

# Visual Identity of OpenOffice.org Now and in Future

Discussions and design concepts  
at the OpenOffice.org Art Project

presented by  
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# Agenda



- What does Visual Identity mean?
- Does OOo have a Visual Identity?
- What are the branding bugs of OOo?
  - main branding bug: our Logo
  - consistent bug: the gulls
  - version specific bugs: horizon, waves, wiregulls
- What is to be done for OOo3?
  - logo update – must or must not?
  - early decision on branding bugs
  - new icons?
- Artwork coordination between projects

# What is Visual Identity?

Do you recognize this?



That?



Or that?



Why?

Because you know the entire logo!

# What is Visual Identity?



- You recognize the composition of
  - a special font
  - a reproducible shape
  - an impressive color
- None is really special as a single item, but the composition is unique.
- If the companies didn't advertise their logos by repeated presentation, you wouldn't have recognized them.
- For a successful advertising, a unique design is crucial.

**Artwork is significant!**

# Do we have a Visual Identity?



- **NO** – for the broader public: Most of them don't even know our program and community.
- **PERHAPS** – for people already interested in computers and IT.
- **YES** – for most people reading computer magazines, Linux users and everybody knowing what “OpenSource” means.

**What should be done to improve this situation?**

(Art Project's Point of View)

# Do we have a Visual Identity? What should be done?



- **NO** – for the broader public: Most of them don't even know our program and community.
- **General marketing efforts** – based on
  - **wording**: “OpenOffice.org” contains all we need.
  - **collateral artwork**: prove professionalism.
- **PERHAPS** – for people already interested in computers and IT
  - **YES** – for most people reading computer magazines, Linux users and everybody knowing what “OpenSource” means.
  - **intensify knowledge, use their curiosity by**
    - **recognition of the logo in unexpected situations.**
    - **introduction of additional bugs for the next time.**
- **YES** – for most people reading computer magazines, Linux users and everybody knowing what “OpenSource” means.
- **keep informed, invite to join the community**
  - **become familiar to our bugs** – explain OOo to others

# By what is OOo recognized?



— Our main branding bug:



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**Our Artwork is significant!**

# By what is OOo recognized?



— Our main branding bug:



— Additional bugs:

- consistent throughout the versions:

gulls



our color:

OOo-blue  
RGB  
6, 52, 140

- version specific bugs

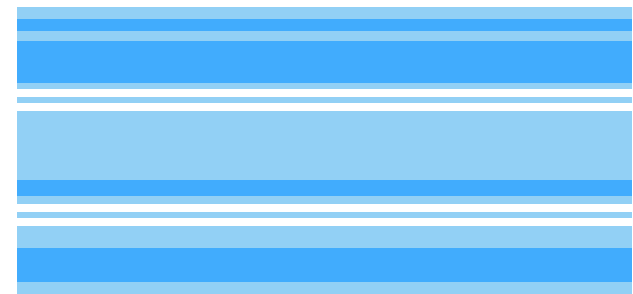
# Version specific branding bugs



— derived from the splash screen:

— OpenOffice.org 1.0

- blue horizon



# Version specific branding bugs



## OpenOffice.org 1.1

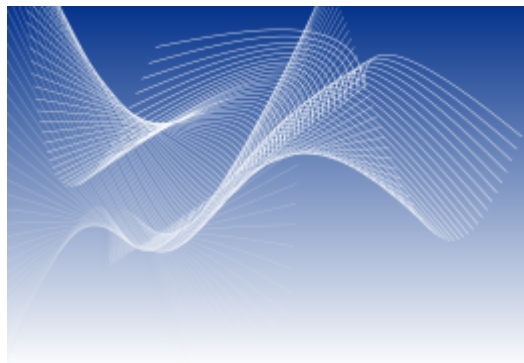
- blue waves



# Version specific branding bugs



- OpenOffice.org 2.0
  - blue-to-white gradient
  - “wire gulls”

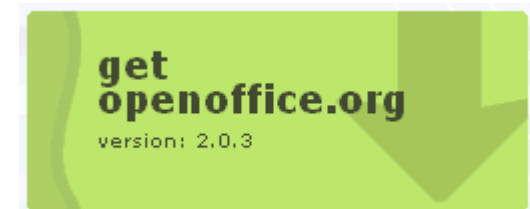


# Version specific branding bugs



## OpenOffice.org 2.0

- mirrored "S-curve" from icons:



