



Logo and token icon design

Discord handle PeterSchiff [#4538](#)

“You can expect no influence if you are not susceptible to influence.”

Carl Jung

Any new YF-X fork brings with it an air of skepticism as they are immediately portrayed as rug pulls or scams from the get-go. True projects like YFValue drive innovation forward which is why I have chosen to move away from the typical YF-X logo style in favour of a design that would fit alongside top-tier competition.

Removal of the idea that YFValue is just another scam-fork or rug pull is a necessity for survival and growth of the platform, and allows YFValue to flourish to its own full capacity.

LOGO



TOKEN ICON



Initial inspiration was taken from the YFV mission, vision and values.

Governance, insurance, profitability and accessibility are incredibly important factors for YFV, so these four pillars of strength were taken as initial guidance to how the logo and YFV token icon was approached.



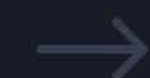
Token icon and logomark

The letter 'V' is a fundamental one in the YFValue ecosystem. 'V' can stand for voting, vision and most importantly, value; this is why I have chosen the letter 'V' as my focus for the logomark and token icon. The negative space created by the multiple 'V's represents many aspects of the core vision statements:



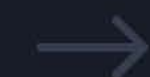
ACCESSIBILITY

Each 'V' represents a new person joining the YFValue ecosystem.



GOVERNANCE

Here the 'V' can represent a voting party, with the negative space representing the voting pool.



PROFITABILITY

Each 'V' represents a new person staking their tokens or farming the VALUE pools created by the negative space.



INSURANCE

In this instance, the negative space represents the users funds with the 'V' protecting those funds. The overall shape created by the multiple 'V's also helps to establish the idea of strength and trust.

The colour psychology of blue is one of trust and strength, with purple adding an inviting twist appealing to new and existing users. Both of these aspects are crucial for successful financial services.

Curved corners to provide a friendlier, less harsh feeling to the chosen typeface.

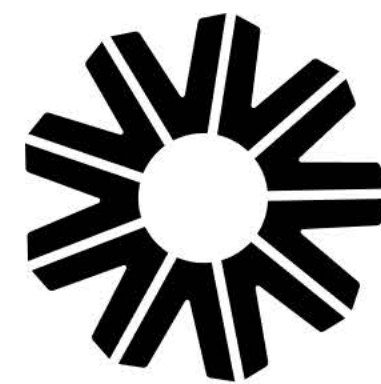


A subtle connection of YFV, however 'value' is the foreground focus. The light grey 'yf' within the logo represents that we stemmed from yield farming protocols, but YFV is its own company with its own values, progression and innovation.

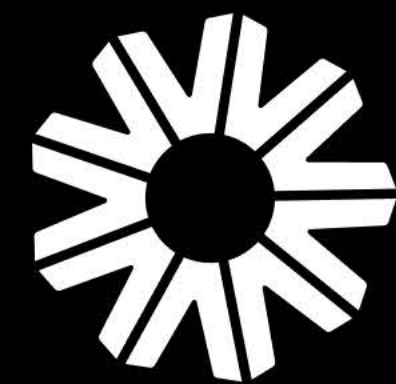
A lowercase typeface throughout provides an overall feeling of friendliness with a modern touch. A strong typeface was used to communicate strength further, whilst retaining that feeling of approachability.



NORMAL LOGO + TOKEN ICON AT DIFFERENT SIZES



WHITE ON BLACK LOGO + TOKEN ICON AT DIFFERENT SIZES



BLACK ON WHITE LOGO + TOKEN ICON AT DIFFERENT SIZES



Thanks for viewing

Discord handle PeterSchiff [#4538](#)