The NetBSD Foundation - Feature #2452
Rebrand NetBSD.org

2014-05-29 02:30 - Tim Roden

Status:	Resolved	**Start date:**	2014-05-29
Priority:	Low	**Due date:**	2014-07-02
Assignee:	Abrahan Núñez	**% Done:**	100%
Category:		**Estimated time:**	80.00 hours
Target version:		**Spent time:**	128.30 hours

Description

The problem

NetBSD was once a leader in open source operating systems. It was the first free OS to have USB support, IPv6 support, and set a transfer speed record two years in a row. However, over time, it's suffered from not marketing its strengths actively. Thus, it's not maintained a heavy influx of developers, even though due to many technical advantages such as a machine-independent architecture which make it an ideal platform for hacking device drivers. The lack of a large stream of revenue (donations) make it difficult to commission consultant work to complete features which are critical to its mainstream acceptance. I believe the project is coming to a breaking point, and if something isn't done to turn it around, we might be passing a point of no return.

Hypothesis

If the project were to have a solid marketing campaign, we could attract more developers and receive more donations. More developers can keep the current ecosystem running while adding features to make the product valuable. More donations can continue to fund the project and the commissioning of consultant work without putting its "endowment" in danger. The first step of attracting more developers and donations is to have a website which sells them the product.

We need to know what are the goals. What are the calls to action? What do we want people to do? In order of importance:

1. Download - **Use** the OS;
2. Develop - Get involved;
3. Donate - Fund the project;
4. Documentation - RTFM, FAQ, Guides, etc;
5. News - Security, updates, news, events, etc;
6. Search - everything else;

Who is the target demographic? Some groups are:

- Minimalists - OS hipsters. People who want a fast, lean, secure, easy-to-manage OS;
- Researchers - super nerds who want to hack the system to do whatever they want;
- Hobbyists - mega nerds who make the system run on specialised devices like the Raspberry Pi and the Arduino;
- NetApp vendors - NetBSD powers many home broadband routers supplied by ISPs. It can run on NAS servers and routers;
- Admins - people who run large scale infrastructures (see: us, Joyent, etc);

The site has to sell the OS to people. Why would people use it?

- Secure;
- Lightweight;
- Easy to port to other architectures/hardware platforms/targets;
- Good hardware support;
- Free (license);
- Fast;
- Developed actively;
- International community;

Procedure

We're going for a complete rebranding of NetBSD. We're not married to a particular layout, colour scheme, nor logo. This task has a hard budget of eighty (80) hours. The board wants to see the mockups piecemeal and provide feedback as we go. Let's start with two redesigns of the main page of the website. Next, board wants to see two mockups of any of these pages which get the most traffic:

- http://www.netbsd.org/support/security/ (this would be better combined with the News section into a section named thus);
- http://www.netbsd.org/docs/
- http://www.netbsd.org/releases/ (can be combined with
- http://www.netbsd.org/mirrors/ as "Download" and split into "Develop");

We can rearrange the content on the site and subsections as we wish. Finally, the mockups they choose will be cut into markup. I believe that we will have time to provide them with 3-4 complete rebrands, plus designs of two or more of the above sections. I have some ideas for logos, but will reserve describing them here as to not taint your creative process.

The checklist seems to be about 40 hours of work. Although each page is listed is having two designs, those designs could vary from page to page, as to produce a different set of mockups for each section (if we want). ETA'd based on past estimates on similar tasks, which have proven consistent.

History

#1 - 2014-05-29 02:33 - Tim Roden

- Checklist changed from [ ] Main page - design #1, [ ] Main page - design #2, [ ] Main page - design #3, [ ] "Download" page - design #1, [ ] "Download page" - design #2, [ ] "Develop" page - design #1, [ ] "Develop" page - design #2, [ ] "News" page - design #1, [ ] "News" page - design #2, [ ] Cut design #1 into markup (pending approval), [ ] Cut design #2 into markup (pending approval) to [ ] Main page - design !#1, [ ] Main page - design !#2, [ ] Main page - design !#3, [ ] "Download" page - design !#1, [ ] "Download" page - design !#2, [ ] "Develop" page - design !#1, [ ] "Develop" page - design !#2, [ ] "News" page - design !#1, [ ] "News" page - design !#2, [ ] Cut design !#1 into markup (pending approval), [ ] Cut design !#2 into markup (pending approval)

