

Phase 3 of the
TYPO3 Association
T3BRAND project

CHANGING THE FORM OF A CHANGING TYPO3

CI: Corporate identity
CD: Corporate design

DESIGN BRIEFING FOR THE TYPO3 CI/CD REDESIGN

BASED ON THE 3RD T3BRAND WORKSHOP IN MUNICH
ON THE 28TH OF JUNE 2005

CONTENT

Introduction

Participants in Munich

Inner change - outer reflection

Standards for work

Key findings

Quality goal

Review & refinement cycle

Contribute

Rough timeline

Encouraging notes

INTRODUCTION

The meeting in Munich was arranged to initiate the process of taking the strategy key findings of the 1st and 2nd phases of the T3BRAND project and putting the results into practice to reinvent the visual identity of the TYPO3 project from the ground up.

The designers attending the workshop have volunteered to work on a public briefing and to take over various essential tasks in the design process.

This document is a briefing because it defines the basis on how to proceed - for the design group as well as for the design-oriented part of the community that would like to contribute.

PARTICIPANTS IN MUNICH

Ralph Du Carrois (BERLIN, GERMANY)

Graphic designer, *seite4*,

Ben O'Hear (BARCELONA, SPAIN)

Webdesigner, *Revelate*

Nerina Wilter (MUNICH, GERMANY)

Freelance graphic designer

Daniel Hinderink (MUNICH, GERMANY)

Managing partner, *dpool* / vice-chairman, *TYPO3 Association*

Robert Lemke (LÜNEBURG, GERMANY)

Freelancer / member of the board of the *TYPO3 Association*

Rasmus Skjoldan (COPENHAGEN, DENMARK)

Creative director, *BEE3* - will be managing 3rd and 4th phases of *T3BRAND*

INNER CHANGE - OUTER REFLECTION

Why do we need to change the corporate identity (CI) of TYPO3?

The growth of the TYPO3 project has pushed the existing key visual and screen designs beyond their limitation. Moreover, the imminent organisational and technical changes are suggesting an improved corporate design, that will foster recognition through all communication channels and will align design applications on all levels.

In addition a new CI will serve as a reminder of change to everyone contributing to the project on the inside - throughout the entire process of building the next versions of TYPO3 and beyond.

STANDARDS FOR WORK

The vision & mission of TYPO3

Vision

inspiring people to share

Mission

to jointly innovate excellent free
software enabling people to
communicate

References to the the current CI must be apparent

Actual change going on with TYPO3 must be underlined

Identity must be strong and simple, communication basis highly flexible

Vision and mission Communicate the TYPO3 vision & mission

Refinement Reach the highest quality by repeating a cycle of refinement

Design process must to the highest possible degree be an open process that
everyone in the community can participate in where needed

No single lead-designer on the project. Several people contribute. Consistency
is managed seperately

KEY FINDINGS

A SUMMARY ANALYSIS OF THE CURRENT CI

These are the key findings we agreed upon at the meeting. This is therefore the starting point from which design will advance. The strong features of the current logo will be referenced or incorporated in the new CI and weaker ones should be replaced or removed.

Green and orange colors are the prime bearers of the current identity.

These should be kept

Blue color is problematic partly due to its lacking saturation compared to green and orange. It can be solved both by removing as well as by adjusting

Letterhead font is too neutral and too cold. A new corporate font will be searched for or perhaps even developed

3 layers of the current logo will be replaced by a new kind of symbol to communicate better the much more humanistic values being stressed

KEY FINDINGS

- CONTINUED

„**get.content.right**“ does not function as an integral part of the logo. To focus on filtering out everything unnecessary this part will be removed

Subbrands (like TyCON3 etc.) need a more systematic design. It should be easier to develop new subbrands in consistency with the overall design concept

QUALITY GOAL

To produce a CI that rises up to the level of quality, simplicity and consistency of the best identity programmes around.

In other words...

To give form to a richer, more powerful and easily recognisable visual identity to support and underline the overall branding process with a unique design.

REVIEW & REFINEMENT CYCLE

In order to produce a CI that meets our quality goal we will be repeating the following process cycle. These steps simply repeat until reaching a broad acceptance that the quality goal is met (or when we run totally out of time :-)

1. Designing (mainly done by the core design group of the project)
2. Posting - to the design list and to the coming design page at typo3.org
3. Reviewing & commenting
(by the community, Kasper, the association board, outside counsel etc.)
4. Filtering what comments will actually raise quality
5. Altering the design based on the comments
6. Quality review - asking ourselves whether goal is coming closer or not

...repeat

CONTRIBUTE

HOW CAN YOU HELP?

The 5 things community designers can contribute to

- 1. Help with reviewing and commenting on the work of the design group at every milestone throughout the project**
- 2. Participate in the design of specific elements of the overall CI project where help is needed (will be defined when needs occur)**
- 3. Help with implementing the CI after it's presentation (at TyCON3) - there will be myriads of applications that need change**
- 4. Start to think about how to implement a new CI and its styleguide rules on TYPO3-related materials that are produced - user group websites etc. (*)**
- 5. Participate in sharing the knowledge of the coming CI styleguide to wherever it is needed (let's help each other build a strong, consistent brand)**

(*)

Even though there's no new CI yet - it's not too early to start planning design alterations of community based sites or marketing material.

Make it easier now to implement changes fast later.

(Ex: Streamline your css, make the logo come from a single master, think about how you'll be able to implement a new logo in your brochure or reschedule plans on re-prints of existing material and so on.)

ROUGH TIMELINE

Review & refinement cycle begins when our first drafts are ready to be looked at. The goal is to present the first elements, sketches or drafts around end of July 05.

When a core concept for the new CI is ready more thorough planning will be laid out.

A Basic Elements guide will then be produced, presenting the logo, colors, typography + other key visuals together with a layout of a new TYPO3 webdesign basis.

Presentation of the new CI at TyCON3 will take place on either 9th or 10th of September 2005.

Production then follows of the main styleguide for TYPO3 and thereafter all the actual implementations of the CI.

ENCOURAGING NOTES

Feel free to comment and discuss this briefing on the design list.

At last an encouraging note goes out to everyone...

The coming process of implementing a new CI will have its times of frustration. Websites will have to be changed, marketing material redesigned or even reprinted and everyone has to get used to the new design. This, however, should always be weighed against the huge opportunity we have right now to both build a stronger face towards the world and at the same time always remind everyone on the inside of TYPO3 of where we are headed.

The best thing everyone can help with in the process is to always stay positive :)