Fonts are DeFi enabled NFTs, governed by DAO.
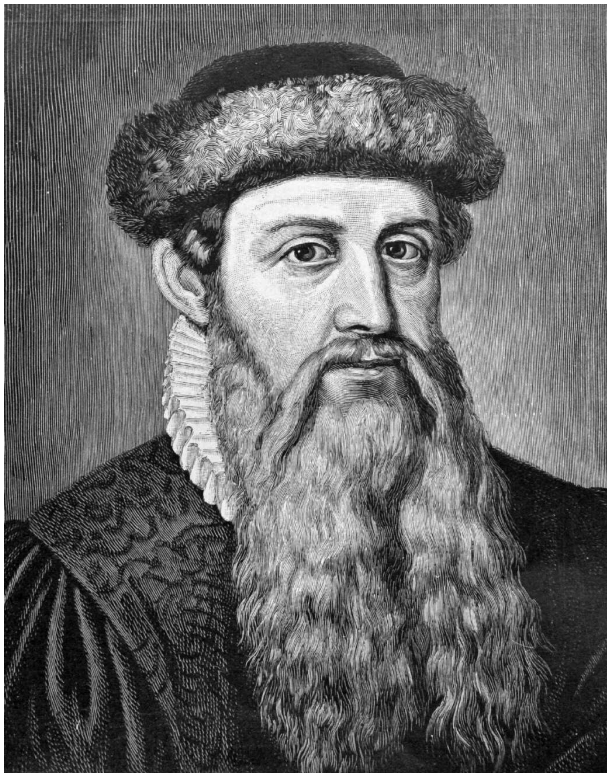
Font.Community Whitepaper

Version 1.7 | 04-09-2020

Abstract

Fonts are everywhere - on phones, books, magazines, websites to shop fronts. We see and digest the written words everywhere. Every typeface we see around us has been designed meticulously to convey the message, culture, history, and emotions. In short - fonts are built to bring eternity to texts.

Whether Guttenberg's movable typefaces for printing or Nicolas Jenson's Roman Type inspired from ancient Roman buildings or Aldus Manutius's italics, a way to fit more words in a page or Max Miedinger's Helvetica, a modern, minimalistic font. Every typeface and fonts have their own history, purpose, and emotion. Always having changing history to speak and a timeless legacy to whisper.

Johannes Gutenberg
(1400-1468)

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What is Font.Community?

Font.Community is a decentralized community of Font designers, users, buyers, and speculators. It's a Font marketplace where each Font is a unique NFT(ERC1155) with DeFi, powered by Ethereum blockchain. Font Community DAO is governed by a $FONT ERC20 token.

In short, Font.Community is built to disrupt and democratize the font marketplace. It has more features than Google fonts or Adobe fonts or other traditional marketplaces for font designers and users.

Why?

The existing proprietary platforms, such as Envato, Creative Market have been controlled by centralized organizations that are built for holding and protecting their own interest first rather than the designer's interest. They control every aspect of the network ranging from users, contents, profit commissions. They make their own rules and ask the community to obey while extracting profits from the communities and creators who bring traffic to the platforms.

Font.Community aims to build a decentralized network owned by a community that allows its content creators to gain the full value of their contribution and participation.

Now think of a new marketplace, where the creator can

- Get the whole price without commission cut off on each license sale.

- Sell the font ownership to anyone. So new owners earn license fees.

- Font Creators owns 50% share of the whole marketplace.

- Tokenize your fonts.

- Borrow money against your font, instantly.

- Lend your font and earn interest.

- Raise fund to launch your next amazing font.

- Public blockchain bring a lot more possibilities to fonts.

These radical features and advantages are not possible with the existing centralized marketplace. With Font.Community, these radical features are just a few clicks away, thanks to blockchain.

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Benefits

For Font Creators / Owners

- **Ownership:**
  Your fonts, your control. All the fonts are owned and controlled by its creators.

- **Earn License Fee:**
  Font owners receive License fees from font users.

- **Buying / Selling:**
  The platform facilitates users to buy, sell, and trade fonts.

- **Transfer Ownership:**
  The network provides a facility for the owners to transfer the ownership of their font to anyone. The new owner will receive the license fees.