#2 - 2014-05-29 02:36 - Tim Roden

- Description updated

#3 - 2014-05-29 11:47 - Tim Roden

- Priority changed from Normal to Low

#4 - 2014-05-29 15:32 - Abrahan Núñez

- Status changed from New to In Progress

#5 - 2014-06-02 18:49 - Abrahan Núñez

- File proposal-one-both.jpg added
- File proposal-one-v1.jpg added
- File proposal-one-v2.jpg added

Here my first logo re design proposal, based on one of the primary focuses of the NetBSD project has been to make the base OS highly portable

Logo proposal one, version one:

{{thumbnail(proposal-one-v1.jpg, size=600, Title="Logo Proposal")}}

Logo proposal one, version two:{{thumbnail(proposal-one-v2.jpg, size=600, Title="Logo Proposal")}}

Both, just to compare:

{{thumbnail(proposal-one-both.jpg, size=600, Title="Logo Proposal")}}

#6 - 2014-06-02 19:22 - Tim Roden

Sent to board@. Will post their response(s) here.

#7 - 2014-06-03 11:11 - Tim Roden

Feedback from one board member:

> *Is there any danger that the feather will create confusion in people's minds that we are part of Apache? In any case, I don't think that "lightweight" is the term we want to convey. Clean, efficient, etc. but lightweight suggests that we are not suitable for doing the heavy lifting. The term that I like is "workhorse". That's one of the ways that I differentiate us from Linux.*

I sent this to board@, www@, and marketing@. Remember, that's one person's opinion, but has a valid point. I think lightweight is a better angle for embedded solutions, but overall he might be right. I think he'd like the knight/gladiator logo better.

#8 - 2014-06-03 19:13 - Abrahan Núñez
- File proposal-two-both.jpg added
- File proposal-two-v1.jpg added
- File proposal-two-v2.jpg added

Here my proposal two, this one is with the same concept of the flag.

{{thumbnail(proposal-two-v1.jpg, size=600, Title="My New Mockup")}}{{thumbnail(proposal-two-v2.jpg, size=600, Title="My New Mockup")}}{{thumbnail(proposal-two-both.jpg, size=600, Title="My New Mockup")}}

#9 - 2014-06-03 19:50 - Tim Roden

Sent to board@, www@, and marketing@.

#10 - 2014-06-04 00:46 - Tim Roden

Response from one board member regarding the first logo:

> *I just showed these to my wife and she said "isn't that just like apache?" :)*

Regarding the second:

> *Is that the same font we already use?*

#11 - 2014-06-09 12:52 - Tim Roden
- Due date changed from 2014-06-13 to 2014-07-02

#12 - 2014-06-09 15:12 - Tim Roden

Regarding the second draft (I think he ignored my note that the backgrounds were for context only):

> > > *I don't like this one very much. The perception of being a BSD for vintage computers has got NetBSD anywhere.*

A response to that was:
> > *I agree, here are some more (hopefully constructive) comments: - I think that there should be some continuity in the logo, i.e. switching from*

the flag to a feather is not ideal. And I think that the feather idea is flawed, since we are not really lightweight.

*   - I think that we can do better with the flags. It seems to me that the straight transformation of the flag concept to the "flat" vision can be improved. For example, the flag does not have to be solid. It does not need to have a shadow. Play with the flag concept some more.*

*   - I like the new font, but not so much the trailing capital D, since it has the weight upwards.*

A response to that was:

I'm a big fan of the new flag version, FWIW. (the broken-up one)

From someone else regarding both:

I still like the current logo most. To me, these proposals are not a win. YMMV.

Finally, from one of the more active members:

Anyway.. Let's make sure we don't get so distracted by the logo that we forget about the web design.

We're going to have to do better with the last two logo proposals and mockups. I've let them know that the ETA for this task has been extended and it won't be developed during the next ten days due to higher priority tasks. Don't let the comments get you down. I know we'll hand them something that they like in the end.

