

www.osgeo.org



OSGeo Branding and Website Reboot

Jody Garnett (Boundless)

Welcome

Jody Garnett

Community Lead

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@jodygarnett



Boundless

A complete GIS platform for Desktop, Server, Mobile and cloud.

Powered by proven open source components, commercially supported to ensure quality and ease-of-use.



Open Source Projects

- GeoServer, GeoTools, uDig

Open Source Geospatial Foundation

- Board Member, Incubation Chair
- GeoTools Project Officer
- Marketing Committee (new recruit)

Eclipse Foundation

- Steering Committee
- Technology Project



The challenge

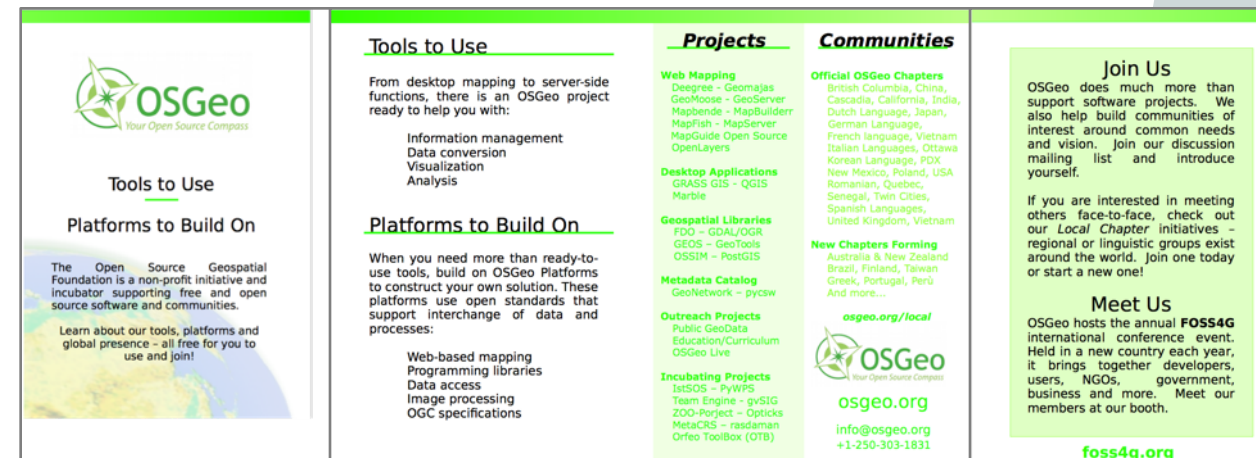


31 July 2017

Open Source Geospatial Foundation

This is not the first time!

- OSGeo graphics designer in 2009
 - New design and branding
 - New website design
- Mixed success
 - Branding updated, not website
- Volunteers needed
 - “user stories” collected in wiki
 - content (use cases) not available
 - wanted to update Drupal first



OSGeo 2016 Face to Face Meeting



31 July 2017

Open Source Geospatial Foundation

OSGeo 2016 Face to Face Meeting

- Agenda was to update OSGeo for the next ten years
 - New Mission
 - New Vision
 - New Goals
- The majority of the goals were hampered by the website
 - We are an outreach organization – website key tool



Key Volunteers

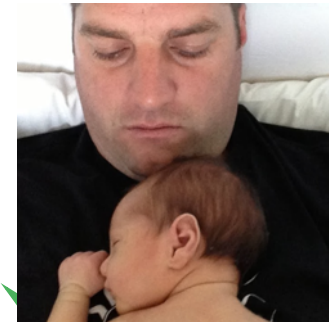
- **Marc Vloemans**

- volunteered to chair the marketing committee
- rebooted the marketing committee in 2016
- relentless communication / “customer” focus



- **Jeffrey Johnson**

- Supplied the experience in updating branding
- Provided “inspiration” that we CAN do this and SHOULD do it now



- **Jody Garnett**

- Wanted to execute on board 2016 goals, found website and marketing committees fallen into disuse



Why do this?

Empower everyone with open source geospatial



Empower everyone with Geospatial

External Relationships

- foster the use of open source geospatial software
- community building through agreements with like-minded organizations
- Be welcoming organization

Internal Relationships

- celebrate excellence, openness and service
- community building through local chapter engagements
- Be a inclusive organization



How can we do this?

OSGeo is a volunteer organization, how can we afford to redo the website and who has the time to volunteer?



Does OSGeo have any money?

- OSGeo has not been spending any money
 - Budgets are repeatedly set at 75,000 USD
 - Our volunteers only been spending a portion of this each year
- Events
 - FOSS4G is responsible for the vast majority of our finances
 - Smaller events, and even code sprints, often turn-a-profit
 - We have enough set aside to run 2-3 foss4g conferences
- Sponsorship program
 - Rebooted in 2015 by Jeff and Jody
(Primarily focused on recognizing the supporters we do have)



Can we spend money responsibly?

- Website has fallen into disrepair
 - First made in 2006
 - Rebranding was paid for in 2009
(but never used due to lack of volunteers)
- The system administration committee
 - Demonstrates that small contracts can work



How can we inspire volunteers

- OSGeo Board provide a mandate
 - Trusted the marketing committee to run this task
 - Supplied an initial budget marking this possible
- Marketing Committee
 - Took on this responsibility
 - Worked on fund raising to demonstrate commitment
- Jeffrey Johnson
 - Supplied the experience running an “Expression of Interest”
 - Brought in examples, wording and most importantly expectations on what we could expect for our money



Website/Branding Budget

OSGeo Budget

- 40K OSGeo Board
- 5k Marketing Committee

Sponsorship

- Key sponsors



- Sponsors / Supporters



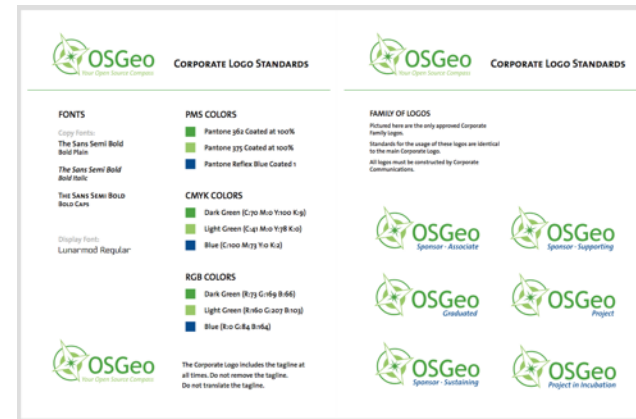
Expression of Interest

This is the key step where we scope out the project, figuring out what we want to buy, and then go shopping for a vendor who can help us



Branding and online style guide

- Vector material
 - svg, ink, eps
- 5 logo options
 - With feedback from OSGeo
- Online style guide
 - Design values
 - Graphics, usage policies
 - Logos
 - Sub-brand logo variations
 - Colors and fonts
 - Icons & Symbols



Online platform development

- Platform development
 - content management system
 - Responsive navigation
 - Responsive design
 - Cross browser compatibility
 - ...
- Not included
 - Hosting (OSGeo hosts)
 - Subscription services
 - Analytics / SEO
- Content Integration
 - Template creation
 - upload and integration
- Maintenance
 - Training of OSGeo volunteers
 - FOSS4G workshop
 - Post-deployment
 - Review & recommendations



Print Marketing Collateral Creation

- Letterhead
- Business Cards
- Multi Page Brochure Templates
- Flyer & card templates
- Booth Materials
 - Roll-up banners
 - Back panel posters
 - Table cloths
 - Buttons, magnets stickers
- Horizontal banners
- Outdoor signage
- T-shirt templates
- Social media assets
- One Page Info sheet templates
 - Projects
 - Foundation
 - Local Chapter
 - GeoForAll Lab
 - Event
 - Initiative



Selection Process

1. EOI short-listed a range of organizations
 - We invited four organizations to proceed to proposal
 - Proposal focused on schedule and financials
 2. Responses differed in cultural fit
 - impressed with organizations contributing to open source
 3. Responses differed in portfolio
 - one stood out for amazing graphical impact
-
- Responses differed in value and risk
 - Balance of realistic schedule and competitive pricing



Get Interactive

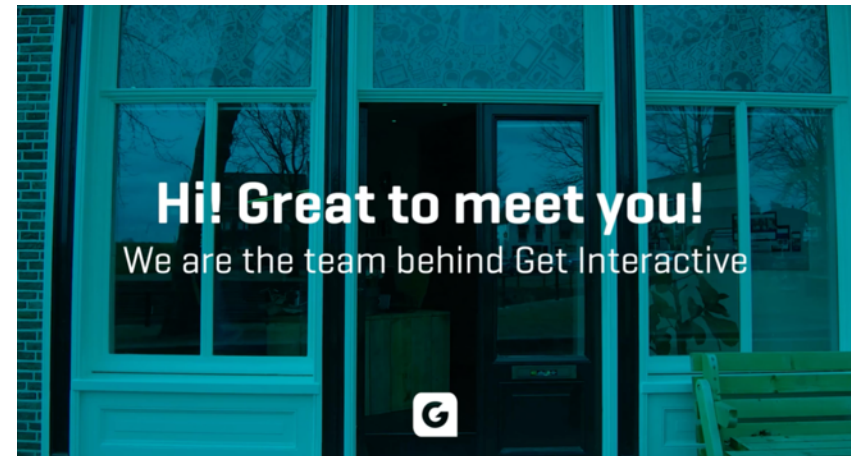
Selected Vendor

- Diverse portfolio
- Realistic schedule
- Leader in value
 - Amount of work scheduled / dollars spent



More information

- www.getinteractive.nl
- [short video](#)



