

Eduard.M - Otter design

The good

- Lovely design
- Designer went to the trouble of producing line versions as well
- Works really well on both light and dark backgrounds.
- Could generate strong brand recognition
- Interesting idea of copying dockers' use of water based mammals, but using an otter instead of a whale makes sense because we aren't a massive company, we are more agile, and otters are known for lying in the water on their backs so as an image it works really well.
- I like it being in a circle as it makes the design really versatile and can be used in lots of different locations.
- Would work well for merchandising and could become something people associate with us, like the whale for docker, the blue bird for twitter.
- It will look really good at both small and big sizes as it has impact.
- Really professional designer who was easy and accommodating to work with.
- It's unique. not likely an otter is used by many other organizations for brand recognition
- As designs go, it's very colourful and relatively well thought out.
- Has a potential for brand recognition.
- I like it because it conveys what mainly do as an organization. We make containers and software that users can run on home servers on a small scale. We don't follow docker guidelines specifically because it does not fall in line with single home server usage (we use init systems and stack shit in containers).
- From a design perspective it is versatile as a flat logo we can color it how we want where we want depending on the overall theme of the project or page. Also from a design perspective it is easy to turn into an icon and scale up and down for embedding in different applications.
- I love the idea of a mascot that's not necessarily the default 'linux penguin'. That combined with the 'containers' depicted perfectly resemble what our brand is all about. Color combination is solid with purple and blue.
- It's an otter, I'd like a cute mascot, it's relatable and memorable
- The gradient added some sophistication to it
- Polished design
- fitted well with our requirement of being square or circle logo

The bad

- At really small sizes it's hard to make out what it is.
- It's an otter, what does that have to do with linuxserver?
- The gradients will make printing the full colour version more difficult/expensive.
- Looks like the firefox logo.

- I have not attempted to scale it, but it looks like this would not scale to small sizes very well
- Without being given the explanation that the otter is carrying boxes/containers it's not very obvious what this has to do with linuxserver.io. By contrast I have no idea how a whale has anything to do with docker.
- It may be a bit too complex for smaller icons.
- Metaphors aside I'm still unsure how an otter relates to us.
- I do not like it's similarity to the Firefox logo, really wish the designer would have stuck with the flat or rectangle layout over the Firefox circle.
- It will take some time for this logo to be directly associated with our brand. Not as long I think than it would take a penguin. But since we've been referred to as 'LS' or 'LSIO' in the past, that absence could take some getting used to.
- It reminds me of Firefox immediately, especially with the red/pink/purplish color
- Don't feel that it would suit our group - seems more for a product than a community/group

Conclusions

Kode

This is my personal favourite, it is a memorable logo and could easily become associated with us. The designer was extremely responsive and had the ability to quickly turn around changes (some of them massive) and has a good eye for detail.

While it's hard to make out what it is at small sizes, it still looks good, it's just not clear what it is. The Line design would probably work better at small sizes than the full colour version.

While it will take time for an otter to become synonymous with linuxserver, because it's a memorable design and idea, the more we use it the quicker that recognition will come.

Having a multi point gradient logo would make printing full colour harder, especially for screenprinting, but digital printing would still be possible and where we want to do screenprinting we have a line logo, no other logo gives us the flexibility to use a line logo or full colour.

I personally don't think it looks like the firefox logo, but even if people think it does, it would be more a case of "that looks similar to the firefox logo" rather than thinking it was the firefox logo.

Ixnyne

The otter idea was a creative direction, but seems a bit odd to me. I don't think it's obvious at first glance why an otter is used. Of the two otter designs on the page (125 and 124) I don't particularly like the outline version.

Stark

This design is nice, but it isn't what I had in mind with our logo. It's quite complex and quite neon looking.

TheLamer

In general I don't think our font or written text of linuxserver or linuxserver.io needs a bunch of work , we need a new logo that embodies what we generally do and a cute little otter with a couple personal containers on his belly says that to me.

Hackerman

I think the smartest move is to go with either pangeran or eduard. The EDGE 114 linux penguin is too common and vague. I don't think this as a logo would ever be easily identifiable as specific to LSIO. The LS (pangeran) logo is an easy grab at logo recognition with the brand.

Eduard is not as much, but I think is unique enough to be associated with a brand when standing on its own, just maybe not as quickly.

Aptalca

I think the good outweighs the bad, and once people get past the resemblance to firefox, it's really cool

Also, the line version doesn't much remind me of the firefox logo, so it could really be the colors on the other one that add to the resemblance

P a n g e r a n - LS Hexagon

The good

- Really nice punchy colours
- Works really well on both light and dark backgrounds
- Easy to associate it with us because it's the letters of our name
- It's simple and easy to remember
- It's clear what it represents at any size
- Will look good digitally printed
- Use of the letters L and S are blatantly obvious that the logo represents our group linuxserver.io
- I like the overall look of the combined LS into a well fit together shape (the hexagon)
- The color combinations (blue/teal/aqua with purple/pink) are a fresh coat of paint, and a fun combination
- It has our lettering in, at least.
- It's a smart use of space and forms a memorable shape.
- Might be an unpopular opinion, but I do like the blue / purple color combination here. I think the hexagon shape with the L and S is memorable and easily recognizable as 'our' brand if we chose this logo. It think it's worth considering that this logo can 'stand on its own' without having to be paired with the words LinuxServer.io or any other brand to relate it to us. It's a brand icon as much as it is a logo.

