Apache OpenOffice 4.0 Brand Refresh Project

Subject
We're looking for designers to help propose and implement design work required for a branding effort.

How To Participate
1. Subscribe to our public Marketing mailing list by sending an email to marketing-subscribe@openoffice.apache.org and respond to the confirmation email you will then receive.
2. Introduce yourself on the mailing list by sending an email to the Marketing mailing list: marketing@openoffice.apache.org
3. Complete Orientation Modules. If you are already familiar with open source projects at Apache, then you can quickly skim over the Level 1 and Level 2 modules and concentrate on the short Introduction to Marketing module. If, however, you are new to Apache, and want a more methodical approach to getting started, then you can start at Level 1 modules first.
4. Register to this wiki in the top right corner.
5. After you join the community you can make your designs available by posting ideas under this wiki page and more complete designs under this wiki page. Send us an e-mail to the marketing list after you make a proposal. Make sure you're subscribed first.

Areas of Focus
We've broken down the areas of focus for branding as child topics to this wiki page. You can see that we have from splash screens to icons to websites.

Preamble
Apache OpenOffice (AOO) is the re-named and re-homed OpenOffice.org, the second most popular Productivity Software package on the market. Our users number in the tens of millions worldwide. AOO is one of the most important pieces of open source software available today. Being of a type of application that is universally used in computers world wide by people of all ethnicities and localities and from home users and small business through to large enterprise and government.

The OpenOffice community is over ten years old, it spans all time zones, a myriad of cultures and languages and levels of technical sophistication. This creates a vibrancy and atmosphere within the community that is unique to the OOO universe.

The OpenOffice User community shares many of these attributes but is far larger than the volunteer community.

Aim
The aim of the project is to provide the Apache OpenOffice Project Management Committee with options for some new branding options for the 4.0 release. Volunteers can use existing branding as a starting point or start entirely afresh.

Scope
Required:
- An AOO Logo

Considerations:
- Can be altered for use in splash screens, about screens, publications, website, elements in application icons, etc.
- Brand proposals that show more than just a logo, considering placement in the areas of focus such as splash screen and websites.

Criteria For Logo & Branding
There are three criteria for logo proposals.

Primary Requirements must be satisfied in order to be considered, it will be disqualified until it is remedied.
Secondary Considerations are nice to haves, a logo proposal can have none of these yet can be a perfectly fine proposal.
Restrictions must not be satisfied, it will be disqualified until it is remedied.

Primary Requirements:
- Logo submissions must include the source.
- Logos can be as large as the designer wishes, but must be able to scale down and not loose detail, eg., for website, splash screen, etc.
- Although text in the logo is optional, any font used must be a free and open font. eg. SIL Open Source Fonts. Any font used in the logo must be disclosed upon submission.
Incorporation of gulls literally or symbolically, but not necessarily the existing shape used in current branding.

Secondary Considerations:

- Can be altered for appending an application version, "Apache OpenOffice 4.0"
- Can be altered for use in splash screens, about screens, publications, website, elements in application icons, etc.

Restrictions:

- Cannot use proprietary fonts.
- Cannot resemble other productivity software branding that exist on the market.
- Cannot closely resemble other logo and trademarks by other organizations. eg. gold colored arches, single swoosh, blue thumbs up
- Cannot use the Apache logos or other trademarks.