#13 - 2014-06-24 19:13 - Tim Roden

If I were to redo the navigation of this site and condense sections, it would look something like this:

- /
  - Download
    - OS
      - Supported hardware
    - Packages
      - Binaries
      - pkgsrc
  - Donate
  - Develop
    - Become a developer
      - Developer map
    - Available projects
    - Browse source code
    - Cross-reference
  - News
    - Recent changes
    - Archives
  - Documentation
    - Manual pages
    - Wiki
  - Help
    - Bugs
    - Mailing lists
    - IRC

- About
  - The NetBSD Foundation
  - Events
  - Legal
  - Community
    - Blogs
    - User groups
    - Facebook
    - Twitter

#14 - 2014-06-25 16:58 - Abrahan Núñez

- File logo-proposal-three.jpg added

- File website-proposal-one-with-search-active.jpg added

- File website-proposal-one.jpg added

Here my logo proposal number three and the website redesign proposal.

Logo Proposal

{{thumbnail(logo-proposal-three.jpg, size=600, Title="Logo Proposal")}}

Website Proposal One

{{thumbnail(website-proposal-normal-state.jpg, size=600, Title="Website Proposal")}}

Website Proposal when your click on the search icon

{{thumbnail(website-proposal-one-with-search-active.jpg, size=600, Title="Website Proposal")}}

#15 - 2014-06-25 18:01 - Abrahan Núñez

- File website-proposal-normal-state.jpg added

- File website-proposal-one-with-search-active.jpg added

- File logo-proposal-three.jpg added

Here my logo proposal number three and the website redesign proposal.

Logo Proposal

{{thumbnail(logo-proposal-three.jpg, size=600, Title="Logo Proposal")}}

Website Proposal

{{thumbnail(website-proposal-normal-state.jpg, size=600, Title="Website Proposal")}}

Website Proposal with the search box

{{thumbnail(website-proposal-one-with-search-active.jpg, size=600, Title="Website Proposal")}}

#16 - 2014-06-25 18:04 - Tim Roden

- File deleted (website-proposal-one-with-search-active.jpg)

#17 - 2014-06-25 18:04 - Tim Roden

- File deleted (website-proposal-one-with-search-active.jpg)

#18 - 2014-06-25 18:12 - Abrahan Núñez

- File website-proposal-with-search.jpg added

Here the website proposal with the search

{{thumbnail(website-proposal-with-search.jpg, size=600, Title="Website Proposal")}}

#19 - 2014-06-25 18:40 - Tim Roden

- Checklist set to [x] Main page - design !#1

#20 - 2014-06-25 18:44 - Tim Roden

One thing the mockups missed was the indentation of "Blogs" and "User groups" under "Community". However, I sent the mockups already and they won't notice, likely. I like these designs a whole lot. Excellent job with them.

#21 - 2014-06-26 12:18 - Tim Roden

Comments from last night:

From one member:

> *I like this one!*

And another:

> > *I like it!*

A response to that was:

> *Me too. This one's good enough to have arguments about. :-)*

From a fourth team member:

> *Just a few points I want to make:*
> * - I really like the new design sketches!*
> * - Not sure if a new logo should be the first thing to change, but.. I am neutral here; if that drives NetBSD's web revamp, then it is a good thing.*
> * - If the decision is to revamp not only the design, but also change our logo, then I would also suggest to go all the way down and also change the colour scheme. In the marketing world, orange is associated with "cheap"; also, it is a difficult colour to combine according to the colour theory. I am certainly not a professional here, but if we make a complete change, which I think is a right step, then can we let a professional pick a new colour scheme for us?*
> * - IIRC there was some talk about "portability" in this thread i.e. that the new logo should reflect it. Please, no. Portability meme has been a*

marketing disaster for us. It should be killed, preferably in a drastic way, such that the whole new web site would not have a single use of this word any more. It does not mean that we are going to change the way we write the code, but as far as marketing is concerning - we need to change the meme and think about NetBSD's positioning.

#22 - 2014-06-26 16:46 - Abrahan Núñez

Here the other logo proposal.

#23 - 2014-06-26 16:48 - Abrahan Núñez
- File logo-proposal-one.jpg added
- File logo-proposal-two.jpg added
- File proposal-three.jpg added

