Swimming upstream or downstream? Both!

Allison Randal, Jaroslav Řezník, 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 – 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

openSUSE Project
The openSUSE project is a community program sponsored by Novell. Promoting the use of Linux everywhere, opensUSE.org provides free, easy access to the world’s most usable Linux distribution, openSUSE. You’ll find more information available in many languages on the project wiki. For the latest news, visit our opensUSE News portal.

Community Support
The opensUSE community are helpful people. Various ways exist to contact other opensUSE members, ask questions, discuss opensUSE and Linux. The official opensUSE Forums are very accessible. Other ways including online chat are described on our Online Help site.

Build Service
The opensUSE Build Service is an open and complete distribution development platform. It provides software developers with a tool to compile, release and publish their software for a broad user audience. For non-developers it offers a large collection of easy to install software packages. Just visit the opensUSE Software site.

Have a lot of fun!

Shew Introduction to KDE4
## Branding – will it blend?

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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