**CHEQRbord logo design ideas**



1. The above logo (from BrandCrowd) initially attracted our attention as it incorporates a stylised checkerboard design. The arrow effect suggests dynamism.
2. Issues with the above design are:
   1. Would like to use Utramarine (Hex code: #120A8F) for ‘**cheqr**’ and Vivid Orange (Hex code: #FF8200) for ‘bord’
   2. Perhaps change two or three of the Orang square to Ultramarine
3. We have no preference regarding the placement of the logo and text.