- Makes use of the LS
- Cool design, nice color contrast
- Professional Look
- Eye catching
- Easy to use for a brand due to the LS logo
- Would work well for merch.

The bad

- It's boring, it's just our initials in a hexagon
- The colours are too garish
- Be hard to screenprint
- The detached piece on the top of the S (that I think was supposed to represent an i somehow) looks silly and serves no real point
- The more rounded designs (less hexagon more circle) look silly (make me think of kirby shape)
- The sharper edged version #114 is a bit too sharp for my taste
- I'm not really digging the colour scheme.
- The shape itself isn't particularly interesting, even if identifiable.
- No real cleverness has been employed here.
- I don't like the orange variation at all. Maybe if it were paired with another color, but it doesn't maintain the separate 'L' and 'S' as well as the dual color version does.
- Kind of non-descript
- Possibly too simple?

Conclusions

Kode

This is my second favourite, I like the striking colours but worry they are the only thing carrying the design. That said even in black and white it would be easy to work out what the design was for. While the design wouldn't work for screenprinting we could just replace all the gradients for solid colours for screenprinting if we needed to (not sure how well that would work though).

Ixnyne

My favorite of all designs we have to pick from among all 3 designers is the hexagon. My favorite version of the hexagon is either #101 or #127. This design seems versatile enough for us to use anywhere we need it, it's recognizable and relatable to us and our group via the LS lettering. I think there is room for improvement with regards to selecting a shade of blue and a shade of purple. I do like the colors displayed but I think it might be fun to tweak the colors just a tad (a blue-er blue, and a deeper purple - not darker for either, but more vibrant and less teal/pink)

Stark

It's a generic icon but looks nice, and catches the eye. It ideally could have done with some more thought into how it relates to us.

Hackerman

I think the smartest move is to go with either pangeran or eduard. The EDGE 114 linux penguin is too common and vague. I don't think this as a logo would ever be easily identifiable as specific to LSIO. the LS (pangeran) logo is an easy grab at logo recognition with the brand.

Eduard is not as much, but I think is unique enough to be associated with a brand when standing on its own, just maybe not as quickly.

Aptalca

It's nice, but not amazing. Doesn't have a wow factor for me.

EDGE114 - Penguin

The good

- Simple and elegant design
- Works pretty well at small sizes
- Has a very clever hook of the L and S forming a penguin.
- It should be easy for people to associate with us
- Easy to both screenprint and digitally print
- The idea to creatively use the letters L and S to form a penguin was actually really fun.
- The letters and the penguin both imply linuxserver.io in some way without explanation
- Incredibly clever use of our lettering to form a penguin.
- Sharp and crisp lines with the gradient make it stand out for me.
- Who doesn't relate penguins to linux? It's cute, it's unique.
- Perfect representation of linux and linuxserver. We got the letters and the penguin, but not a rip off of Tux, the linux penguin
- Very creative and simple
- Fun design
- Different

The bad

- Doesn't look good on dark backgrounds

- Is a bit bland and boring, though the colour highlights add some interest, not sure if they are enough.
- Looks nothing like a penguin.
- The designs with the feet all look kind of hideous (because the feet are kind of hideous)
- The designs with the flat bottoms mostly look bad
- The designs with the rounded bottoms all look ridiculous without the feet
- The two tone color combinations seem to only work either on light or dark backgrounds, and never on both. The use of either white or black in the design itself generally makes it look better, but then limits background options.
- This is only a point against the ones using green. The green plus the shape made it look like an onion design, close to the Tor logo.
- It doesn't quite look right on darker backgrounds (but may be possible to alter colours to accommodate).
- It seems some of the colour combinations haven't really been thought out very well, so look a bit odd.
- Penguins are overdone with linux. I know it's the mascot, but everything related to linux seems to default to using the penguin. As much as I love it, it does not distinguish our brand from others. You can't put the penguin by itself without the name of us to know what brand that specific penguin belongs to.
- The colors on dark bg don't look great, but it's nothing we can't fix on our own after the fact
- Doesn't work great on dark background

Conclusions

Kode

I won't say this is the worst, because that's unfair, I'd be happy with any of the designs, this is just my 3rd favourite. The designer had 3 days to get it working on dark backgrounds and I was disappointed that he either couldn't or couldn't be bothered to try. While what he did looks poor on dark backgrounds, we could get round it by having it sit in a lighter circle or something on dark backgrounds.

While it doesn't look that much like a penguin, I think it's close enough that people would probably get it.

Ixnyne

Of all of the penguin designs I like the shape from #104 the most, but the colors would need to be different. I don't hate green, but the shade and the shape resembling an onion doesn't seem like a great idea. If we could find a color combination that somehow worked on both light and dark backgrounds I might be more partial to this design with the shape from #104

Stark

I really like this one. It's so simple and an incredibly smart use of our lettering to form something both identifiable and linked to what we do/are. It's a shame about the lack of lighter variants.

Hackerman

I would say no to EDGE114. I probably like pangeran and Eduard's designs equally, but would lean more toward eduard since it does showcase the concept of containers.

Aptalca

I think it's a perfect representation of who we are. It's very unique and creative.