



Communicating your brand personality



Agenda

- **Purpose**
 - Today we're looking at high-level directions that focus on the possibilities of how we can achieve your marketing goals with a defined visual language.
- **Looking Back**
 - Highlights of Creative Brief
- **Homepage Wireframe**
- **Brand Presentation**
 - Concept 1
 - Concept 2
 - Concept 3
- **Concept Recap**
- **Review Checklist**
- **Next Steps**



Creative Brief Highlights

GOALS

- **Implement a new look and feel that reinforces OpenSFS's stability and strength as the driving organization in the Lustre community;**
- Establish a second web property to grow the Lustre development community into a vibrant and active resource portal;
- Provide OpenSFS volunteers and staff with the tools to build out their content with an intuitive and easy-to-use CMS.

Today's presentation goal is to show a range of visual directions for OpenSFS.org that set the tone of that first impression on the homepage and ensure that a **feeling of stability and strength** from the driving organization behind the Lustre community is communicated.



Creative Brief Highlights

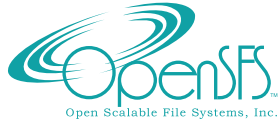
PERCEPTIONS WE ARE TRYING TO ACHIEVE:

- Approachable
- Energetic
- Collaborative
- Fresh
- Trustworthy

LOOK AND FEEL SHOULD BE:

- Fresh
- Orderly
- Modern

Homepage Wireframe



[Download Lustre](#) | [Lustre Community](#) | [Contact Us](#)

[About OpenSFS](#) | [Why to Join](#) | [Events](#) | [News & Press](#) | [Get involved](#) | [Resources](#)

Hero area - clear message about being a part of something good and awesome for Lustre.

Audience-specific path:
What is OpenSFS?

Audience-specific path:
OpenSFS and Lustre
(letter from Norm)

Audience-specific path:
Why OpenSFS?

Get involved:
Join a mailing list

Logo farm of Current Members (inspiration to be a part of this amazing org)

Community for
Developers/Sysadmins

Links to wiki, Jira, etc.
Download Lustre



Brand Presentation

Concept 1: “Open Seas”

This concept is a continuation of the metaphor we identified for Whamcloud, focusing on an element that is extraordinarily scalable, reliable, fast, and flexible: water. If water is a metaphor for Lustre, then OpenSFS keeps the seas open for exploration via its support and funding.

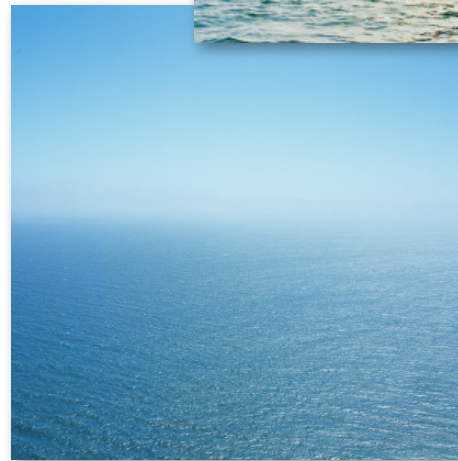
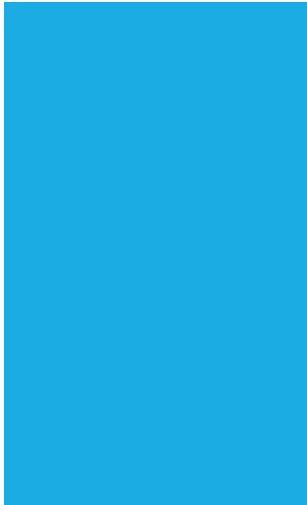
Colors: The color palette is cool, dark, and dramatic, and uses a touch of bright red for energy and vibrance. This shade of red was inspired by the nautical palette of coast guard rescue and lifesavers, another tie to the protection and safety OpenSFS provides for Lustre.

Fonts: The fonts complement the curves of the OpenSFS logo while providing a more modern feeling to the site.

The current selection of imagery represents the style and subject matter that complements this concept. Additional or different images may be selected after concept selection and exploration of specific design applications.

Why are we looking at these?

- To explore the **possibilities** of how we can achieve your marketing goals with a defined visual language.



Planer

Regular

Cabin

Regular

Sample Homepage: Open Seas

OpenSFS

http://www.opensfs.org/ Reader Google

About OpenSFS Why Join Events News & Press Get Involved Resources Contact Us

Download Lustre Lustre Community Search

KEEPING LUSTRE OPEN

SO YOU CAN EXPLORE UNCHARTED WATERS

1
2
3
4
5

EXPLORE

WHAT IS OPENSFS?

