Material for Branding and Marketing

Content

This document serves as a repository for general material related to OFBiz marketing and branding. The main objectives are:

All source material provided should cover the benefits of Apache OFBiz, help to explain the overall technical background and outline project concepts. The material is aimed at implemeters, who wish to present the information to their potential clients and for everyone who wants to read up on source material.

Attached to this page are various marketing and branding resources for Apache OFBiz

TODO

- ☐ Link this page into Draft Marketing and Communication Roadmap

- ☐ Update logo for Marketing and Brand re-alignment - WIP

- ☐ Promote use of current versions of project logos

- ☐ Archive Previous versions of OFBiz logo

- ☐ Develop a set of common generic marketing material (integrator independent)

- ☐ Review and update ofbiz website information

- ☐ Investigate use of social media to increase awareness of project (LinkedIn , Possible Twitter trial - etc)

Logo SVG Files

- The svg files can be edited and resized with the open source package Inkscape.

Logo Colours and Fonts

- OFBIz Orange = #E05D30
- Apache Purple = #282662
- Power Gradient = 0% - #282662, 25% - #792B81, 50% - #CB2039, 75% - DB4F32, 100% - #F69A25
- Apache Font = Montserrat Light
- OFBiz Font = Open Sans Bold Italic with custom corner rounding on each 90 degree top left and bottom right corners

Reverse Logo (White)

- There are also white versions of the logo (with and without the word Apache) and also the power button. This is for use on dark backgrounds or themes.

Gallery

OFBiz Logo 1250w png

OFBiz Logo 1250w jpg

OFBiz Logo 500w

OFBiz Logo 250w png

OFBiz Logo 250w jpg

Channel Art - Youtube

Powered By OFBiz - 120x90 - png version

Powered By OFBiz - 120x90 - jpg version

OFBiz TM logo - ex

OFBiz TM logo - medium

OFBiz TM logo - large

updated powered b

high res png version of new logo

high res jpg version of new logo

File used to produc
/webapp/images/of

Statistics & Market Information

Add link to community surveys plus any other information eg Wikipedia, Gartner report etc

Links & Websites

- Apache Press Kit