- **Tokenize Fonts:**
  Creators can split the font ownership as a share and sell portions of a font. The license fee will be split among shareholders.

- **Borrow Money:**
  Font owners can borrow money against their font.

- **Earn Interest:**
  Font owners can lend their font to earn interest.

- **Font Mining:**
  When a creator creates a font, he earns $FONT.

- **Raise Fund:**
  Raise fund for your next amazing font using IFO(Initial Font Offering).

- **No Hussle Way:**
  All the transactions are handled on the Ethereum blockchain. Open, Transparent & Secure.

For Brands / Organizations

- A brand can acquire the ownership of the fonts from designers in a single transaction.

- There is no complicated paperwork. Everything open, transparent & secure.

- Brands can resell the license/ownership to other brands or buyers

For Investors

- Investors can fund the next amazing font.

- Investors can buy a certain % of ownership in any font to earn the same % of the license fee.

For Font users:

- Fonts can be either downloaded for offline usage or can be embedded directly to the website (like Google fonts)

- Accept both crypto and fiat money.

How it works:

Font creators can mint fonts as NFT by directly calling the mint function in the contract. Or they can upload the fonts in the font.community portal, which we will cover the gas and operations for non-crypto-savvy users.

Step 1 :
User uploads the font files with metadata in the font.community portal.
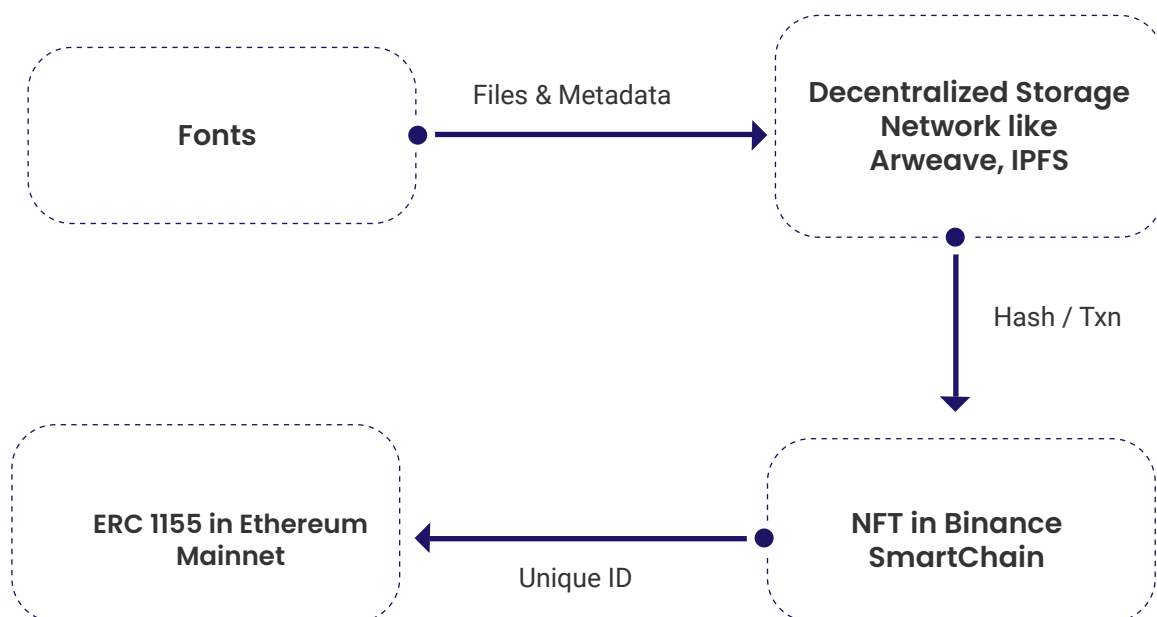
Step 2:
Files and metadata uploaded to a decentralized storage network like IPFS or Arweave etc.

Step 3:
File hash or URL or Txn id stores in Layer 2 chain or other EVM chain and get the unique ID. The reason not to store the hash in the main chain is to save the huge gas fee.

