Design Team - Task #29557

Prepare definite FLOW3 logo and color scheme

2011-09-08 10:21 - Robert Lemke

Status:	Closed	**Start date:**	
Priority:	Should have	**Due date:**	2011-09-30
Assignee:		**% Done:**	100%
Category:		**Estimated time:**	0.00 hour
Target version:			

Description

Until the FLOW3 1.0 release we need a definitive version of the FLOW3 logo, rules for using it and a color scheme. These need to be communicated on the FLOW3 website and be available as a download for use in press work etc.

This task is about creating a set of logo versions and the color scheme.

Attached you'll find some of the existing material.

History

#1 - 2011-09-08 10:24 - Robert Lemke

- Due date set to 2011-09-30

- Start date deleted (2011-09-08)

#2 - 2011-09-08 10:45 - Sabine Hueber

I would like to do this task. :-))

#3 - 2011-10-20 11:21 - Rasmus Skjoldan

- File Flow3_logo_color_b_w.eps added

First of all: Never use the FLOW3-Subbrand-Bold.pdf file. Throw it away. It's done according to http://typo3.org/teams/design/style-guide/the-subbrand-system/ but FLOW3 is not a major subbrand to TYPO3 but a thing of its own.

I'm attaching a new correctly set & kerned logo file in B/W. Use this and only this for now.

@Sabine: If you'd like to take over specifying the red color (currently using #99011E on the site) in RGB etc. that would be cool. But just coordinate that with Robert Z. I guess.

#4 - 2011-10-20 11:39 - Rasmus Skjoldan

- File FLOW3-Logo-40px.png added

Attaching new logo for FLOW3 site.

#5 - 2011-10-20 11:42 - Rasmus Skjoldan

- File flow3_logoplacement.psd added

Attaching psd with placement of logo. There's a layer with the vector logo as a smart object and a slice for correct sizing. If the logo needs to be changed then first scale smart object, then rasterize, then correct the anti-alias by hand! Important since especially the W will look ugly otherwise.

#6 - 2011-11-10 17:12 - Robert Zierhofer

- Status changed from New to Closed

- % Done changed from 0 to 100

Files

FLOW3_Logo_Grey.png	52.2 KB	2011-09-08	Robert Lemke
FLOW3-Subbrand-Bold.pdf	106 KB	2011-09-08	Robert Lemke
FLOW3-Subbrand-Regular.pdf	108 KB	2011-09-08	Robert Lemke
Flow3_logo_color_b_w.eps	1.4 MB	2011-10-20	Rasmus Skjoldan

FLOW3-Logo-40px.png	1.5 KB	2011-10-20	Rasmus Skjoldan
flow3_logoplacement.psd	2.24 MB	2011-10-20	Rasmus Skjoldan