Branding

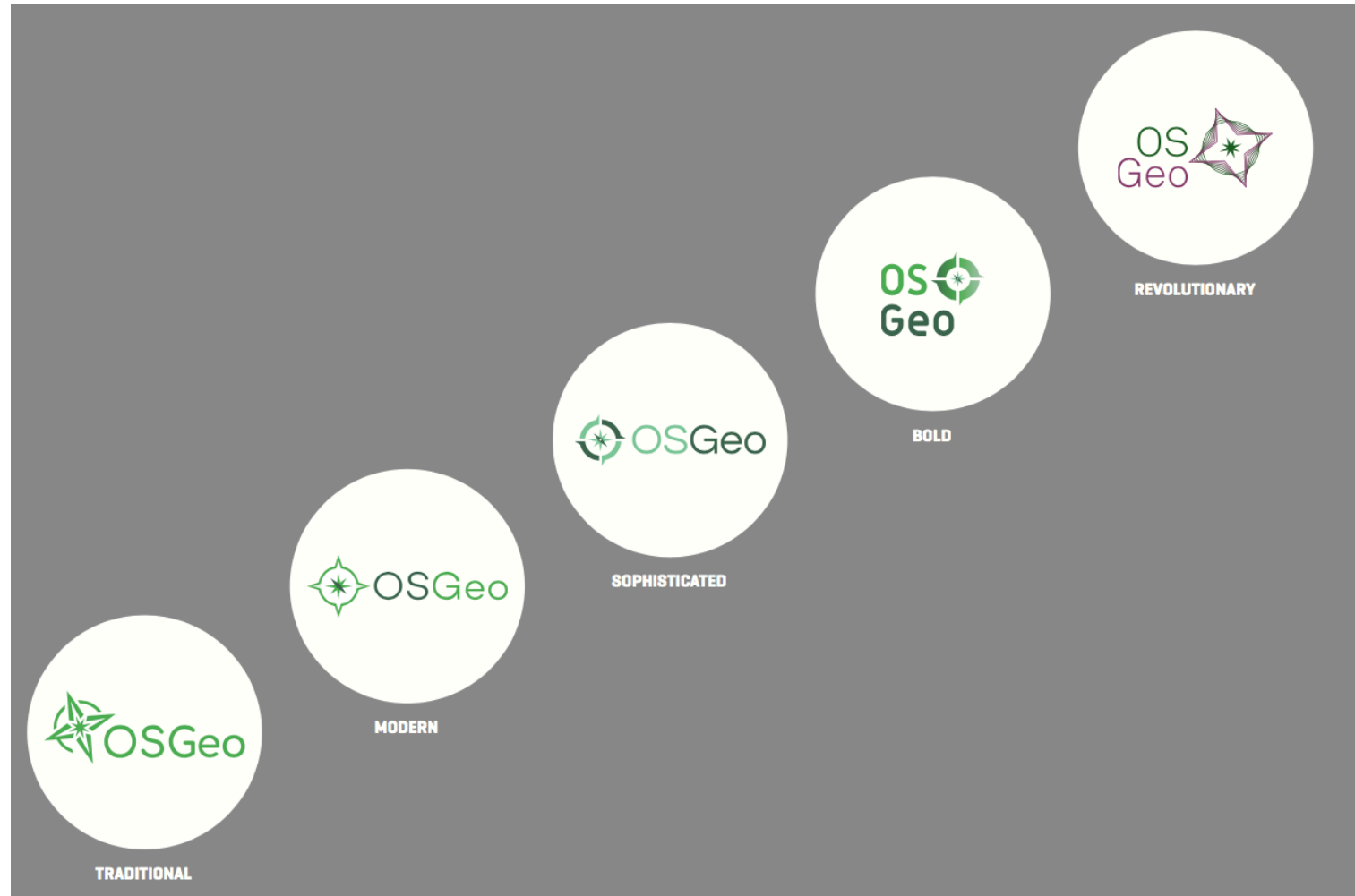
Component 1: Branding and Online Style Guide



Branding Process Logo Style

A range of logos ranging from a clean up of our existing logo, to an “accident with a Spirograph” ...

Everyone selected “sophisticated” as their preferred option.



Branding Process

Color and Font

A series of font, color and black and white choices followed.

The only decision that slowed us down was color.

A bit of help from twitter, and some encouragement from community leaders, kept us on course.

Font options



F1. Montserrat



F2. Miriam Libre



F3. Rubik

Colour options



C1. Current OSGeo green with secondary colour



C2. Refreshed current OSGeo green with secondary green



C3. Current OSGeo green with secondary colour



C4. More vibrant OSGeo green with secondary green



C5. First concept colours a little revised



C6. First concept colours

Black & White



BW1.



BW2.



BW3.



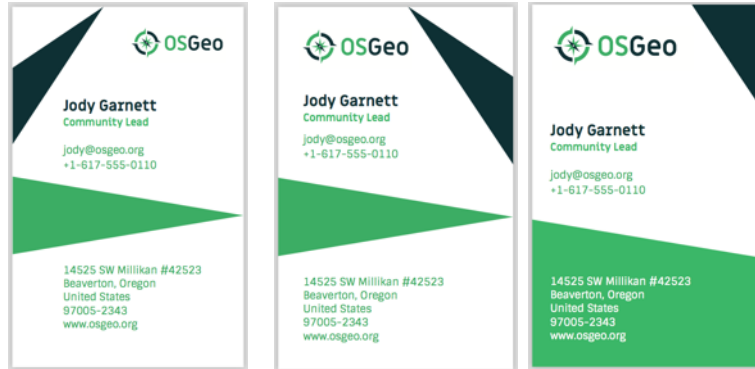
Branding Process

Backdrops considered:

- topographical lines
- elements of the logo
- vector map
- Vector map of your area



← Generation 1



← Generation 2



← Generation 3



Branding Result Logo and Colors



#4DB05B

#003A40



Fonts

Miriam Libre

Miriam Libre Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Sintony

Sintony Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0



Use of Photos

Waiting on style guide for details

- Drone photos
 - Infrastructure
 - Nature
- Provides
 - Human scale showing the world (you could imagine yourself there)
- Cartography
 - Palette provided by designer
 - Pending Jeff / Gretchen for styling



Use of Photos

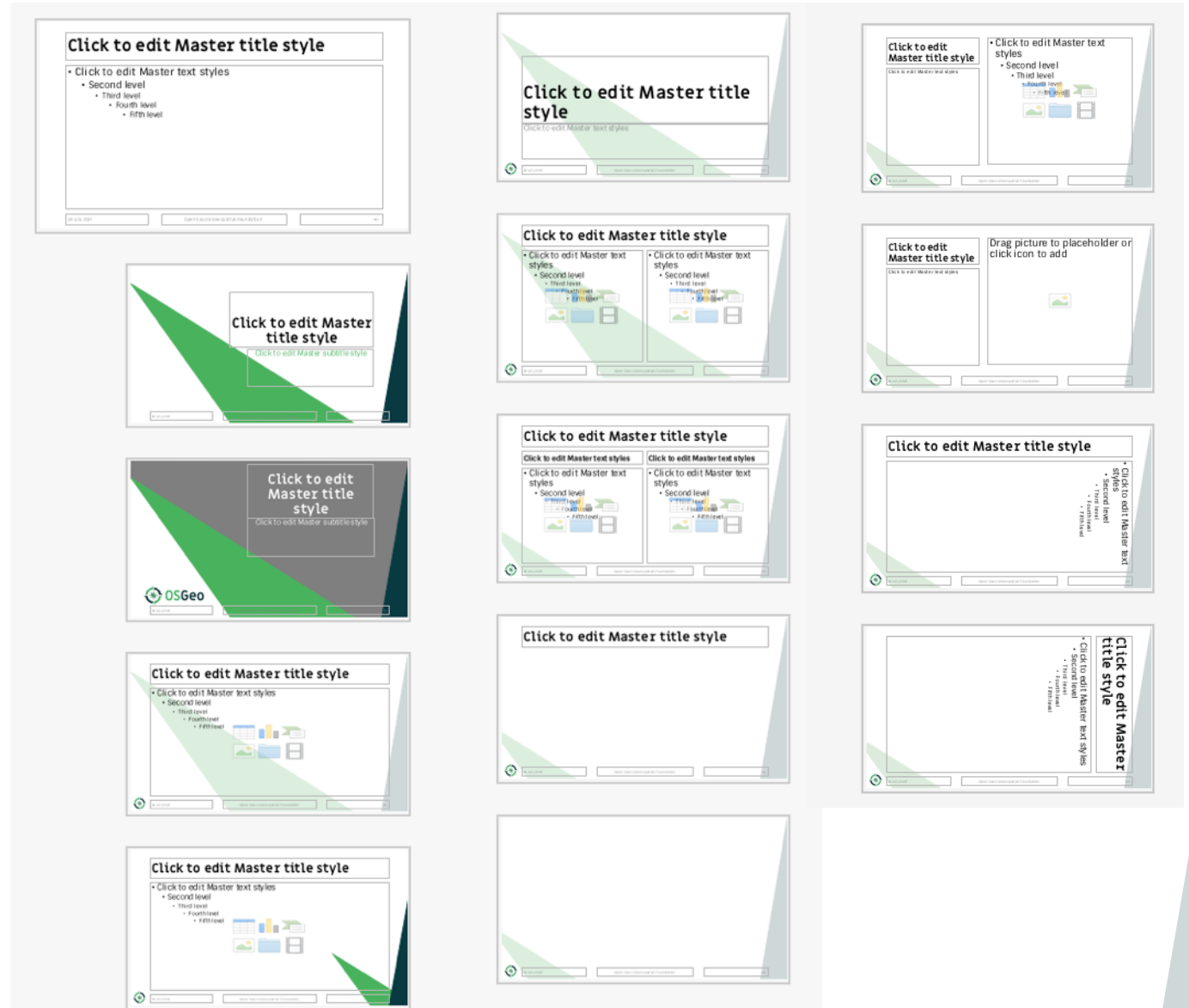
Use your own custom photos

- 55% Black to fade out artwork (can use for white text)
- Draw compass shapes
- Draw white shape (can use for black text)



Branding Applied Presentations

- Powerpoint
 - Workable, tested
 - Tricky to use custom artwork
- Keynote
 - Workable, tested
- Libre Office
 - Workable, untested



Branding Applied - OSGeo Live

- “sub-brand” of OSGeo with:
 - own unique identity
 - strongly tied to OSGeo look
 - first-contact open-source
- Constraints:
 - own unique identity
 - build off base OSGeo logo
 - size to match exactly (to avoid template rewrite)
- Initial draft provided
 - Both design and OSGeo live project say it needs work
 - Suggestions?



