

## Welcome

#### **Jody Garnett**

Community Lead jgarnett@boundlessgeo.com @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



# 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











#### Tools to Use

From desktop mapping to server-side functions, there is an OSGeo project ready to help you with:

Information management Data conversion Visualization Analysis

#### Platforms to Build On

When you need more than ready-touse tools, build on OSGeo Platforms to construct your own solution. These platforms use open standards that support interchange of data and processes:

> Web-based mapping Programming libraries Data access Image processing OGC specifications

#### Projects

Web Mapping
Deegree - Geomaji
GeoMoose - GeoSe
Mapbende - MapBu
MapFish - MapSen

Desktop Applicat GRASS GIS - QG Marble

FDO - GDAL/OGR GEOS - GeoTools OSSIM - PostGIS

Metadata Catalog GeoNetwork - pycs

utreach Projects
Public GeoData
Education/Curriculun
OSGeo Live

subating Projects
stSOS - PyWPS
ream Engine - gvSIG
ZOO-Porject - Opticks
MetaCRS - rasdaman
Orfeo ToolBox (OTB)

#### **Communities**

Cascadia, California, India, Dutch Language, Japan, German Language, French language, Vietnam Italian Languages, Ottawa Korean Language, PDX New Mexico, Poland, USA Romanian, Quebec,

S
al Libraries U
GDAL/OGR
- GeoTools New

Brazil, F Catalog Greek, I ork – pycsw And mo

s osgeo.or

Projects
WPS
e - gwSiG
t - Onticks
OSGeo.org

#### ora

info@osgeo.org +1-250-303-1831

#### Join Us

OSGeo does much more than support software projects. We also help build communities of interest around common needs and vision. Join our discussion mailing list and introduce yourself.

If you are interested in meeting others face-to-face, check out our Local Chapter initiatives regional or linguistic groups exist around the world. Join one today or start a new one!

#### Meet Us

OSGeo hosts the annual FOSS4G international conference event. Held in a new country each year, it brings together developers, users, NGOs, government, business and more. Meet our members at our booth.

foss4g.org



## OSGeo 2016 Face to Face Meeting

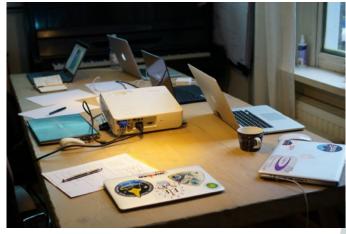
















## OSGeo 2016 Face to Face Meeting

- 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



How 2 Map

# 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









## 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

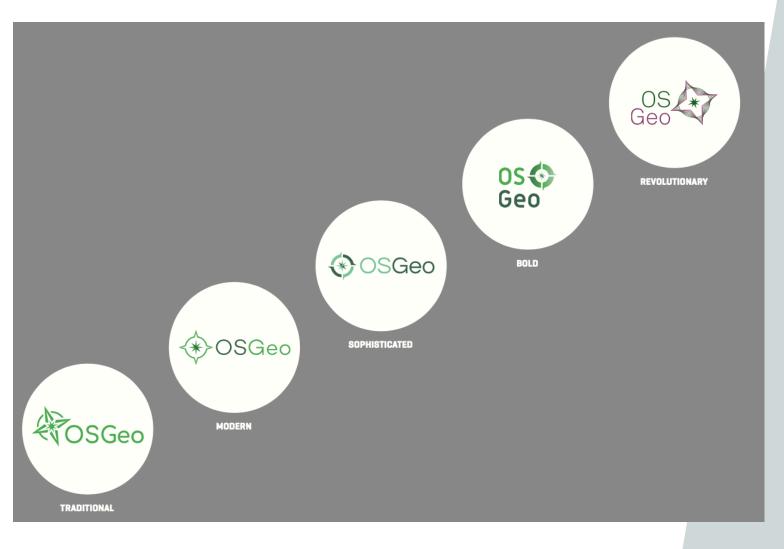
Component 1: Branding and Online Style Guide



## 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**







F2. Mirjam Libre

F3. Rubik

#### Colour options

F1. Montserrat







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









♦ OSGeo



BW2.

