YFV, vUSD and vETH Logo Design Contest

Research & Requirements

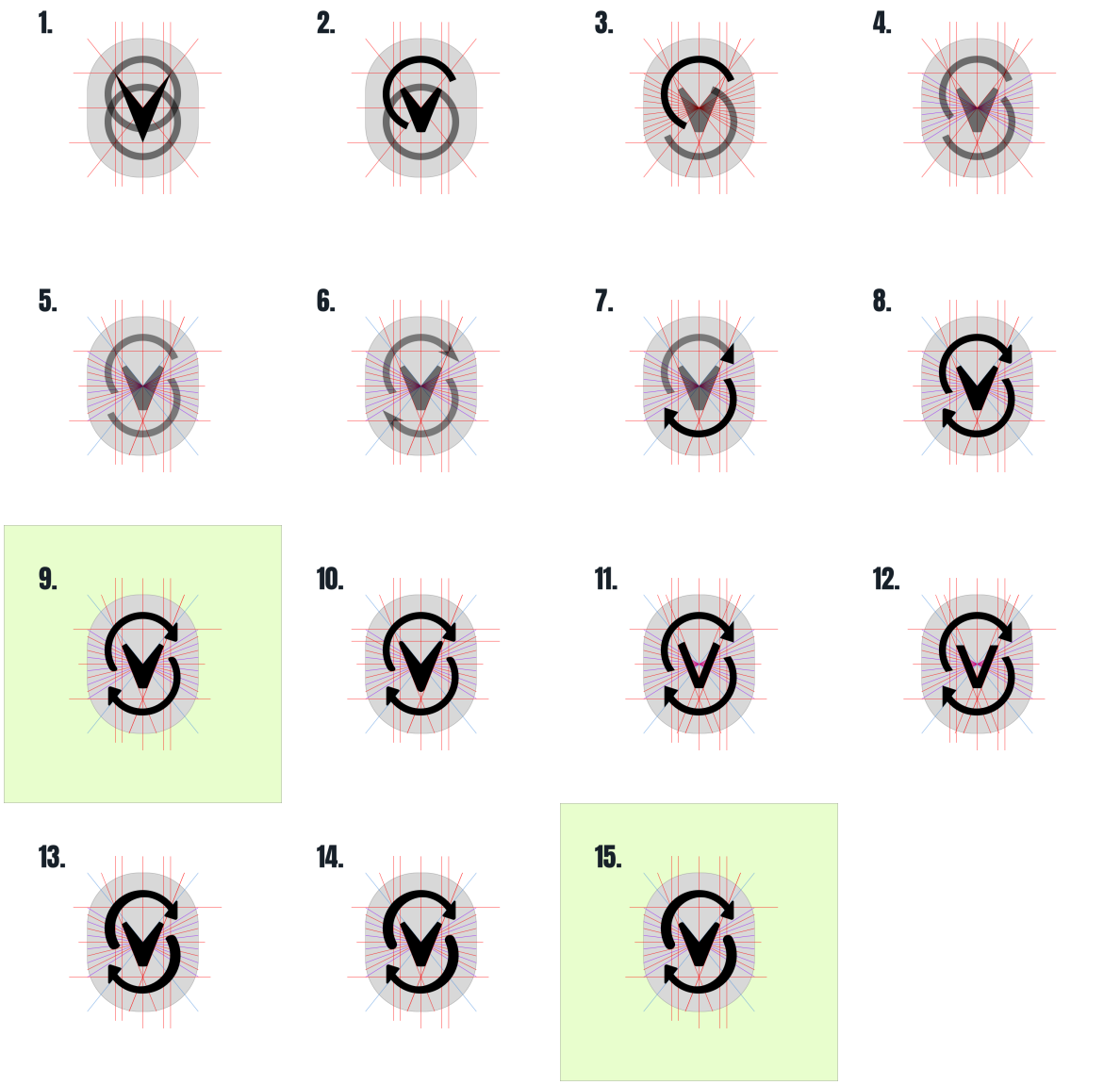
In the process of creating a new logo for **YFV**, **vUSD** and **vETH**, I did some research on the current logo. It seems the current logo is almost identical to Yearn.Finance (YFI), which was the first yield farming project, created by Andre Cronje. And since YFV is a clone of YFI, I assume it made a lot of sense to the YFV team to create a logo which has similarities to YFI. Other projects like YFII and YFFI use the exact same logo, in another angle and another color. I guess in some way, when people familiar in crypto-space (including myself) **see a S shape with arrows on both ends**, it immediately let's one think about a yield farming project.

