



## 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



## Researching / Sketching / Refining



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

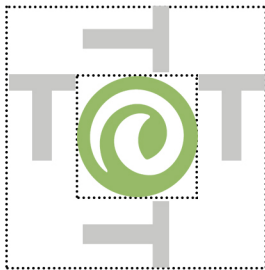


The illustration are narrowed down the options, and presented.




## Clearing Space

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



## Color & Typography

 Chiguru CoLab	<table><tr><td data-bbox="1191 1209 1525 1369"><b>Color:</b> RGB: #96ba67 CMYK: 46 11 77 0</td><td data-bbox="1626 1209 1843 1310"><b>Font:</b> Montserrat</td></tr></table>	<b>Color:</b> RGB: #96ba67 CMYK: 46 11 77 0	<b>Font:</b> Montserrat
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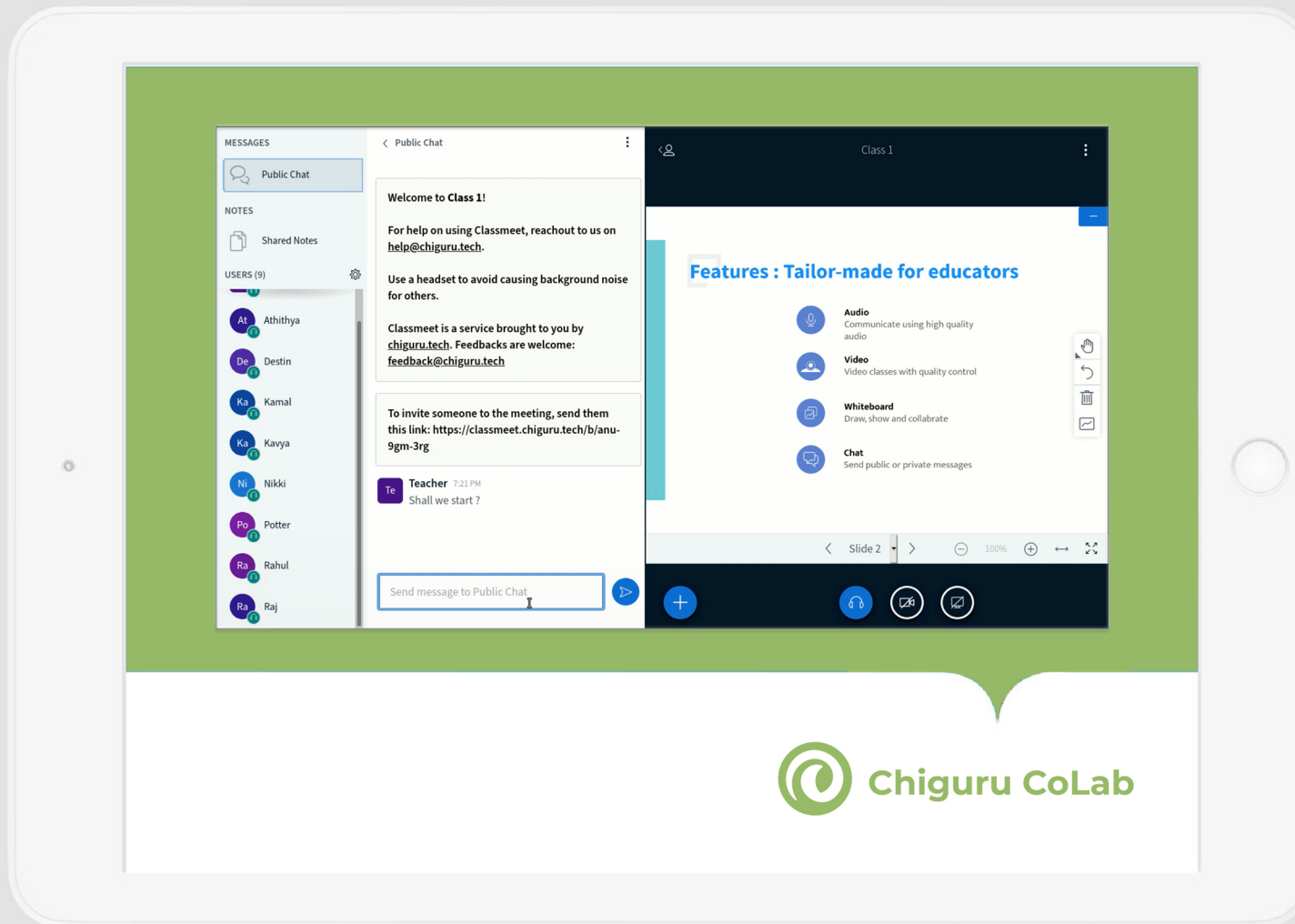
## Logo on color

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



## 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.,





**Chiguru CoLab**







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