Step 4:
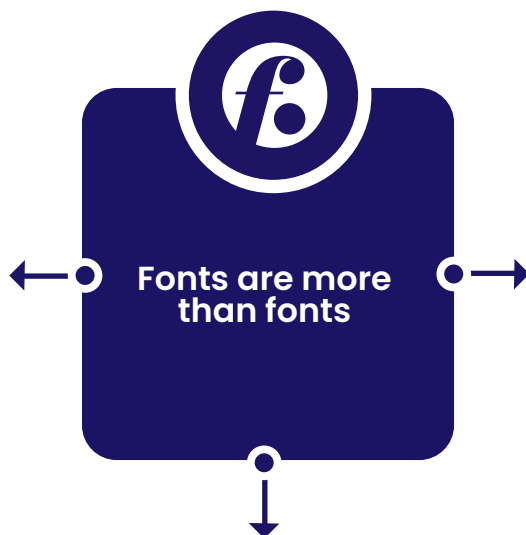The Unique ID generated in step 3 will be used to mint NFT in Ethereum mainnet.

```
Fonts  --Files & Metadata-->  Decentralized Storage Network like Arweave, IPFS
                                          |
                                     Hash / Txn
                                          |
                                          v
ERC 1155 in Ethereum Mainnet  <--Unique ID--  NFT in Binance SmartChain
```

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Fonts are more than fonts

Fonts are Income generating assets

Earn license fees
everytime font users buy license

Create Equity
and sell part of your font for quick money

Fonts are DeFi Enabled

Borrow money
Instantly against your font

Earn Interest
by lending your fonts

Fonts are NFTs
Sell font ownership and royalty.

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Use Cases

By making fonts as NFTs(ERC1155), the use cases are unlimited for fonts. Here are some of our imaginations.

- Font creators can raise money(IFO - Initial Font Offering) from the crowd to create a new font.

- People can swap/trade the licenses of fonts.

- A set of Font creators can form a DAO to launch flexible foundries.

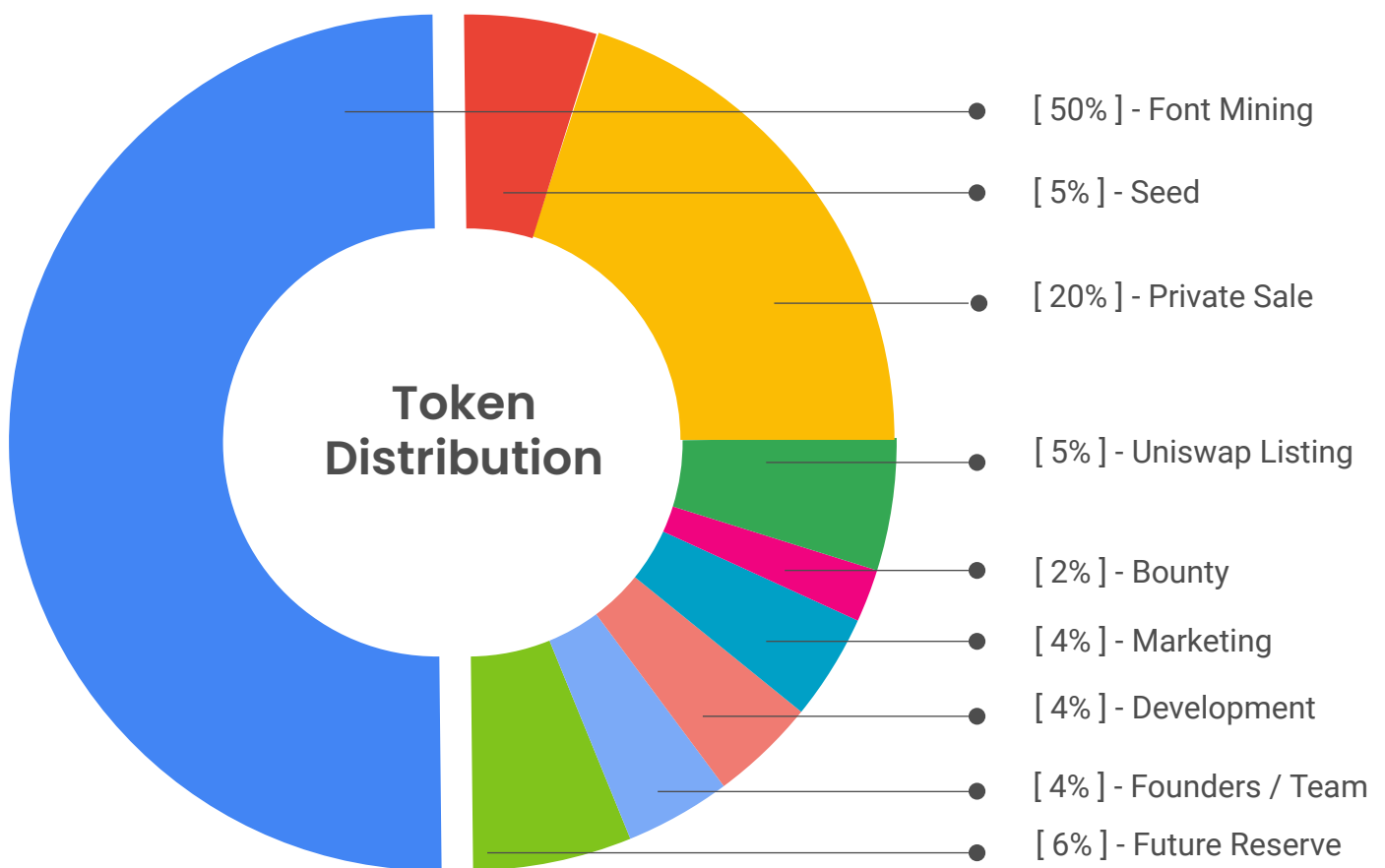- Fans can fund the best designer to create exclusive fonts for their beloved celebrities.

