

SACHI Logo

The background trapezoid represents the John Honey building, the main base of the SACHI lab.

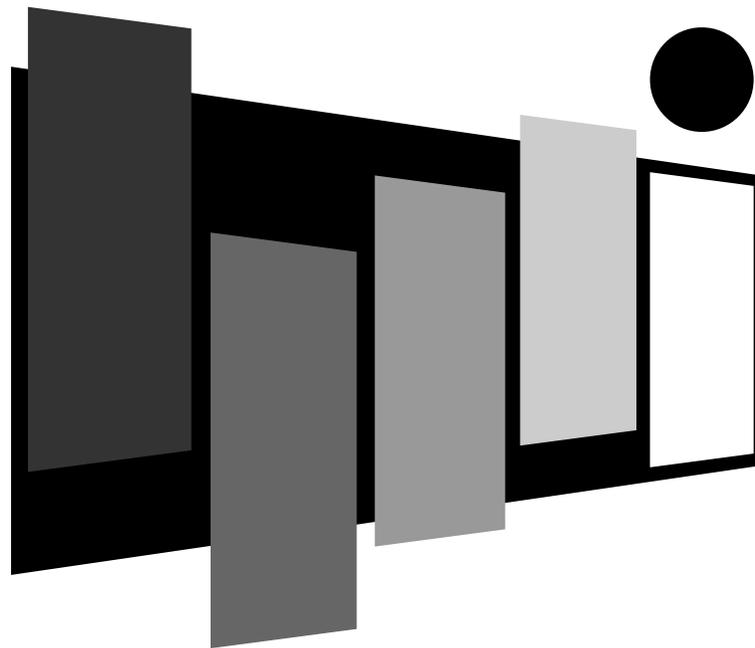
The individual panels suggest the windows of the lab itself.

An artificial gradient builds up from darkness to light, as the group's work builds to bring enlightenment.

Similarly, the juxtaposed panels follow the path of a waveform settling: bringing order to chaos.

A circle suggests a silhouette of a person, noting the importance of the human in HCI.

The circle also suggests a lowercase letter i, giving the observer the opportunity to fill in the blank letters.



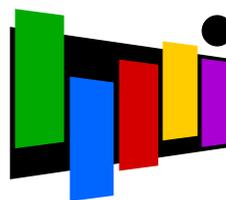
10 cm x 8.44 cm



1 cm x 0.844 cm



50 px x 43 px



3 cm x 2.532 cm

Single colour variants (for use by sub-groups, e.g. Ubicomp) use the process colour in discrete steps of 20%.

Sizes accurate when document printed at 100%.
50px rendered at an effective 72 dpi.

It is anticipated that the logo will be used with a wordmark in a standardised typeface for all group publications.