



EVIDENCE Accepting KEEP to the T2CR

After carefully reviewing the statements of both sides, I have come to the conclusion that the submission of KEEP Network should be accepted in the Kleros T2CR.

The two main issues that have arisen are:

1. The **consistency** of the token symbol
2. The **quality** of the token symbol

This document will provide convincing evidence for jurors to vote YES in case 385.

In this document, all written policies will be taken into account. Next to this, I will also review the fairness of this potential ruling and its compliance with jurisprudence.

TL;DR

1. A requirement for symbol consistency is not required by Kleros Policy. The submitted symbol is, in fact, the correct symbol – as **confirmed by Liz Shinn, the Design Lead of KEEP Network** in direct conversation and the **KEEP Brand Policy** in the Press Kit.
2. The logo is not poorly cut, but it is actually of medium to high quality (450x450px). The submitter downloaded this logo straight from the **KEEP Website's Press Kit**. It is the official and solely provided resource for the KEEP token symbol. The perceived *edge pixels* are impossible to notice on a light background in any resolution.
3. Since this **submission complies with both the Kleros Policy and the KEEP Branding Guidelines**, the only thing to fall back to is “jurisprudence”. However, it is as good as impossible to point to past cases that rejected a submission based on consistency, while that submission’s logo was also the correct one – as confirmed by the team’s Design Lead and its official Branding Policy.

Therefore, there is no ground to reject this submission. The submitter did his absolute best to supply us with the best quality logo available online AND complied with both the Kleros T2CR Policy and KEEP’s brand rules. It would be both unfair and incorrect to reject this submission.

Let’s vote YES.

POLICY 1 Kleros Token Curated List Policies

Source: <https://ipfs.kleros.io/ipfs/QmbgqkZoGu7jJ8nTqee4NypEhK7YVBEJJmPJbJxz8Bx8nY/t2cr-primary-doc.pdf>

To start, the Kleros T2CR Policy does not mention a need for “logo consistency across websites” anywhere. It is an implicit need of the T2CR. In the past, submissions have been rejected for this reason. However, in these cases, the provided logo was incorrect most of the time – while in this case both the team and brand policy dictate its correctness. (*see Policy 2*)

- Attached Logos should be PNG format with a transparent background.
- The token symbol should be a transparent PNG of at least 128x128px and at most 2500x2500px. It should not weight more than 1MB. It should be centered and take most of the space available in the image. It should not include the project or token name unless the symbol always includes it. It should be of a definition high enough such that it should not appear pixelated or blurry unless those are on-purpose features of the symbol.

In fact, it mentions twice the logo should have a transparent background. The submitter fully complies with the current version of the T2CR policy.

Policy Developments

In response to these recent questionable cases about logo quality in the T2CR, a Kleros team member has suggested an update to the policy.

He claims the purpose of the T2CR’s images is to be displayed at relatively lower resolutions. They should be of high quality when displayed at 128x128px. A good reference is the size of the symbol in the T2CR User Interface.

Symbols are intended to be used as icons (at a maximum size of 128x128pxs), not meant to be displayed in high resolutions. They should be of a definition high enough such that image should not appear pixelated or blurry when displayed in 128x128pxs unless those are on-purpose features of the symbol or unless its the best image available.

Source: <https://forum.kleros.io/t/revisiting-t2cr-policy/460>

Quality Audit

Source: <https://court.kleros.io/cases/385>

The Token in Question:



Keep Network
KEEP

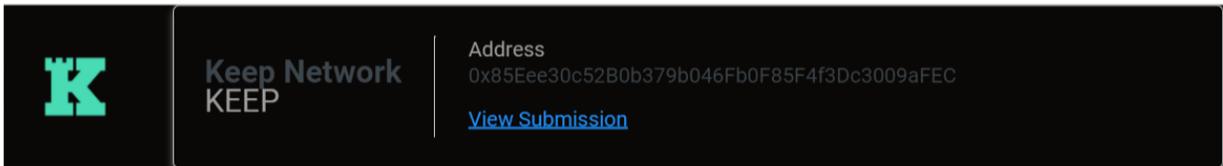
Address

0x85Eee30c52B0b379b046Fb0F85F4f3Dc3009aFEC

[View Submission](#)

The symbol shows no visual problems on a light background in a small resolution.