Comparison

| Features & Benefits	Font Community	Adobe Fonts	Google Fonts	Traditional Marketplaces
Decentralized	✅	❌	❌	❌
Community Driven	✅	❌	❌	❌
Low barrier for font creators	✅	❌	❌	❌
Transfer Font ownership	✅	❌	❌	❌
Issue tradable share against your font	✅	❌	❌	❌
Lend your font to earn interest	✅	❌	❌	❌
Borrow money against your Font	✅	❌	❌	❌
DeFi	✅	❌	❌	❌
Web embeddable	✅	❌	✅	❌
Downloadable	✅	✅	✅	✅

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Token Economy

Font.Community has a native ERC20 token $FONT. With a maximum supply of 2,000,000, half of the supply is distributed to font creators, sellers, buyers, and users through font mining. $FONT is a governance token. 2% of total font license fees and font ownership change fees will be shared with whoever stakes $FONT. Dividends will be distributed every quarter.
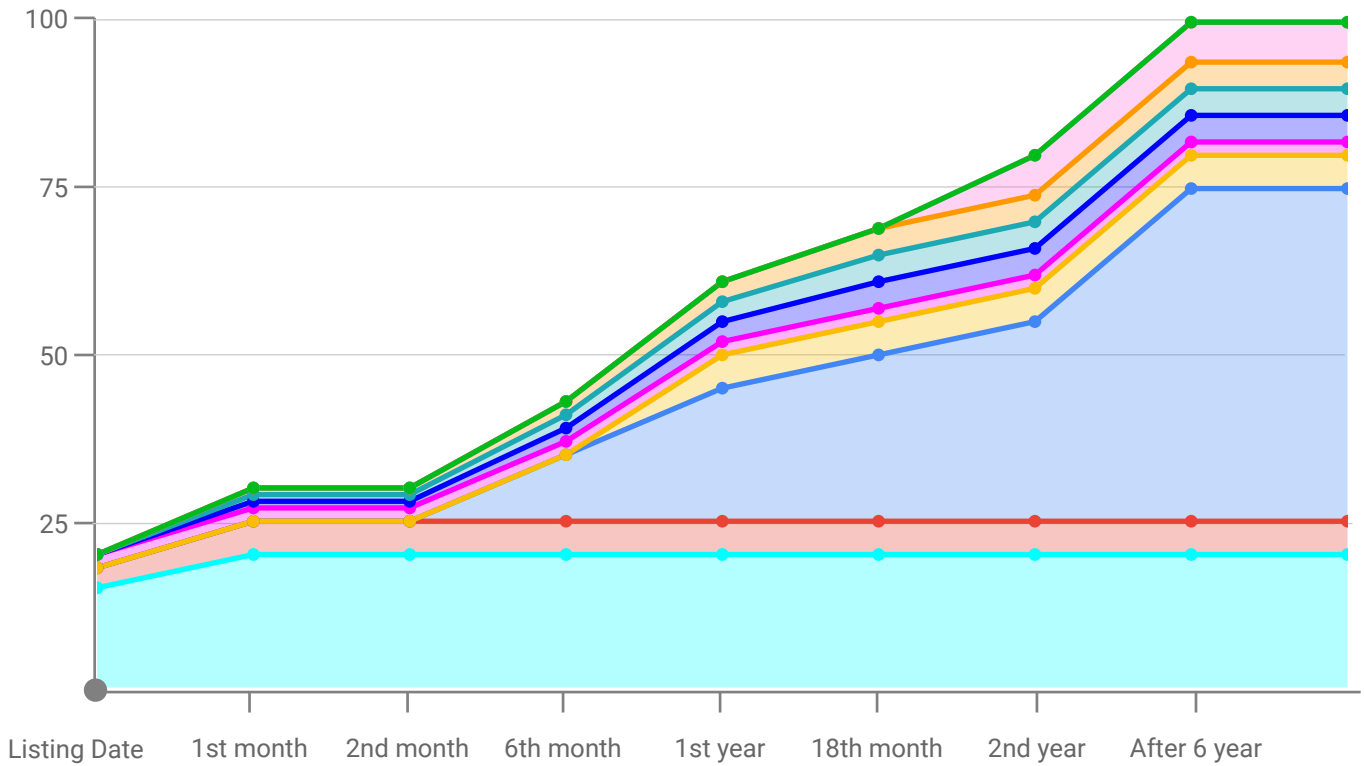
Token Distribution

Token Distribution

[50%] - Font Mining

[5%] - Seed

[20%] - Private Sale

[5%] - Uniswap Listing

[2%] - Bounty

[4%] - Marketing

[4%] - Development

[4%] - Founders / Team

[6%] - Future Reserve

1,000,000 - Font Mining   100,000 - Uniswap Listing   80,000 - Development

100,000 - Seed   40,000 - Bounty   80,000 - Founders / Team

400,000 - Private Sale   80,000 - Marketing   120,000 - Future Reserve

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Token Release Schedule

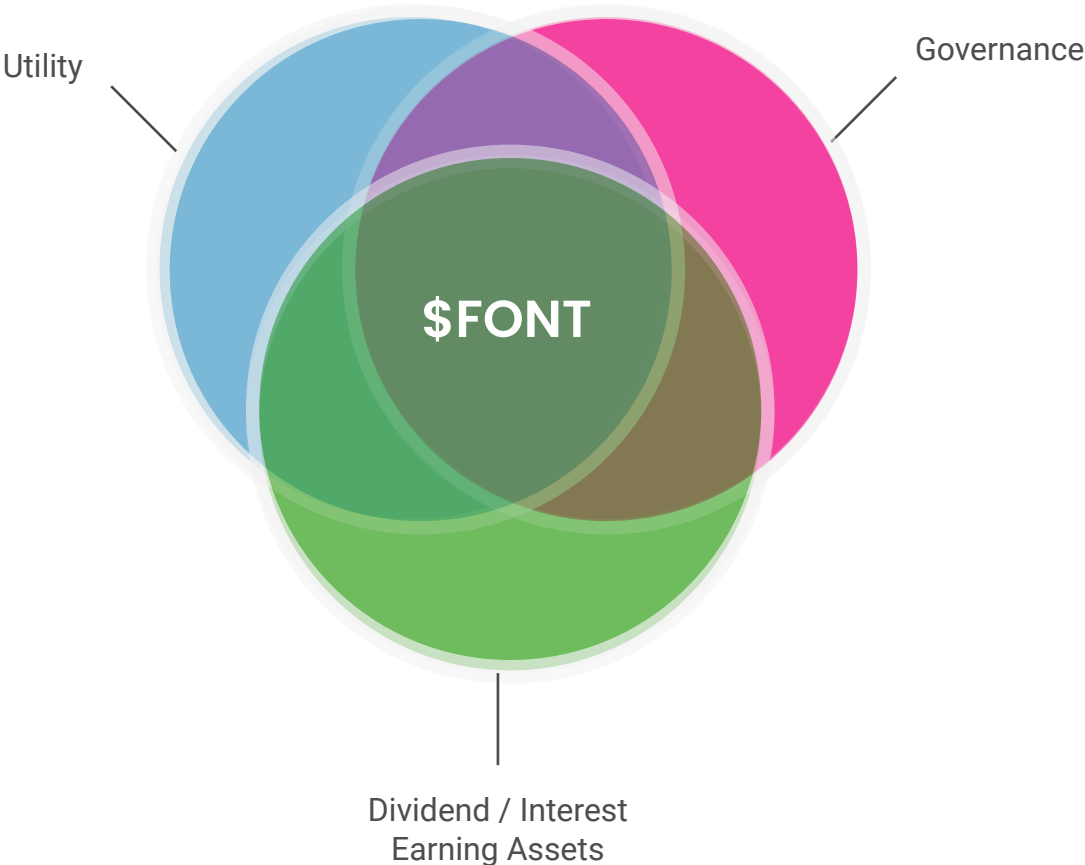| Release Schedule	Circulating Supply %
Listing Date	20%
1st month	30%
2nd month	30%
6th month	43%
1st year	61%
18th month	69%
2nd year	80%
After 6 years	100%