Visual Identity of OpenOffice.org

# What is to be done for OOo3?



## Logo update – must or must not?

- present logo: *Frutiger condensed*  
30 years old commercial high quality font  
- possible problems with additional artwork (positioner), documentation etc.
- alternative: *Bitstream Vera Sans* condensed to 78%  
- poorer kerning, plump characters, square dots



- Issue 69157: *We create our own typeface* (based on Bitstream Vera Sans)
- more artistic designed logo?  
shiny, modern versions have been discussed at the Art Project





# What is to be done for OOo3?



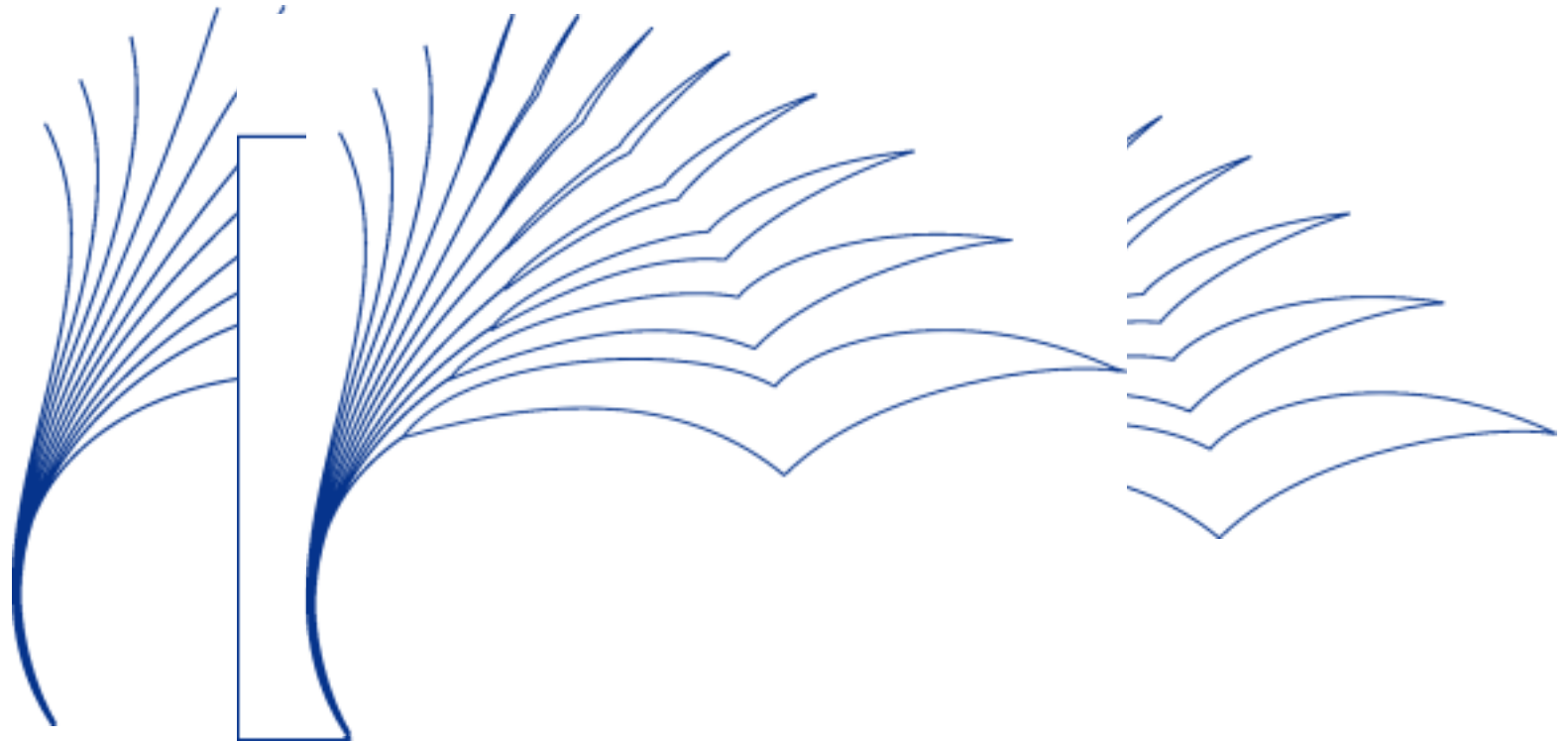
- ✈ updated / new branding bugs?
  - gulls with cloddish wings – update with the logo



- define new branding bugs before the splash screen is designed
  - consistency in visual impression
  - usability in different sizes (for marketing, website, documentation)
  - design of marketing material etc. in time

# What is to be done for OOo3?

— version specific bugs for OOo3: Proposals



— How could this become a splash screen?