So after this small research and reading the Vision & Mission on YFV, I created the following criteria for the new YFV logo:

- Logo needs to have an S shape with arrows
- Logo needs a unique V

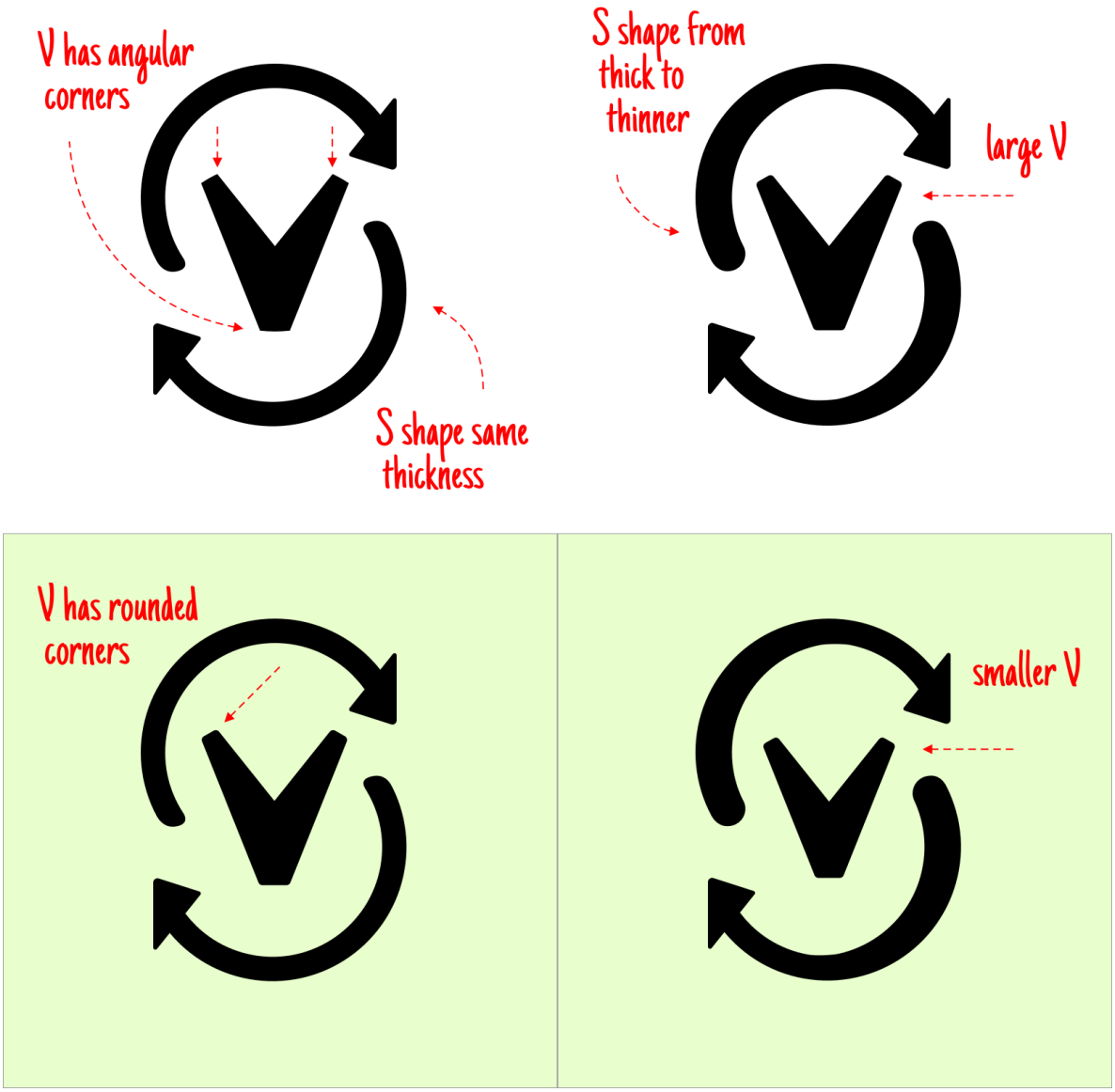
Design Process

Below are 15 designs which shows the design progress. Number 9 and 15 we're my favourite ones.



