

*“This is known. Twitter handle is @GrowthDefi, though, so it's not that clear crystal.”*

The displayed name on Twitter is GROWTH DeFi, which makes it pretty crystal clear what their brand style is. A twitter handle is irrelevant concerning the spelling of a project. As you can see below, Ethereum’s Twitter handle is @ethereum. The displayed name (Ethereum) is what matters, it’s what everyone sees.



Additionally, the Twitter handle (@GrowthDefi) does not even match the provided name (GrowthDeFi) for this submission (f vs F).



*“Which ones apart from CoinGecko that are not obscurely irrelevant? Cite sources.”*

There are some coin trackers using GROWTH DeFi, but CoinMarketCap and CoinGecko are the most relevant trackers of course. If you type “growth defi” into Google you can find quite some of them.

*“Why should we “respect their brand style”? That is not in the policy. Policy claims submission should respect the official spelling, nothing else. If “must respect brand style” is not in Policy, then the token is filtered out due to subjective opinion.”*

Just because it is not literally mentioned in the Policy that the branding style of a name should be respected, does not mean that we shouldn't. There is also something called common sense, it wouldn't make sense to use gRoWtH dEfl as the name for this submission for instance. For that reason, EncrypGen, OVCODE, SpankChain, Zebi, and DAOstack all got rejected once for using incorrect capitalization. Additionally, these cases set a precedent for using correct letter capitalization.

*“Case Law is not proper arbiter work, as explained in 2nd pdf. So “should follow the ruling of the REBASE case” is not justified.”*

Case law shouldn't be ignored. I agree that policy > case law, however in the absence of specific rules in the policy, case law is of utmost importance. When a policy is not well enough defined, disputes can arise where jurors have to rule based on common sense and subjectivity. Regarding letter capitalization, this has happened at least 5 times in the past. EncrypGen, OVCODE, SpankChain, Zebi, and DAOstack all got rejected, even though there was no specific rule about letter capitalization in the policy. Up until now, letter capitalization has always been respected in the T2CR. REBASE is the most recent dispute, which was challenged because of supposed incorrect letter casing. The jury currently ruled to respect REBASE's official brand style, meaning that if the jurors in this case choose to not respect GROWTH DeFi's brand style, contradicting rulings would be given. This should be avoided at all costs, as it would undermine the trustworthiness of the Kleros resolution system.

If the appealing party (requester's side of this case) truly believe that the official project's brand style should not be respected, they should put their money where their mouth is and fund for an appeal in the REBASE dispute. Failing to appeal the decision of the jury to respect REBASE's brand style will set a precedent. A project's official spelling (including letter casing), should be respected. Jurisprudence regarding correct letter capitalization already existed before the REBASE case, so the ruling of the REBASE case will strengthen existing case law even further.

*“If the community are uncertain themselves about the capitalization of the token and tend to use the natural "Growth" casing that differs from the official, does that mean such tokens will not be allowed to enter TCR?”*

The following policy rule will answer your question:

➤ Names should be treated like brand names (spelling wise). This means that the correct spelling is dictated by the project owners, unless consensus forms around a different spelling.

The correct spelling, as dictated by the project owners, is GROWTH DeFi. So, the answer to your question is that such tokens should be listed in the T2CR using the official name. It's logical that not the whole community is always typing GROWTH DeFi in full and in capital letters. Just typing GRO or Growth is much faster and easier, therefore many will write it not in all caps on places like Telegram. As you said, there is no consensus around a different spelling of GROWTH DeFi, thus according to the policy, names should be treated like brand names.