# What is to be done for OOo3?



...just one possible combination:



# What is to be done for OOo3?



## design new icons?

- colors are not very distinctive

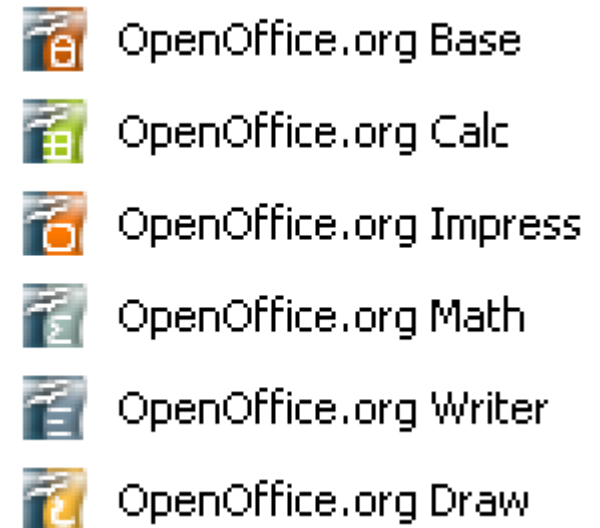
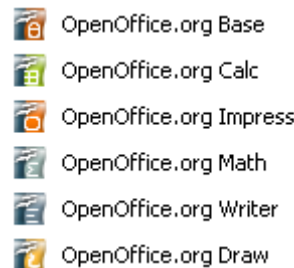
- Writer and Math:



- Impress and Base:



- recognition in small scale (16x16 px)



- tendencies to replace the original icon set
  - Aqua style on Mac
  - Crystal style on KDE
  - Tango style (KDE / GNOME ...)

# What is to be done for OOo3?



- ✈ Our goal: Design a set of icons that
  - allows adaption to the different styles by minor modifications (different shading etc)
  - can easily be recognized as OpenOffice.org
    - distinct from any other application
    - similar to the previous icon set
    - includes OOo branding bug(s)
  - contains icons being distinguishable from each other
    - catchy and self-explanatory symbols
    - distinct colors
    - ... especially in small scales

# What is to be done for OOo3?

✈ icons - work in progress:

- general shape
  - component icons: globe



or dome



- document icons: component icon with wavy paper



# What is to be done for OOo3?

icons - work in progress:

- symbols



- small sizes



- colors



# How will OOo3 look like?



- ✈ We don't really know by now
  - You've been shown some ideas and concepts
    - logo update
    - new icons
    - branding bugs
  - If you want to be involved in this development
    - join [art@marketing.openoffice.org](mailto:art@marketing.openoffice.org)
    - comment proposals by other Art Project members
    - submit your own designs and optimize others
    - take part in our decisions
- ✈ High quality artwork is important for OpenOffice.org's positioning in public!



# More work at the Art project



- Art Project consists of about 20 (more or less) active project members
  - different artistic backgrounds
  - progressive or conservative, vivid discussions
  - decisions on official artwork, Style Guide
  - lots of contributions from sketches and drafts to finalized high quality artwork
    - logos in different formats
    - CD/DVD labels and cases
    - web buttons and banners
    - poster and flyers
    - merchandise, business cards
    - brochures, templates etc.
    - website design

# Artwork among OOo projects



- Art Project is a subproject of the OpenOffice.org Marketing Project
  - right position in many cases:
    - requests for web buttons, CD labels or stickers
    - posters for booths, flyers etc.
  - sometimes directly involved in other projects' work:
    - [why.openoffice.org](http://why.openoffice.org) -> [website.openoffice.org](http://website.openoffice.org)
    - icon design -> [ui.openoffice.org](http://ui.openoffice.org)
    - CD art -> [distribution.openoffice.org](http://distribution.openoffice.org)
    - flyers, templates -> [documentation.openoffice.org](http://documentation.openoffice.org)
  - on the other hand artwork done in other projects or by individuals:
    - clipart ([documentation.OOo](http://documentation.OOo))
    - native-language artwork (native-lang projects)
    - t-shirts, posters, ad's (individuals or external groups)

# Artwork among OOo projects



- How could this be optimized?
  - involvement of the Art Project in development of graphics based webpages, clipart, etc.
  - better information about the project in other projects (especially national language projects)
  - easy to be updated
    - official artwork
    - personal artwork } (already in process)
    - national artwork
    - multi-lang artwork (to be included)

**Art Project is significant!**

- Would it be reasonable to have an independent Art Project?

# Thank you for your attention!



— and thanks to all the Art Project members:



I wouldn't have been able to tell you anything without their contributions...