



quality.mozilla.org logo project

Project Goal

Create a logo to represent the Mozilla QA department as they engage the broader Mozilla community in a variety of testing projects.

Project Background

The Mozilla QA department uses the quality.mozilla.org (QMO) site as the hub for all their interactions with the Mozilla community. The site is a launch pad for community-based projects, a discussion forum for testers and a central resource for documentation and event information.

In Q2 2007 the QA department will be overhauling the QMO site in order to increase their interaction with the community and engage a broader spectrum of users. As the key element of the QMO identity, this new logo will be the foundation of the site redesign and any future QMO projects (such as t-shirts and other merch).

Target Audience

The expected audience for this logo is primarily tech-savvy men who understand the Mozilla mission and are familiar with our various software products. This audience can be broken down into three basic use cases (in order of priority):

- Potential QMO participants
 - People who have not yet taken the step of actually doing QA testing, but are serious enough to have visited the QMO site.
 - Includes students, Firefox fans who want to help, anyone interested in learning more about Mozilla, end users.
 - This is the primary target audience.
- Current members of the QMO community
 - People who are already volunteering their time to help the QA department's testing activities.
 - Includes software engineers, web developers, partner QA teams and the international testing community.
- Accidental visitors to the site
 - People who are Mozilla fans, but essentially wound up on the QMO site by accident and need to be redirected...maybe they'll be impressed enough to help out anyway?
 - Includes people who need help or customer support, and people who are looking to evangelize via Spread Firefox.

Inspirational Keywords

quality, community, teamwork, testing, technology, cutting-edge, problem-solving, analysis, bug finding/fixing, feedback, attention to detail, communication, openness

Color Direction

No specific color palette is required. Logo color(s) should be impactful, yet neutral enough to work with other Mozilla color families. It is likely that the redesigned QMO website will be color-coded by the various Mozilla software products. So, this logo should be able to co-exist relatively easily with a variety of other color palettes.

The logo does not need to specifically reflect the color palette of the Mozilla Foundation, Firefox or any of the other Mozilla products. For reference, though, here are the current color families by product:

- Firefox: blue, orange, red, yellow
 - www.getfirefox.com
- Thunderbird: blue, beige, purple
 - www.getthunderbird.com
- Seamonkey: blue, purple, lavender
 - <http://www.mozilla.org/projects/seamonkey/>
- Camino: blue
 - <http://www.caminobrowser.org/>
- Sunbird, green, yellow, orange
 - <http://www.mozilla.org/projects/calendar/sunbird/>
- Minimo: orange, yellow
 - <http://www.mozilla.org/products/>
- Bugzilla: purple, red, beige
 - <http://www.bugzilla.org/>
- Mozilla.org: burgundy, blue, black (originally was orange, red, black)

Design Direction

The design direction for this project is wide open – for example, it can be a type treatment or something more conceptual. See below for details, and be sure to check the Appendix for specific examples of logos we like.

Our top preference is for a type treatment – logo based around any of the following:

- QMO (or Q.M.O.)
- quality.mozilla.org
- just the letter Q, with the URL below

Additionally, you could explore any of the following more conceptual options:

- classic QA imagery:
 - check mark
 - magnifying glass
 - stamp of approval
 - pushing the button (i.e. releasing software)
 - pass/fail
- mascots:
 - duck (QAC = QA contributor)
 - bug busters (in the style of “Ghostbusters”)
- actions:
 - squashing bugs
 - searching for bugs
 - catching bugs
- measurements:
 - scales
 - ruler

- litmus paper
- automation
 - gears
 - toolbox
 - assembly line
- community:
 - people, possibly silhouetted for the background

Use Cases

The primary use of the logo will be on the QMO site, so it should be designed appropriately – should be flexible enough to fit in a variety of spaces (i.e. should ideally be approximately as wide as it is high) and should be scalable enough to be used in small or large formats.

A secondary use case would be on apparel, such as t-shirts.

Appendix

Three examples of logo styles we like:

1. We like the clean lines and rounded corners of this one. A quick Photoshop hack shows how it a QMO logo in this style could look (although don't take this too literally!).



2. Perhaps the Q, M and O could form a shape in this style:



3. We like the magnifying glass and the person in this one:



This isn't specifically related to the logo, but here are some thoughts on the desired impact of the soon-to-be-redesigned QMO website – might be useful for context:

- What impact is it going to have?
 - Growing volunteer community of testers
 - Grooming users into testers
 - Building strong sense of team/community
 - More open discussions on how to improve product quality
 - Innovation and creativity through projects and events
- What does it mean to the community?
 - Sense of belonging/home
 - Open channels to contact QA team and community members with similar interests
 - Chance to learn more about Mozilla and our goals/processes
 - Improve products they love by being active members of community
 - Showcase their skills and abilities to help them climb the QA/Dev ladder