{{thumbnail(logo-proposal-one.jpg, size=600, Title="Logo Proposal")}}

{{thumbnail(logo-proposal-two.jpg, size=600, Title="Logo Proposal")}}

#24 - 2014-06-26 16:49 - Abrahan Núñez
- File proposal-three.jpg added

~~{{thumbnail(logo-proposal-three.jpg, size=600, Title="Proposal Proposal")}}~~

#25 - 2014-06-26 16:50 - Abrahan Núñez
- File proposal-three-.jpg added

{{thumbnail(proposal-three-.jpg, size=600, Title="Proposal Proposal")}}

#26 - 2014-06-26 17:56 - Abrahan Núñez
- File website-proposal-blue.jpg added

Here the website proposal with the blue color scheme

{{thumbnail(website-proposal-blue-.jpg, size=600, Title="Website Proposal")}}

#27 - 2014-06-26 18:38 - Abrahan Núñez
- File website-proposal-blue-.jpg added

The blue color scheme proposal

{{thumbnail(website-proposal-blue-.jpg, size=600, Title="Website Proposal")}}

#28 - 2014-06-26 18:54 - Abrahan Núñez

- File website-proposal-blue--.jpg added

{{thumbnail(website-proposal-blue--.jpg, size=600, Title="My New Mockup")}}

#29 - 2014-06-27 11:51 - Tim Roden

Comments on the knight logos:

> *I don't like these logos. They are ugly and look hostile. Like a knights armour.*

From the same guy regarding the blue mockups:

> *I second that blue and grey are a nice color combination. This looks fresh and clear.*
>
> *As for the logo suggestions I already mentioned that I don't like to much the "knights", the horsehead OTOH is a nice idea. I find the forehead of the horse a bit flat, I would prefer a horsehead that is a bit rounder, resembles a bit more a horse.*
>
> *Horse is a nice metaphor for NetBSD: Power, strength, elegance, speed, work.*
>
> *As for the web design, I assume it is done in a "resposive design" manner, using some framework like e.g. Zurb Foundation?*
>
> *Thanks for your effort!*

From the guy who suggested the a different colour scheme:

> *I like it a lot!*

#30 - 2014-06-27 11:54 - Tim Roden

So, for the next main page mockup, use the blue colour scheme and see if we can round the horse's head a bit for testing. We need to haul ass and use our time wisely. We're halfway through our allotted hours for this task and have quite a bit to go. I think we can deliver everything, but it will be tight. There is no possible extension of budget for the task at this point.

#31 - 2014-06-27 14:07 - Tim Roden

From one user:

> *actually, I really like the flatness of the forehead.*

Response from the last:

> *It might be beautiful, but it transports the wrong message: This horse is looking down into the ground instead of forward, and it looks like it ran into a wall. It is not a dynamically, forward oriented horse.*

#32 - 2014-06-27 14:27 - Tim Roden

> *Classical sculpture is filled with this style. it's on the head of powerful, charging horses. It anything it's too aggressive and warlike.*

Response to the previous comment about requesting a different horse.

#33 - 2014-06-27 14:53 - Tim Roden

> *As for the logo suggestions I already mentioned that I don't like too much the "knights", the horsehead OTOH is a nice idea. I find the forehead of the horse a bit flat, I would prefer a horsehead that is a bit rounder, resembles a bit more a horse.*

> *I am neutral on the logo, but just a note: such preferences are subjective by definition. We are literally bikeshedding here. That is fine, but we will have to compromise and ensure that we are moving forwards. Perhaps a good way would be to have a few logo proposals and in the end we would choose one by voting.*

> *P.S. I like knights. :)*

#34 - 2014-06-30 11:39 - Abrahan Núñez
- File website-proposal-two.jpg added

Here the website proposal two, with the blue color scheme.

{{thumbnail(website-proposal-two.jpg, size=600, Title="My New Mockup")}}

#35 - 2014-06-30 14:00 - Tim Roden

Private comment from one of the board members re: the first mockup in blue:

> *Keep up the good work. :)*

Sent the second mockup to TNF.

#36 - 2014-06-30 14:49 - Abrahan Núñez
- File the-netbsd-project-strong-horse-proposal.jpg added

Here another logo proposal.

{{thumbnail(the-netbsd-project-strong-horse-proposal.jpg, size=600, Title="Logo Proposal")}}

#37 - 2014-06-30 14:55 - Tim Roden

Nice! Sent to TNF.

#38 - 2014-06-30 15:49 - Tim Roden

One:

> *Looks a bit angry to me :-)*

Another:

> *It is a pretty horse, i.e. it is a good piece of artwork, but I think it looks too "fanboyish". I would vote for a bit more "enterprisy" logo; the previous horse looked fine to me.*
>
> *As for mockups you just sent: they look amazing! When can we deploy? :)*

Don't spend any more time on the logos. The previous logo and blue mockup is what they will use in the end, likely.

