ConFLOSS

Free/Libre and Open Source Software Conference

Media Kit

Promotion & Realization
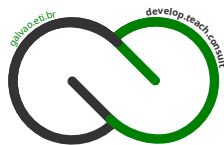
Table of Contents

Introduction

ConFLOSS is the most recent event in the well-known and vibrant Open Source scenario in Brazil. Idealized in 2019, the event had it's first edition in the height of the CoViD-19 pandemic, showing the commitment of it's organizers, who have 20 years of experience with Technology, Open Source and Development.

The event is hosted on a yearly basis, always around the 3rd week of August and is comprised of three days of talks (1h), mini-tutorials (2h) and tutorials (4h). The first day is always hosted online to present content to those who can't, for a variety of reasons, be present on-site. The second and third days are exclusively hosted on-site.

Summary and Links

Event's name: ConFLOSS

Complete Name: ConFLOSS – Free/Libre and Open Source Software Conference

Website: https://confloss.com.br/

Social Media

Hashtag: #ConFLOSS

Twitter: https://twitter.com/ConFloss

Facebook: https://www.facebook.com/Confloss-103063237798347/

LinkedIn: https://www.linkedin.com/company/confloss/

Instagram: https://www.instagram.com/confloss_oficial/

YouTube: https://youtube.com/confloss

Github: https://github.com/confloss

SoundCloud: https://soundcloud.com/confloss

2023-07-12 - 3 / 8

Visual Identity

ConFLOSS' logo is a combination of three elements: the dove, the sun and the olive branch. These elements combine to give a sense of freedom, peace, harmony and warmth, concepts that are often associated directly or indirectly with Open Source.

Logo

Colors:

The Dove:
RGB: 147, 189, 255
Hexa: 93bdff

The Sun:
RGB: 255, 212, 62
Hexa: ffd43e

The Olive Branch:
Stem: RGB: 149, 99, 87   Hexa: 956357
Leaves: RGB: 84, 184, 111 Hexa: 54b86f

Event's name:
RGB: 0, 0, 0
Hexa: 000000

Font: Ostrich Sans Medium Rounded

"C" and "FLOSS" are "uppercase", while "on" is "lowercase".

Ostrich Sans is an all caps font, so upper and lower case effect is achieved by making the lowercased letters be ≃ 80% of the size of the uppercased ones. Same effect is applied in case of using the event's full name (see logo variations, below).

Logo Variations

Black Background

Wide

Wide, Black Background

Logo Usage

The main version of the logo has it's dimensions as a perfect square, with a white background. The only allowed variations are the ones showed above: a wide version of the logo where the event's name is displayed on the side with the acronym meaning placed in a rectangle below it.

The only allowed variation in background color is black, as also shown above.

Fecthing the logo and other assets

ConFLOSS' logo and other assets can be found at the event's github org, more specifically in the assets repository.

Since the logo is provided with all objects converted to curves there's no need to acquire the Ostrich Sans font. Logo variations are provided as high resolution bitmaps.

Social Media

Please try to, whenever possible:

1. Mention ConFLOSS' account on that media (see our social media links) or, alternatively, contain the hashtag #ConFLOSS;

2. Provide a link to the event's website;

3. Give as much concised information as feasible within the media's constraints (date, venue, etc…);

4. Give your own spin: we love posts to be as organic as possible, so please feel free to share your insights, thoughts and opinions about our work;

5. Avoid criticisms. If for any reason you dislike any aspect of our work, please contact us so we can resolve any issues.

Contact

Phones: +55 11 3230-6046 / + 55 11 9 9281-0735 / + 55 51 9 9743-6505

E-mail: atendimento@confloss.com.br

Sister Conferences

Meet ConFLOSS' sister conferences: