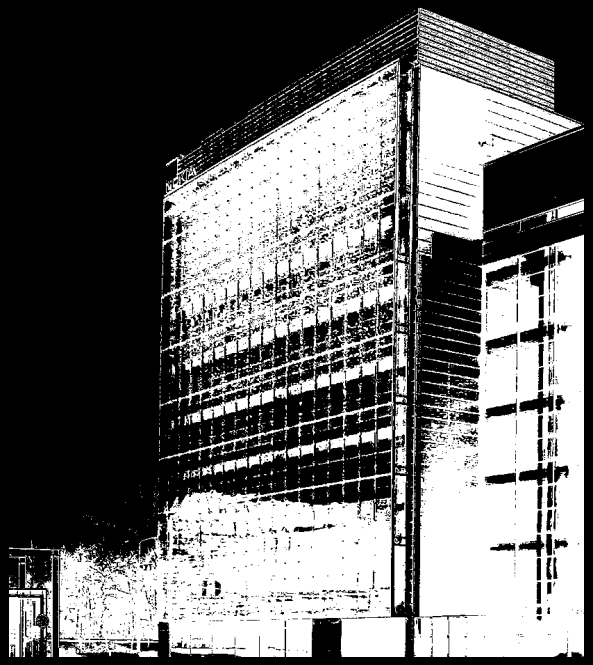

2nd Calligra Sprint

Calligra Branding

Jarosław Staniek, November 2011

Calligra

Since the day one Calligra is THE new quality!

→ technically and as organization

Contributors

want recognition for THEIR work

take responsibility for THEIR work

Contributors

don't block derivative works

→ but not at cost of their REPUTATION

Logo vs Icon

Logo must NOT be altered

Icon can be part of theme

Copyright & Trademark

Copyright is for artwork

Trademark is for brand identification

→ “number one spokesman”

Copyright

Licensing of the artwork to be discussed (CC-BY-SA or LGPL)

Idea: Two logos (one free, one protected) as in Debian

Trademark registration

Can be done by KDE e.V. since Calligra is an informal group

Logo Usage

In context of the Calligra Suite: without permission

As a source for derivatives: MUST BE out of Calligra Suite's context

How to avoid logo misuses?

By having CLEAR Logo Guidelines

It's up to Calligra contributors to react on misuses and suggest right solution

Questions?