



The Brand.

Anchu Elektrika Co. is an ambitious endeavor founded by members of the Robotics Club at Zambia's first ranked university, the **Copperbelt University**. Inspired by the success of the **electric car project** made, the cooperative was established, driven by a singular purpose: to usher in a new era of innovation and progress in the field of transportation technology.

The name, "**Anchu**," signifies "**people**" in the **Lunda language**, embodying their commitment to serving the community and fostering technological growth.

**The Old
Logo.**

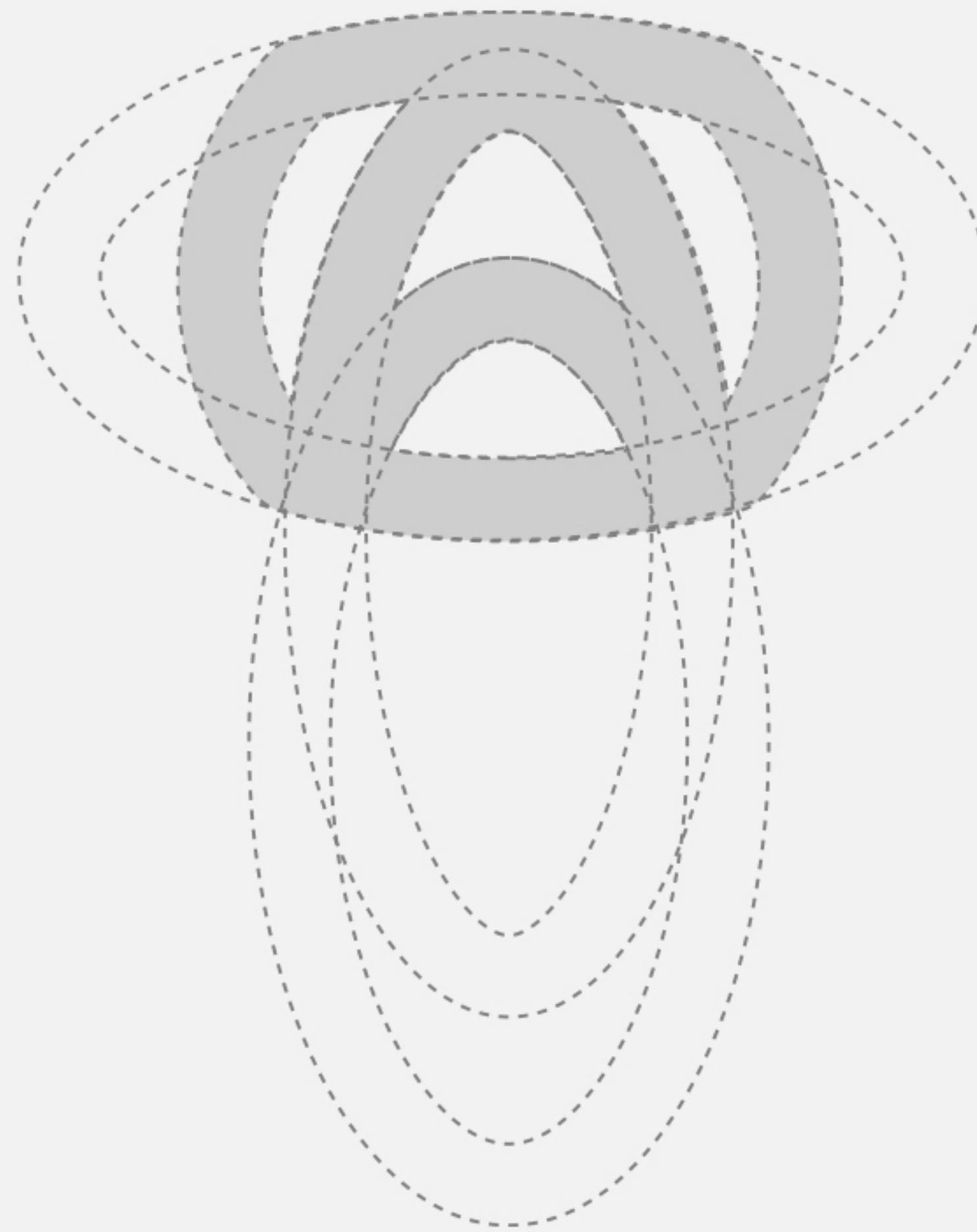


**The New
Logo.**



ANCHU

The Logo Construction.



x_1



$x_{1/2}$



$x_{1/3}$

The Logo Lockups.



The Logo Lockups.



The Typeface.

Marks need a solid partner to complete them and that's why I am here.
Hi, I'm **Mark Pro**, a Mark here to stand right by a Mark's side, as well as through
every word you type out.

I will be by your side through **thick** and thin.

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@£\$%^&*()

The Color Palette.



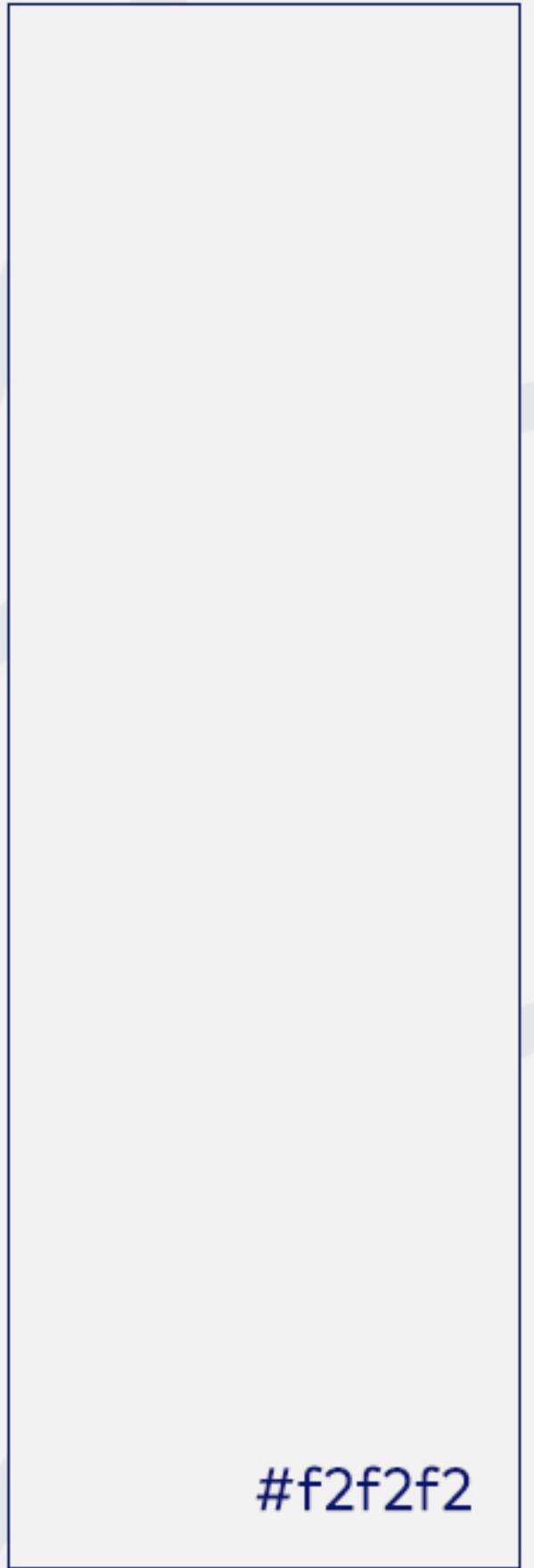
#0a115a



#0c146b



#f2f2f2















Thank You!