Website

Component 2: Online platform development

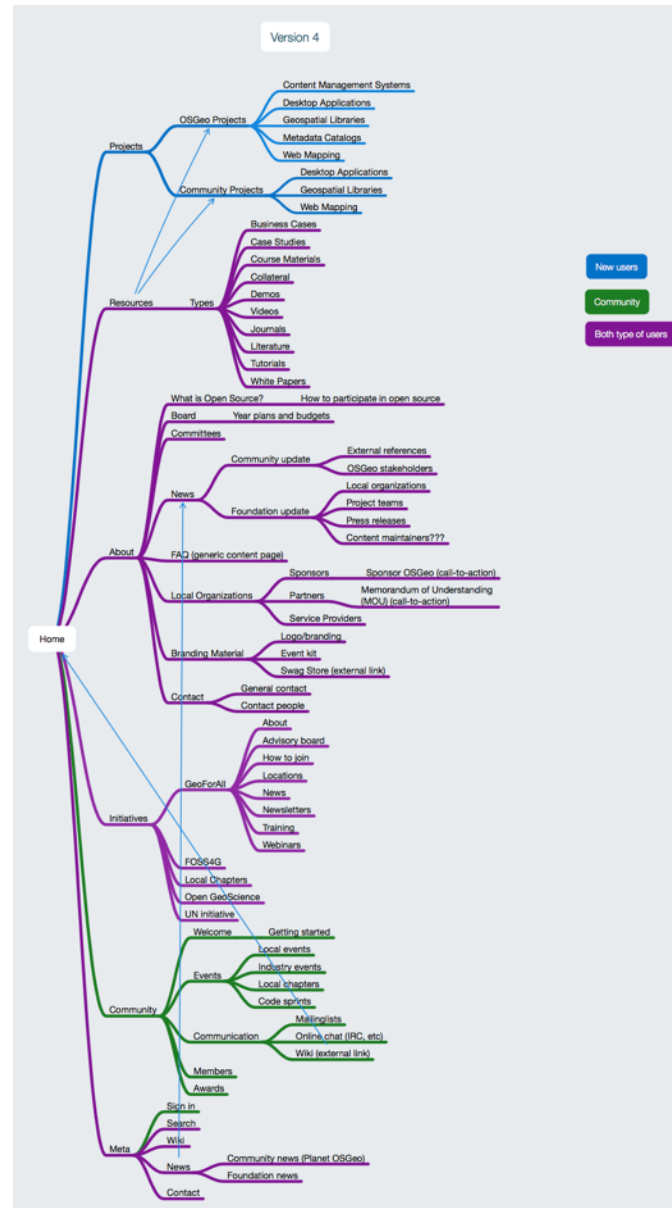


Step 2: Site Maps

Started with outlined in EO1

- Refined through experience
- UI Mockups
- Discussion of content needed for visitor journey
- GeoForAll was quite complicated

Exercise establish navigation menu



Step 3: Wireframes

Gather information into pages:

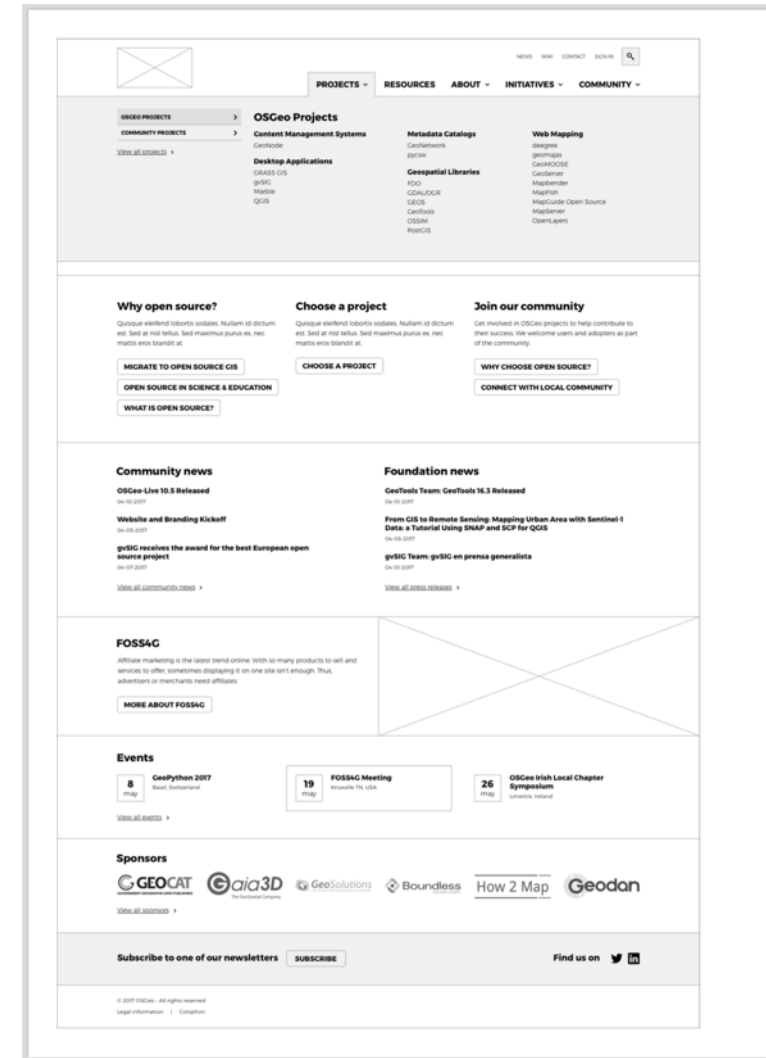
- Look at what is being said
- Organize into blocks
- target for graphic designer

Exercise to work on UX Design

- Focus on content communication (without distracted by visuals)

Home page:

- outreach, new to open source
- Lots of work on navigation



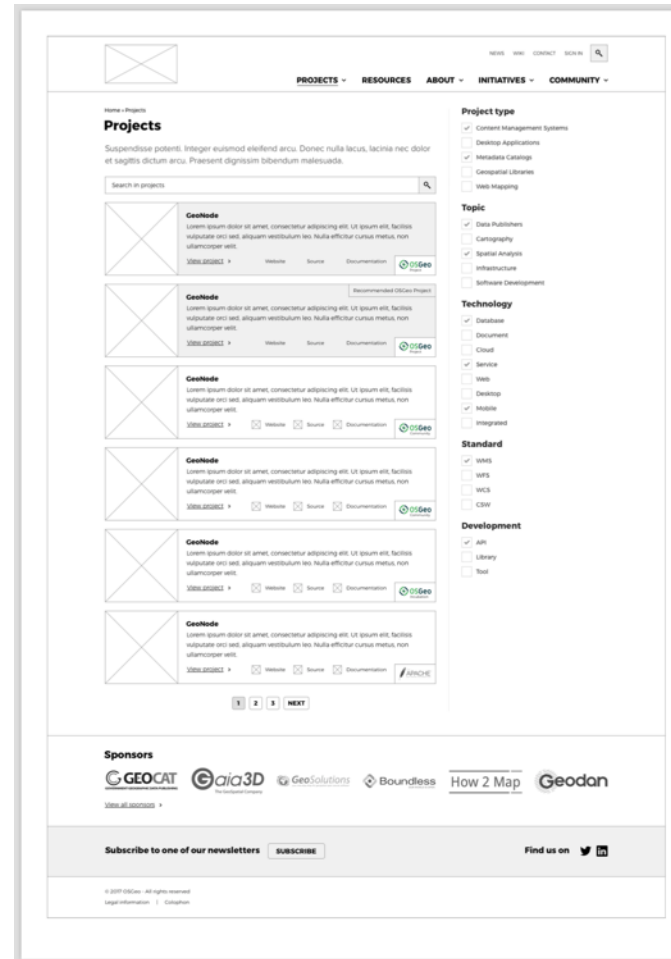
Wireframes Projects

Lots of work on

- Listing and filtering
- information useful for new visitors
 - So hard to focus on functionality (Rather than how to volunteer)

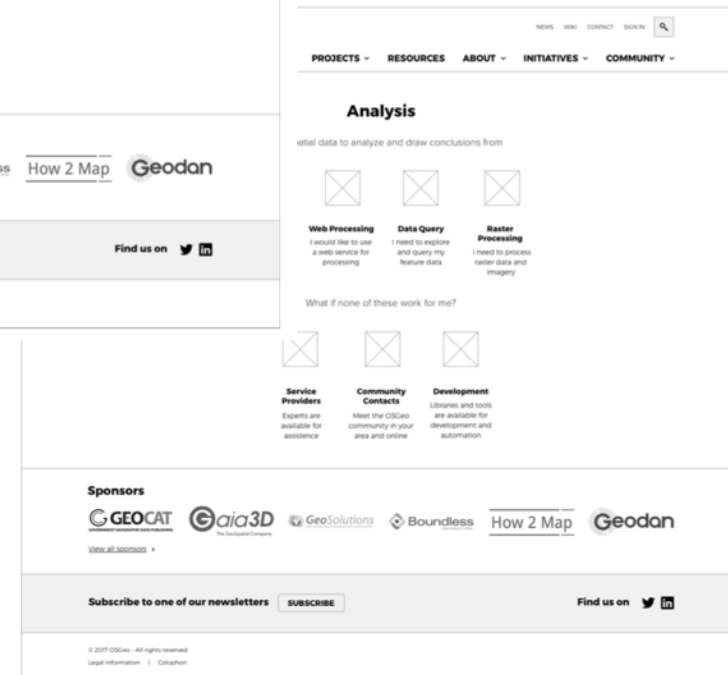
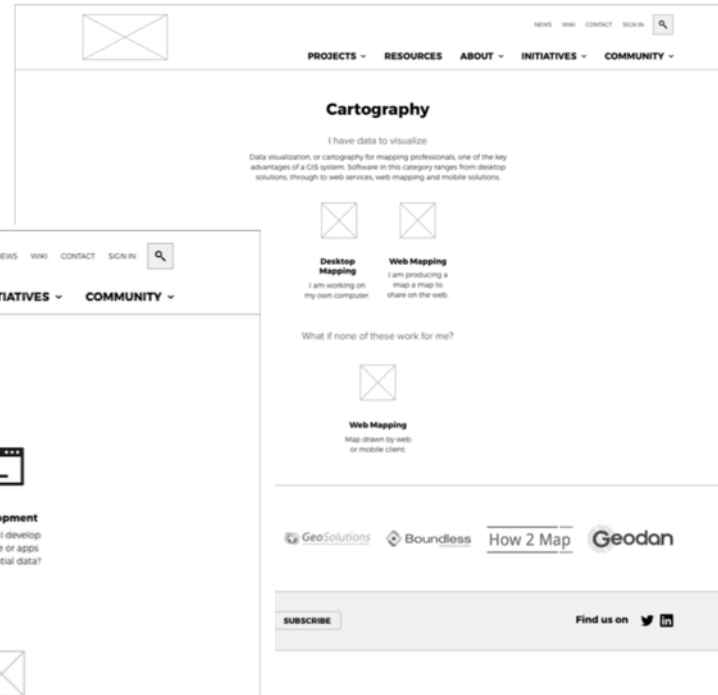
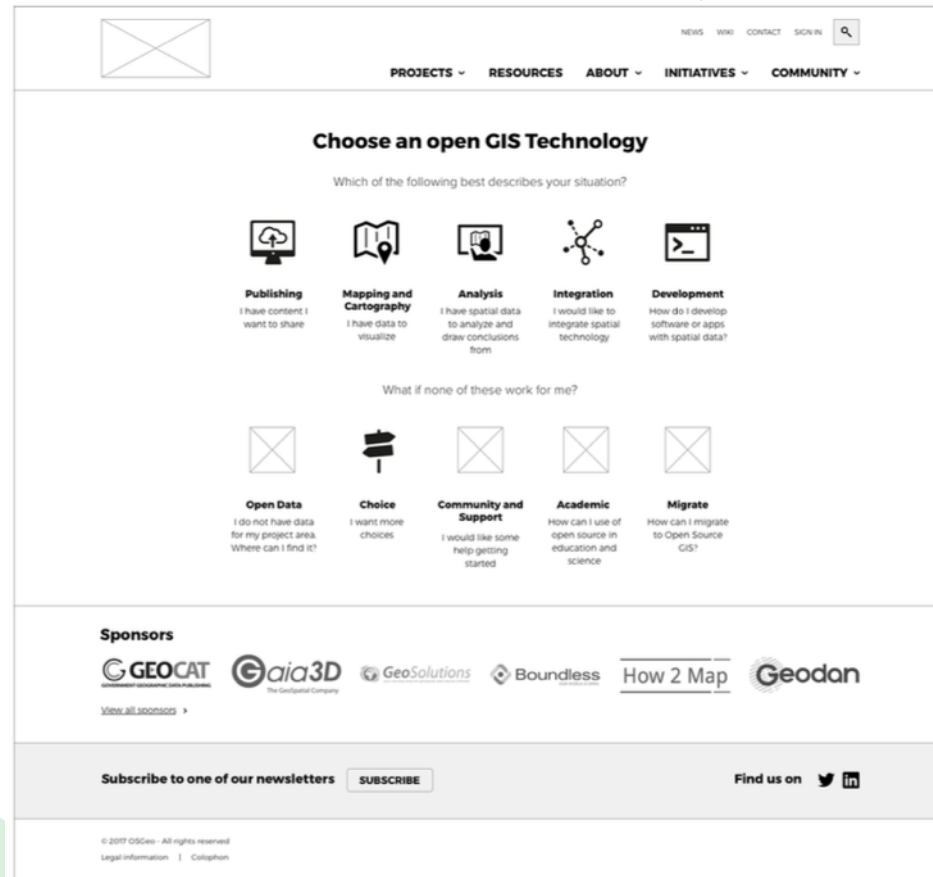
Notice

