

SOTM Logo Design Brief

Introduction for those who are not familiar with a design brief

Creative design briefs are not specifications for a piece of code. They are not overly prescriptive and they are not exhaustive. This isn't meant to be 'perfect'. A designer coming to this cold will know nothing about the domain, the industry, the thoughts of key people and so on. One day they might work on designing a car for BMW, the next a leaflet for Pizza Hut and the next a logo for SOTM. Thus, this document is designed as a set of guides to get their creative juices flowing and give them the quick background necessary to produce beautiful designs.

Purpose

To build a strong recognisable logo for the SOTM 2009 and beyond State of the Map (SOTM) conference, which is OpenStreetMap's annual gathering of the community, interested parties and others.

Distribution

The State of the Map website (www.stateofthemap.org), flyers, emails, sponsor communications, t-shirts and potentially other conference 'schwag' like fabric or plastic bags, keychains, pens etc. Printed material at the conference such as timetable of talks, notebooks, banners and conference guide. Potentially small web-based button images for use on third party websites to promote the conference or fact that someone is speaking there, for placement on blogs and other web pages.

Target Groups

- OpenStreetMappers - the volunteers who power OSM and drive all its efforts. These are located worldwide and may not speak English. Their goal is to make the best map possible and to attend the conference to meet existing friends in the community, make new ones and stay up to date with all that is happening in OSM.
- Sponsors - a wide variety of potential sponsors for SOTM exist. Within the industry there are large service providers such as Google, Yahoo! and Microsoft. Behind them there are a large number of data suppliers big and small like AND, NavTeq or TeleAtlas down to smaller regional players and beyond. Their goal is to spread their brand awareness by sponsoring SOTM and show that they are helping a community.
- Sponsors - existing 'OSM based' business like CloudMade, ITO! and GeoFabrik. Their goal is to remain deeply connected to OpenStreetMap and its community and support it wherever they can.
- Past attendees - The approximately 200 past attendees of the SOTM 2007 (Manchester, England) and SOTM 2008 (Limerick, Ireland). They enjoyed previous conferences and should like to attend again to experience the great vibe, learn more and keep up to date. They want to continue friendships built at previous SOTMs and build new ones.
- Geocachers - Those interested in making geocaches. They like to explore and use cool new GPS units. They want better maps to locate their caches and OSM can help both use and produce those maps.
- Hikers, walkers and cyclists - they want better maps to enjoy their outdoor hobbies. They may or may not be familiar with how maps are made and how GPS units work.
- GIS professionals - their goal is to reduce the cost of building better maps. They are highly trained and technically savvy. One of their biggest frustrations is the fact that existing map data is often proprietary and closed off. They understand map data is a crucial part of the next information wave and want to find away to find away to break the data barrier.
- Open source community – Their goal is to improve technology and information through open, collaborative, and free development and access.
- Education professionals / students – Their goal is to stay current on modern geo technology so they can transition easily from the world of academia to enterprise geography. They love geography and solving practical problems. They have a real interest in web 2.0 and feel that this is the area of growth for their discipline. Also they feel sites like Google Maps and OpenStreetMap are closer to the future.

The design should communicate

- Fun
- Cool
- Open to all
- A sense of community
- The potential of open maps and OSM specifically
- Sense of learning and education
- Intelligence
- Great value for money
- Intelligent
- Trustworthy
- Maps
- Global movement

The design should not communicate:

- Corporate / big business
- Complexity
- Expensive
- For geeks only
- Closed community

The design MUST

- Not be similar to other mapping conference logos (Where 2.0, ESRI, FOSS4G...)
- Not communicate the brand of NavTeq, TeleAtlas, AND, CloudMade, ITO!, GeoFabrik, Google, Yahoo!, Microsoft.
- Be easily printable on t-shirts with as few colours as possible (no more than 3). This keeps the cost down of printing.
- Be delivered in PDF and PNG

The design MAY

- Allow for customisation from year to year. That means we have a main logo but then in 2009 there is a small Dutch flag (as it is in Amsterdam) but next year another little flag. Or some other way of slanting it toward the host country and thus making it unique from year to year.
- Fit with minimal changes on the existing www.stateofthemap.org. If a radically good logo is produced that means redesigning the www.stateofthemap.org templates then potentially that is possible.
- Be able to be colour-negated so that black is white, white is black etc.
- Be delivered in SVG (not a MUST as many designers don't yet use this, and we can reverse engineer it anyway)