

sugarlabs

A Community for Learning and Software Development



SugarLabs

Sugar Labs is a community-run software project whose mission is to produce, distribute, and support the use of Sugar, an open source desktop environment and learning platform. Sugar Labs is a volunteer-driven project, a nonprofit corporation, that coordinates volunteers around the world who are passionate about providing educational opportunities to children through the Sugar Learning Platform.

On this project, we created a new brand that reflects the values of the organization.

The goals of Sugar Labs is identified in these areas: education goals, technical goals & community goals. The primary learners/users of Sugar, are children - this led to the creation of a visual identity that nicely strikes that correlation. The colour palette — bright and colourful — helps to portray the positive work they do & the fascination children have about colors, as well as how it greatly affects their mind.

The typeface-logo explores the fact that the learners - children are at the core of everything they do and the primary visual asset, depicted as a circle (s), openness and shared voice amongst individuals of a group in order to celebrate, build community, make decisions etc.



sugarlabs

sugarlabs



sugarlabs

The logo consists of the word "sugarlabs" in a rounded, lowercase sans-serif font. The word "sugar" is colored in a bright orange, and the word "labs" is colored in a dark brown. The two words are joined together horizontally.

Horizontal Version

The logo consists of the words "sugar" and "labs" stacked vertically. The word "sugar" is in a bright orange color and is positioned above the word "labs", which is in a dark brown color. The letters are rounded and lowercase.

Stacked Version

sugar
labs

sugarlabs

Learning
can be
fun!



Visit sugarlabs.org
to know how.

sugarlabs

Get a
glimpse of
Sugar



Visit sugarlabs.org
to know how.

sugarlabs

Learning
can be
fun!



Visit sugarlabs.org
to know how.

UBUNTU

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789(+:;?/)

R250 G176 B64	C0 M35 Y84 K0	#FAB040
R97 G97 B97	C61 M53 Y52 K23	#616161
R117 G77 B41	C39 M64 Y89 K35	#754D29
R140 G199 B64	C0 M50 Y98 K0	#8CC740
R128 G64 B153	C59 M99 Y0 K0	#804099



The cover features a dark brown background with a photograph of children working together. A large white circle is partially visible on the left edge, and a large orange circle is positioned in the lower center. The text is white and centered.

sugarlabs

collaborative
learning, through
Sugar activities

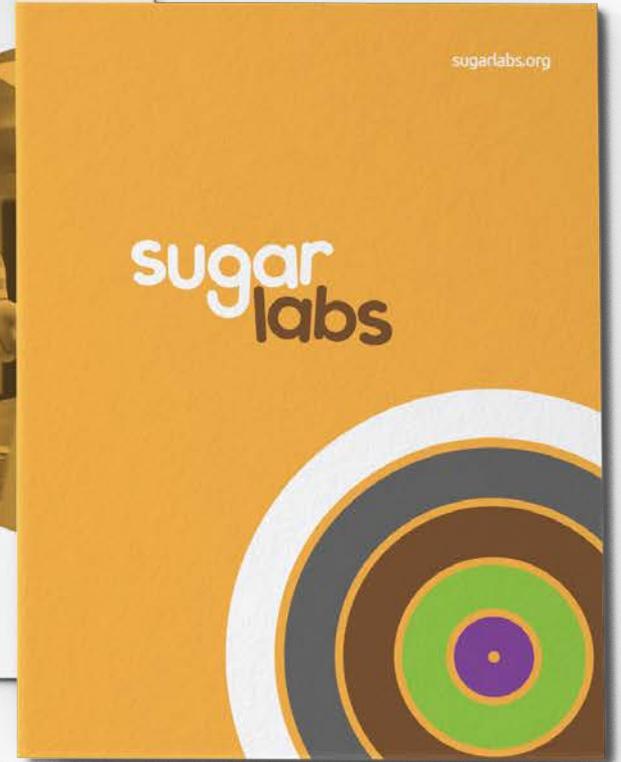
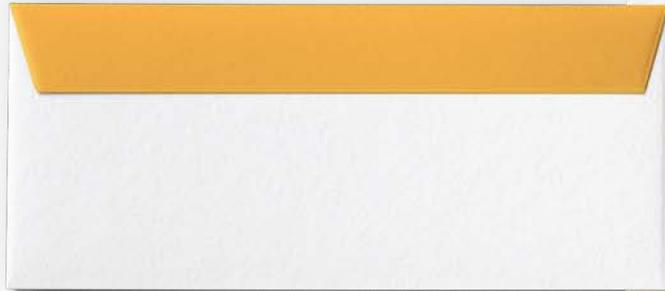
Visit sugarlabs.org

The cover features a grayscale photograph of children looking at a laptop. A large orange circle is on the right side. The text is white and green, centered.

sugarlabs

Get a
glimpse of
Sugar

Visit sugarlabs.org
to know how.



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A Community
for Learning
and Software
Development



Learn more at
sugarlabs.org



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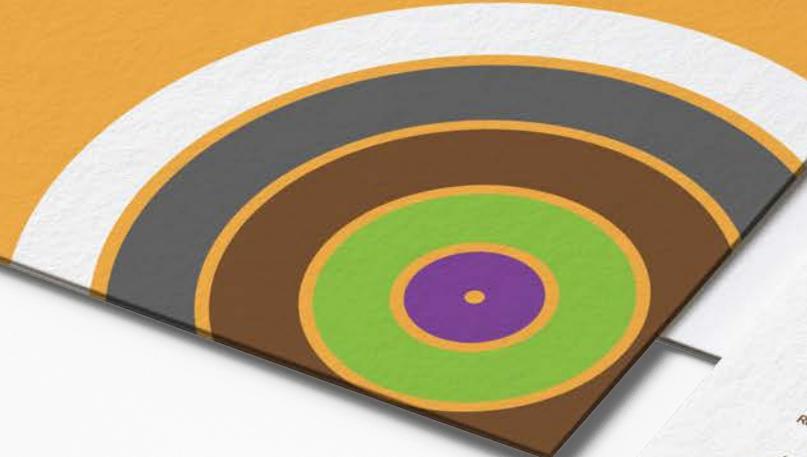
Walter Bender
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labs

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Hello Lorem,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquo ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut

Thank you, and have a great day ahead!

Regards,
Walter Bender
President, Sugar Labs





sugar
labs

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and **Software**
Development



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