



Interchain Branding Competition

Period: Sat 1 Feb - Fri 28 Feb (4 weeks)

Goal: Creating a visual identity for Crypto Factor's Interchain brand.

Prizes: 50,000 CFR & €100 worth of merchandise of the identity.

Design Brief: Interchain Visual Identity

Overview: Interchain, developed by Crypto Factor, is a groundbreaking private application blockchain designed to transform multi-chain interactions. Leveraging the advanced zero-knowledge (ZK) and multi-party computation (MPC) technologies of Partisia Blockchain, Interchain ensures seamless, secure, and verifiable cross-chain operations. With its capability to validate cross-chain master states efficiently, Interchain represents a scalable and interoperable blockchain ecosystem, marking a significant departure from traditional “bridge” concepts.

In preparation for its Testnet launch in February, Crypto Factor invites the community to contribute their creative vision for Interchain's brand and visual identity.

Objective: To create a fresh, innovative visual identity that reflects Interchain's bold ambition to redefine blockchain interoperability. The visual identity should convey technological sophistication, cutting-edge innovation, and a commitment to solving age-old challenges with daring new solutions.

✨ This brief is presented as a starting point only - your imagination counts! ✨

Interchain Highlights

- Fresh approach to resolving an age old problem - in a new way
 - Building from scratch and dare to test what is possible - daring to be different
 - A departure from the ordinary concept of 'bridge' - new ways of thinking
 - A new arrangement of Tech to expand on the Crypto Factor vision - innovation
 - Capture the dynamic will to resolve resolute and mundane challenges - flexibility
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Key Themes and Concepts

1. Fresh Approach:

- Highlight the revolutionary nature of Interchain.
- Communicate a departure from traditional blockchain concepts like "bridges".
- Explore creative, forward-thinking design elements that signify fresh beginnings.

2. Innovation and Experimentation:

- Emphasise the dynamic process of building from scratch and testing boundaries.
- Showcase the idea of daring to be different and challenging the status quo.

3. Scalability and Interoperability:

- Visualise interconnectedness and seamless cross-chain interactions.
- Represent scalability through fluid, expanding, or modular design motifs.

4. Crypto Factor Vision:

- Align with Crypto Factor's ethos of digital ecosystems and automation.
- Reflect sophistication in decentralisation and technological excellence.

5. Resolute yet Dynamic:

- Capture the balance between solving resolute challenges and embracing dynamism.
 - Integrate elements that signify stability with a hint of movement and adaptability.
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Deliverables

1. Logo Design:

- A modern, scalable logo that incorporates Interchain's key themes.
- Variations for digital platforms for Web2 and Web3 and merchandise.

2. Color Palette*:

- A selection of colours that evoke trust, innovation, and forward-thinking.
- Ensure accessibility and compatibility across digital platforms.

3. Typography:

- Fonts that balance readability with modernity and sophistication.

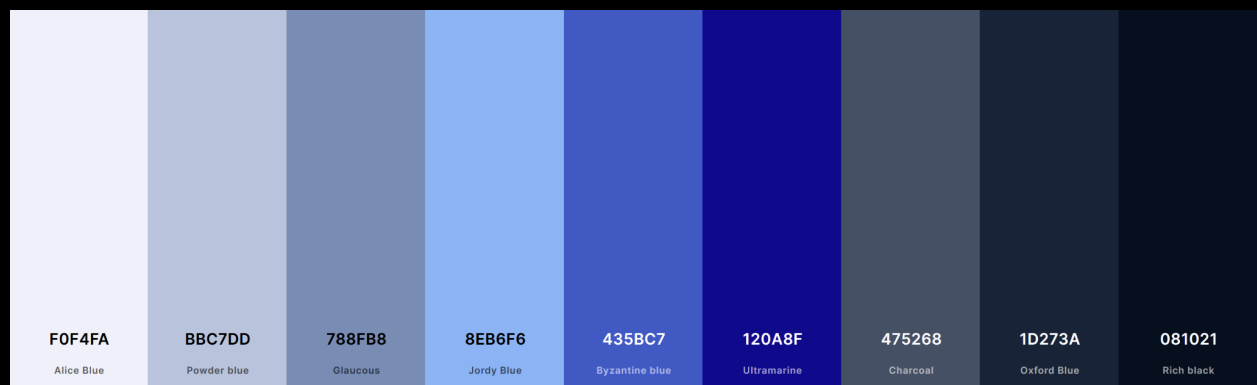
4. Supporting Visual Elements:

- Iconography or patterns representing cross-chain interaction, scalability, and security.
- Suggestions for visual motifs that complement the logo and brand identity.

