

Drupal@CeBIT 2012

First steps towards building
a brand design toolbox



Who is to blame for the following?



„German
Drupal
Association“

Current presidents



Stephan Luckow
@di_ev



Florian Klare
@di_ev

Marketing/Design



Meike Jung
@hexabinaer

Booth design



CHALLENGES

- „Best guess“ for recognizability

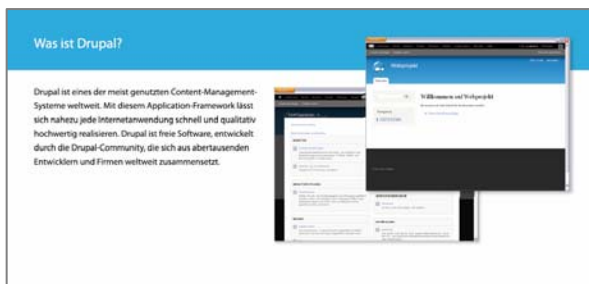


[illegible]

- backgrounds
- typography
- graphical assets (e.g. map)
- integration of 3rd-party logos



Flyer design



CHALLENGES

- Typography/copy styling
- Accompanying colors
- Base layout variations
- 3rd-party logos
- When to use the Druplicon
- Copyright/credits

Website Badges



CHALLENGES

- What/who to emphasize?
- Background combinations

Drupal-Initiative held back in favor of the brand

Booth staff name badges

Drupal™

Nickname

Meine Themen:

☐ deutsch
 ☐ english
 ☐ español
 ☐

CHALLENGES

- Layout grid for differing requirements

Give-aways



CHALLENGES

- Dealing with what's offered (appropriate color combinations, quality ...)

Shirts

CHALLENGES

- Dealing with what's offered (color, quality)
- Byline (+ variations)



Lessons learned

Drupal needs simple, intuitive, flexible design rules
for public relations and marketing

= **Brand Design Manual**

Lessons learned

WHAT WE HAVE

- Reg. trademark
- Logo files (color & file format variations)
- Logo positioning guidelines
- drupal.org to derive from

WHAT WE NEED

- Typography (open source, platform independent)
- Contrast colors choice
- Design elements examples to learn from
- Print design templates