

AOO 3.x - Logo Explorations

Please attach any logo proposals to this page. More complete proposals should have their own wiki pages.

These are proposals for the essential logo of the Apache OpenOffice (incubating) project. There are many other ways that branded material appears. This page concentrates the essential logo typically found on the top or upper left of visible presentations of project-identified material. (There is such a logo in trial use at the top of this wiki page, for example.)

1. Gulls-Centric Logo Proposal (Drew Jensen, started 2011-12-03)

1.1 Proposed banner logo for the main web site

[updated logo file with tag line, for main website use, in single layer svg format](#)



There are two versions of the logo as the first proposal on the top of the [AOO Logo Proposal](#) page:

300 x 100 px (intended for 90ppi viewing)

[updated logo with incubating string and tagline - single layer svg format](#)

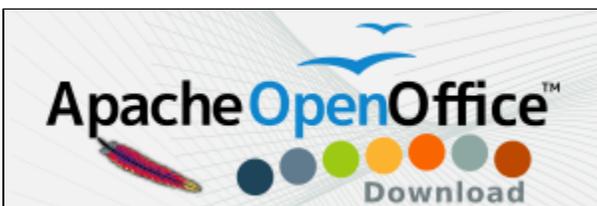


150 x 50 px (intended for 90ppi small logo viewing)



Two more variations, this time focused on download buttons and bringing back some of the branding elements from the OO.o 3.0 release cycle.

300 x 100 px



120 x 60 px



The inkscape files used to generate these, along with two additional png files, are in this file:

[aoo-download-buttons-dots.tar.bz2](#)

Along the same line, a couple of 'Get Aoo' graphics - specifically for use outside of the main site, I would think.



a 300x100 px example

You will find a collection of similar png files and two svg files in here:

[get-ao-o-buttons.tar.bz2](#)

A proposal for the template repository at sf.net



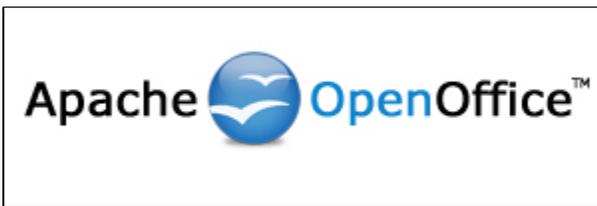
2. Orb-Centric Logo Proposals (Michael Acevedo, started 2012-01-06)

2.1 Orb Centric Proposal Logo #1



The first logo proposal takes a cue from the current Apache OpenOffice podling logo however, it reduces the Apache name into a smaller font size and places it on top of the OpenOffice name. In addition, it replaces the seagulls on top of the "Open" and reinstates the OpenOffice blue orb seagull logo. Overall, logo #1 keeps the familiarity of the current OpenOffice.org logo while complying with the Apache branding guidelines.

2.2 Orb Centric Proposal Logo #2



The second alternative logo proposal moves the Apache word and places it in front of the OpenOffice blue orb logo. The Apache word font size is also increased to the same size of the OpenOffice word. Overall the logo remains unchanged, but logo #2 highlights Apache more prominently as the main sponsor of the project than logo #1.

2.3 Orb Centric Proposal Logo #3



The third alternative logo is similar to Logo Proposal #1 but adds the "Incubating" tagline below the OpenOffice name, as per Apache requirements.

2.4 Orb Centric Proposal Logo #4



The fourth alternative logo is similar to Logo Proposal #2 but adds the "Incubating" tagline directly below the OpenOffice name, as per Apache requirements.

2.5 Orb Centric Proposal Logo #5



The fifth alternative logo radically refreshes the OpenOffice logo by placing the seagull orb as the "O" in the word "Open". In addition it puts the Apache feather under the Apache name. It's a refreshing look of the project's logo while retaining some of the commonality of the legacy OpenOffice.org logo.

2.6 Orb Centric Proposal Logo #6



The sixth alternative logo returns to the format of logo #2 but reduces the size of the Apache name and puts the organization's iconic feather below it. Other logo items remain relatively unchanged. It is a good compromise between logos 2 & 5 and still looks refreshing.

2.7 Orb Centric Proposal Logo #7



The seventh alternative is similar to logo #6 but the word "office" is now in all CAPS. In addition, the "office" word has been stylized based on a verdana font. This may be the basis for the next release of Apache Open Office v4.0. but can be also used Apache OpenOffice 3.4 and onwards.

