

The Expression of Interest **ANNEX 2 : List of Current OSGeo sub-brands or online properties** has a list that is very long and not informative. This document revises that list grouping these into categories based on structure of our organization.

[OSGeo Branding](#)

[OSGeo Sub Brands](#)

[Distinct Brands](#)

For the purposes of this document we are using:

- **Logo** - Consisting of a mark and text, as used in a website header or printed handout.
- **Mark** - stand alone mark, used as an icon, twitter profile or desktop icon

## OSGeo Branding

**Key Test: Can you put “OSGeo” in front of the group name?**

Use of OSGeo sub brand template (logo, font, color, template) is required, it is how visitors can tell it is an official activity. Going to stick the words "OSGeo" in front of these so it is super clear the sub-brand template is used.

OSgeo Mark:



OSGeo Logo:



OSGeo Logo Template - subtitle used based on committee, note no distinct mark available



Committees: Use of OSGeo Template

- OSGeo Board
- [OSGeo Incubation](#)
- OSGeo [Board of Directors](#) (wiki)

- OSGeo [Code of Conduct Committee](#) (wiki)
- OSGeo [Conference Committee](#)
- OSGeo [Finance Committee](#) (wiki)
- OSGeo [Incubation Committee](#)
- OSGeo [Marketing Committee](#)
- OSGeo [Open GeoScience Committee](#) (wiki)
- OSGeo [Public Geospatial Data Committee](#)
- OSGeo [System Administration Committee \(SAC\)](#) (wiki)
- OSGeo [UN Committee](#) (wiki)

#### Website pages: Use of OSGeo Logo

- OSGeo Journal - <http://www.osgeo.org/journal>
  - No distinct branding, but it could be considered
  - Expect this should move to GeoForAll
- News
  - Foundation News - <http://www.osgeo.org/news>
  - Community News - <http://www.osgeo.org/aggregator>
- Partners
- Events
- Resource types - no need for separate logo
  - Educational Content - [http://www.osgeo.org/educational\\_content](http://www.osgeo.org/educational_content)
  - Case Studies - this is a resource content type
  - Gallery - this could be a resource content type
- Sol Katz Award
- Members/Users
- Service Providers

#### Websites: Use of OSGeo Template

- OSGeo Planet - <http://planet.osgeo.org/>
- OSGeo Store - <http://www.cafepress.com/osgeo>

#### OSGeo Technical properties: Use of unmodified OSGeo Logo, or OSGeo Template as appropriate

- OSGeo Git
- OSGeo Download Server
- OSGeo GitHub
- OSGeo svn
- OSGeo Trac
- OSGeo Wiki
- OSGeo Mail
- OSGeo IRC

#### Software Foundation Branding: Use of OSGeo template, used on project website to show participation in OSGeo

- [OSGeo Project](#)
- [OSGeo Community](#)

#### Sponsorship: use of OSGeo template, used on sponsor website to show support of OSGeo

- OSGeo Diamond Sponsor
- OSGeo Platinum Sponsor
- OSGeo Gold Sponsor
- OSGeo Silver Sponsor
- OSGeo Bronze Sponsor

# OSGeo Sub Brands

## Key Test: Are you using the OSGeo Mark?

These sub brands are welcome to use OSGeo template (mark, template, color, font) but continue to use the OSGeo mark.

We understand some brands, like "OSGeo:UK" will not work with the template, as they written all as one word, where others like "Cascadia OSGeo Chapter" may end up with "OSGeo Cascadia" when using the template.

Here is an example of a local chapter forming a sub brand (in each case preserving the mark and changing the text.)



By the same token many groups create a unique stand-alone mark for use on social media, while retaining the use of the OSGeo mark as a component in their logo.



