



Overview

Chiguru is a worker-owned free-software / open-hardware co-operative, focussed on consultation, training and building "free software and open hardware". We are currently focussing on EdTech Learning Management Systems, offering a Online classrooms service based on BigBlueButton.

Creation Logo

The basic shape of the **Chiguru** logotype is made up of a circle that symbolizes a "Earth" and represents humanity. The inner part of the circle contains a "Seed growing" abbreviation of growth. Our primary logo color is green this is to create a "Nature" feel.



Elements



Circle means "Earth"

+



Seed growing

=



Symbol

Researching / Sketching / Refining



After gathered some reference & inspiration images, Started sketching...

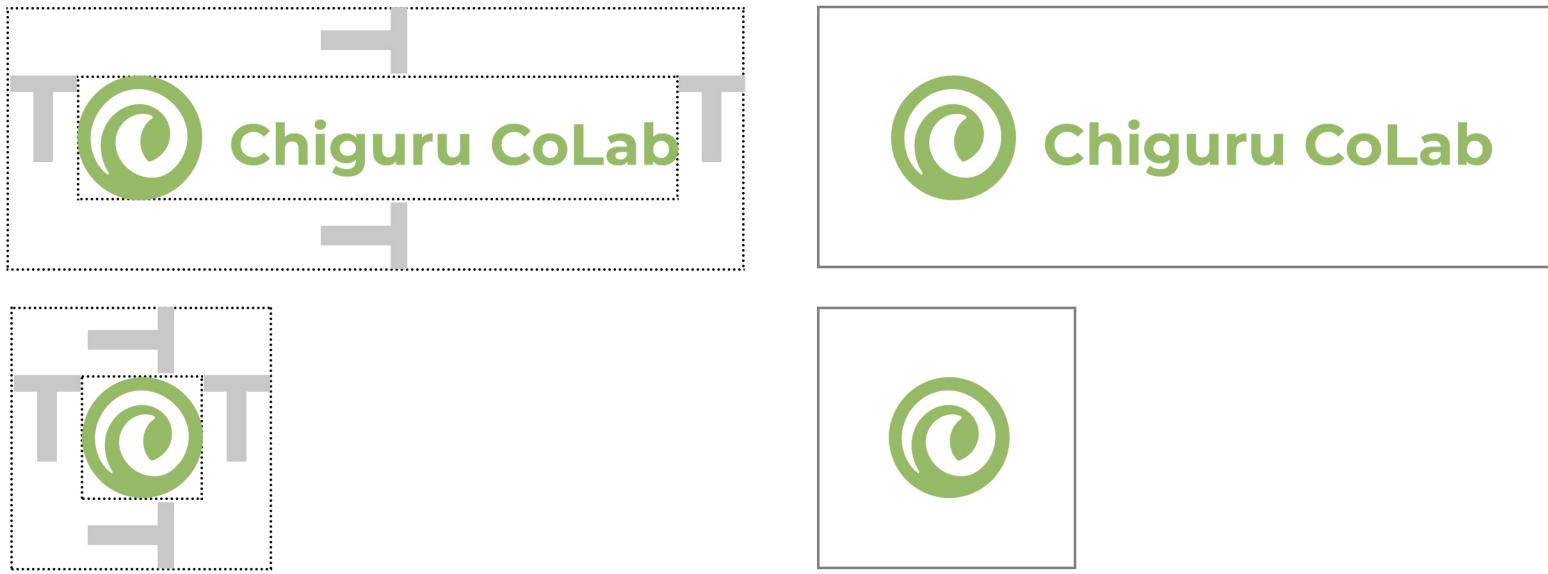


The illustration are narrowed down the options, and presented.



Clearing Space

The minimum clear space of the logo is the width of the T in Chiguru.



Color & Typography

 Chiguru CoLab	Color: RGB: #96ba67 CMYK: 46 11 77 0	Font: Montserrat
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Logo on color

In certain situations, the logo can also be used on a white or contextually colored background.