The Token in Question:



The symbol shows no visual problems on a dark background in a small resolution.

➔ *The perceived "edge pixels" are invisible when scaled down.*

Question:



The symbol shows no visual problems on a light background in ultra-high resolution.

→ Zoomed in 500% on a 1440p monitor.

Question:



The symbol shows minor visual problems when displayed in ultra-high resolutions.

- ➔ *Zoomed in 500% on a 1440p monitor*
- ➔ *The logo should never be used on a dark background according to the KEEP Brand Guide*
- ➔ *A token symbol should never be displayed in ultra-high resolutions.*

POLICY 2 Keep Network Press Kit

Source: <https://keep.network/press/>

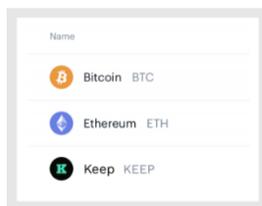
Keep Network provides a Press Kit that supplies third parties with the highest quality versions of their logos and symbols. In this directory, they also provide a very comprehensive brand policy. In this document, they provide third parties guidelines on how their token should be used.

On page 6, there is a section that talks about the placement and usage of their KEEP symbol. It shows a full color version and a white one. The submitter downloaded the press kit and uploaded the correct symbol to the T2CR – complying with both the Kleros T2CR Policy and the KEEP brand book.

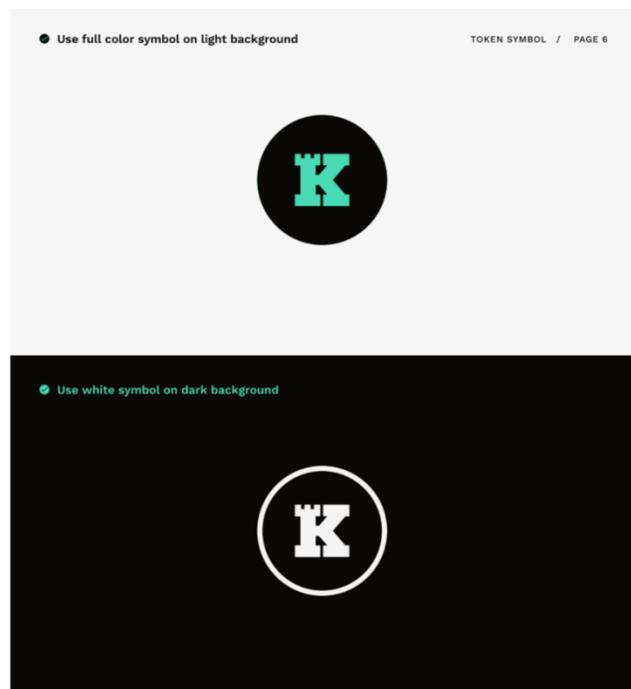
Notice that the brand book never talks about using the Token Symbol on a mint green background.

KEEP

Placement of the KEEP token symbol.