Technical properties:

- OSGeo Live
  - See <http://live.osgeo.org>
  - See <https://twitter.com/osgeolive?lang=en>
  - Feedback: follow uk example on text
  - The approach of swapping out the center?
- OSGeo4W - <https://trac.osgeo.org/osgeo4w/>

Local Chapters: see website [list](#)

- [OSGeo:UK](#)

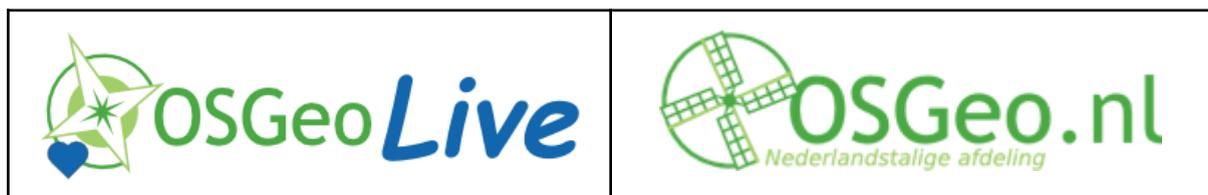
- Logo: See link above for updated logo use
    - use of ":" as a separator looks good, may not work with longer chapter names
  - Icon: See use on [twitter](#) showing the creation of an icon
    - The icon with "UK" superimposed overtop looks complicated
    - Not sure it would work for other chapters
- 
- Belgium OSGeo Chapter ([wiki](#))
  - British Columbia, Canada OSGeo Chapter ([wiki](#))
  - Cascadia OSGeo Chapter ([wiki](#))
  - California, USA OSGeo Chapter ([wiki](#))
  - China OSGeo Chapter ([wiki](#) and own site in Chinese)
  - Czech OSGeo Chapter ([wiki](#))
  - French language OSGeo Chapter ([wiki](#))
  - Finland OSGeo Chapter ([own site](#))
  - India OSGeo Chapter ([wiki](#) and own site)
  - Italian language OSGeo Chapter ([wiki](#))
  - Japan OSGeo Chapter - <http://www.osgeo.jp/> ([wiki](#) and own site in Japanese)
  - Korean Language OSGeo Chapter ([wiki](#) and own site in Korean)
  - New Mexico, USA OSGeo Chapter ([wiki](#))
  - Ottawa, Canada OSGeo Chapter ([wiki](#))
  - PDX-OSGeo Chapter ([wiki](#))
  - Poland OSGeo Chapter ([osgeo.org/pl](#))
  - Romanian OSGeo Chapter ([wiki](#))
  - Quebec OSGeo Chapter ([wiki](#))
  - Sénégal OSGeo Chapter ([wiki](#))
  - Spanish Language OSGeo Chapter ([subdomain](#))
  - Twin Cities, USA OSGeo Chapter ([wiki](#))
  - United Kingdom OSGeo Chapter ([osgeo.org/uk](#))
  - Vietnam OSGeo Chapter ([wiki](#))
  - Croatia? ([hr.osgeo.org](#))

## Distinct Brands

### Key Test: Are you using your own mark?

Many of our open source projects arrive at the foundation with their own branding, and we do not ask projects to give up branding when joining our foundation, only listing our logo on their website and promotional material.