We are a non-profit industry organization that supports vendor-neutral development and promotion of Lustre, an open-source file system that supports many of the world's largest and most complex computing environments.

OPENSFS + LUSTRE
A letter from our President



KEEPING LUSTRE OPEN

SO YOU CAN EXPLORE UNCHARTED WATERS

- 1
- 2
- 3
- 4
- 5



EXPLORE



Brand Presentation

CONCEPT 2: “Building Lustre”

This concept is inspired by the big idea that OpenSFS wants to build an active and vibrant community for Lustre. Everyone loves their memories of having played with blocks as a kid, and most people are inspired by the idea of really building something tangible. This site’s message and layout are simple and straightforward: Come Build Lustre. The supporting imagery features bright block shapes in a symmetrical grid.

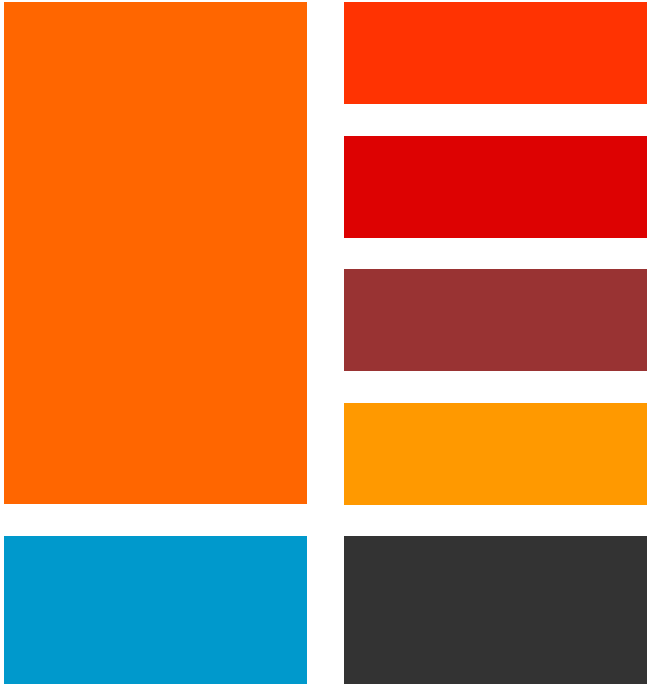
Colors: The color palette is vibrant and warm with the use of blue and gray as neutral accents.

Fonts: The font is a clean and modern Slab-serif font called Arvo, which has an approachable feel, supported by Cabin as a Sans-serif font to be used for larger blocks of copy.

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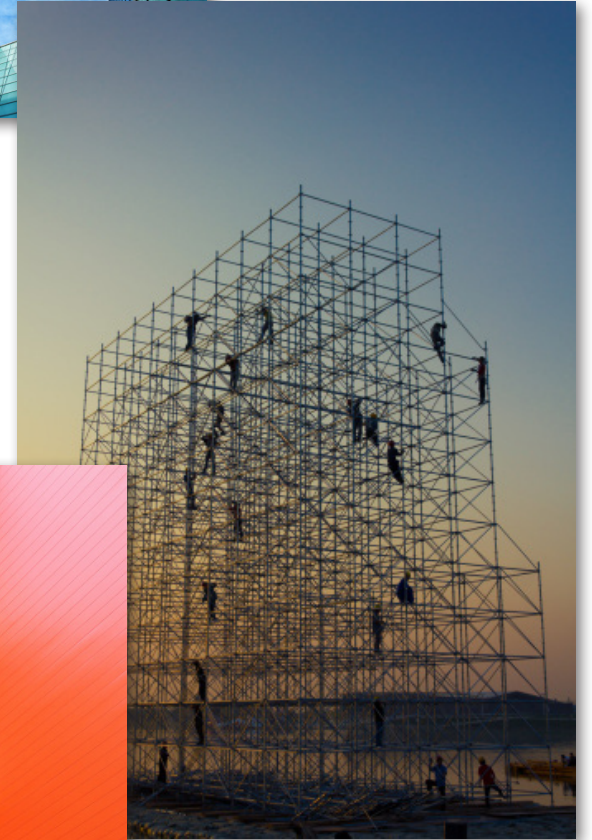


