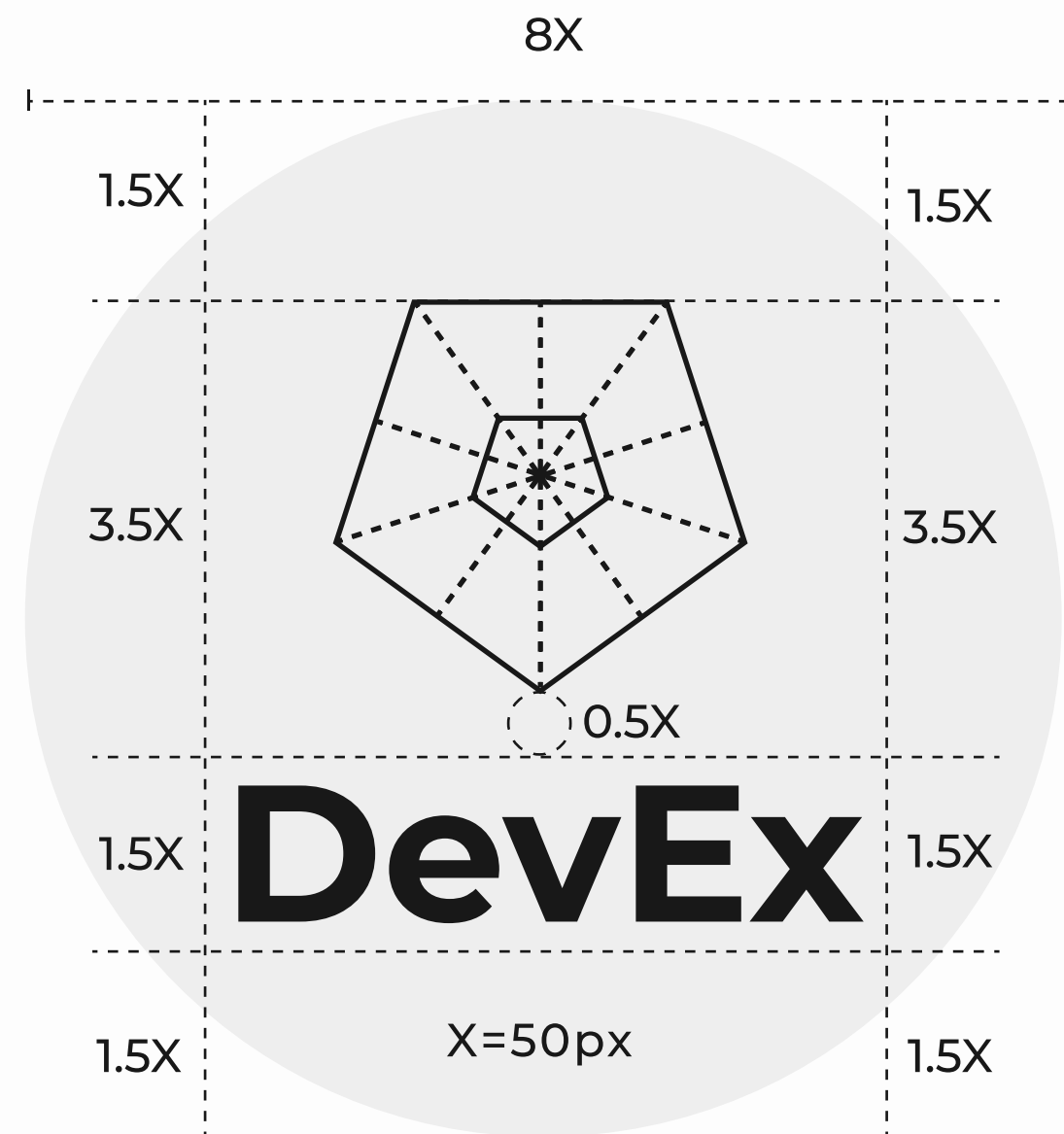
TON CRYSTAL ICON





TELEGRAM GROUPS LOGO

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. Use this layout in the source files to make the logo you need and export it.



