TEC Branding Brainstorm

DEADLINE: Oct. 9

Proposal: We need to create our branding for marketing materials and at minimum for now, a logo. I propose we work a-sync in this document, and consider a 30-min brainstorm breakout call/session at some point, and then Jess/Livia (and whoever else wants to be part of this project) can take all of the input and work with Marko, our designer, to come up with an initial 80/20 design.

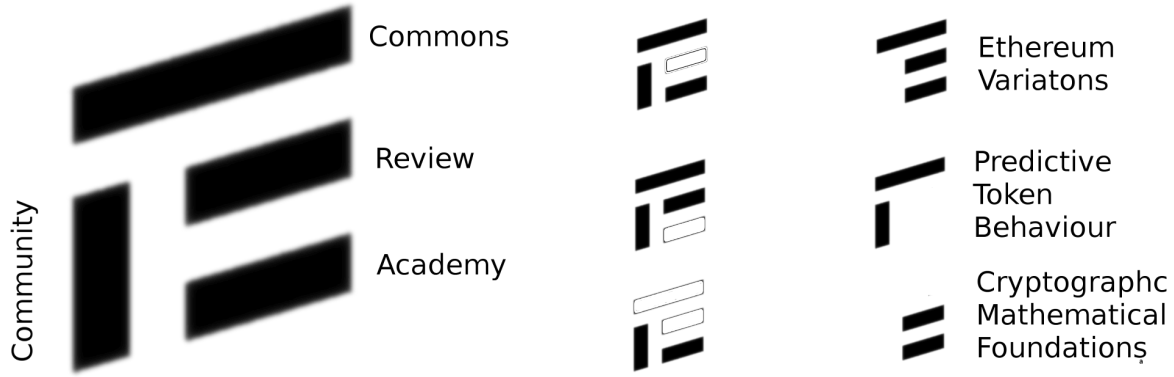
Directions for this async exercise: *Please put your name next to any comments/examples you drop in. I have gone through some branding exercises before but am doing this a bit on the fly, so please feel free to share feedback on how we can go through this process to mine for the gems that will make an incredible TEC logo!*

Existing Inspiration: Our wonderful community members have created the TE logo for various projects, also our ecosystem friends at CS, BSci, cadCAD etc. have some similar threads… ***do we want to follow any similar patterns or have something totally fresh***? *(Angela/Sebnem feel free to weigh in here)*

Strong preference to use a variation of the existing TE logo!
We'd weaken the brand we've established so far if we'd create an entirely new logo, not referring to the existing one.
Variation can be 2D/3D, colored, whatever. (Angela)
I think a few common threads would be great, as you can see putting these logos together next to each other they are friendly/similar vibes - but open (Jess)

Firstly a simple black&white picon means it is easily embedded as an emoticon, browser tab, or SVG metaimage (scalable in complexity). For more sophisticated hi-res print, you can do bevels/embossing or highlights to make it a bit more visually

stimulating, not to mention animation like spinning around on axis (all within SVG). 2nd, you can make simple variations by (in/ex)cluding each of the 4 arms (graphic below). 3rd, it symbolises the 3 arms (commons, reviews, academy with the community as spine to the ETH symbol). Lastly, a fractal version can be used as visual signed proof.



(Lawrence)

What ***words*** inspire our Branding?

Ethics, Responsibility, Safe, Protective, Inclusive, Community, Thoughtful, Fun (Jess)
Safe/Protective - especially related to DeFi (Griff)
Resonate with all of yours Jess, I would add abundant and maybe complex (Livia)
Rigor from hard engineering, **Refresh** from looking beyond traditional finance (of goods/services) to intangibles such as community engagement (Lawrence)
Fresh (Santi)

What ***colors*** and why?

Blues with contrast colors, but kind of also like the black and white (Jess)
Yellow also gives an abundant aspect. I really like the colors of the 3d TE logo (Livia)
Green brings ecology (Santi)

What ***shapes***?

Geometric patterns or fractals (Jess)
Second fractals (Sebnem)

Style / general inspiration / media examples / art?

Vaporwave, but professional standards version / Tron style (Jess)
Escher comes to mind - infinite loops, labyrinths, puzzles (Livia)
Also like Tron (Sebnem)

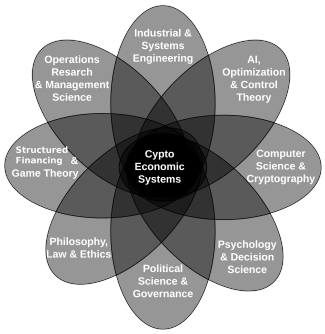
What ***feelings*** do we want our logo/branding to evoke (example taking action/thoughtful)?

Feeling solid and thinking ecologically (Jess)

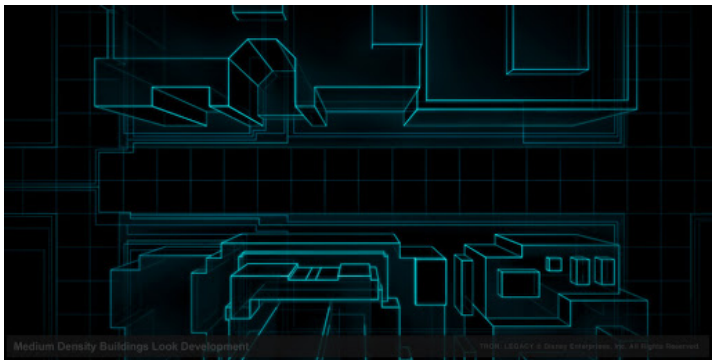
Something that gives the feeling of continuity - regenerative - self-creating (Livia)

Do you have any **template/example logos** that you like - feel free to paste them underneath here here and share why:

(Jess):



Perhaps we can play off of this flower model with TEC in the middle? I like that it looks holistic and it is the nexus between many disciplines -- Also like the Tron look :D Maybe this flower with the Tron style lettering could be rad



Would be great if this cryptoeconomic flower was recognizable in the designs (Sebnem)
With 4 arms, you can split & morph from one form (linear) to another circular (Lawrence)