

Marketing - Task #2241

update flyers with better design and updated text

2017-05-08 16:10 - Mike Saunders

Status: New	Start date:
Priority: Normal	Due date:
Assignee:	% Done: 0%
Category:	
Target version:	
Description	
We have a series of flyers for LibreOffice covering various topics: https://wiki.documentfoundation.org/Gallery_Flyers I took these to a recent graphic design seminar and got some feedback, and I also have some ideas to improve them. We can refresh the text as well, and consider extra flyers if our marketing community needs them. Putting this down for later in the year.	

History

#1 - 2017-08-08 15:18 - Mike Saunders

On the marketing-priv@ mailing list, someone showed this comparison between KDE and LibreOffice flyers:

<http://imgur.com/a/DM3PZ>

Some of the comparisons show flyers with different purposes (eg "Join KDE e.V." vs "LibreOffice migrations"), but there is useful inspiration there to update or redesign our flyers.

I took some of our flyers to a graphics design workshop in April, and got lots of feedback, so I can update them accordingly.

#2 - 2017-09-13 11:55 - Florian Effenberger

Looking at the other tasks pending that are more urgent, how about we shift that to Q4?

We won't get things printed before the conference I assume, and we have the annual report there to show anyways Thoughts?

#3 - 2017-09-13 17:21 - Mike Saunders

- Target version changed from Q3/2017 to Q4/2017

Florian Effenberger wrote:

Looking at the other tasks pending that are more urgent, how about we shift that to Q4?

We won't get things printed before the conference I assume, and we have the annual report there to show anyways Thoughts?

Yes, setting this as a task for Q4.

#4 - 2017-12-08 10:32 - Mike Saunders

- Target version changed from Q4/2017 to Q1/2018

Probably won't get time to work on these before new year, so setting Q1/2018. Might be worth creating a special "geek-oriented" flyer for FOSDEM though, based on the existing ones.

#5 - 2018-03-06 14:52 - Florian Effenberger

- Target version changed from Q1/2018 to Q2/2018

I think the next occasion when we need something is for the Augsburg Linux Infotag end-April, and Q1 is rather full with other activities, so shifting to Q2

#6 - 2018-05-09 10:48 - Florian Effenberger

Was this done actually for Augsburg?

#7 - 2018-05-09 13:32 - Mike Saunders

Florian Effenberger wrote:

Was this done actually for Augsburg?

No, because these are the English flyers (although they could be translated, of course). For Augsburg I created a new "Mach mit" flyer that's more strongly focused on promoting the project rather than the product.

I would still like to redesign these flyers at some point though.

#8 - 2018-08-20 16:07 - Florian Effenberger

- *Target version changed from Q2/2018 to Qlater*

Shifting this to later, let me know if you disagree :-)

#9 - 2018-08-21 09:42 - Mike Saunders

Florian Effenberger wrote:

Shifting this to later, let me know if you disagree :-)

Yes, I agree. As we've discussed before, I'm not sure whether it makes sense to redesign flyers that we rarely use, or work on some new ones much more targeted at potential contributors. I'll add this as a topic for the marketing workshop in Tirana...

#10 - 2019-03-12 15:20 - Florian Effenberger

- *Assignee deleted (Mike Saunders)*

- *Target version deleted (Qlater)*

Seems there is no need/urgency, so let's remove this from your pile - whoever wants to take it, we are happy to support, of course!