DIA/2

BW1

## **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

Sintony

Miriam Libre Bold

Sintony Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890



## 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

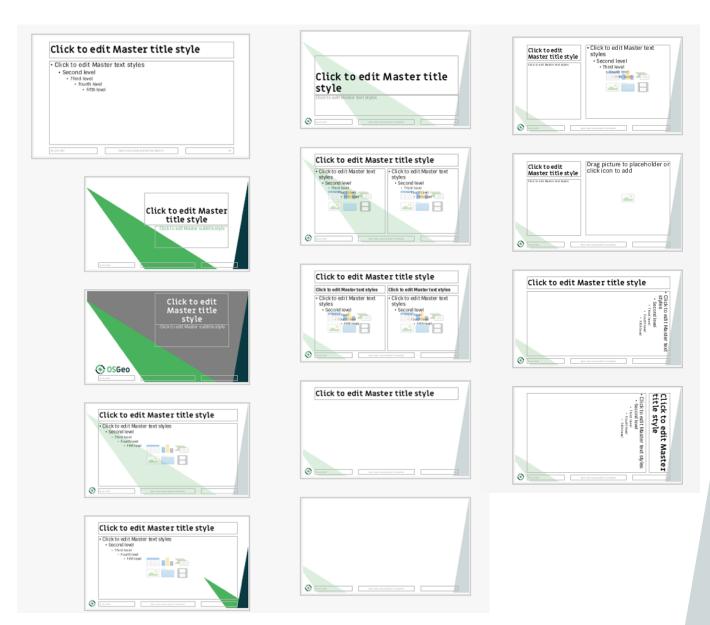
Use your own custom photos

- 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 1: Visitor Journeys

Visitor Journey – three steps

- 1. Awareness
- Adoption
- 3. Impress (Enthuse and Advocate)

Exercise to figure needed content

#### Non-community audience

- GIS Professional (GISP)
- Propriatary GIS Software Users (ESRI) Partners, Friends
- "IT Professionals"
- Academic Faculty
- Academic Researchers
- Academic Students
- Influencers & Decision makers
- Software Developers

#### Community-stakeholders

- Members
- Service Providers
- Sponsors
- Contributors

	MON-community audiences													
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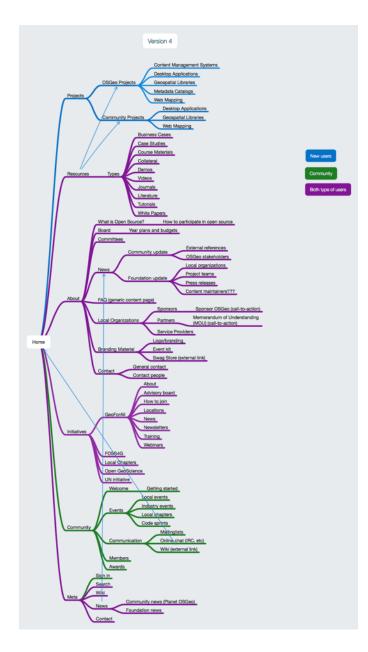


## Step 2: Site Maps

Started with outlined in EOI

- 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:

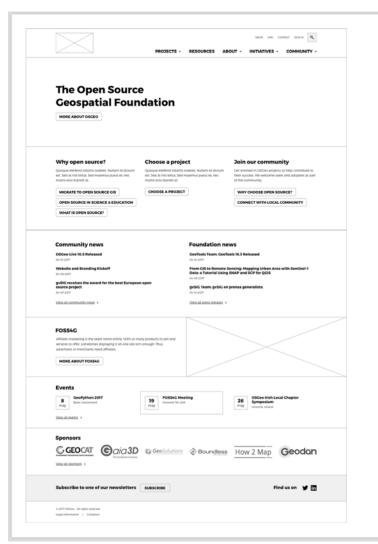
- Look at what is being said
- Organize into blocks
- target for graphic designer