- Functionality, contact info
- project team (our volunteers are amazing)
- Core service providers listed



Wireframe Choose a Project

Q: “Where do I start?”



Wireframes

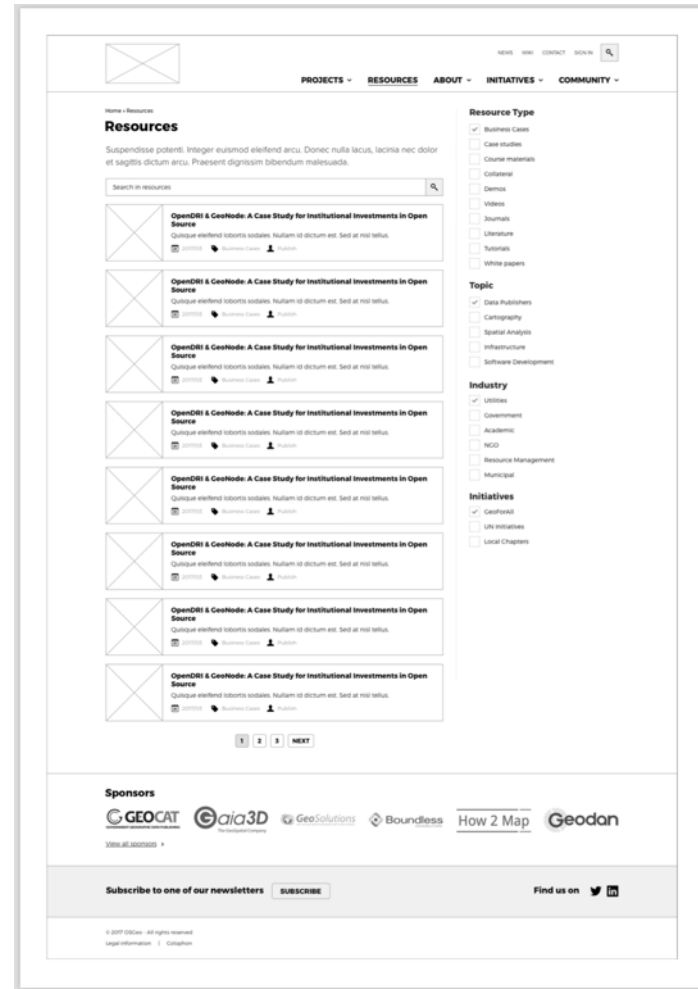
Resources

Visitor journeys show strong need:

- White papers, case studies
- (we have failed that way before)

Focus on what we do produce:

- Presentations
- Videos
- Tutorials
- Documentation
- Educational Materials



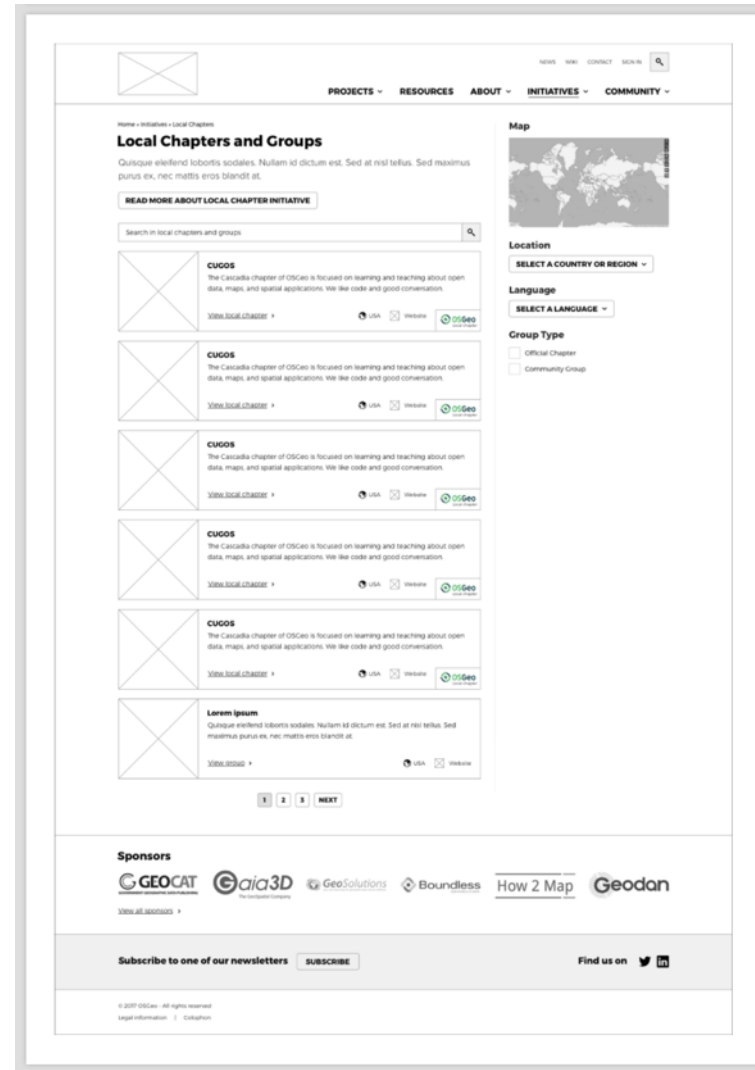
Wireframes Local Chapters

Local chapters are

- How we reach out to new people
- Provide key first-contact open source experience

Finding a local chapter

- regional or cross-regions
- Contact details
- Events, resources



Wire Frame Service Providers

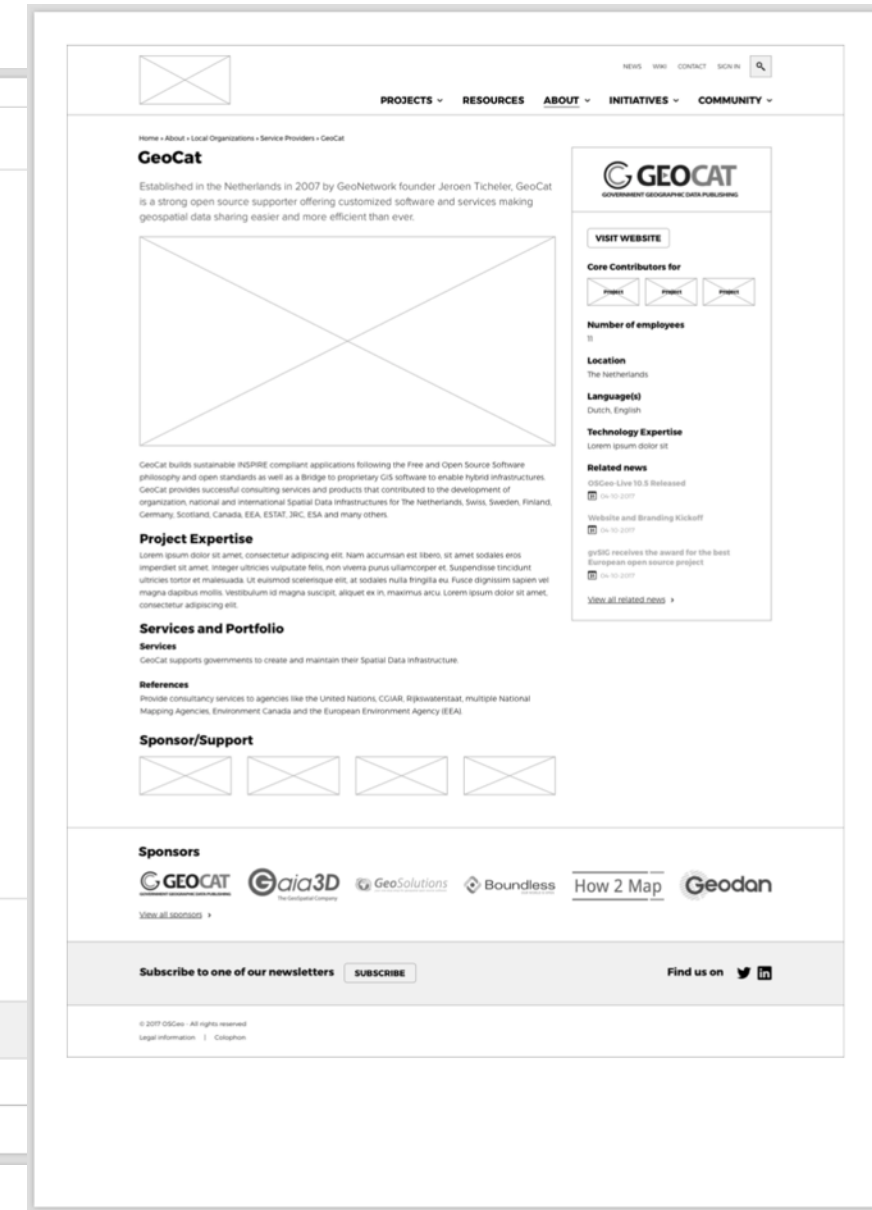
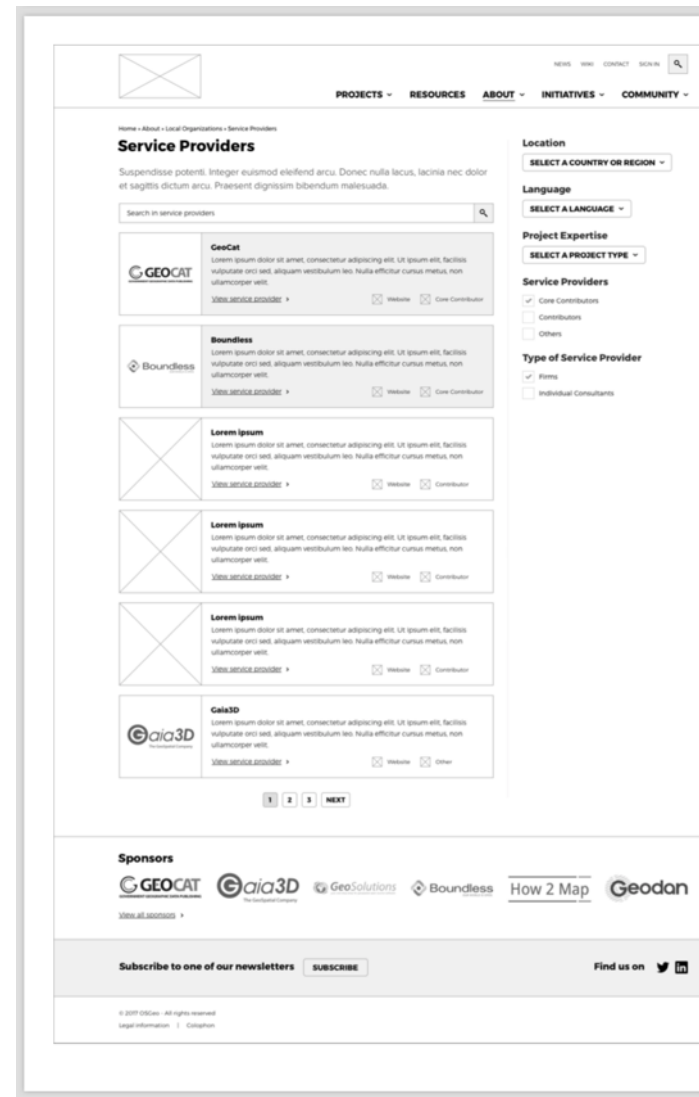
Key are of improvement.