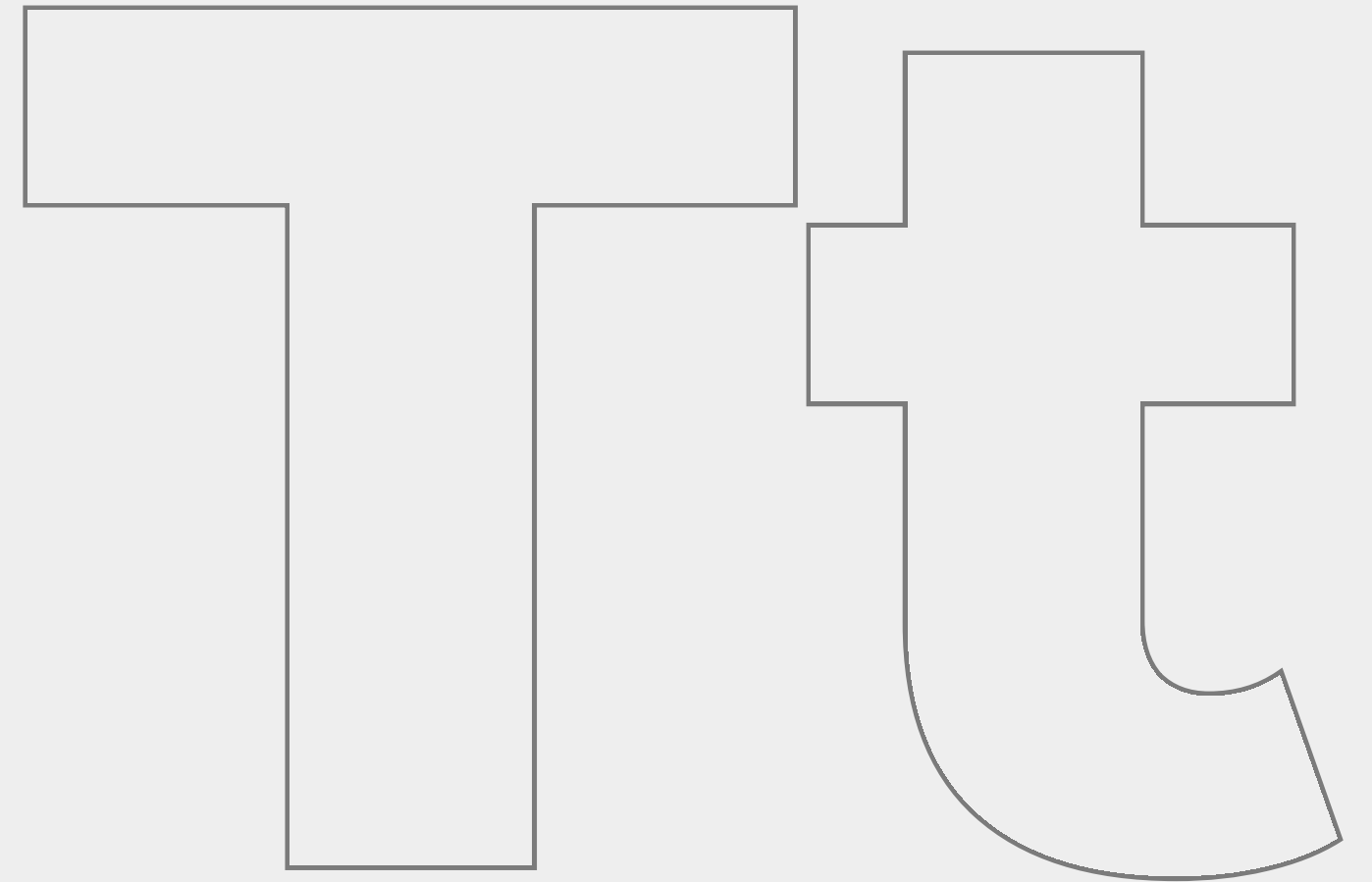
X = 50px

Text:
Font family: Montserrat
Font style: Bold
Font size: 75px
Line height: 100%
Align: Center
Vertical align: Center



TYPOGRAPHY

FREE TON IDENTITY GUIDELINES



FONT

MONTSERRAT

EXTRA BOLD | BOLD | Regular

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

FREE TON

RU

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!@#\$\$%

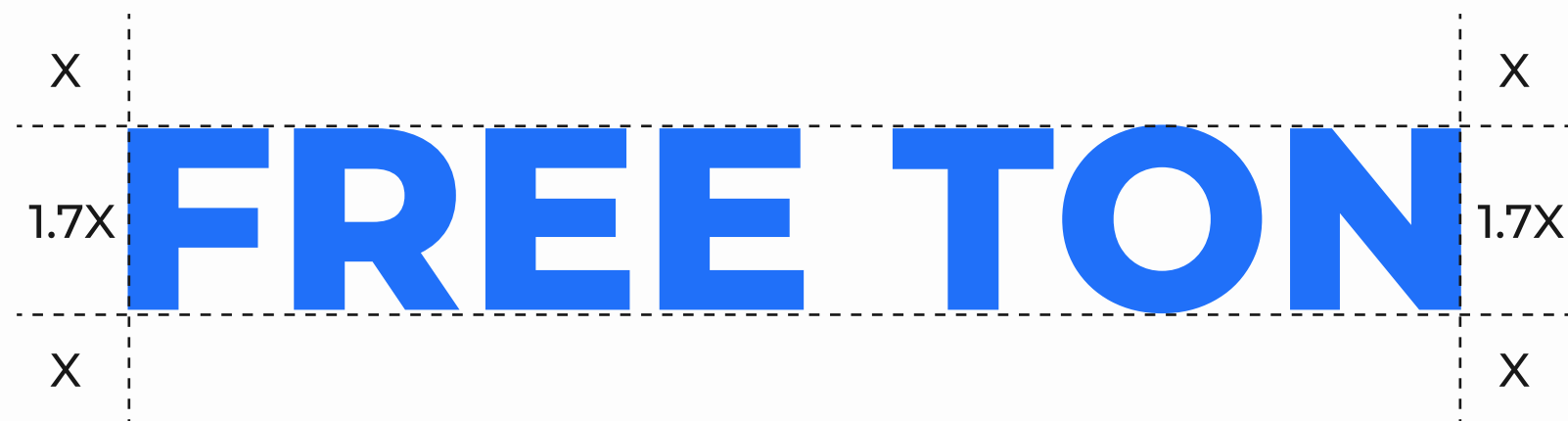
FREE TON

USAGE EXAMPLES

EXTRA BOLD

It is used in all versions of the logotype.
In the vertical, in the horizontal, in the text.
For writing FREE TON.

