Drupal@CeBIT 2012

First steps towards building a brand design toolbox
Who is to blame for the following?

Current presidents
- Stephan Luckow
  @di_ev
- Florian Klare
  @di_ev

Marketing/Design
- Meike Jung
  @hexabinaer
Booth design

CHALLENGES
• „Best guess“ for recognizability
Booth design

CHALLENGES

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

CHALLENGES

- Layout grid for differing requirements
Give-aways

CHALLENGES

• Dealing with what’s offered (appropriate color combinations, quality ...)

Drupal™
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

<table>
<thead>
<tr>
<th>WHAT WE HAVE</th>
<th>WHAT WE NEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Reg. trademark</td>
<td>• Typography (open source, platform independent)</td>
</tr>
<tr>
<td>• Logo files (color &amp; file format variations)</td>
<td>• Contrast colors choice</td>
</tr>
<tr>
<td>• Logo positioning guidelines</td>
<td>• Design elements examples to learn from</td>
</tr>
<tr>
<td>• drupal.org to derive from</td>
<td>• Print design templates</td>
</tr>
</tbody>
</table>