Chiguru CoLab



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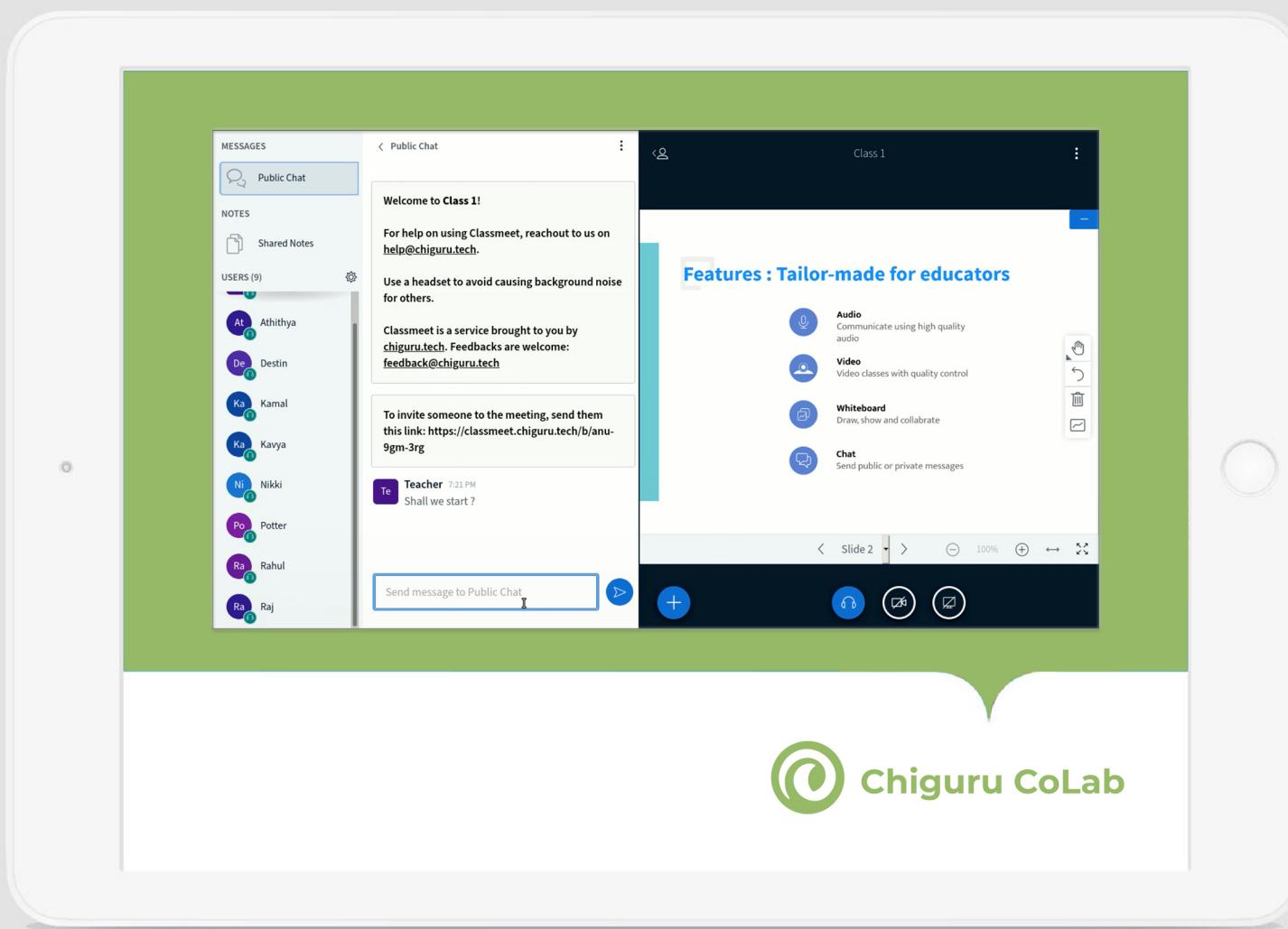


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Making It Real

Throughout the process, Tested the logos by placing them in the contexts they'd be seen most often: the products and website etc.,





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<https://chiguru.tech>