For Example:



[Link to download montserrat font](#)

USAGE IN THE TEXT

EXTRA BOLD FOR HEADLINES

Bold for subheadings

Regular for content and descriptions.

For Example:

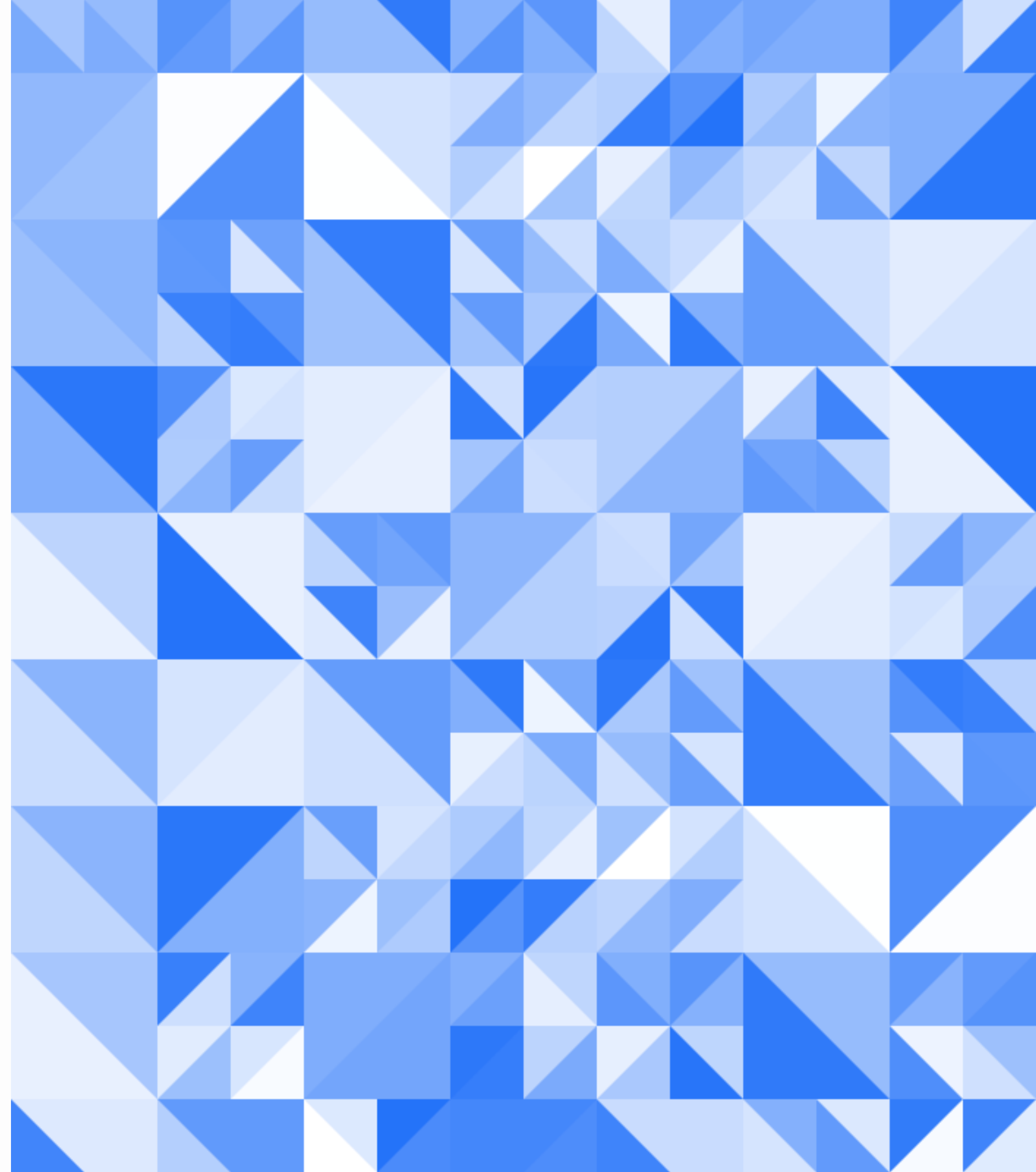
FREE TON IS THE FUTURE OF BLOCKCHAIN TECHNOLOGIES

The project that changed the world

But you all know this very well, who am I telling?
Participate in the development of the network
and make history!

COLOR PALETTE

FREE TON IDENTITY GUIDELINES



COLORS

PRIMARY COLOR «TON CRYSTAL»

HEX
#2070f9

RGBA
rgb(32, 112, 249)

HSLA
hsl(218, 94.8%, 55.1%)



