Designing the Ganache Logo

Last week we released [Ganache](#) , a personal blockchain for Ethereum development. Many of you commented on the design of the landing page and logo, but just how did the gooey cube come to be? Let's take a trip through the 30+ iterations that led to our newest confection.

Before setting out on our design journey, we started with some loose guidelines:

- The new logo should be round and have some dimensionality to keep it consistent with the Truffle logo.
- The colors should consist of chocolate, an accent color and white.

The concepts we explored can be roughly broken down into 4 categories: Core Cutaways, Toppings, Gooey Cores and Soft Blocks.

Core Cutaways¶

The first set of core cutaways was an attempt to convey that Ganache, as a local development blockchain, was the "core" of your development workflow. They also depict a ganache filled truffle candy of varying viscosities.

It was toward the end of this stage we qualified one of our initial guidelines. The logo's dimensionality should be represented purely by shape--no gradients!

Fun fact : We considered one of the third row, second and third column concepts as a final candidate, but scrapped it when Tim's wife said it looks like a banana slug floating in space. My baby, a slug?! A great reminder to not get too attached before getting feedback!