5. Application Mockups:

- Concepts for applying the identity across websites, apps, and promotional materials.

**The official palette should be used, but feel free to depart from this and be adventurous as required.*



Guiding Principles

- Dare to Be Different: Think outside the box and propose bold, unconventional ideas.
 - Simplify Complexity: Strive for designs that are visually striking yet convey complex ideas clearly.
 - Community and Collaboration: Reflect Interchain's openness to creative input and partnership.
 - Future-Proof: Ensure the identity remains relevant and adaptable as Interchain evolves.
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Inspiration Sources

- Cutting-edge technology visuals (e.g. neural networks, interconnected systems).
 - Minimalistic and futuristic design trends.
 - Aligned if necessary with Crypto Factors present identity.
 - Themes of unity, flow, and innovation.
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Submission Guidelines

- Submit your designs in high-resolution formats (e.g., .PNG, .SVG).
 - Include a brief description of your design's inspiration and alignment with the themes.
 - Ensure designs are original and free from copyright restrictions.
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Evaluation Criteria

- Alignment with the themes and objectives.
 - Creativity and originality.
 - Practicality and scalability of the design.
 - Overall visual impact and emotional resonance.
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Timeline

- Competition Opens: [01/02/2025]
 - Submission Deadline: [28/02/2025]
 - Winners Announced: [March 2025]
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We look forward to seeing your creative interpretations of Interchain's vision. Let your imagination redefine blockchain's visual narrative!

Crypto Factor Logo Design Competition – Disclaimer/Terms

By submitting an entry to the **Crypto Factor Logo Design Competition** ("Competition"), you ("Entrant") acknowledge and agree to the following terms and conditions:

- **Judging & Discretion**

The **Crypto Factor Team** reserves the exclusive right to **evaluate, judge, and determine** the winning entry at its sole discretion. The Crypto Factor Team may, at its discretion, **decide not to declare a winner** if the entries do not meet the required standard or fail to align with the design brief. Crypto Factor may, but is not obligated to, provide feedback to rejected entries or runner-ups.

- **Intellectual Property & Ownership**

By submitting a design, the Entrant warrants that the submission is **original, does not infringe on any intellectual property rights**, and is not subject to any **registered, pending, or existing trademarks, copyrights, or third-party ownership claims**. Any submission found to violate intellectual property laws will be **immediately disqualified**, and the Entrant shall bear full responsibility for any legal consequences arising from such a violation.

- **Rights to the Winning Design**

Upon selection as the winning design and upon full payment by Crypto Factor, **all intellectual property rights, including copyrights and commercial usage rights, shall transfer in full to Crypto Factor**. The winning Entrant **waives any further claims to ownership, licensing fees, or royalties** related to the design. Crypto Factor will have **exclusive rights** to modify, reproduce, distribute, and use the winning design for commercial and branding purposes.

- **No Obligation to Award a Prize**

Crypto Factor reserves the right to **not award a prize** if no submission is deemed suitable for adoption. If no winner is selected, Crypto Factor retains **no rights** over any submitted designs.

Competition Guidelines

- Participants compete to create the best visual identity Crypto Factor's Interchain brand.
- Starting point is the above Design Brief, which includes the color palette used by Crypto Factor.
- The identity of the Interchain does not have to adhere strictly to the palette and style of Crypto Factor. It should however be recognizable that Interchain is part of Crypto Factor's Digital Machinery.
- The visual identity should consist of a number of graphical assets that can be used for branding and promoting the Interchain.
A **logo** and some **imagery** are mandatory, short animations would be great.
- The graphical assets are meant to be used online (for example in posts on X) as well as for 'Real World Assets', i.e. on merchandise like t-shirts, bags, mugs, etc.
- During the competition the Crypto Factor Team is available in the Crypto Factor Telegram Group to answer questions and/or provide feedback about intermediate results.
- At the end of the competition a Google Form will be made available that can be used to submit the results.
- The Crypto Factor Team will be the jury that decides who the winner of the competition is.