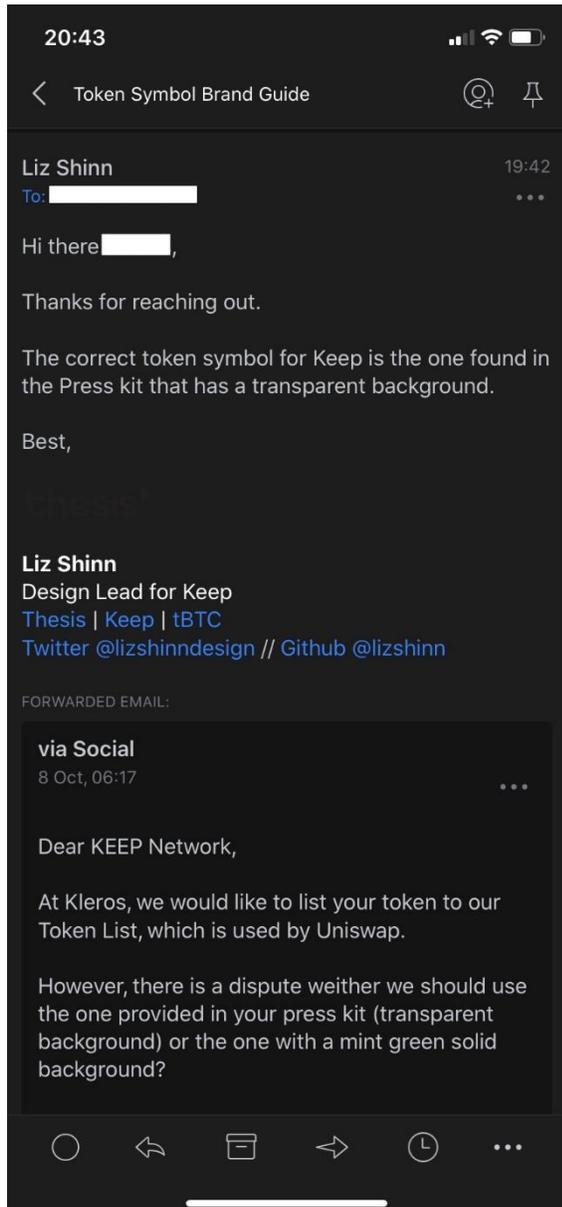


KEEP token symbol.



Conversation with Liz Shinn, Design Lead for Keep

Source: <https://twitter.com/lizshinndesign>



For confirming all of the above assumptions, I have contacted the KEEP team. They have forwarded me to Liz Shinn, their Design Lead, with my question.

Liz confirms that we should use the token symbol with the transparent background and not the one with the solid mint green one.

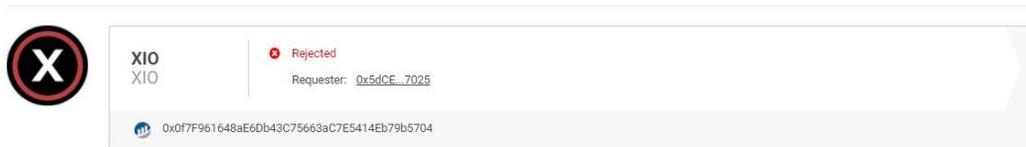
“POLICY” 3 Jurisprudence

As a last resort, jurors can turn to jurisprudence to build solid foundations for their decisions. However, it is incredibly hard to find a similar case among the past rulings.

There has never been a case that had the correct & favored logo, while being rejected because of an inconsistency among different websites.

The case below is used as an example. The XIO logo has been cut from the black background, but the submitter left a black stroke around the logo. This means it defied both *brand* consistency and *usage* consistency among different websites. It simply was the incorrect logo.

Token Details



Latest Request

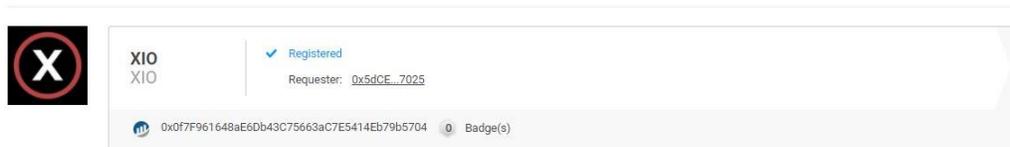
Token Submission

The submitted logo is not the same logo as is used on Etherscan, Coinmarketcap, Coingecko, XIO website, XIO Medium, XIO Telegram. A square logo is used consistently, but a round logo was submitted to the TCR. The logo used for the TCR should match the most commonly used logo, which it doesn't, and should therefore be denied from the TCR until the correct logo is uploaded.

Submitted by the challenger
31 Jul 2020 16:38:15 GMT

An incorrect and inconsistent logo was submitted to the T2CR.

Token Details



Latest Request

Token Submission

Challenging on the bases that the outer background is not transparent. The inner background could be seen as acceptable either way. There are at least three frequently used versions, black square, transparent outer background and both inner and outer backgrounds transparent. either of the two latter would be more acceptable as the policy states: "Attached Logos should be PNG format with a transparent background." and this makes for a more versatile and easier to use image. If the submitted image were to be listed on a site that used round logos as is common, fitting the outer background would cause the actual logo to be shrunk smaller than the other logos on the page. Also, the logo appearance is more streamlined without the outer black background.

<https://ipfs.kleros.io/ipfs/QmbqqkZoGu7J8nTqee4NypEhk7YVBEJmPJbJxz8Bx8nY/t2cr-primary-doc.pdf>

Submitted by the challenger
09 Aug 2020 15:11:39 GMT

The submitter corrected his mistake and uploaded the correct logo to the T2CR.