OSGeo.org Logo Refinements

push design

OSGeo.org

Your Open Source Compass

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To initiate our process of revising the OSGeo.org mark we began by identifying what we believed to be the most problematic elements of the logo. We then based our solutions upon addressing these factors, in terms of both aesthetics and practical application.

We began by examining the compass graphic. In terms of its coloration, we found the gradients used to be problematic. When reduced to a small scale, the gradients tend to blend away the contours of the inner compass, and the integrity of the graphic form is compromised. This effect is particularly apparent in the points of the compass, which appear to disconnect from the compass ring when reduced. Lighting effects defined by the gradient are also visually inconsistent.
　In addition, while easy to reproduce on screen, gradients tend to present reproduction problems when used in printed materials. Reproduce-ability is also an area we felt needed consideration. The use of three colors seems unnecessary considering the spectrum of color in the logo, and is largely due to the usage of gradients. We felt the same overall effect could be achieved through the use of two dedicated colors, allowing for a simpler process of reproduction.

We then examined the mark in terms of its typography. While we felt the use of Trebuchet MS was appropriate and friendly, the use of outlines, while speaking to the forms in the compass, lessened the impact the organization name by obscuring the letterforms. When reduced both the effect is lost, and the organization name blurs and becomes ghosted.
　In regards to the tagline, "Your Open Source Compass," we felt the use of Monotype Corsiva was too sharp of a contrast from the sanserif Trebuchet, and appears dated in comparison. While we felt that the use of an italic was appropriate, we felt a different typeface might work more effectively.

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Pantone 568

Pantone 570

Pantone 570 (50%)

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Our foremost concern when revising the logo was to maintain the spirit of the original mark, but add legibility, presence and durability throughout multiple formats of reproduction.

Our revised logo utilizes 2 dedicated colors with an additional 50% screen, giving the illusion of three colors while maintaining a more simplified set of elements.
   We sought to retain the dimensionality of the original compass form by translating it into areas of solid color, while maintaining the lighting effects created by the original gradients. This allows the mark to keep it's integrity of form when reduced, as well as providing for a simpler and more consistent printing process. The colors used were derived from the provided materials, with the addition of a darker green to add contrast. (The PMS colors selected are based on the RGB values provided. These can be changed.)

With the typography we sought to integrate the text and graphic together through the use of color and placement. Trebuchet MS remains the main text, while Scala Italic substitutes for Monotype Corsiva. The use of this italic font helps connect the two main text elements formally while still maintaining a sense of contrast between them.

We also recommend that you drop .org from the name. It is part of the web site address that distinguishes the site as a non-profit organization. The term "open source" in your tagline should be enough for others to figure it out. Use "OSGeo.org" when you are promoting the web site only.

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The alternate signature shows a different asymmetric arrangement of elements. It also provides an alternative sans serf solution to the tagline.

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PANTONE 568

PANTONE 570

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Full Color

One Color

Black & White Reverse

Reversed

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