Arvo

Regular

Cabin

Regular




Sample Homepage: Building Lustre

The screenshot shows a browser window with the URL <http://www.opensfs.org/>. The page features the OpenSFS logo, a search bar, and a navigation menu with links: Home, About OpenSFS, Why Join, Events, News & Press, Get Involved, Resources, and Contact Us. The main content area is titled "COME BUILD LUSTRE" and includes a call to action with links for "Join a Mailing List", "Download Lustre", and "Lustre Community". Below this is a section with four tabs: "WHAT IS OPENSFS?", "WHY JOIN?", "OPENSFS + LUSTRE", and "WHAT IS LUSTRE?". The "WHY JOIN?" tab is active, displaying a list of supported activities. At the bottom, the "OUR MEMBERS" section features logos for Cray, DataDirect Networks, Lawrence Livermore National Laboratory, and Oak Ridge National Laboratory.

OpenSFS

Search

Home About OpenSFS Why Join Events News & Press Get Involved Resources Contact Us

 **COME BUILD LUSTRE**





[Join a Mailing List](#) [Download Lustre](#) [Lustre Community](#)

WHAT IS OPENSFS? **WHY JOIN?** **OPENSFS + LUSTRE** **WHAT IS LUSTRE?**

In the past two years we have supported:

- Direct vendor-neutral funding of the Lustre tree.
- Major events that pull together Lustre superstars and move forward roadmap discussions.
- On-time delivery of new features.
- Major new Lustre installations coming online in 2012.

OUR MEMBERS



COME BUILD LUSTRE

[Join a Mailing List](#) [Download Lustre](#) [Lustre Community](#)

WHAT IS OPENSFS? **WHY JOIN?** **OPENSFS + LUSTRE** **WHAT IS LUSTRE?**

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OUR MEMBERS

| | | | | | |
|--|--|--|--|--|--|
| | | | | | |
| | | | | | BECOME A MEMBER Learn more about how to join and come build Lustre with us.  JOIN NOW > |
| | | | | | |
| | | | | | |



Brand Presentation

CONCEPT 3: “Drive progress”

This concept is inspired by the idea that OpenSFS is driving the progress of Lustre and proud of it. This idea may be a bit controversial for stakeholders since it needs to be accurate, but this layout puts the Lustre roadmap front and center, making the progress visible in a stylized infographic for all to see.

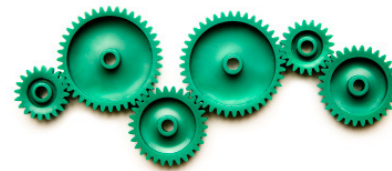
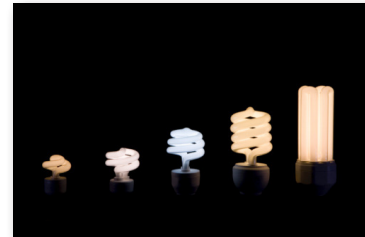
Colors: The color palette is bright and modern with the use of blues and a bright green balanced against a dark gray background to provide the eye with some rest from all of the interconnected shapes and lines.

Fonts: The headline font is intended as an accent to the concept of driving forward, not to be overused, since it is a unique ALL CAPS only webfont that can be overwhelming to read in large amounts of content. To support this font, we’ve selected a simple and modern rounded sans-serif font called QuickSand.

The current selection of imagery represents the style and subject matter that complements this concept. Additional or different images may be selected after concept selection and exploration of specific design applications.

Why are we looking at these?

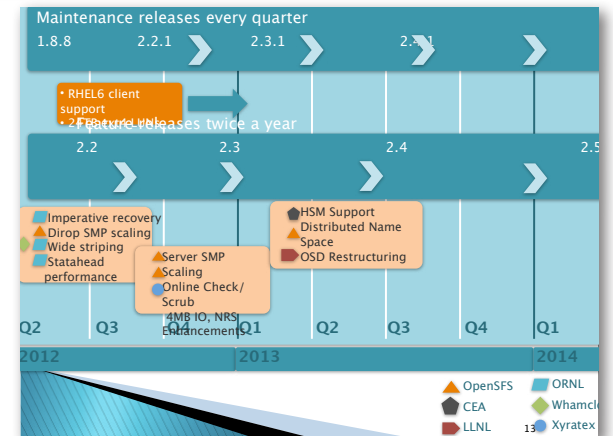
- To explore the **possibilities** of how we can achieve your marketing goals with a defined visual language.