Our service providers

- Employee our developers
- Many are “single person” shops
- More important than sponsors

Project teams can

- Highlight core contributors
- Contributors
- (anyone else is un marked)



Step 4: Visual Design

Brings together:

- branding, colors and fonts
- Wireframes

This is an exercise in graphics design

Notes:

- Evolution of branding

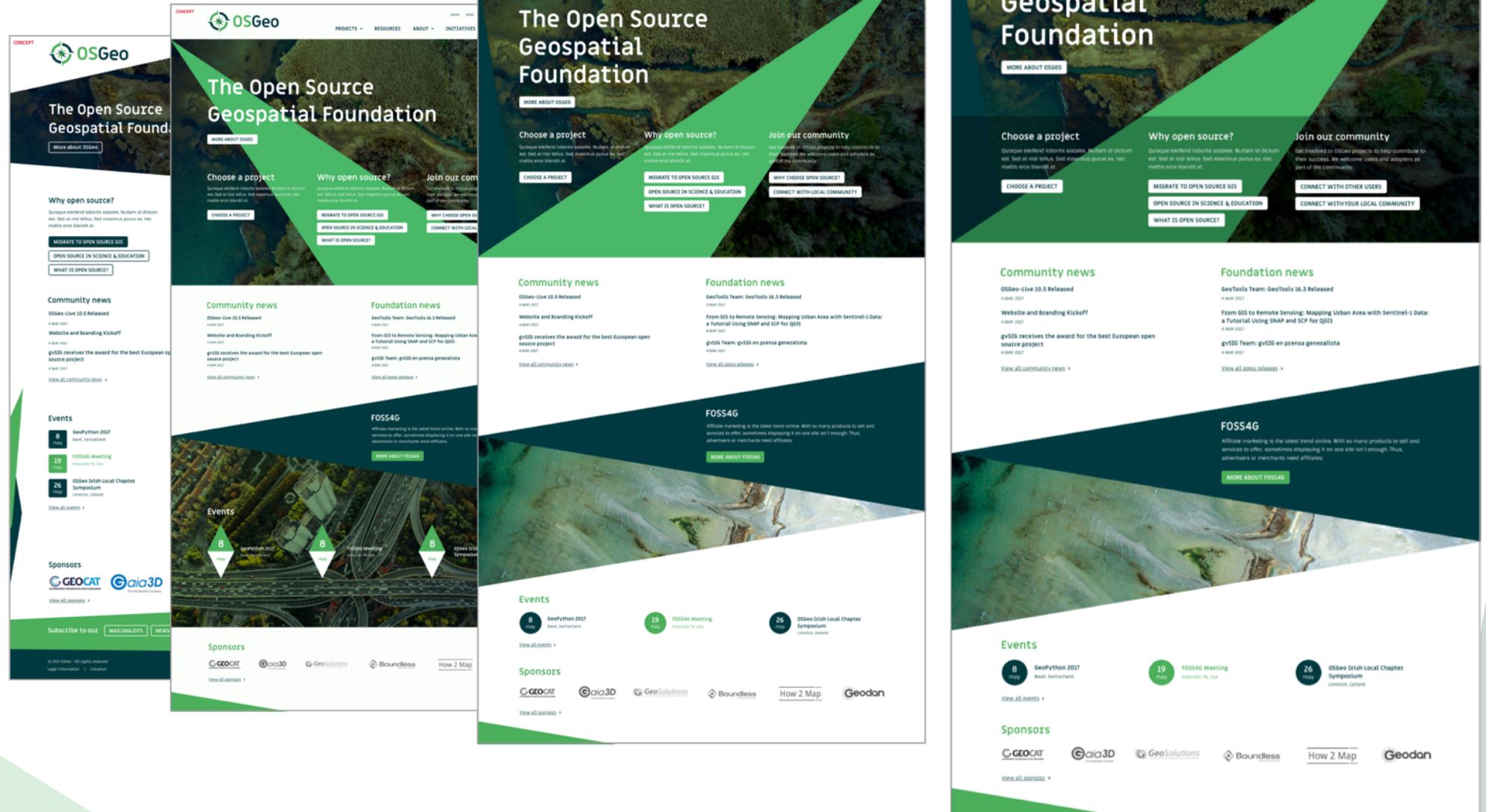
Wireframes



Branding



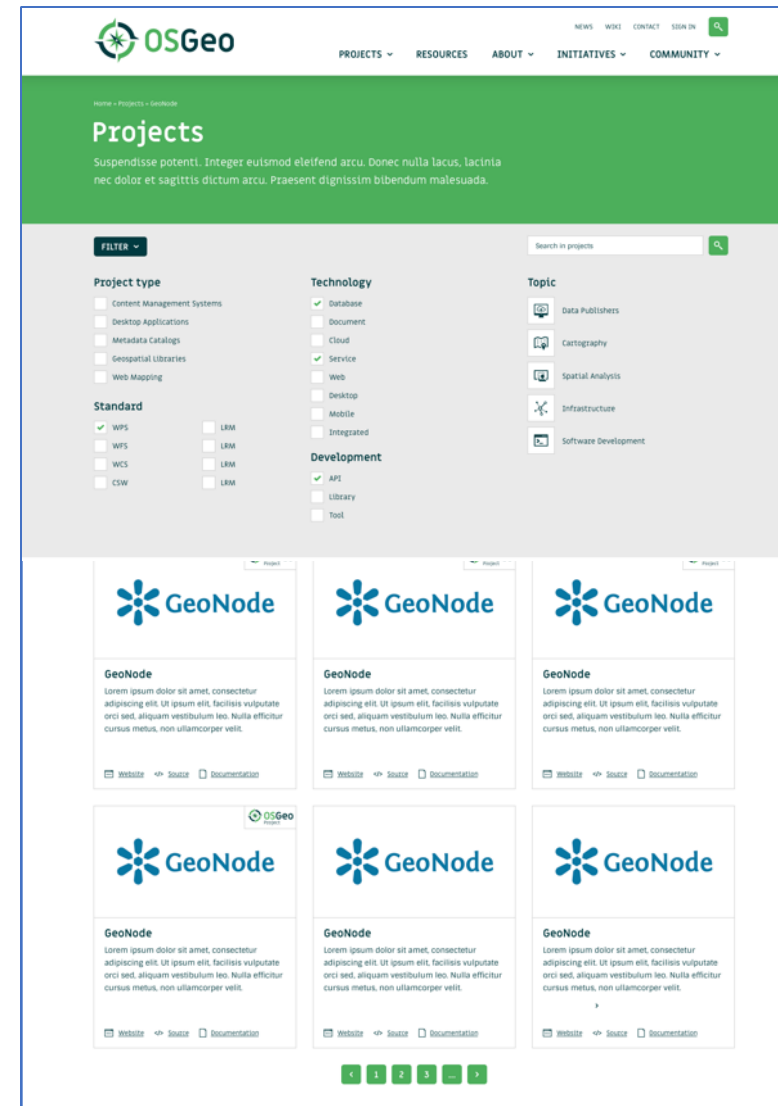
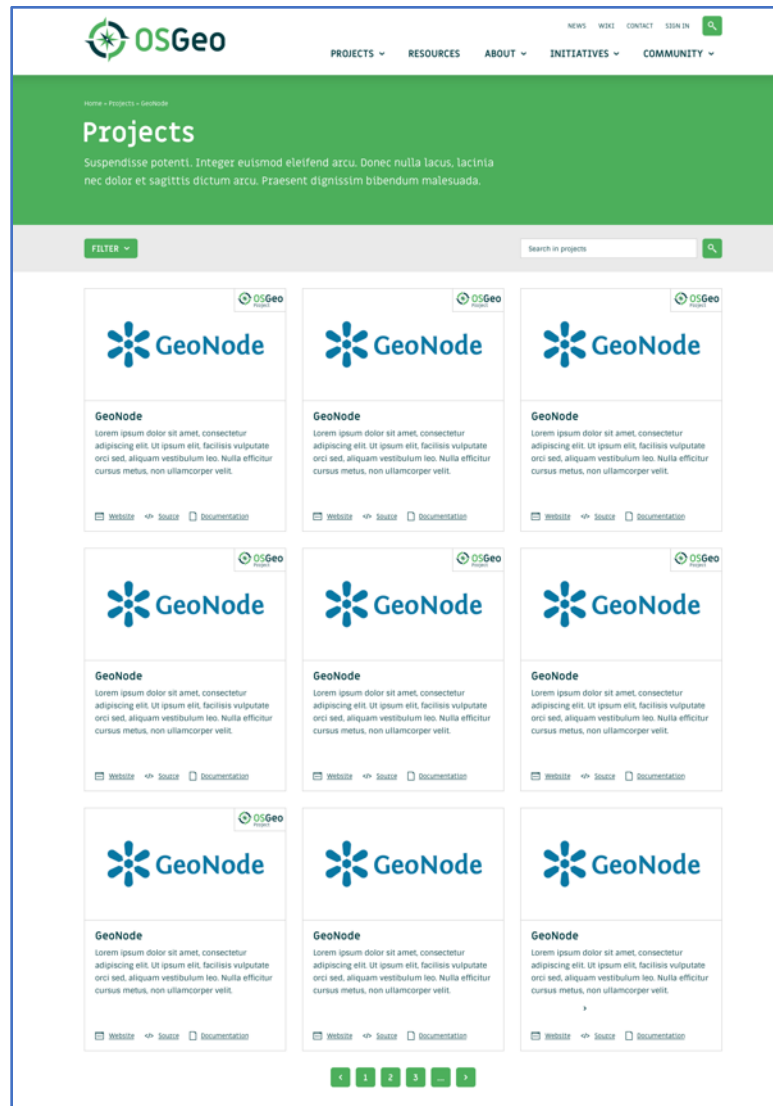
Visual Design