Legend:
- Overall Release
- Future Reserve
- Founders / Team
- Development
- Marketing
- Bounty
- Uniswap Listing
- $FONT Mining
- Seed
- Token Sale

$FONT Token Usage

Utility

Governance
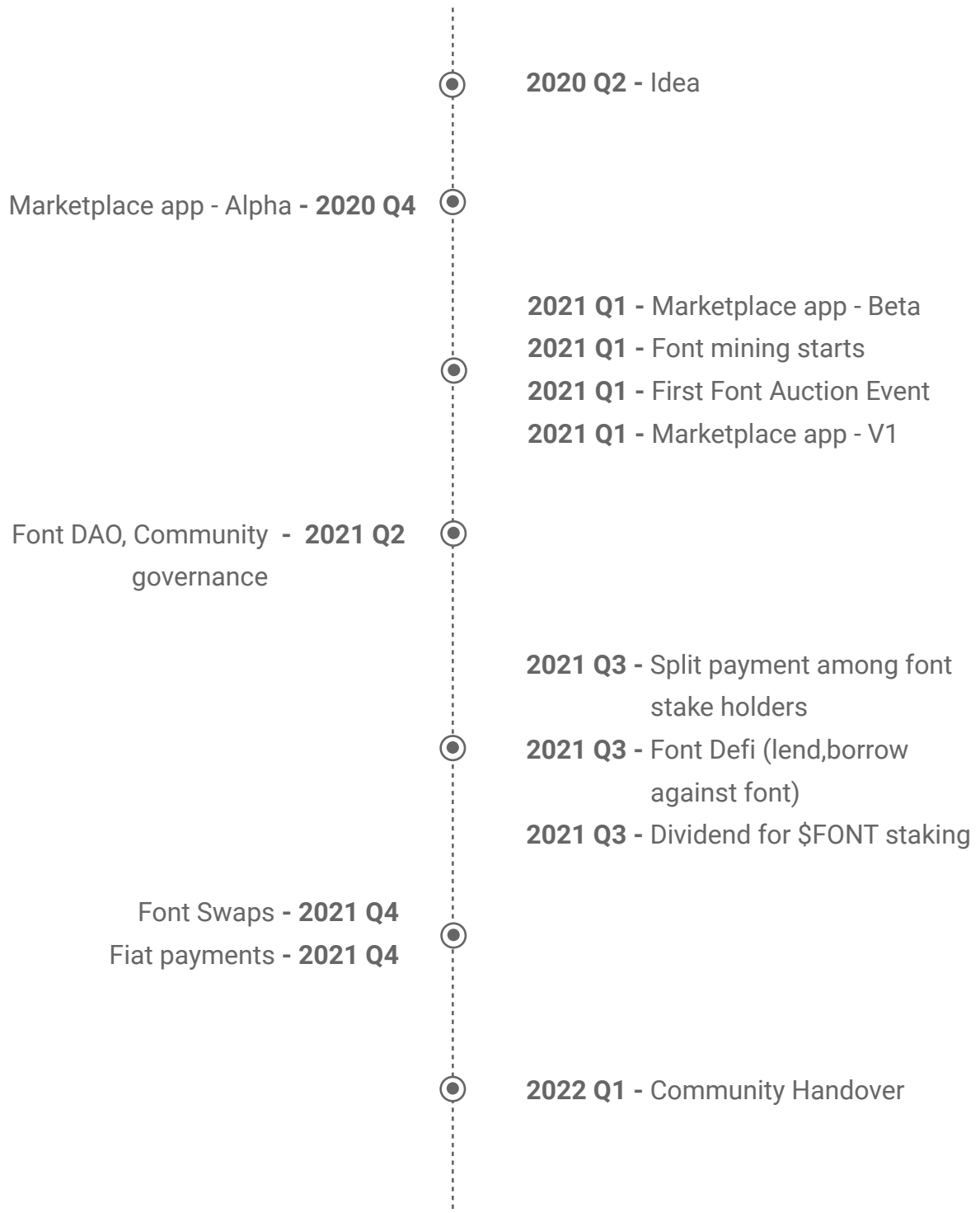
$FONT

Dividend / Interest
Earning Assets

Font Mining

Font mining is a way of mining $FONT tokens by contributing to the font community. 50% of the total supply is allocated to Font mining, that is 1,000,000 $FONT is available for mining. The primary goal of Font mining is to bring maximum value to the Font Community including Font creators, Buyers, Sellers, Designers, Investors, Speculators, and Foundries.

Item	Description	Allocation in %	Allocation in $FONT tokens
Font Makers	When font makers upload their fonts	15	300,000
Ownership Trading	The incentive for trading Font Ownership	11.5	230,000
Purchase Font license	When font users buy licenses for font	3.5	70,000
Foundries and top creators	For top tier font creators and foundries	5	100,000
Font Contests	Frequent contest around fonts to bring value	2.5	50,000
Font Influencers	For who brings value to Font.Community	2.5	50,000
Misc	For future use	10	200,000

For more detail information about $FONT mining,
visit : https://font.community/fontmining.pdf

Roadmap

2020 Q2 - Idea

Marketplace app - Alpha **- 2020 Q4**

2021 Q1 - Marketplace app - Beta