MONTSERRAT SUBRAYADA

REGULAR

Quicksand
Bold



Sample Homepage: Driving Progress

The screenshot shows a web browser window with the URL <http://www.opensfs.org/>. The page features a blue header with navigation links: [Join a Mailing List](#), [Download Lustre](#), [Lustre Community](#), [Become a Member](#), and [Contact Us](#). Below this is a secondary navigation bar with the OpenSFS logo, [About OpenSFS](#), [Get Involved](#), [Events](#), [News](#), [Resources](#), and a search bar.

DRIVE LUSTRE PROGRESS

EACH YEAR, OPENSFS SUPPORTS FEATURE RELEASES WITH DIRECT, VENDOR NEUTRAL FUNDING

| RELEASE 2.2 | RELEASE 2.3 | RELEASE 2.4 | RELEASE 2.5 |
|--|--|--|---|
| Imperative recovery Diriop SMP scaling Wide striping Stratahead performance | Server SMP Scaling Online Check/Scrub 4MB IO, NRS Enhancements | HSM Support Distributed Name Space OSD Restructuring | JOIN OpenSFS and impact Lustre progress |
| Q2 | Q3 2012 | Q4 | Q1 |
| | | Q1 | Q2 |
| | | Q3 | Q4 |
| | | | Q1 2014 |

WHAT IS OPENSFS? WHY JOIN? OPENSFS + LUSTRE BECOME A MEMBER

OUR MEMBERS DRIVE THE FUTURE OF LUSTRE PROGRESS

Logos of member organizations: CRAY, DataDirect NETWORKS, Lawrence Livermore National Laboratory, OAK RIDGE National Laboratory, and xyratex.

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Board of Directors
Terms & Conditions
Privacy Policy