SECONDARY COLORS



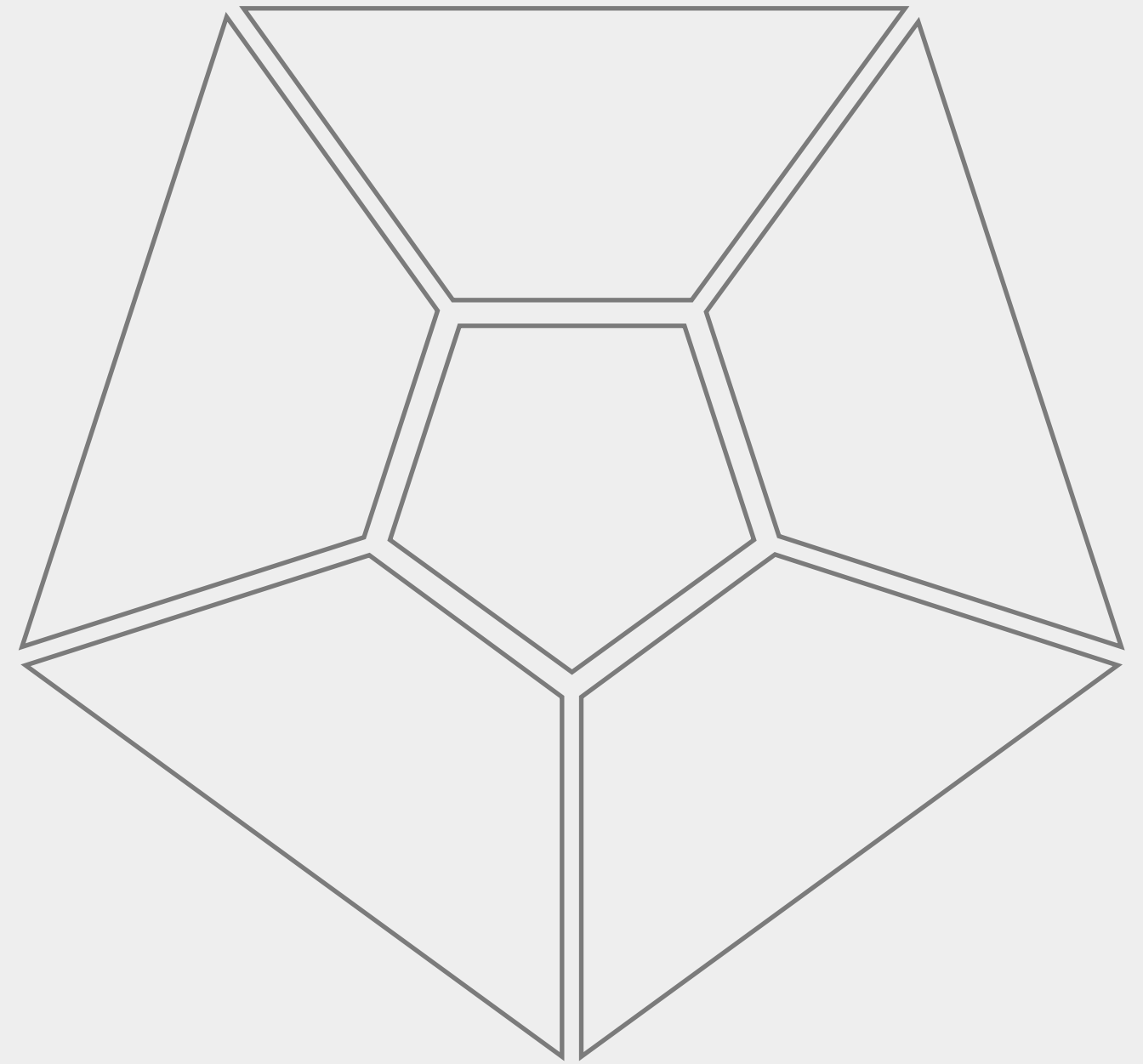
SHADES AND TINTS



HEX #387ffa	HEX #4c8cfa	HEX #6099fb	HEX #74a6fb	HEX #88b2fc
RGBA rgb(56, 127, 250)	RGBA rgb(76, 140, 250)	RGBA rgb(96, 153, 251)	RGBA rgb(116, 166, 251)	RGBA rgb(136, 178, 252)
HSLA hsl(218, 95.1%, 60%)	HSLA hsl(218, 94.6%, 63.9%)	HSLA hsl(218, 95.1%, 68%)	HSLA hsl(218, 94.4%, 72%)	HSLA hsl(218, 95.1%, 76.1%)

