# Preface

There are several aspects to consider when choosing a new logo. Please consider the following points when making your selection:

#### Semantic aspects

- Can a connection be made between the logo and the BIRT product?
- Does the logo symbolize business intelligence and reporting in any way?
- Does the figurative mark carry the meaning of the product?
- Does the logo appeal equally to technical users (software developers) and end users?
- Is the logo "understandable" for both target groups?
- Can the logo be used as a figurative mark as well as a word mark? Each part taken separately?
- Does the figurative mark connect with the wordmark?
- Is there a connection between the logo and the eclipse design?
- Does the color scheme fit in with the new design?
- For recognition purpose, the figurative mark should not change color between light and dark representation or in reverse. Does the proposal meet this requirement?

#### Note the following

The logos are in the order chosen by Scott and as provided.

#### **Technical aspects**

- The logo must work in the following places: on the homepage (large resoution), in the menu bar (medium resolution), as favicon (very small resolution). Is the logo scalable and still recognizable as favicon as BIRT?
- The favicon is a square. Can the logo still be reduced to a 16x16 px or 32x32 px format and then still be recognizable?
- Since the logo is to be used in the documentation, the image mark portion of the logo may not exceed the upper and lower edge of a font (X and H line), otherwise the logo cannot be reasonably connected with mark down. From this it follows as a restriction for the logo that it must not protrude beyond the wordmark portion. Is this the case?
- Does the logo work on both light and dark backgrounds?
- Can the Trade Mark symbol, which is mandatory by Eclipse's specification, be applied in a graphically appealing manner? Has it been taken care off?































6 6 9 6 2

Documentation

information you need.

**E** 























































#### Contest-21 + 22

















#### Contest-26 + 27













#### Contest-30 + 34







































