

Cheddar Farm RFP

Name for Campaign: Cheddar Farm ReBrand

Company: Cheddar Farm

<https://cheddar.farm/>

<https://app.cheddar.farm/>

Track: Go-To-Market, DeFi

Requested Service: Visual / UX Design

Bounty: \$50,000 USD



One liner about your business/product: The Cheddar Farm is a Loyalty Network & Yield Farm on NEAR Protocol that promotes NEAR dApp use while rewarding users via Discounts, Power-Ups, and VIP access.

The Cheddar Farm is a Loyalty Network and Yield Farm on the NEAR Protocol for decentralized apps (dApps). For those that do not know what a Yield Farm is, it is when individuals are rewarded for providing liquidity for a token. That means that if someone deposits their token to the Cheddar Farm they receive additional rewards. Users are also rewarded by using other dApps in the NEAR ecosystem.

In the case of Cheddar Farm, users are rewarded Discounts, Power-Ups, and VIP access for specific tokens in addition to farming an additional yield on their existing tokens in the form of Cheddar or another token.

In short, where we could use your help: A Visual and UX design of our website, logo, and dApp. The deliverable should include a visual asset library, a logo, backgrounds, icons (vector, png, and jpeg), brand guidelines, style guide, and Media Kit.

We are looking for an individual or team to redesign our brand. We would like a complete upgrade for our website, logo, and our app interface. The final deliverable should include a

visual asset library, a logo, backgrounds, icons (vector, png, jpeg), brand guidelines, a style guide, and a Media kit.

For the submission, feel free to submit your preliminary ideas and designs. We will reward the contract to our favorite designs, not whoever does the most work before announcing the winner.

Any additional information about the problem:

The current design is completely bootstrapped, and while not terrible it needs more finesse and polish.

We want the voice/brand to remain a fun and light tone.

We want our design to pop and stand out more so than our competitors like [Raydium](#) and [Tulip](#).

Inspiration

<https://pancakeswap.finance/> (not visually, just pragmatically)

<https://apeswap.finance/> (not visually, just pragmatically)

Are there any restrictions for the campaign: We're generally happy with the logo, however it could use some finesse. We would like a more modern day version of it.

Goals and metrics for this campaign:

- Solidify the Brand
- Community Acceptance/Approval of New Brand

Links and Resources

<https://cheddar.farm/MediaKit.zip>