ADDITION

FREE TON IDENTITY GUIDELINES



DON'T USAGE

Don't use a stroke



Don't rotate



Don't stretch



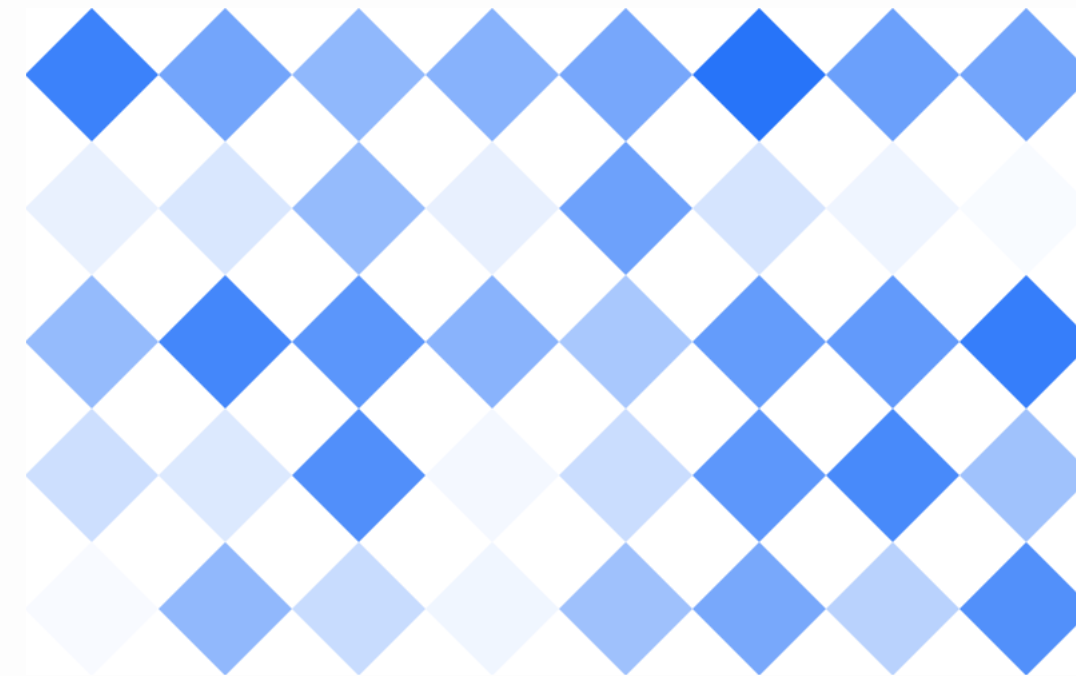
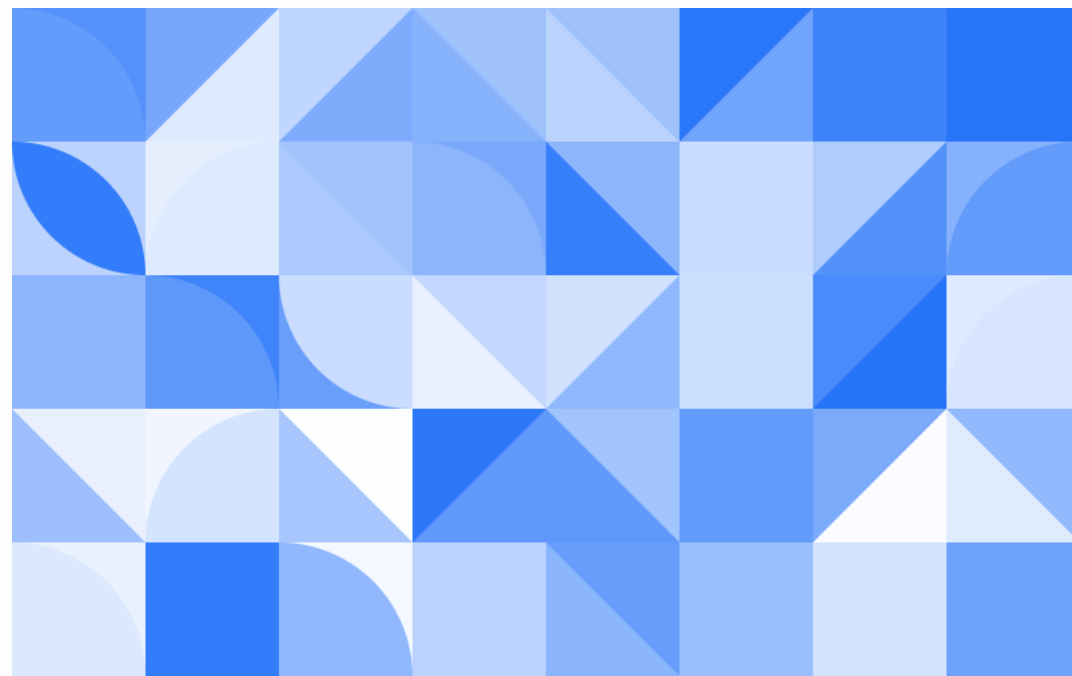
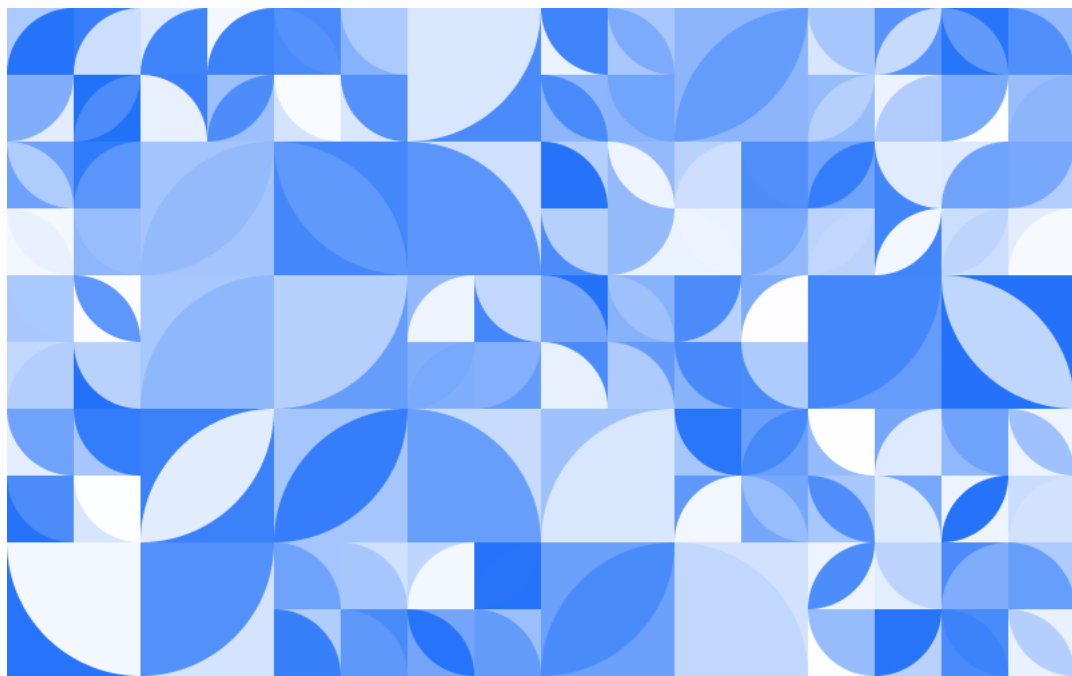
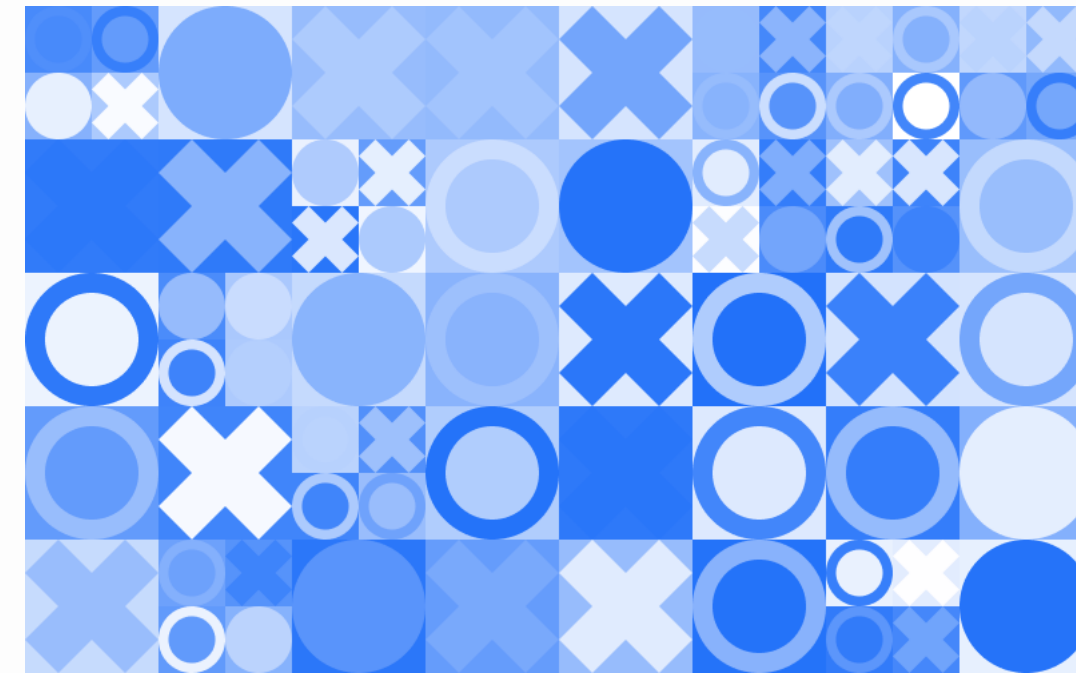
