

Swimming upstream or downstream? Both!

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Harald Sitter, Vincent Untz





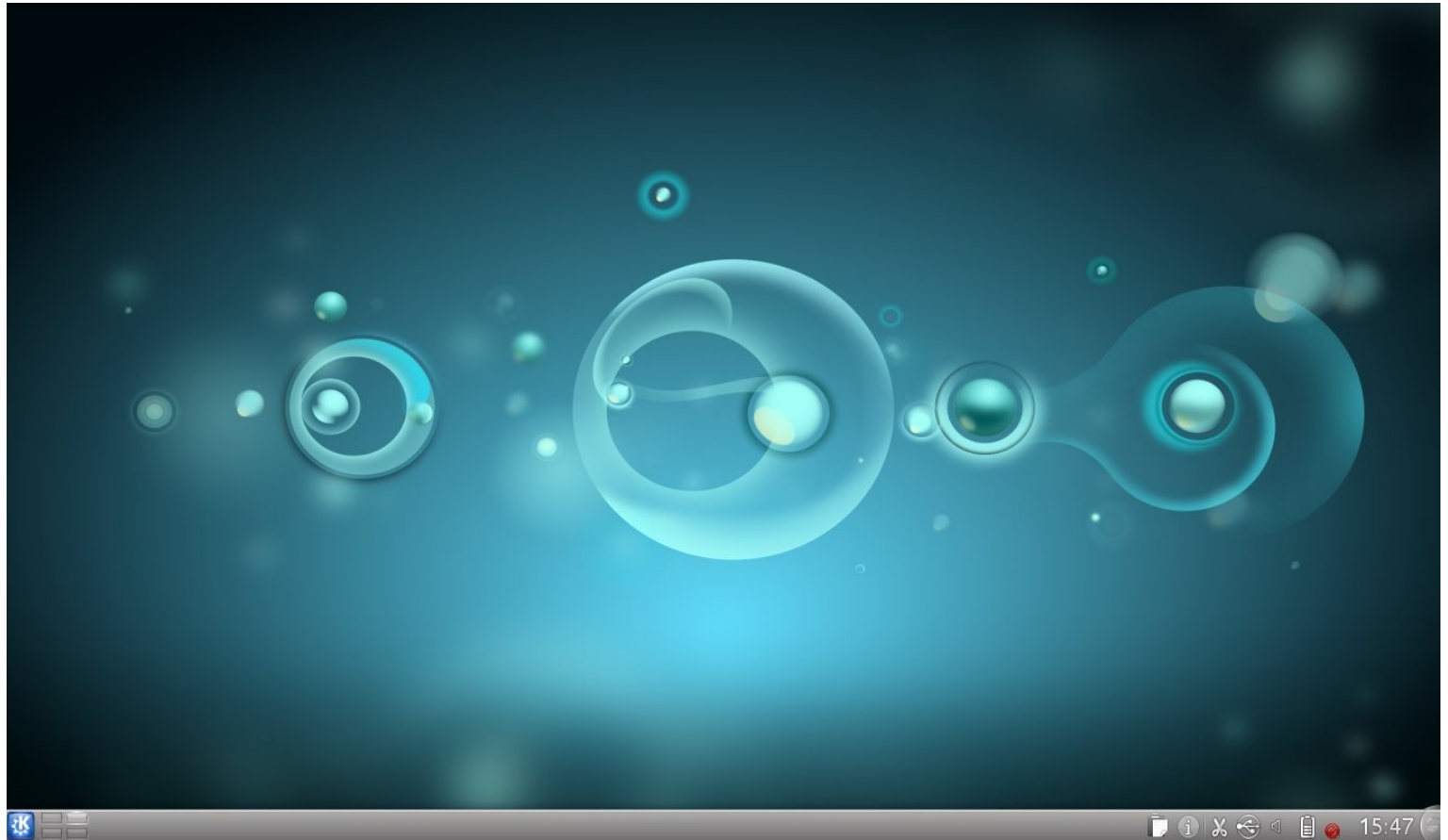






Love The Upstream

- Talking
- Cookies
- Hugs





The Bourne Identity

Jaroslav Reznik



Identity

The collective aspect of the set of characteristics by which a thing is definitively recognizable or known

(thefreedictionary.com)



Branding

VISIBILITY

The real life example ;-)



Branding - issues

- Gnome 3 & Fedora 15
 - Gnome Shell was a big event -> marketing through the same “visuals”
 - Design team, Gnome desktop team, Board involved (and of course other spins)



