

Re: FreeBSD's Visual Identity: Outdated?

Source: <http://unix.derkeiler.com/Mailing-Lists/FreeBSD/arch/2004-12/0135.html>

From: Daniel Blendea (bdaniel7_at_gmail.com)

Date: 12/23/04

Date: Thu, 23 Dec 2004 13:54:31 +0200

To: jsha <johann@terrabionic.com>

1. bu**s**it, Beastie is ****COOL**** and would be a loss of identity if the logo would change;
Dear Sir, please read the page where what greek daemons are explained..

2. again, bu**s**it, the colors are not ugly at ALL, – and i'm not a fan of site's color theme coz i prefer blue-ish colors – again, think about identity...whenever one FreeBSD'er sees the logo/colors – on software packages, media and the like – he will know that product is related to FreeBSD

3. please install FreeBSD couple of times, and afterwards you'll get to install it eyes– closed..

thank you for reading and please excuse my excited tone,
Daniel

On Thu, 23 Dec 2004 12:27:31 +0100, jsha <johann@terrabionic.com> wrote:

>
> *Hello.*
>
> *I am writing this e-mail hoping that someone will share my thoughts*
> *on how the world's best operating system should represent its attributes*
> *and users to the rest of the world.*
>
> *Being an architect as well as graphic designer, I feel it is about time*
> *for a complete revamp of the visual aesthetics of the FreeBSD project.*
> *The current logo and everything pertaining to it has long since lost its*
> *modern touch. I believe that if this image is strenghtened, so is the*
> *way outsiders view the FreeBSD project and the way they would judge it*
> *compared to other open source operating systems.*
>
> *1. Not only is the logo misleading (associating evil) but it also looks*
> *like something 10-year-olds could produce in Paint Shop Pro ten years*
> *ago. OpenBSD has an artistic touch to theirs, however I was very*
> *disappointed when I heard that the new NetBSD logo was in effect.*
>
> *2. If it wasn't for the interesting content and structure of the FreeBSD*

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- > website, it would be among the less beautiful. Yes, it serves its
- > purpose well by being simple and straight to the point. But a redesign
- > could offer just the same -- simplicity and accuracy -- without being
- > ugly.
- >
- > 3. The installation, even though it's text-only, could also be improved
- > by simple restructuring to act more cognitive and human-centered than
- > previously. Everything pertaining to the eye is important to improve.
- >
- > 4. There should be some kind of FreeBSD business card and letterhead
- > available to all that support this project.
- >
- > How do I know though, that if I manage to pull together a team to work
- > on this refined vision, that we won't be totally ignored even though we
- > produce the most magnificent result?
- >
- > Anyone that are interested, please reply ;-)
- >
- > Sincerely,
- > Johann Manaf Tepstad
- > --
- > j.
- >
- >
- >

freebsd-arch@freebsd.org mailing list

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