#### 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

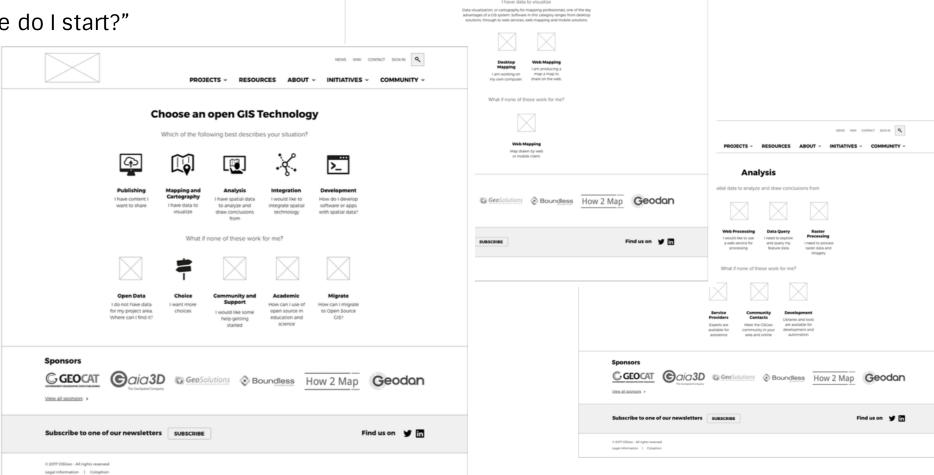






## Wireframe Choose a Project

Q: "Where do I start?"