2021 Q1 - Font mining starts
2021 Q1 - First Font Auction Event
2021 Q1 - Marketplace app - V1

Font DAO, Community **- 2021 Q2**
governance

2021 Q3 - Split payment among font
stake holders
2021 Q3 - Font Defi (lend,borrow
against font)
2021 Q3 - Dividend for $FONT staking

Font Swaps **- 2021 Q4**
Fiat payments **- 2021 Q4**

2022 Q1 - Community Handover

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Team

GaneshMoorthy. R, Founder:

10+ years of experience in Branding, Marketing & Advertising. 4+ years into Crypto and Blockchain.

Designer, Marketer & Growth Hacker and Typeface Enthusiast.

Adalarasu. D, Co-founder:

Cofounder of Font.Community. 15+ years of development and 4 years into Crypto & Blockchain. 10+ Years of experience in mobile and web development.

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Social Media Links

- **Website:** http://font.community

- **Facebook:** http://facebook.com/fontcommunity

- **Twitter:** http://twitter.com/@fontcommunity

- **Github:** http://github.com/fontcommunity

- **Telegram Group:** http://t.me/fontcommunitygroup

- **Telegram Bot:** http://t.me/fontcommunitybot

- **Telegram ANN:** http://t.me/fontcommunityann

- **Reddit:** http://reddit.com/fontcommunity

- **Medium:** http://medium.com/fontcommunity

- **Discord:** https://discord.gg/5E56aFphHc