

TL;DR: The obligation to submit a logo is intended to ensure that the project is clearly and unequivocally identified. Unequivocal communication is the sole responsibility of the project. The logo submitted is different from those used on the official sites and networks of the project. It is likely to create confusion in the public mind. The submission must therefore be rejected.

1. DISPUTE STATEMENT

The present dispute concerns the validity of the [logo submitted](#) by WINGS.



The challenger considers that the logo is not the one that should have been submitted because it does not correspond to the logos used on the project's official sites and social networks.



www.wings.ai



www.wingsfoundation.ch



<https://www.reddit.com/r/WingsDAO> and
<https://coinmarketcap.com/currencies/wings/>



<https://www.facebook.com/WingsDAO/> and <https://twitter.com/wingsplatform>

The submitter maintains that there is no rule requiring a particular logo to be submitted as long as it is submitted in PNG format with a transparent background.

2. APPLICABLE RULE

The only rule provided for in the policy regarding the submission of logos is the following: *“Attached Logos should be PNG format with a transparent background”*.

Thus, this rule imposes three obligations: 1° submit a logo, 2° in PNG format, 3° with a transparent background.

While the last two obligations do not pose any difficulties (PNG and transparent background), the resolution of the dispute requires a prior assessment of the significance of the obligation to submit a logo.

The submission of the logo is, in our opinion, decisive and aims to ensure the clear and unequivocal identification of the project. In a nascent and decentralized sector, trust is a major criterion for development. Trust is dependent on clarity and absence of confusion.

A logo is not just an illustration of the project. It is an integral part of its identity and constitutes an identifying element.

It is therefore the responsibility of each actor to implement procedures that allow it to be identified in a consistent, constant and unequivocal manner, including through its logo. The identification elements must not give rise to a legitimate doubt on the part of the user.

3. APPLICATION TO THE CASE

We consider that the obligation to submit a logo is intended to avoid any confusion and to ensure clear and unequivocal identification of the project.

The only reliable and effective way to determine the brand that a logo represents is to consult the logo that the brand promotes on its official websites.

In this particular case, however, the [logo submitted](#) is neither the one presented on the project's [official website](#), nor the one presented on the foundation's official website, nor the one presented on its [social networks](#).

Moreover, this logo is different from the one presented in an exhaustive way in the [official guidelines](#) for the use of the logo:

- it does not respond to the imposed color palette;
- it does not respect the imposed shapes.

So it doesn't matter whether it's an old logo or a new one, as long as the only element to be taken into account is the ability of the logo to be representative.

It also does not matter that the submitted logo is recognized by the project team members. The logo is not submitted for team members and the relevance of the logo submitted must be assessed in terms of its impact on the public mind.

While it is likely that the logo submitted is one of the logos used by the project, the multiplication of different logos and the fact that it does not appear on the official communications of the project lead to too much confusion in the minds of the public in our opinion.

The logo submitted should have been identical to the one on the official documents.

For this reason, we consider that the request for proposal should be rejected.