Cartography



### 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





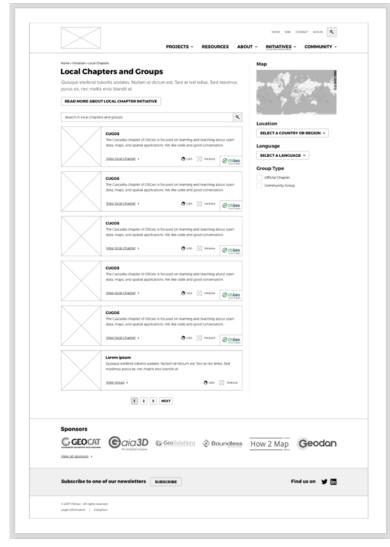
### Wireframes Local Chapters

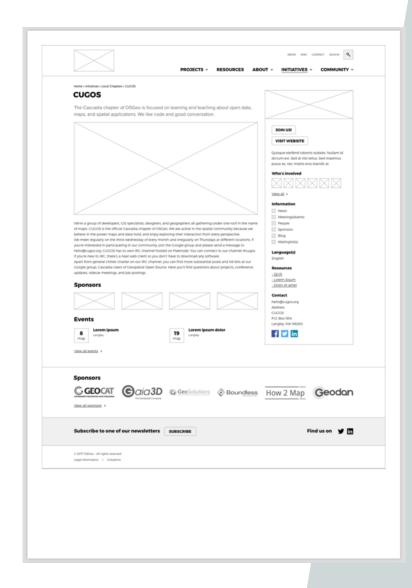
### Local chapters are

- 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



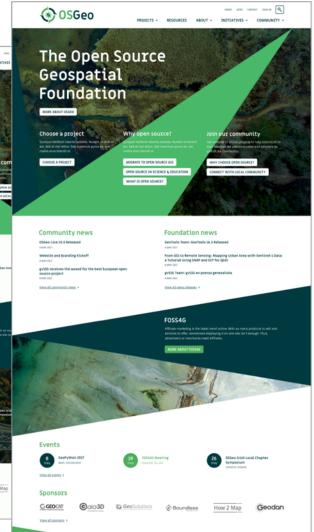


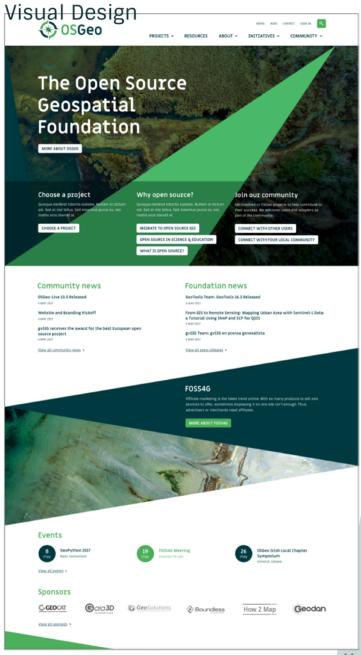


Open Sou

# Visual Design







# Projects

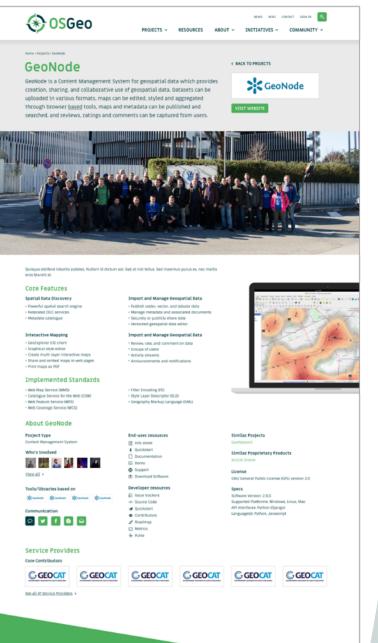




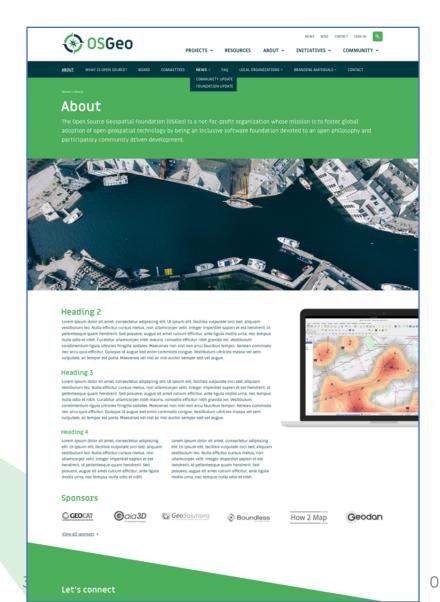
# Project







## OSGeo Foundation

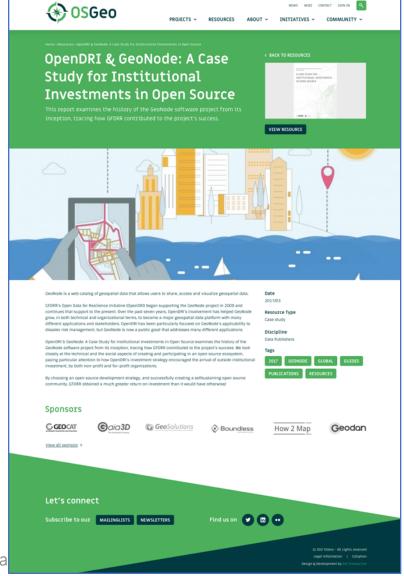






### Resources

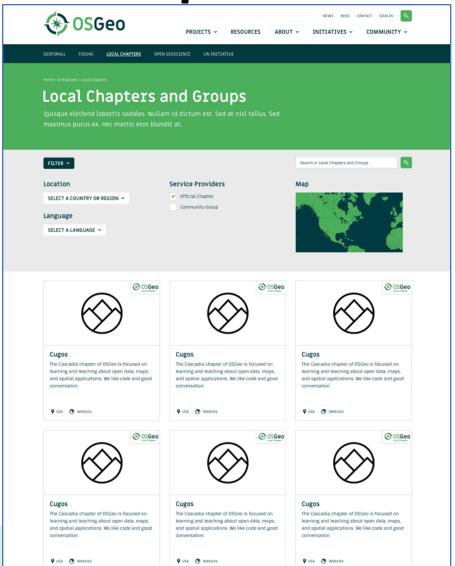


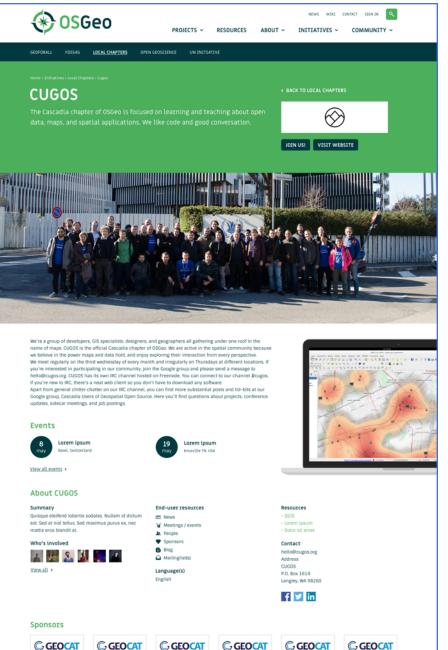




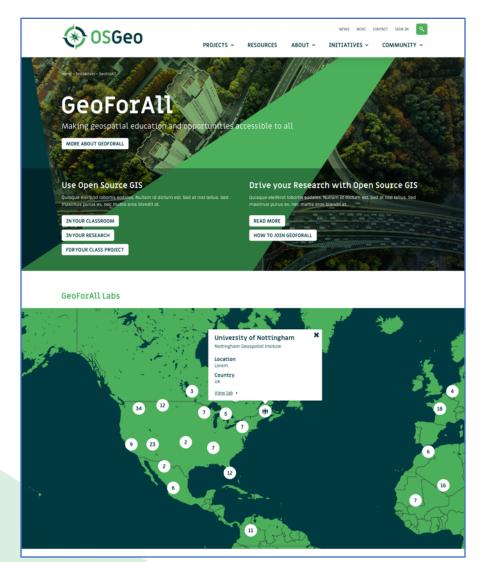
45

# Local Chapters





## GeoForAll







## GeoForAll Labs







# 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:

- A 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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- For those interested in 3D the Marble project provides experience for desktop and mobile exploration.