#39 - 2014-06-30 15:56 - Tim Roden
- Checklist set to [x] Main page - design !#2

#40 - 2014-06-30 17:52 - Abrahan Núñez
- File website-proposal-blue-news.jpg added

Here the news & blog page.

{{thumbnail(website-proposal-blue-news.jpg, size=600, Title="My New Mockup")}}

#41 - 2014-06-30 18:25 - Abrahan Núñez
- Checklist changed from [x] Main page - design !#1, [x] Main page - design !#2, [ ] Main page - design !#3, [ ] "Download" page - design !#1, [ ] "Download" page - design !#2, [ ] "Develop" page - design !#1, [ ] "Develop" page - design !#2, [ ] "News" page - design !#1, [ ] "News" page - design !#2, [ ] Cut design !#1 into markup (pending approval), [ ] Cut design !#2 into markup (pending approval) to [x] Main page - design !#1, [x] Main page - design !#2, [ ] Main page - design !#3, [ ] "Download" page - design !#1, [ ] "Download" page - design !#2, [ ] "Develop" page - design !#1, [ ] "Develop" page - design !#2, [x] "News" page - design !#1, [ ] "News" page - design !#2, [ ] Cut design !#1 into markup (pending approval), [ ] Cut design !#2 into markup (pending approval)

#42 - 2014-06-30 18:38 - Abrahan Núñez
- Checklist changed from [x] Main page - design !#1, [x] Main page - design !#2, [ ] Main page - design !#3, [ ] "Download" page - design !#1, [ ] "Download" page - design !#2, [ ] "Develop" page - design !#1, [ ] "Develop" page - design !#2, [x] "News" page - design !#1, [ ] "News" page - design !#2, [ ] Cut design !#1 into markup (pending approval), [ ] Cut design !#2 into markup (pending approval) to [x] Main page - design !#1, [x] Main page - design !#2, [ ] Main page - design !#3, [ ] "Download" page - design !#1, [ ] "Download" page - design !#2, [x] "Develop" page - design !#1, [ ] "Develop" page - design !#2, [x] "News" page - design !#1, [ ] "News" page - design !#2, [ ] Cut design !#1 into markup (pending approval), [ ] Cut design !#2 into markup (pending approval)
- File website-proposal-blue-develop.jpg added

Here the develop section.

{{thumbnail(website-proposal-blue-develop.jpg, size=600, Title="Website Proposal")}}

#43 - 2014-06-30 18:49 - Tim Roden

- % Done changed from 10 to 0

Another comment on the new horse logo:

> *heh... a middleground between the first one and this one would be desirable... we are not going to war... :)*

I'm posting this here for feedback at this point, not recommending that we act on it.

#44 - 2014-06-30 19:23 - Abrahan Núñez

- File website-proposal-blue-develop-with-video.jpg added
- % Done changed from 0 to 10

Develop section with video.

{{thumbnail(website-proposal-blue-develop-with-video.jpg, size=600, Title="My New Mockup")}}

#45 - 2014-06-30 19:28 - Abrahan Núñez

- File website-proposal-blue-develop-with-video-switch.jpg added

Here the video in the middle.

{{thumbnail(website-proposal-blue-develop-with-video-switch.jpg, size=600, Title="My New Mockup")}}

#46 - 2014-06-30 19:55 - Abrahan Núñez

- File website-proposal-blue-download-comments.jpg added

Download section with Why download NetBSD?

{{thumbnail(website-proposal-blue-download-comments.jpg, size=600, Title="My New Mockup")}}

#47 - 2014-07-02 12:05 - Tim Roden

More comments on the "super horse":

> *Yeah, I liked the previous one. These look too busy (but limited to the two, my pref is the top one).*
>
> > *heh... a middleground between the first one and this one would be desirable... we are not going to war... :)*
>
> *I agree. This logo is definitely promising. But the horse looks a bit too aggressive, probably the shape of the eyes.*

> *Wow. I really like how this is coming together.*
>
> *Is there any relevance to the direction the horse is facing? Seems like it might want to face forward (to the right in my mind), looking to the future, instead of back, looking to the past ...*
>
> *Or maybe I'm reading too much into it.*
>
> *I don't have strong feelings either way.*

I have been told that people should be facing to the right in promo shots just for this reason. I assume that the same would apply to horses.