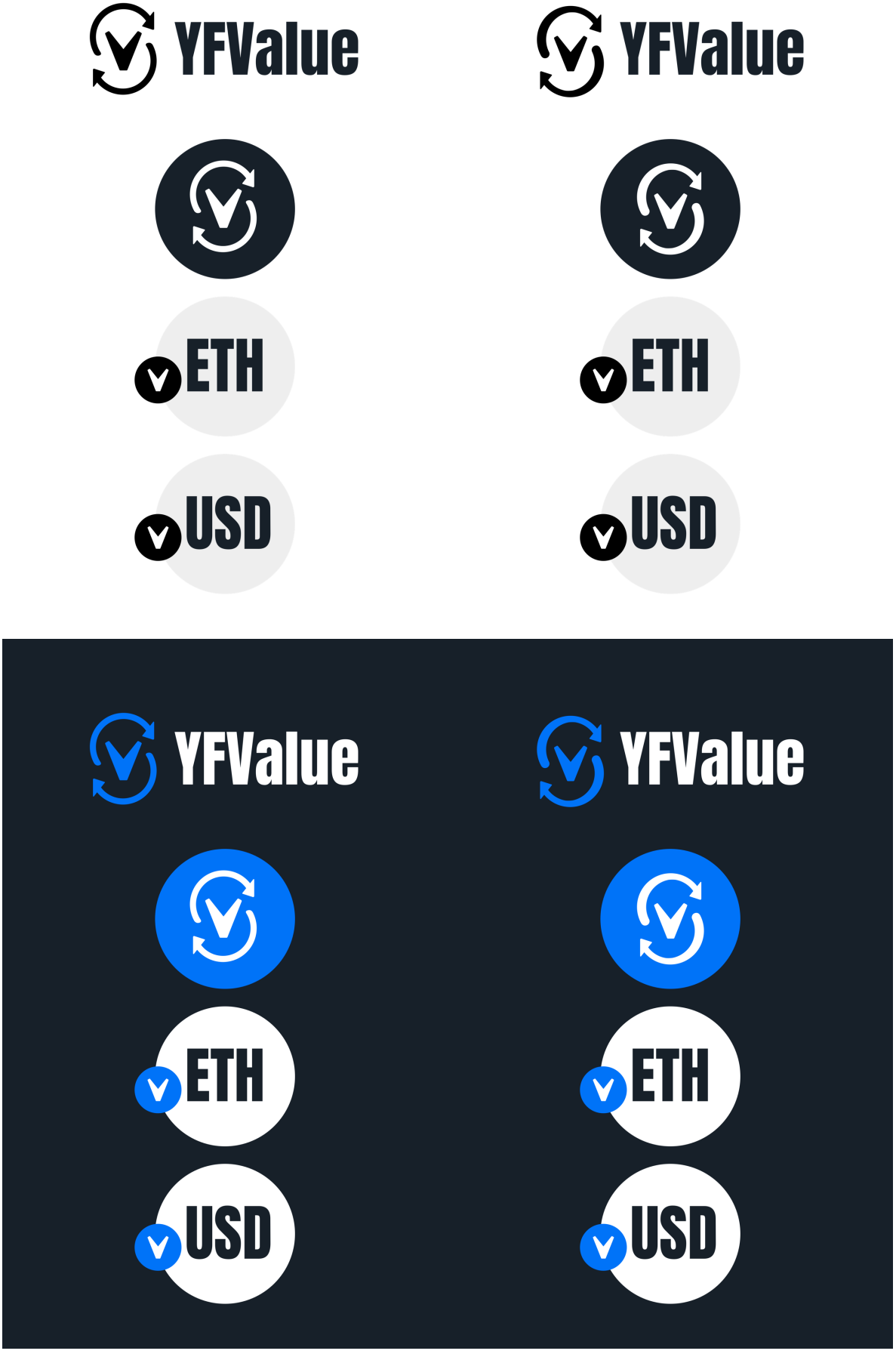
Design is in the details

I picked out number 9 & 15, and made 2 different versions from both. Honestly, in the end I couldn't choose one, because I like'd both of them.



Final

Here are the final designs.


YFValue
ETH
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YFValue
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YFValue
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Final words

If you may have suggestions based on the final designs, like changing to a specific color or changing font-type or anything else, please do let me know.

Design specifications

- Designs are build with Sketch. I can send the original Sketch file or export designs as JPG, PNG, PDF, SVG
- Font used: Anton (https://fonts.google.com/specimen/Anton#standard-styles)

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