Branding – upstream's babies

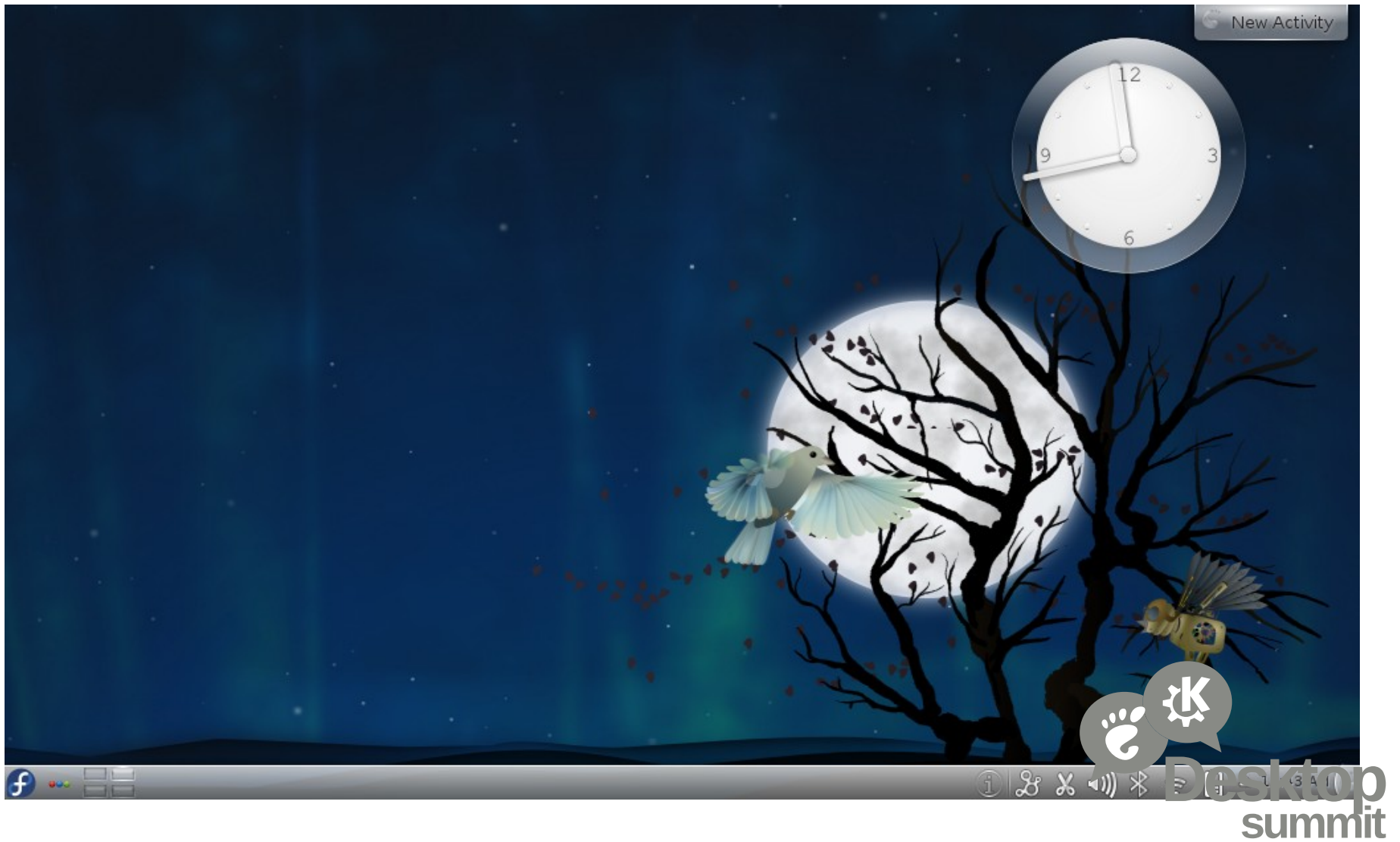


The shell does not need 'a Fedora branding'.
(Matthias Clasen, 04-15-2011, Design team mailing list)

PS: check RHBZ #6996357



Branding



Branding - Lovelock



Branding – it's all about stripes



Branding – building brand

...and would like to collaborate with us on this, we will work with you to bring your logo and/or color scheme into our default wallpaper(s).

(Aaron Seigo, 05-06-2009, blog)

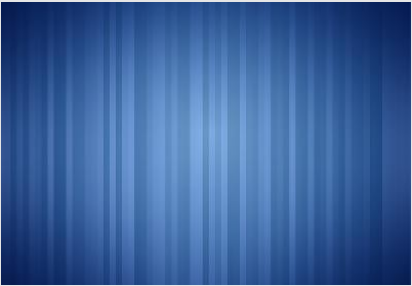
<http://aseigo.blogspot.com/2009/06/building-brand-together.html>



Branding – and green



Branding – will it blend?

| | Fedora | Open SUS E | Ubu ntu | ... |
|-------------|--|---|------------|-----|
| Plasma |  | | | |
| Gnome Shell |  |  | | |
| XFCE | | | | |
| LXDE | | | | |
| ... | | | | |

Platform

- Downstreams sees upstreams as a raw material, a platform to build on
- Upstreams sees downstreams as a platform to build their user experience on top of it
- Collision???

Front line!



Front line

- Downstreams are the first on the aim of users
- Upstreams, please communicate/consult your intentions!
 - Defaults changes (*folder view*)
 - Releases (*monolithic packages*)



Testing

- Six-months development cycle is fast
- Faster feedback, more feedback
- Influence in GNOME 3 development



Mutual benefits for marketing

- Test images of GNOME 3
- Drawing people to distributions



Thank you!

**BoF on Wednesday
16:00 – 17:00**