Get Involved
Why Join?
Become a Member
Join a Mailing List
Working Groups

Events
SC12
LUG12
Past events

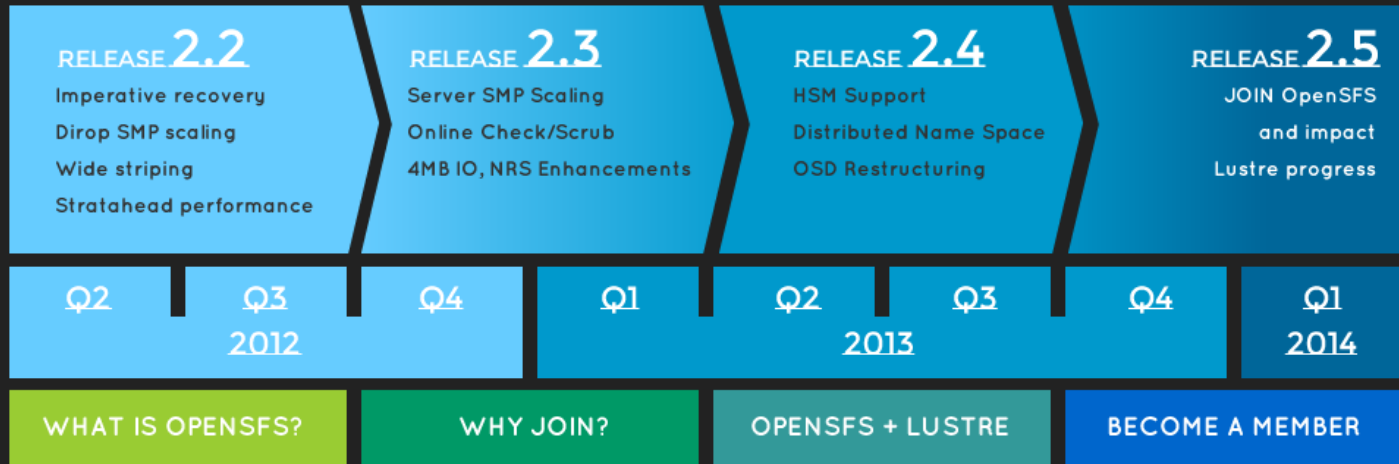
News
News
Press

Resources
Videos
Presentations

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DRIVE LUSTRE PROGRESS

EACH YEAR, OPENSFS SUPPORTS FEATURE RELEASES WITH DIRECT, VENDOR NEUTRAL FUNDING



OUR MEMBERS DRIVE THE FUTURE OF LUSTRE PROGRESS



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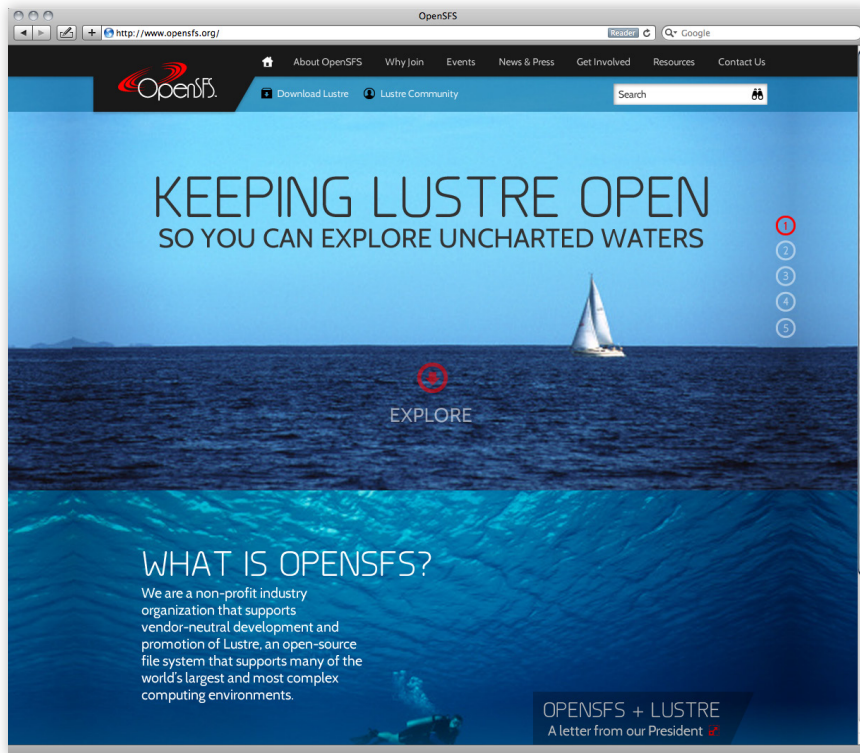
Events
[SC12](#)
[LUG12](#)
[Past events](#)

News
[News](#)
[Press](#)

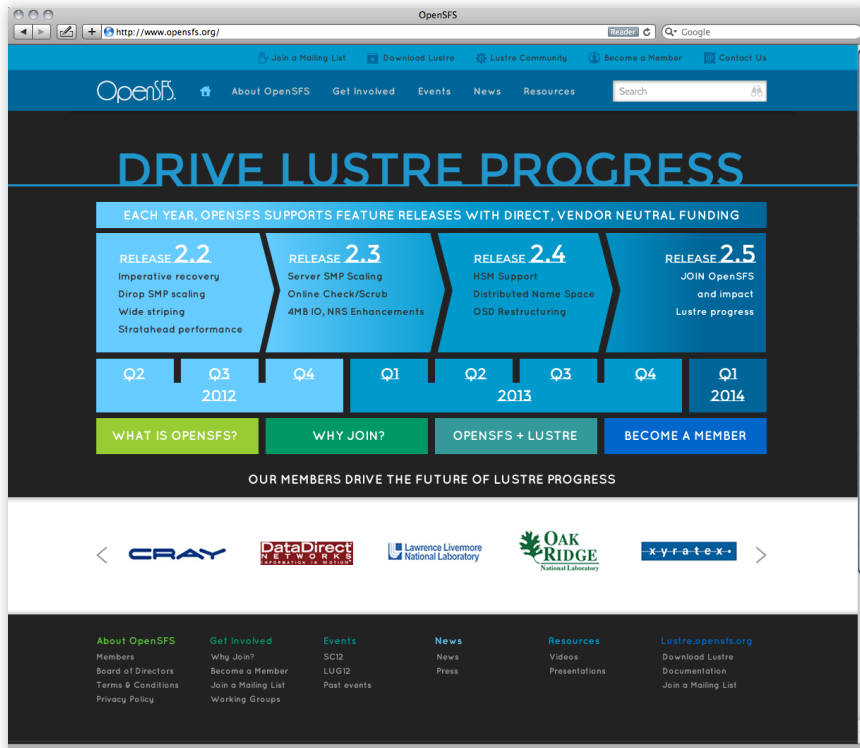
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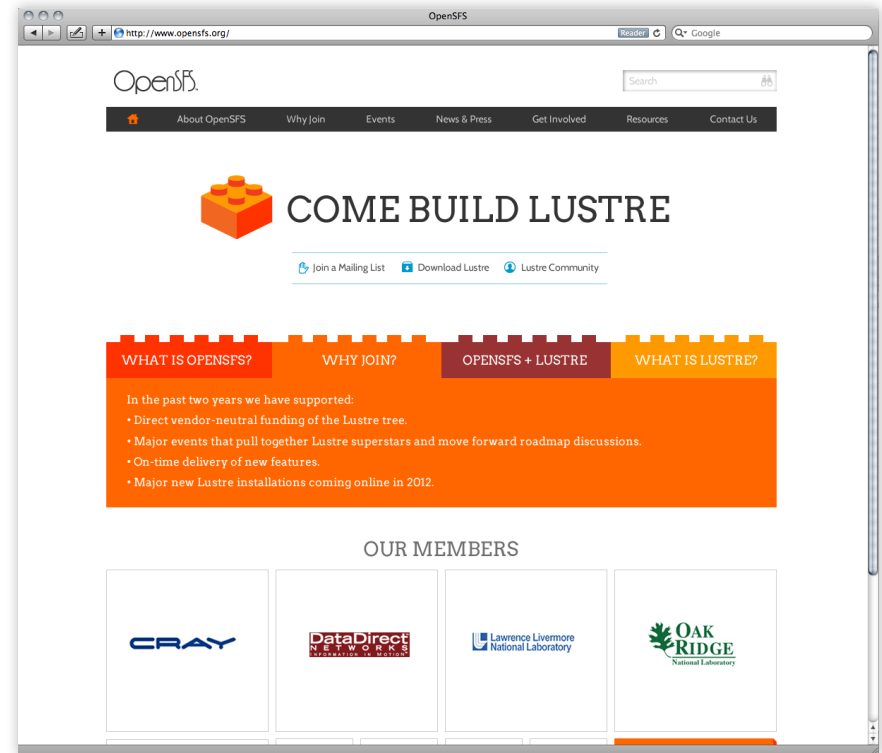
Concept 1: Open Seas