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Open Source Geospatial Foundation

Projects



Project

GeoNode

GeoNode is a Content Management System for geospatial data which provides creation, sharing, and collaborative use of geospatial data. Datasets can be uploaded in various formats, maps can be edited, styled and aggregated through browser based tools, maps and metadata can be published and searched, and reviews, ratings and comments can be captured from users.

Core Features

- Spatial Data Discovery**
 - Powerful spatial search engine
 - Integrated OGC services
 - Metadata catalogue
- Interactive Mapping**
 - Geoserver GIS client
 - Geographic style editor
 - Create multi-layer interactive maps
 - Share and embed maps in web pages
 - Print maps as PDF
- Import and Manage Geospatial Data**
 - Publish raster, vector, and tabular data
 - Manage metadata and associated documents
 - Security or publicly share data
 - Versioned geospatial data editor
- Import and Manage Geospatial Data**
 - Review, rate, and comment on data
 - Groups of users
 - Activity streams
 - Announcements and notifications

Implemented Standards

- Web Map Service (WMS)
- Catalogue Service for the Web (CSW)
- Web Feature Service (WFS)
- Web Coverage Service (WCS)
- Filter Encoding (FES)
- Style Layer Descriptor (SLD)
- Geography Markup Language (GML)

Sponsors

GEOCAT, Geo3D, GeoSolutions, Boundless, How 2 Map, Geodan

Let's connect

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About GeoNode

Project type
Content Management System

Who's Involved

Tools/libraries based on

Communication

Service Providers

Core Contributors

GEOCAT, GEOCAT, GEOCAT, GEOCAT, GEOCAT, GEOCAT

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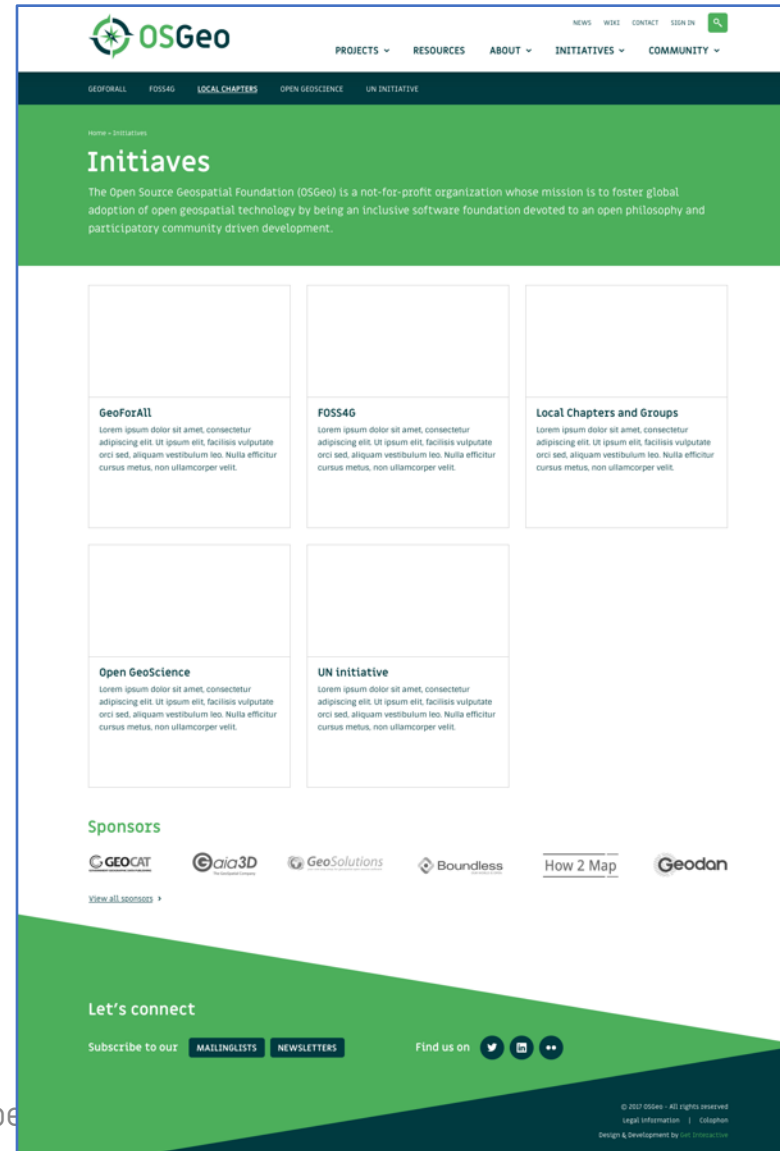