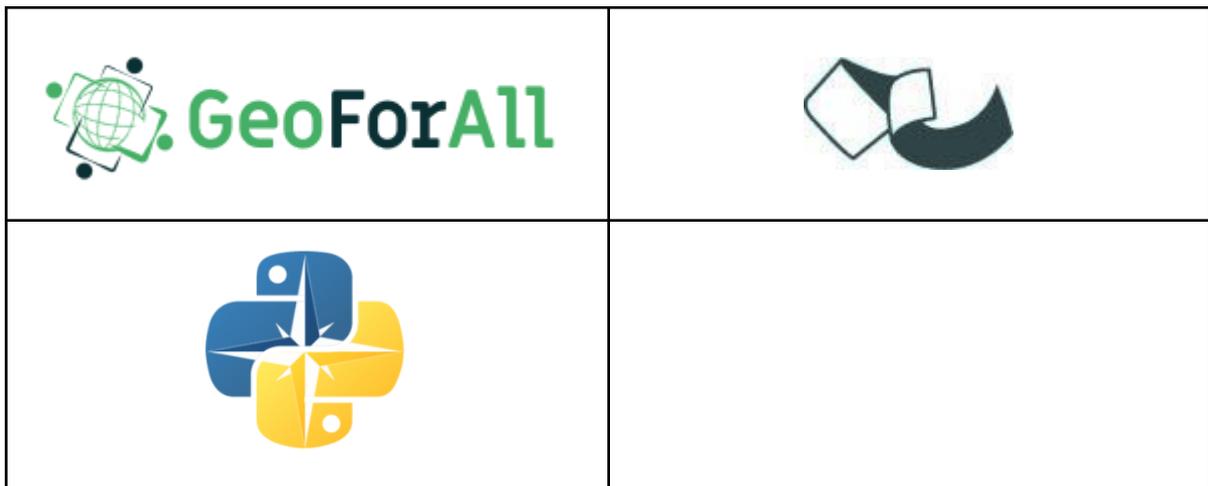
Here are examples initiatives (OSGeo Live) of local chapters (osgeo.nl) creating a unique mark while preserving use of color and fonts.



Examples of projects with distinct brands:



By the same token some of our partnership initiatives form their own brand in order to have a "neutral" relationship with partners and attract additional organizations. The FOSS4G conference format has its own unique brand.



We will also find some local chapters, like FOSSGIS e.V have their own distinct branding. It would be great if these could consider matching fonts and colors with our new look.



Events:

- FOSS4G - <http://foss4g.org>
  - Has a ribbon logo theme

#### Partnerships:

- GeoForAll - looks good adapting logo to new colors and fonts
  - Information sheet glitch: logo does not tie in with the compass shapes in the background.

#### Technical Properties:

- [GeoHealthCheck](#)
  - See [geohealthcheck.org](http://geohealthcheck.org)
  - See [demo.geohealthcheck.org](http://demo.geohealthcheck.org)
- [Geopython.github.io](#)
  - common branding for geospatial python projects

#### Local Chapters:

- FOSSGIS e.V.: German Language OSGeo Chapter (own site)
- Dutch Language OSGeo Chapter (own site) - [osgeo.nl](http://osgeo.nl)
- GFOSS.it: Italian Language OSGeo Chapter (own site) [www.gfoss.it](http://www.gfoss.it)

#### Projects:

- [GeoNode](#) (own site)
- [GRASS GIS](#) (subdomain)
- [gvSIG](#) (own site)
- [Marble](#) (own site)
- [QGIS](#) (own site)
- [FDO](#) (subdomain)
- [GDAL](#) (own site)
- [GEOS](#) (trac)
- [GeoTools](#) (own site)
- [OSSIM](#) (trac)
- [PostGIS](#) (own site)
- [GeoNetwork](#) (own site)
- [pycsw](#) (own site)
- [deegree](#) (own site)
- [geomajas](#) (own site)
- [GeoMOOSE](#) (own site)
- [GeoServer](#) (own site)
- [Mapbender](#) (own site)
- [MapFish](#) (own site)
- [MapGuide](#) (subdomain)
- [MapServer](#) (own site)
- [OpenLayers](#) (own site)
- [Geoinformatica](#) (wiki - may be dead)
- [GeoWebCache](#) (own site)
- [istSOS \\*](#) (own site)
- [MapProxy](#) (own site)
- [MetaCRS \\*](#) (subdomain)
- [Opticks \\*](#) (own site)
- [Orfeo ToolBox](#) (own site)
- [pgRouting](#) (own site)
- [Postal Address Geo-Coder](#) (own site)
- [PyWPS \\*](#) (own site)

- Team Engine (sourceforge)
- Virtual Terrain Project (own site)
- ZOO-Project \* (own site)