

Hope MicroCredit

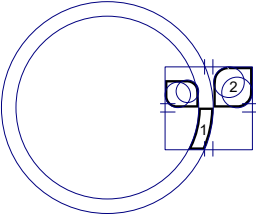
LOGO DESIGN SUBMISSIONS

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Concept



1. Growing seedling stalk
2. Leaves

Growing seedling stalk grows

Reflects life and vitality which shows growth & reliability



App icons



Sample Ad

**Jipatie
mkopo
chap!**

*Vigezo na masharti kuzingatiwa

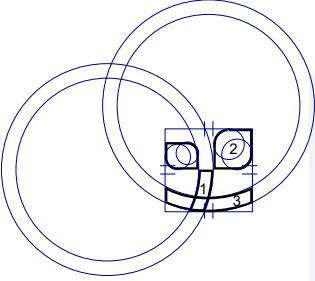


Sample Print





Concept



1. Growing seedling stalk
2. Leaves
3. Ground/Smile

Seedling stalk grows over the ground to form a smiling face

Reflects life and vitality which shows growth & Reliability. The smile makes the brand more welcoming



App icons



Sample Ad

Jipatie mkopo chap!

*Vigezo na masharti kuzingatiwa

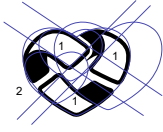


Sample Print





Concept



1. Folded banknotes
2. Heart shape

A heart shape made from banknotes

Folded notes show flow and movement and the heart symbolizes how money can bring happiness and sustain life.



App icons



Sample Ad

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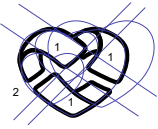


Sample Print





Concept



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2. Heart shape

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App icons



Sample Ad

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Sample Print





Concept



1. A smiling face
2. The word "hope"

A smiling face made from the letters "o" and "p" and an arc for the mouth.

A smiling face that makes the brand appear welcoming and non-threatening to creditors.



App icons



Sample Ad

**Jipatie
mkopo
chap!**

*Vigezo na masharti kuzingatiwa



Sample Print





Concept



1. An extended arm reaching out
2. Clouds/tree shape

A hand reaches out to the heavens for hope
The design emphasizes the humanity and the importance of reaching out for credits.



App icons



Sample Ad

**Jipatie
mkopo
chap!**

*Vigezo na masharti kuzingatwa



Sample Print