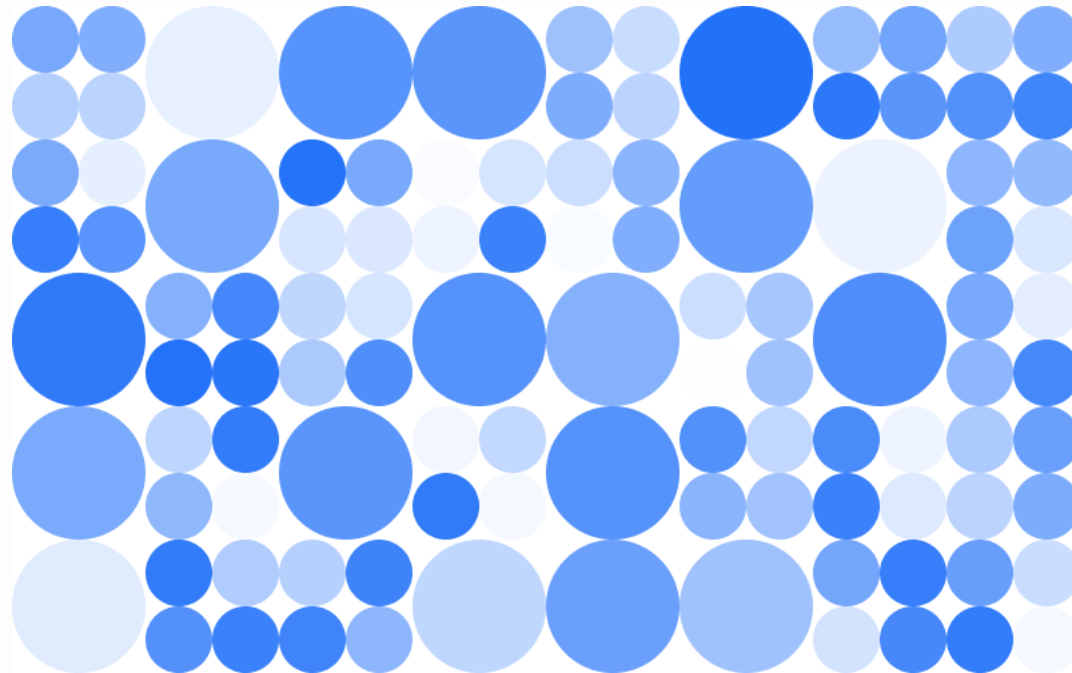
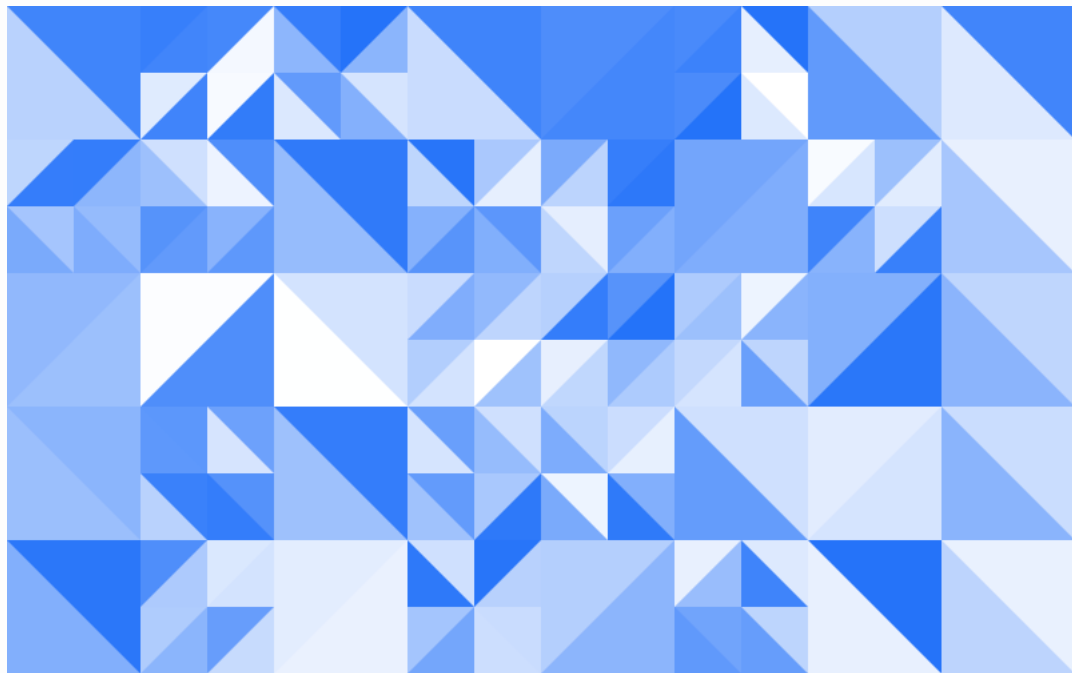
Don't exceed the margins