Concept 3: Driving Progress

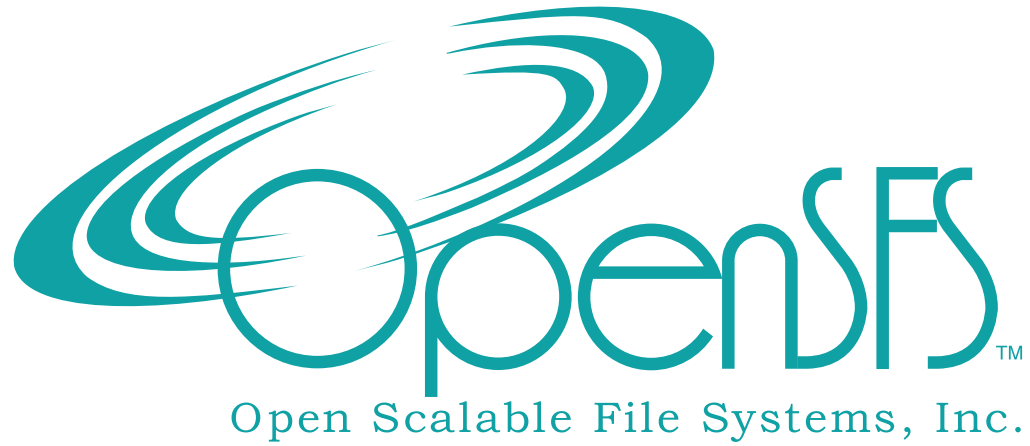


Concept 2: Building Lustre





One more thing...



ORIGINAL VERSION

RECOMMENDED ADJUSTMENT OPTIONS

Same logo, new colors

In all cases going forward, we recommend removing the full company name from the logo.

Keep the wordmark only





Review Checklist

We encourage you to take some time to review these design concepts while considering the goals of this marketing refresh, as well as the perceptions you specified you wanted to achieve with this new look and feel.

DOES THE DESIGN leave prospects feeling confident that OpenSFS is their partner of choice because they are stable, strong, vibrant, and active?

Does the design feel _____?

- Fresh
- Orderly
- Modern



Review Checklist

Does the look and feel imply these perceptions through its visual language?

“OpenSFS is _____”

- Approachable
- Energetic
- Collaborative
- Fresh
- Trustworthy

Which of the designs is best suited to take OpenSFS’s brand to the next level?



Thank you!

- **Next Steps**

1. OpenSFS provides feedback for suggested refinements
2. Loud Dog integrates feedback and provides presentation of refined design extended to the lustre.opensfs.org template, subpage, list styles, and brochure for SC12