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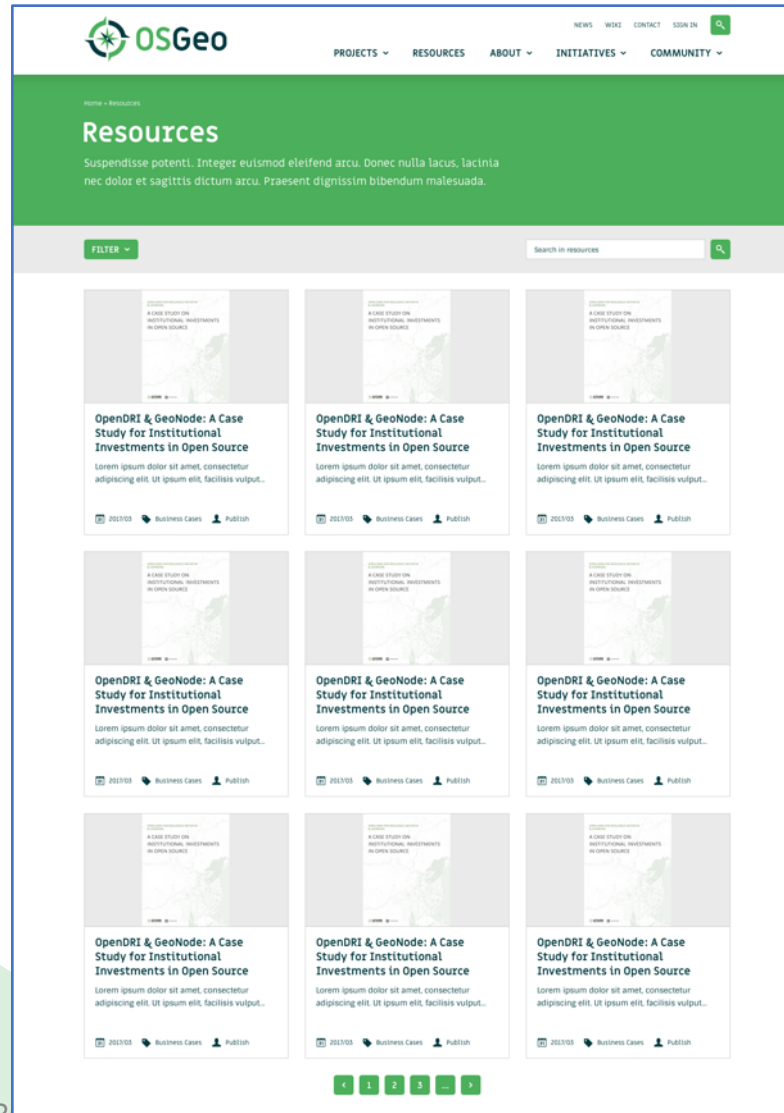
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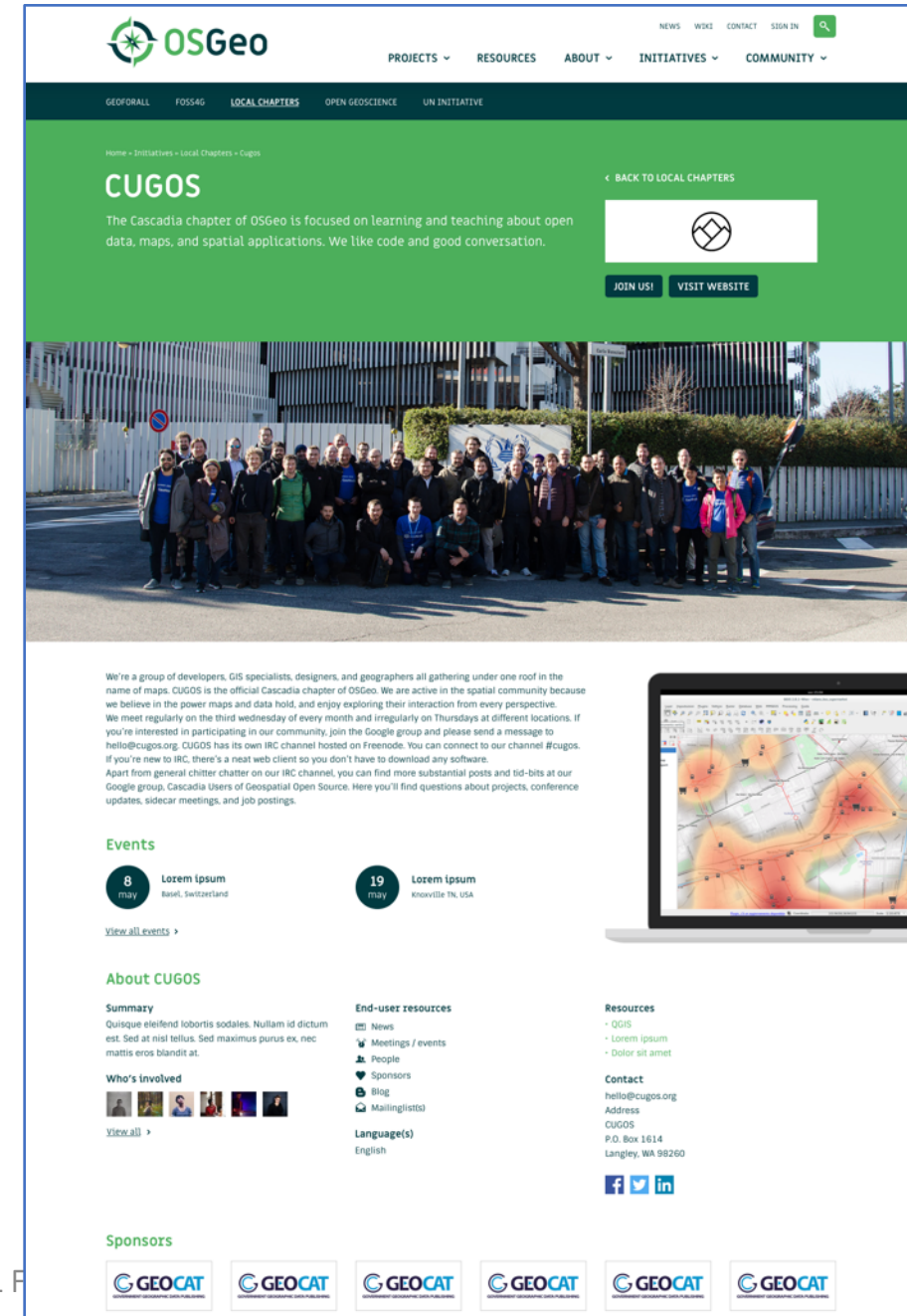
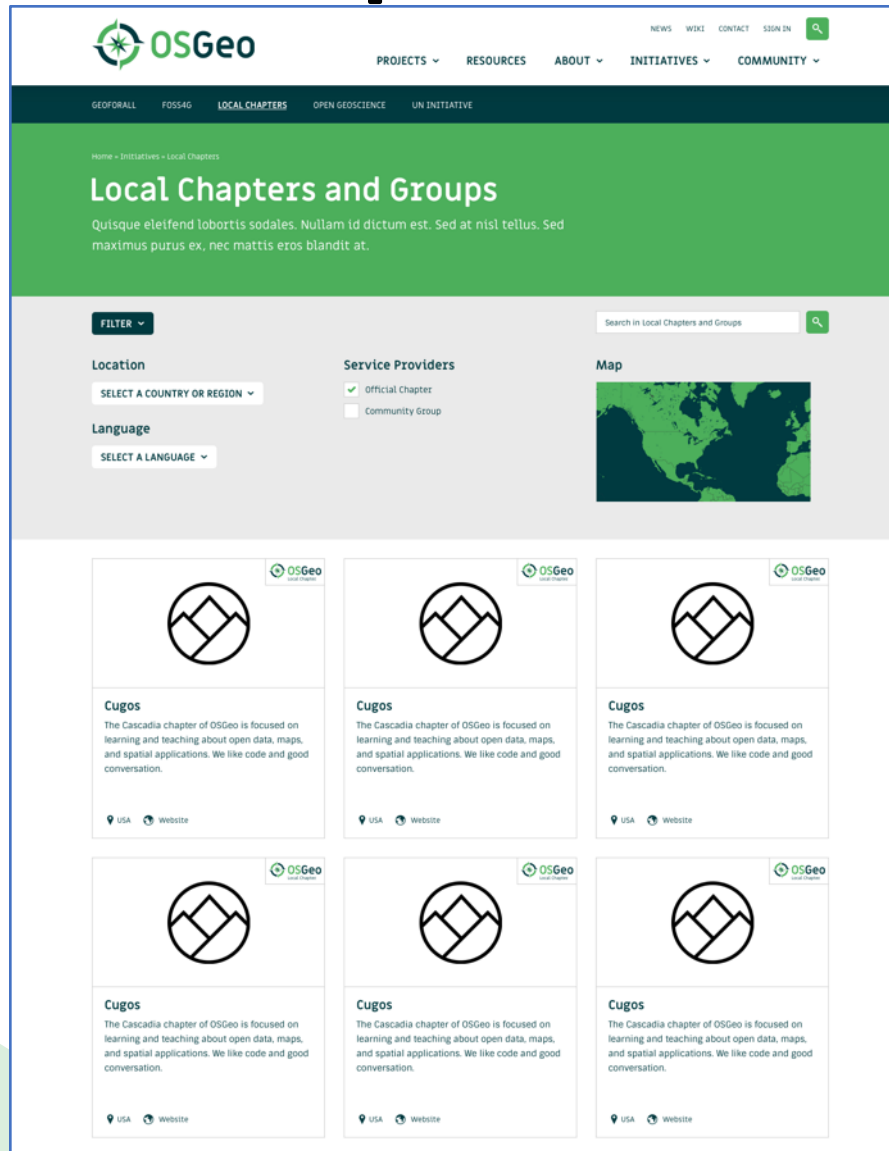
OSGeo Foundation



Resources



Local Chapters



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Open source Geospatial F

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GeoForAll

The screenshot shows the GeoForAll website homepage. At the top is the OSGeo logo and a navigation menu with links for PROJECTS, RESOURCES, ABOUT, INITIATIVES, and COMMUNITY. The main header features the text "GeoForAll" and the tagline "Making geospatial education and opportunities accessible to all". Below this are three columns of content: "Use Open Source GIS" with buttons for "IN YOUR CLASSROOM", "IN YOUR RESEARCH", and "FOR YOUR CLASS PROJECT"; "Drive your Research with Open Source GIS" with a "READ MORE" button; and "GeoForAll Labs" which displays a world map with numbered locations and a pop-up for the University of Nottingham.

This section shows the right-hand side and footer of the GeoForAll website. It includes sections for "Resources" (with links to thematic maps, gvSIG workshops, and GAWK/Octave), "Training" (with links to educational content, gvSIG Batovi, FOS4G Academy, and MapStory), and "Events" (listing the launch of the Open Litter Map). There are also "GeoForAllNews" (OSGeo-Live 10.5 Released, Website and Branding Kickoff), "Newsletters" (with a subscribe button), "About GeoForAll", "Our mission", "Advisory board", and "Partners" (featuring the GEOCAT logo). The footer contains "Let's connect" with links to mailing lists and newsletters, social media icons, and copyright information.



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GeoForAll Labs



NEWS WEBSITE CONTACT SIGN IN

PROJECTS RESOURCES ABOUT INITIATIVES COMMUNITY

GEOFORALL FOSS4G LOCAL CHAPTERS OPEN GEOSCIENCE UN INITIATIVE

Home » Initiatives » GeoForAll » GeoForAll Labs » Nottingham Geospatial Institute

Nottingham Geospatial Institute

NGI was formed in the summer of 2011 to combine the strengths of two world renowned research groups at the University of Nottingham - the Institute of Engineering Surveying and Space Geodesy (IESSG), and the Centre for Geospatial Science (CGS).

[BACK TO GEOFORALL LABS](#)



[VISIT WEBSITE](#)



The IESSG was launched in 1988, having been previously well-known as the Nottingham Surveying Group, and as such, has been active since the 1960s. Technological revolution has been key, with major advances in terrestrial opto-mechanical equipment, automated acquisition systems, and the development of satellite-based systems such as Transit, GPS and GLONASS, EGNOS and the European Galileo system.

The core of IESSG research activity traditionally focused on satellite navigation and positioning systems but this widened to include fields such as photogrammetry, remote sensing, sensor integration and geographical information systems. Institute research ranged from fundamental science to application software solutions, with an ever increasing diversity, from engineering surveying to unmanned aerial vehicles.

As a major multidisciplinary research centre, the Centre for Geospatial Science was set up in 2005. It conducted pioneering studies across areas related to geospatial science and technology. Through working closely with partners from across industry, academia, and various government departments, staff from the centre developed research strengths in geospatial science, including geoinformatics and data modelling, geospatial intelligence, interoperability and standards, location based services and semantics, reasoning and cognition.

Projects and Activities Overview

NGI is involved in a wide range of projects and activities many of which have a very strong open data, open source and open science theme.



Related news

OSGeo-Live 10.5 Released
4 MAY 2017

Website and Branding Kickoff
4 MAY 2017

gvSIG receives the award for the best European open source project
4 MAY 2017

[View all related news](#)

Resources

Create a thematic map in 60 minutes: Examples with QGIS
MAY 2017

gvSIG workshop for Local Government Technicians
MAY 2017

Observation processing using GAWK and Octave
MAY 2017

[View all GeoForAll resources](#)

About Nottingham Geospatial Institute

University of Nottingham
Nottingham Geospatial Institute

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Partners



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Printing

Component 3: Print Marketing Collateral Creation



Content, content, content...

- Most of the work focused on getting our story straight
- Focus on what visitors want to know
 - (not what we want to tell them)
- For use at booth
 - A3 about the foundation
 - overview of us, what we believe, what we have to offer
 - A4 information sheets about
 - grass project, qgis project, geoserver project, ...
 - local chapters
 - open data, open standards, ...
 - geoforall, open science, ...



A3 Brochure

OSGeo Projects

As a software foundation OSGeo hosts a range of projects for all your geospatial needs. Each project is available free of charge under an open source license. Our projects work where you work with cross platform support for Windows, macOS and Linux.

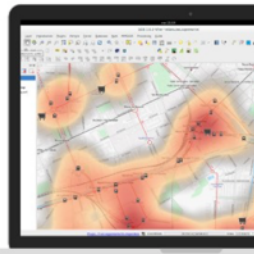
Cartography and Mapping

Our solutions draw on a history of a rich data format and integration support. They offer the perfect environment to integrate, share and communicate your story.

- The **gvSIG** project is backed by a passionate community providing a drop-in ready GIS environment focused on complex management and planning problems. Featuring wide format support, excellent discovery tools, creative control.
- The **QGIS** project offers one of the most vibrant and exciting cartographic environments available today. From the easy viewing of vector and raster data to the friendly graphic interface QGIS offers a competitive environment for your next mapping project.
- For those interested in 3D the **Marble** project provides experience for desktop and mobile exploration.

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Open source starts with great software

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Analysis and Processing

Processing and analysis is a centerpiece of the foundation starting with our roots in the GRASS GIS project:

- The original **GRASS GIS** project includes 400 built-in analysis, modeling and visualization modules built over 30 years of continuous development.
- The popular **QGIS** project provides a rich environment for processing with an enthusiastic community of python plugin developers, workflow editor, and more. QGIS integrates with GRASS, R, Orfeo Toolbox and provides accessible user interface for the rich processing libraries and format support developed at OSGeo.
- The **gvSIG** project also has you covered with a hundreds of analysis plugins available, rich CAD like editing.
- For something more specialized the **Opticks** project provides tools for remote sensing and imagery.

