

Challenge Against Morpheus.Network Submission

The challenger believes that the submission violates one of the TCR policy, namely:
“Attached Logos should be PNG format with a **transparent background.**”

The followings are evidences that helped construct the accusation against the submission. Note that some of them aren't relevant anymore in light of the evidence provided by the official team behind Morpheus below.

There are two major graphic components that the challenger believes aren't part of the actual logo:

1. The white shadow behind the image.
2. The double semi-transparent horizontal lines at the bottom of the logo.

To determine whether both components are indeed part of the logo, we must first determine which logo is the *correct logo*. Unfortunately, there is no explicit rule provided by the policy to choose the logo. As such, common sense is employed: we use the one provided by the official team or one which has formed consensus to represent the token/project.

As far as the challenger aware, there is no official statement on which logo is to be used for the branding/representation of the token/project available on the web (the official logo is acquired after inquiring the official team via Telegram), therefore we turn to consensus. The easiest one would be to use the most common logo that is used around the ecosystem: official website, social medias, exchanges. The submitted logo is acquired from the website, but unfortunately, it's not consistently used nor it is the commonly used one.

There are three distinct variations of the Morpheus logo, acquired from various sources:

1. The submitted one is only found at the header and footer of the official website:
<https://morpheus.network/>
<https://morpheus.network/wp-content/uploads/2018/05/Morpheus-Temp-Logo-Shadow.png>

2. The second variation used to represent the Morpheus token, with no white shadows, found in the token page of the site and the project's blog posts:

<https://morpheus.network/token/>

<https://morpheus.network/wp-content/uploads/2018/08/mrph-token.png>

https://miro.medium.com/max/1000/1*R8bV18oeN2Y0jG3jTf7pwA.jpeg

3. The third one has white background and widely used around the team's social medias:

<https://twitter.com/MRPHSupplyChain>

<https://www.facebook.com/themorpheusnetwork/>

<https://www.instagram.com/morpheusnetwork/>

<https://medium.com/morpheus-network>

The image (fig. 2) on the next page shows the difference among the logos. One could argue that the third logo is basically the first logo put on top of a white background, but this is false. There are no semi-transparent horizontal lines on the third logo and the color contrast is brighter. In fact, the color contrast in the second logo is the same as the third logo's (and it's actually the same one used in the official logo, but this is irrelevant for now), which lead the challenger to believe that:

1. The first logo is modified one, specially tailored for website viewing. As an additional proof, here's the url of the asset: <https://morpheus.network/wp-content/uploads/2018/05/Morpheus-Temp-Logo-Shadow.png> which suggest that it is a temporary logo.
2. The official logo (fig. 1) is the common denominator of all 3 different logos:



Figure 1



Figure 2

When we base our assumption on the premise that (fig. 1) is the official logo, then that means *any graphical component* outside the logo is treated as background. If it is not transparent, then it violates the policy. Hence, **the submitted logo should be rejected.**

After the submitter side appeals the result of the first round, the challenger started inquiring the Morpheus team, and this is the official image presented (shown with a dark background):

<https://www.dropbox.com/s/ei21b54y4be7uo1/Full%20Morpheus.Network%20Logo%20Black.png>



In light of this new evidence, there are few things to consider:

1. The official logo actually has a white shadow, but it has considerably different size compared to the submitted logo.
2. There are still no semi transparent lines.
3. As pointed before, the logo has higher color contrast.
4. The logo isn't actually new evidence, as it was pointed during the first round that it is used in Bittrex exchange to represent Morpheus, but it isn't officially confirmed and it actually hurt the submitter's case.

In conclusion, the submitted logo is now charged with two violations:

- Two horizontal lines violate the transparent background policy
- Different shadow violates the last point of the policy, mainly that the logo is not fully included.

Therefore, the submitted logo should be rejected and resubmitted with the actual logo.

Relevant cases:

- The Maker logo was rejected because it's not the official one, despite it's wide usage.
<https://tokens.kleros.io/token/0x420ad0a6c578dbd237f6ea77c969b4c906bdabb4719e3661c356ad1eeedf9c86>
- Aeron submission rejected because of slight cut even when it resembles the official logo.
<https://tokens.kleros.io/token/0x870de2529ea2965d020ffcc2f9be7719ce9dfbe3a28cac45217fc4db6138507e>