Contest dates

Submission period: 11 May 2021 at 00:00 UTC – 30 May 2021 at 23:59 UTC
Judging period: 31 May 2021 at 00:00 UTC – 6 June 2021 at 23:59 UTC

Short description

Free TON has branding, but it looks incomplete. There is no complete list of rules that would describe in detail how and in what case one or another visual component (logo, colors, fonts, etc.) should be used.

Motivation

To get a set of visual components (identity) for the Free TON Community, which will set the direction vector for creating a UI Kit and other design solutions. Any member of the community will be able to use these materials, which will ultimately greatly simplify and save time for developing different products or creating marketing materials related to Free TON.

Primary requirements and winning conditions

The work must contain the following components

- Logo:
    - Basics (appearance, spaces etc.);
    - Color variations with background;
    - Minimum size;
    - Grid, layout examples;
    - To show a few examples of the concept whereby each Sub-governance can have its own logo within this identity;
    - Free TON Community related examples: E.g. Free Ton telegram channels logos, icons for coinmarketcap/exchanges, social branding (fb, twitter, youtube, instagram);
    - Usage examples (include inappropriate ones).
- Typography:
    - Font;
    - Typography;
    - Usage examples (include inappropriate ones).
- Colors:
    - Color palette;
    - Color combinations;
    - Usage examples (include inappropriate ones).
- Pattern (optional).

Primary requirements

- Each component must be completely unique. If the contest work has a source of inspiration or partial borrowing, the source must be indicated. Finding such a source without specifying it will lower the final score.
- For typography, only an open source font can be used that contains characters for at least Latin and Cyrillic.
- Logo and Pattern should be scalable and look good both when used with brand colors and in monochrome.
- Each component of the identity should have a clear description and illustrative examples of how to use it correctly and how not to use it wrong in different conditions.
- Identity must be associated with such definitions as: Freedom, Security, Innovation, Scalability, Decentralization, Infinity, Uniqueness.
- Each participant must submit their work in the form of a PDF presentation, which must contain a detailed description of how the identification elements should be used, and must also include links to their original files, which must be available for everyone to download and use.
- The submitted design must be published under the CC BY-NC-SA license with the obligatory indication of this on the forum and in the submitted PDF file.
- Otherwise, they will not receive their rewards.

Rewards

1 place……………………….…15,000 TONs

2 place……………………….……10,000 TONs

3 place……………………………5,000 TONs

4-5 place…………………………2,500 TONs

6-10 place…………………………1,000 TONs

Total amount: 40,000 TONs

Voting

- Jury members who vote in this contest must have a solid understanding of branding and graphic design. Those jurors who don't, should not vote or choose "Abstain."
- Jurors whose team(s) intend to participate in this contest by providing submissions lose their right to vote in this contest.
- Each juror will vote by rating each submission on a scale of 1 to 10 or can choose to reject it if it does not meet requirements or choose to abstain from voting if they feel unqualified to judge.
- Jurors will provide feedback on each submission.
- The Jury will reject duplicate, sub-par, incomplete, or inappropriate submissions.

Evaluation criteria

1. Quality of work 0-2 points);
2. Creativity (0-2 points);
3. Uniqueness (0-2 points);

4. Reflection of an idea (0-2 points);
5. The judge's subjective score (0-2 points). If member publishes work on Behance.net 2 or Dribbble.com, it may increase the rating of work.

Jury rewards

4000 TON will be divided equitably between all jurors who vote and provide feedback based on their votes' quantity and quality. Both voting and feedback are mandatory to collect this reward.

Procedural reminders to all contestants

- The community reserves the right not to pay remuneration to a member who has not fulfilled at least one of the important points in the "Primary requirements and winning conditions" section. This condition is valid even if the voting period has already passed and the participant has scored a sufficient rating to receive a reward.
- All submissions should be published on the FreeTON forum under the topic with the discussion of the according contest, and at the governance platform located at gov.freeton.org 2 to be considered valid submissions.
- All submissions must be accessible for the Jury to open and view, so please double-check your submission. If the submission is inaccessible or does not fit the criteria described, jurors may reject the submission.
- Contestants must submit their work before the closing of the filing of applications. If not submitted on time, the submission will not count.
- All submissions must contain the contestant's contact information, preferably a Telegram username by which jurors can verify that the submission belongs to the individual who submitted it. If not, jurors may reject your submission.
- The content published in the forum and the provided PDF file should not differ, except for formatting. Otherwise, jurors may reject the submission.
- If your submission has links to the work performed, the content of those links must have the contestant's contact details, preferably a Telegram username, so jurors can match it and verify whom the work belongs to. If not, jurors may reject your submission.
- Multiple submissions:
  - Each contestant has the right to provide several submissions if they contain different approaches to the contest problem's solving. However, if works are not unique enough or differ just in insignificant details, jurors may reject such repeating submissions.
  - If the contestant wants to make an additional submission that overrides the one previously published, he must inform the Jury about this fact and indicate the correct revision to assess. In this case, only the indicated work will count. If the contestant hasn't indicated the updated submission as the correct one, only the first one will count, the Jury will reject all the others.