<IRELLEVANT_STORY>
One time I was in a band and we took some promo pictures with the band facing different ways. When it came time to make the poster we liked one of the left facing ones the best but someone told us we should pick a right facing one. We wound up flipping the one we liked. If you looked closely we were all wearing blouses. :-)
</IRELLEVANT_STORY>

Regarding the "News" subpage:

> > *I like the way this is coming.*
> >
> > *I like the design as well.*
> >
> > *Same here. Page looks modern and sleek.*

> *Yes, quite a nice idea (and dovetails with growing consensus for merging the blog back into the site).*

#48 - 2014-07-03 17:11 - Abrahan Núñez
- File website-proposal-blue-develop-v3.jpg added

Here the new version of develop section.

{{thumbnail(website-proposal-blue-develop-v3.jpg, size=600, Title="My New Mockup")}}

#49 - 2014-07-03 17:14 - Abrahan Núñez
- File website-proposal-blue-develop-v3-fixed.jpg added

Fixed.

{{thumbnail(website-proposal-blue-develop-v3-fixed.jpg, size=600, Title="My New Mockup")}}

#50 - 2014-07-03 19:24 - Abrahan Núñez
- File website-proposal-blue-develop-fixed-v1.jpg added

Here the develop section fixed.

{{thumbnail(website-proposal-blue-develop-fixed-v1.jpg, size=600, Title="My New Mockup")}}

#51 - 2014-07-03 19:34 - Abrahan Núñez

- File website-proposal-blue-develop-fixed-v2.jpg added

{{thumbnail(website-proposal-blue-develop-fixed-v2.jpg, size=600, Title="My New Mockup")}}

#52 - 2014-07-04 15:46 - Abrahan Núñez

- File website-proposal-two-download-section.jpg added

Here the download section.

{{thumbnail(website-proposal-two-download-section.jpg, size=600, Title="My New Mockup")}}

#53 - 2014-07-04 16:20 - Abrahan Núñez

- File website-proposal-two-download-fixed.jpg added

Download section fixed.

{{thumbnail(website-proposal-two-download-fixed.jpg, size=600, Title="My New Mockup")}}

#54 - 2014-07-04 16:37 - Tim Roden

- Checklist set to [x] "Download" page - design !#1

#55 - 2014-07-04 16:51 - Tim Roden

- Checklist changed from [x] Main page - design !#1, [x] Main page - design !#2, [ ] Main page - design !#3, [x] "Download" page - design !#1, [ ] "Download" page - design !#2, [x] "Develop" page - design !#1, [ ] "Develop" page - design !#2, [x] "News" page - design !#1, [ ] "News" page - design !#2, [ ] Cut design !#1 into markup (pending approval), [ ] Cut design !#2 into markup (pending approval) to [x] Main page - design !#1, [x] Main page - design !#2, [x] "Download" page - design !#1, [x] "Develop" page - design !#1, [x] "News" page - design !#1, [ ] Cut design !#1 into markup (pending approval)

- % Done changed from 40 to 80

#56 - 2014-07-08 11:04 - Tim Roden

I've sent all approved mockups to TNF for comments. Regarding the Download mockup:

> *I like it, but there is one thing: it feels that something is missing in the top part of the page. The bottom part of the page looks great since it has a small red FreeBSD icon and orange pkgsrc text (we are talking about colours here). These are small details, but a little contrasts perfectly enriches the overall page.*
>
> *However, the top part of the page lacks that. Perhaps a single icon in red (just an idea) or some other little detail in different colour would improve the top part of the page as well?*

This is a pretty good suggestion. We could take the colours from the Other platforms icons and stagger them downward for some variation. However, I don't think we need to spend time on this now, but can do it later.

I've pinged TNF regarding user acceptance and the closure of this task.

#57 - 2014-07-08 16:16 - Tim Roden

TNF secretary and treasurer responded that the user acceptance phase will be discussed during the board meeting tomorrow.

#58 - 2014-07-14 12:34 - Abrahan Núñez
- File Guideline.pdf added

Here the logo guideline.

#59 - 2014-07-14 19:22 - Abrahan Núñez
- File Guideline-fixed.pdf added

Logo guideline fixed.