2.7 Orb Centric Proposal Logo #8

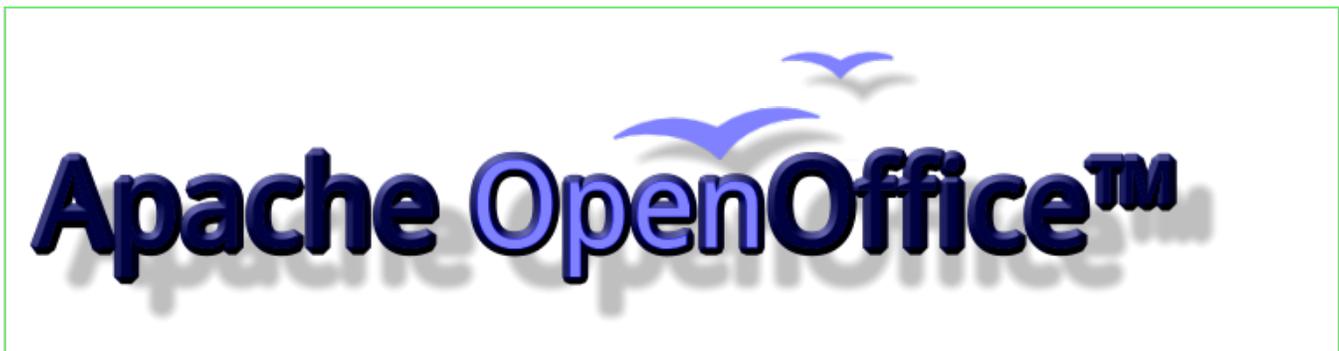


The eight alternative uses a different font (as verdana might have some proprietary issues) and uses a format similar to logo #1. The new font is called "alphabet" and is open. The design of the font gives the logo a much more modern take on the project's current logo. In addition, it moves the Apache feather under the "incubating" word.

3. Further Proposals

Separate major proposal variations for the essential logo can begin by replacing this section. In edit mode, review the previous sections for how section numbering and links are maintained.

3.1 Logo Proposal #9 (Pedro Giffuni, 2012-01-15)



This is an attempt to modernize the traditional logo using graphic effects. An important variation is that I am not using black anymore but tones of blue-violet instead. The light blue for "Open" is now more similar to SUN's classical color. The base font is Droid Sans (AL2). The program used is SVG based and can work with many formats but inkscape's .svg doesn't seem supported.

4. Enhancements to Selected Logo Concept (Kevin Grignon - started 2012-04-04)

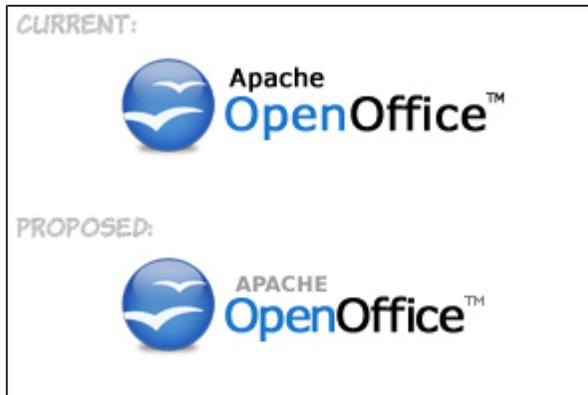
In the recent voting of April 3rd, 2012, we selected the following logo concept:

- Orb Centric Proposal Logo #1

As we move towards production, I'd like to propose some small refinements to this concept.

Specifically, I'd like to make the following changes:

- 1) Change the capitalization of "Apache" to "APACHE" to 1) provide some contrast and promote recognition of the OpenOffice logotype, 2) to remove the tension from the letter p descender poking into the "O"
- 2) Change the font colour of APACHE to grey to reduce the association between "Apache" and "Office" which are both in black font. I don't want the "Open" to be lost when people scan the logo.
- 3) Adjust the kerning (space between letters) of the "OpenOffice" logotype to look more polished and professional
- 4) Clean up the raster TM to be less fuzzy, and change the colour to grey to reduce it's emphasis



Something like...

These enhancements were made in the raster file. Ideally, we'd need to update the source vector files.

5. Approved Logo Source Files

The following is the size of the updated Apache OpenOffice logo at a higher resolution. Please see [Attachment Page](#) for all the source files...