Don't use other colors, shades, background fill



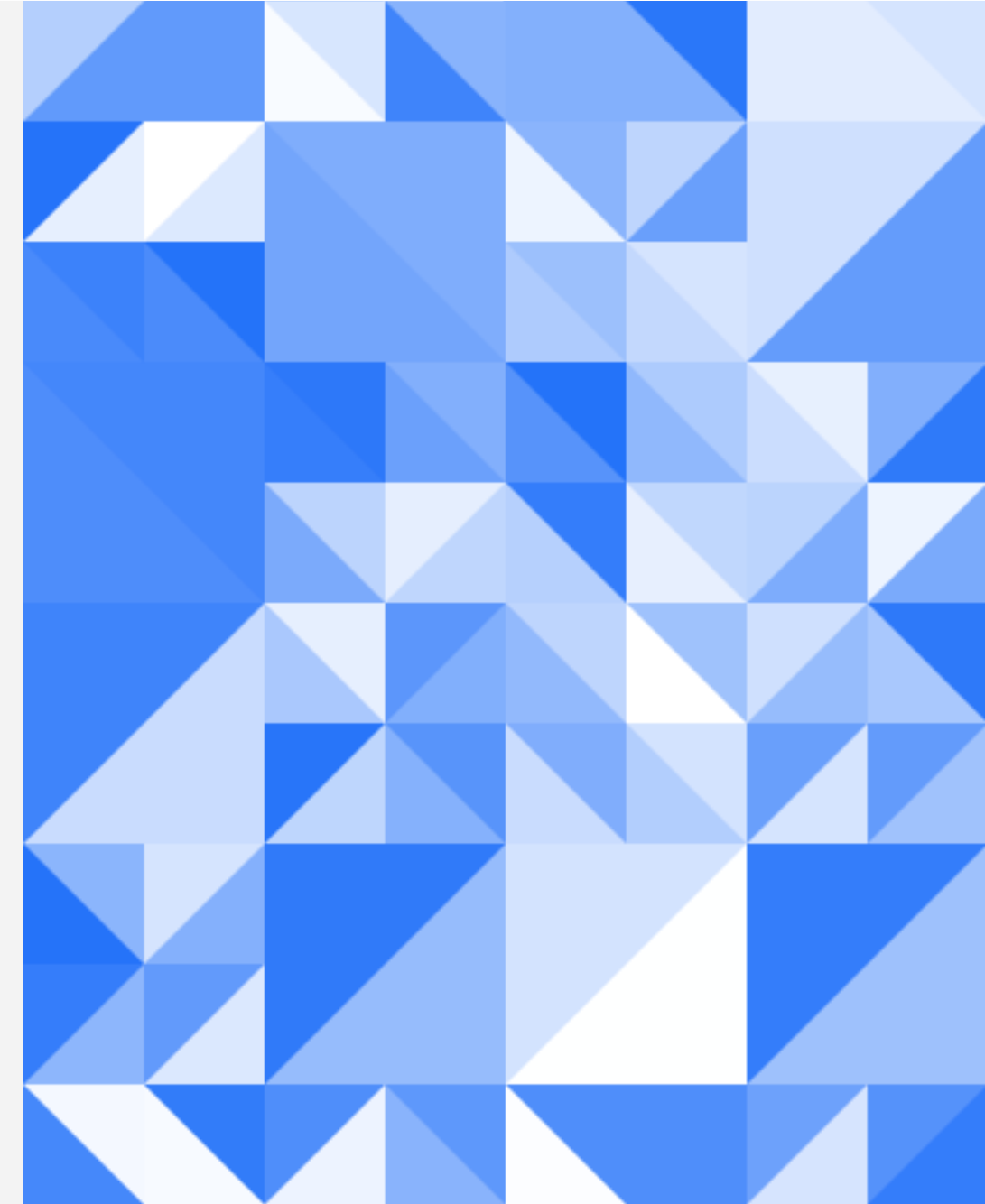
PATTERNS



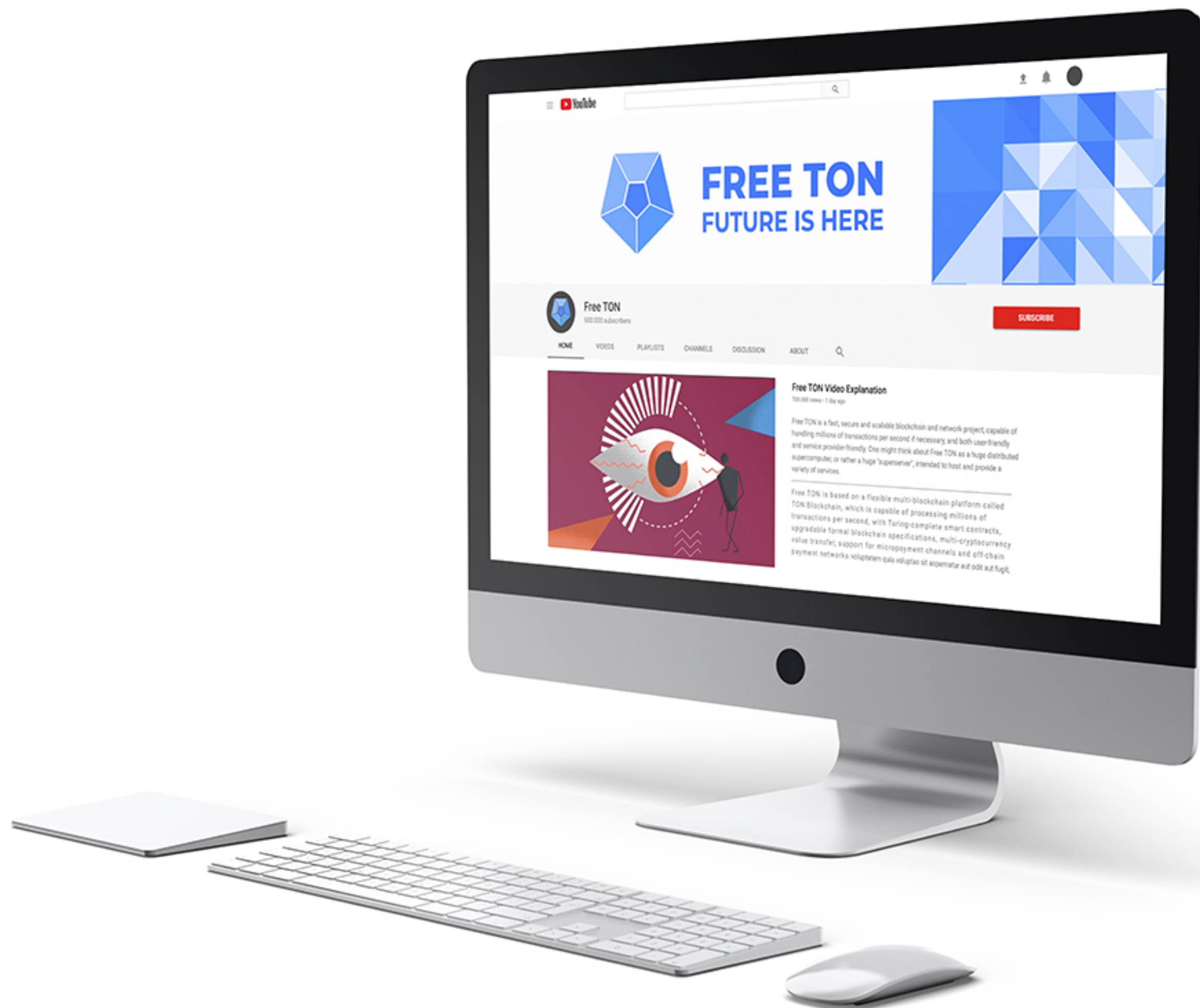
SOCIAL MEDIA COVER



FREE TON
FUTURE IS HERE



Logos and Covers for YouTube, Facebook and Twitter in Figma File, link below.



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!

This work is published under the [CC BY-NC-SA license](#).

Thanks for your attention!



@alinacrea



0:1ba8fc2a1be34b1c8aae7434013ac5dfbfd4c4e1e50343955c882fab2cd84228