#60 - 2014-07-17 14:55 - Tim Roden

Some belated comments regarding the super horse logo and designs in general:

> *I was just catching up on this thread a bit.*
>
> *All the effort looks great! I look forward to seeing it go live.*
>
> *David, nothing more that I could add... Really looking forward to see this live.*

#61 - 2014-07-17 18:18 - Abrahan Núñez
- File NetBSD - HTML.zip added

Here the HTML code of the homepage.

#62 - 2014-07-18 11:17 - Abrahan Núñez
- File NetBSD - HTML.zip added

Here the new version of the code with the 1200 layout.

#63 - 2014-07-18 15:44 - Abrahan Núñez
- File NetBSD - HTML.zip added

Here the code with the media queries.

#64 - 2014-07-18 16:48 - Abrahan Núñez

- File NetBSD - HTML_v3.zip added

Here the code.

#65 - 2014-07-18 17:05 - Abrahan Núñez

- File NetBSD - HTML_v4.zip added

Here the code.

#66 - 2014-07-18 17:07 - Abrahan Núñez

- File NetBSD - Logo.ai added

Here the .ai file of the logo.

#67 - 2014-07-18 17:08 - Tim Roden

- Checklist changed from [x] Main page - design !#1, [x] Main page - design !#2, [x] "Download" page - design !#1, [x] "Develop" page - design !#1, [x] "News" page - design !#1, [ ] Cut design !#1 into markup (pending approval) to [x] Main page - design !#1, [x] Main page - design !#2, [x] "Download" page - design !#1, [x] "Develop" page - design !#1, [x] "News" page - design !#1, [x] Cut design !#1 into markup (pending approval)
- Status changed from In Progress to Resolved
- % Done changed from 80 to 100

Beautiful, thanks. Will set this to *Closed* once the payment is received. Please, hand me a key drive with all the PSDs for this task.

#68 - 2014-07-18 17:11 - Abrahan Núñez

- Checklist changed from [x] Main page - design !#1, [x] Main page - design !#2, [x] "Download" page - design !#1, [x] "Develop" page - design !#1, [x] "News" page - design !#1, [x] Cut design !#1 into markup (pending approval) to [x] Main page - design !#1, [x] Main page - design !#2, [x] "Download" page - design !#1, [x] "Develop" page - design !#1, [x] "News" page - design !#1, [ ] Cut design !#1 into markup (pending approval)
- % Done changed from 100 to 80

Here the link to get the Ubuntu fonts.

https://www.google.com/fonts/specimen/Ubuntu

#69 - 2014-07-18 17:11 - Abrahan Núñez

- Checklist changed from [x] Main page - design !#1, [x] Main page - design !#2, [x] "Download" page - design !#1, [x] "Develop" page - design !#1, [x] "News" page - design !#1, [ ] Cut design !#1 into markup (pending approval) to [x] Main page - design !#1, [x] Main page - design !#2, [x] "Download" page - design !#1, [x] "Develop" page - design !#1, [x] "News" page - design !#1, [x] Cut design !#1 into markup (pending approval)
- % Done changed from 80 to 100

Files

proposal-one-v1.jpg	223 KB	2014-06-02	Abrahan Núñez
proposal-one-both.jpg	242 KB	2014-06-02	Abrahan Núñez
proposal-one-v2.jpg	222 KB	2014-06-02	Abrahan Núñez
proposal-two-both.jpg	180 KB	2014-06-03	Abrahan Núñez
proposal-two-v1.jpg	157 KB	2014-06-03	Abrahan Núñez
proposal-two-v2.jpg	150 KB	2014-06-03	Abrahan Núñez
logo-proposal-three.jpg	31.4 KB	2014-06-25	Abrahan Núñez
website-proposal-one.jpg	444 KB	2014-06-25	Abrahan Núñez
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logo-proposal-three.jpg	31.4 KB	2014-06-25	Abrahan Núñez
website-proposal-with-search.jpg	457 KB	2014-06-25	Abrahan Núñez
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NetBSD - HTML.zip	211 KB	2014-07-18	Abrahan Núñez
NetBSD - HTML.zip	215 KB	2014-07-18	Abrahan Núñez
NetBSD - HTML_v3.zip	215 KB	2014-07-18	Abrahan Núñez
NetBSD - HTML_v4.zip	215 KB	2014-07-18	Abrahan Núñez
NetBSD - Logo.ai	378 KB	2014-07-18	Abrahan Núñez