#### **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.



OSEGO LIVE

Are you looking for a quick practical, hands on understanding of the full breadth of open source geopasta? For Un Science Live project provides a bootstale of 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.

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 is 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:

- 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
- 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 centinue 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 treether on inprovative projects.

#### 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.



#### 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.



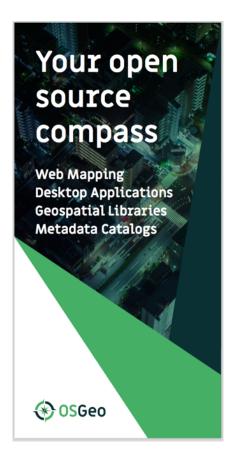
www. geoforall.org

# Roll-up Banners

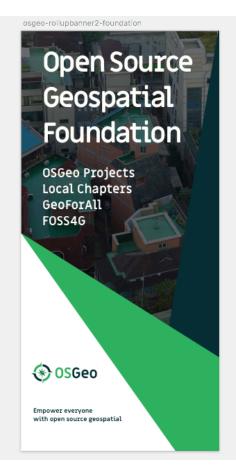


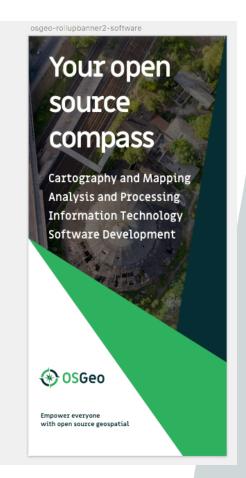
The Open
Source
Geospatial
Foundation











# Stickers and Badges

 Join us at the code sprint if you want a badge

















# What is Next



# **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