Information Technology

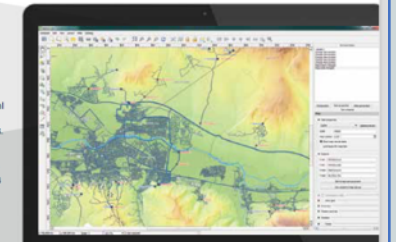
The OSGeo community is an enthusiastic supporter of open standards which enables your data and maps to be used in a wide range of web, desktop and mobile applications:

- When it is time to publishing online OSGeo has you covered with web services provided by MapServer, GeoServer, and more.
- Processing options extend well beyond the desktop with PostGIS database solutions and web processing provided by ZOO-Project and PyWPS solutions
- To search for spatial data we have the GeoNetwork and pycsw projects.
- For those interested in a turn-key solution deegree, geomajas, GeoMOOSE, Mapbender, MapGuide Open Source offer an integrated approach.
- Content management is available from GeoNode.

Software Development

Open Source remains an amazing environment for software development, all the functionality and power shown above is available to for your remixing pleasure:

- The C Tribe offers a great foundation for your development with geospatial provided by **GEOS** and **PROJ**, access to hundreds of data formats and processing with **OGR** and **GDAL**.
- Java developers are supported by the **GeoTools** library.
- High level processing builds on this base with the **OSSIM** and **Orfeo ToolBox** projects.
- Web developers are taken care of with the **OpenLayers** library providing standards based access to everything you can publish.



OSGEO LIVE
Are you looking for a quick, practical, hands on understanding of the full breadth of open source geospatial? Our OSGeo-Live project provides a bootable USB stick (or virtual machine) offering pre-installed geospatial open source software, sample data, overviews and quickstarts. It is used in workshops and tutorials, and you can check the step-by-step quickstarts to get a feeling for what a projects offers.
To learn more, visit live.osgeo.org.



A4 Information Sheets



GeoForAll

Making geospatial education and opportunities accessible to all

GeoForAll is an educational outreach initiative. GeoForAll and their partners are responsible for growing the next generation of open source cartographic talent! Following the tenets of open education we provide academic institutions with the support needed to integrate open source in the classroom. GeoForAll provides training material and organizes webinars.

GeoForAll Network

GeoForAll is a growing international network of over a hundred OSGeo Labs around the world. Learn how your institution can join at <http://geoforall.org>.

GeoForAll is a grassroots network of participating labs, research groups, research institutes and universities that use and develop open source software, open data or open science and open education principles in their teaching and research. The network is driven by its membership.

Open Education

GeoForAll is a very rich resource of open materials which can be reused and extended for any usage. These resources include:

- Free webinars on how to use and how to teach free spatial software
- Free courses in various languages around the world.
- Free monthly newsletters carrying all of the latest news from the GeoForAll community
- Free educational and teaching content material

GeoForAll enhances research and teaching in geospatial science and technology. Being part of the GeoForAll network provides the opportunity to continue to build teaching and research infrastructure worldwide as it provides worldwide learning and training opportunities and platforms for educational and capacity development and access to quality education opportunities for all forever.

Open Science

GeoForAll contributes to building up Open Knowledge for the benefit of the whole society and for our future generations. Students and learners involved develop creative and open minds in students which is critical for building open innovation

Open Source

GeoForAll provides its members with the ability to network and collaborate with people all around the world that share common interests and work together on innovative projects.

OSGeo

www.osgeo.org

GeoForAll

Making geospatial education and opportunities accessible to all

GeoForAll Network

GeoForAll is a research and educational outreach initiative. It is a grassroots network of over a hundred participating labs, research groups, research institutes and universities.

Participants are committed to the use and development of free and open source software; the use of free and open data; the principles of open science in research; and the use of open education in teaching.

lab's age, (years)
2
4
6

Map by Daria Svidzinska, tiles by CARTO ICC BY 3.0, data by OpenStreetMap (ODBL)

Open for All

GeoForAll provides participants the opportunity to join in the creation of a worldwide teaching and research infrastructure. It provides global learning and training opportunities, platforms for capacity development and access to quality education opportunities for all.

GeoForAll and their partners are responsible for growing the next generation of open source geospatial talent! Learn how your institution can participate at geoforall.org.

Open Education

GeoForAll offers a rich resource of open materials which can be reused and extended. Freely available resources include: webinars, multilingual courses, newsletters, educational and teaching content material.

Open Collaboration

GeoForAll provides its members with the ability to network and collaborate with people all around the world that share common interests and work together in projects and new ideas.

Open Science

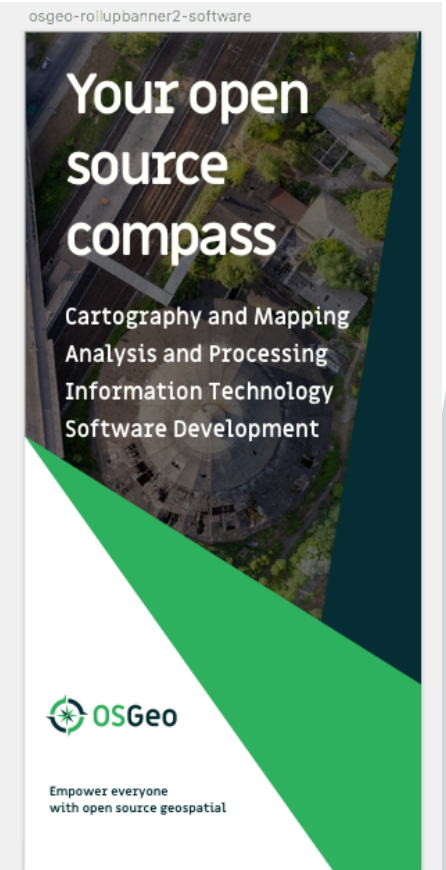
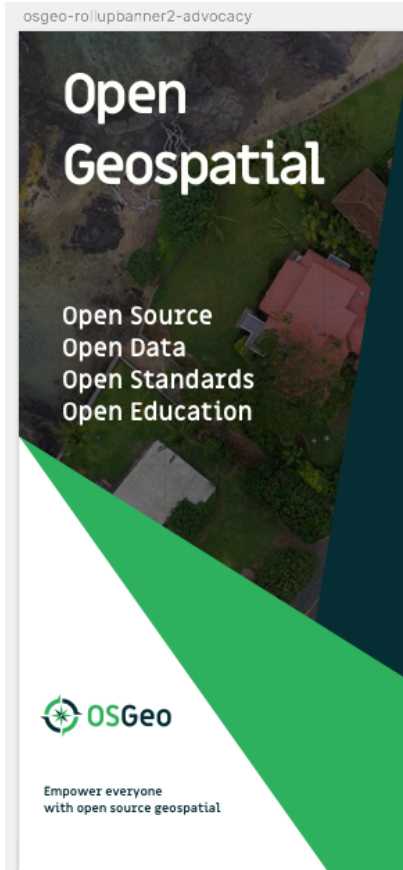
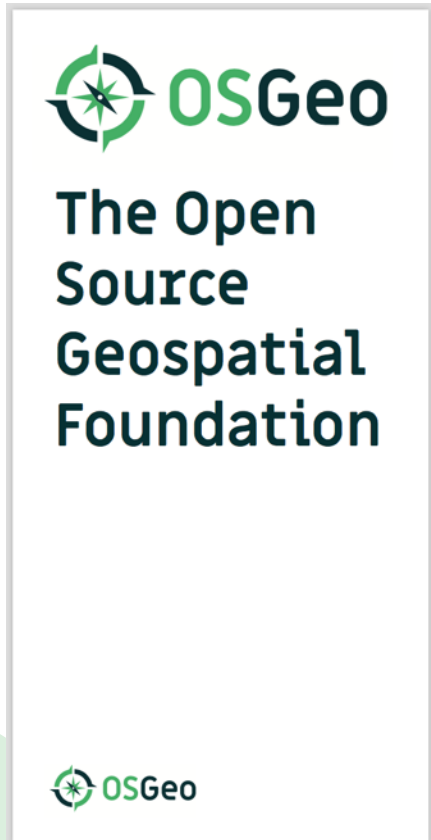
GeoForAll contributes to science in general for the benefit of the whole society and for our future generations. Participating students and learners develop creative and open minds which is critical for building open innovation.

GeoForAll

www.geoforall.org



Roll-up Banners



Stickers and Badges

- Join us at the code sprint if you want a badge





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Open Source Geospatial Foundation

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What is Next



31 July 2017

Open Source Geospatial Foundation

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Content Migration

- Get Interactive
 - Drupal → Wordpress
- OSGeo Community
 - Drupal → Wiki (for anything off topic)



Content Creation

- We have a good start
- Outreach “what is open source” materials
 - print materials provide a running start
- OSGeo Leadership
 - Board – has been working on partners and friends
 - Committee chairs will need to review committee description
- OSGeo live
 - provides raw descriptions of projects
 - great feature lists
 - Knowledge of what projects are functioning
- Idea
 - considering structured “about.yaml” for projects



Content Creation

- Service Providers
 - Will depend on PSC to identify core contributors and contributors
 - Q: Can we migrate existing database?
- Sponsors
 - we have most of these details
- GeoForAll
 - A large number of labs need to be contacted
 - GeoForAll has a large number of resources
- Resources
 - Consider linking to event presentations and videos



Content Creation

- Training is available at foss4g boston codesprint
- Local Chapters
 - Information sheet and website page
 - Opportunity to list events, resources and thanks sponsors
- Projects
 - We can get a running start from GeoForAll description
 - Need a team photo, and good screen snaps
 - Information sheet and website page
(considering generating from about.yaml in repo)



Get Interactive What is Next

July 2017

Day	Activity
5	Final visual design (website mockup)
12	Clickable prototype based on wireframes (visual design not yet included)
19	Website to acceptance environment (LDAP required so this is blocked)
26	Delivery theme templates

August 2017


Day	Activity
2	Initial migration of platform content (drupal db and dirs required so blocked)
9	Knowledge transfer, training volunteers
19	Foss4g boston training at code sprint
30	Site launch (website to production env)



OSGeo What is Next

Day	Activity
June 14 (done)	Confirm date website training at FOSS4G by Guido
June 28	Acceptance/test LDAP server
June 28	Acceptance WordPress webserver
July 26	Production WordPress webserver
August 2	Feedback from initial users
August 9	Knowledge transfer/training for OSGeo stakeholders





Thank you!

Welcome to open geospatial

