

# Logo Management

From Matchi Wiki

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## Avatar and Logo Requirements

The Matchi System uses the following organization logos and user avatars:

### Organization Alias

When the organization record is created, a unique alias is automatically generated, and this is usually the name by which the organization is casually referred to. Where the alias is different, e.g. in the case where a generated alias produces "royalbankofscotland" where we refer to it as "rbs", then the alias should be changed to "rbs". For technical reasons, we stick to lower case aliases. Where we have filial organizations in multiple countries, we can add the country's 2-letter ISO code to the alias to disambiguate them, e.g. the alias for KPMG in Germany is 'kpmg-de'.

The alias is used in the naming of organization avatar file and logo file:

- Avatar file: `~/images/orglogos/60x60/[alias].png`
- Logo file: `~/images/orglogos/x60/[alias].png`

### Graphic File Format

All uploaded avatar and logo files to the Matchi System are PNG format, even if they were sourced from (high-quality) JPEG files.

### 60x60 pixel avatar-style square logo

For each organization a 60x60 pixel avatar-style square logo. The resulting 60x60 avatar is based on a square(-ish) version of the company's logo if one can be found, and does not have a white border around it.

### 60px-high horizontal logo

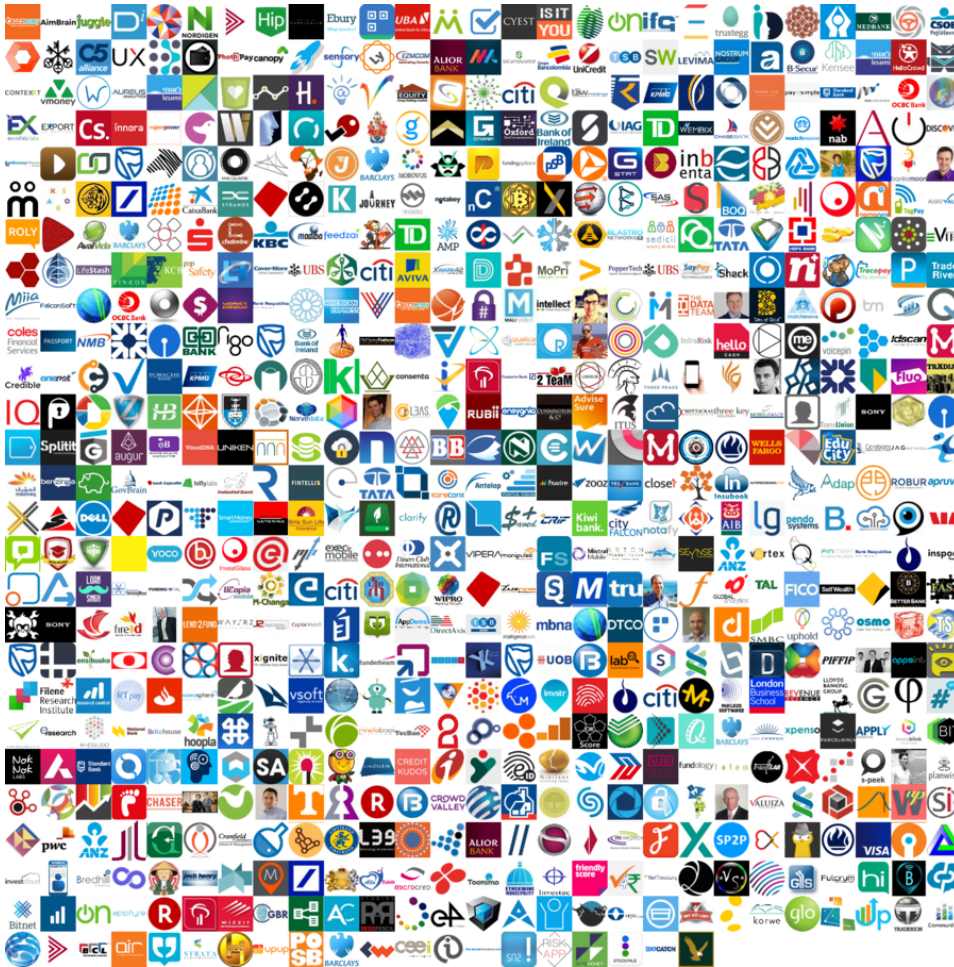
For each organization a 60px-high horizontal logo. The 60px-high horizontal logo is only rarely used at the moment, so it not critical to have one for each organization. The resulting 60x-high landscape-format logo is based on a landscape-format version of the company's logo if one can be found. It has a white border 5px around it and should ideally not exceed 320px in width.

## 60x60px user avatar

- Users can optionally upload an image of themselves through the registration facility, that results in a 60x60px image. Users can alternatively point to their cloud-based "gravatar". If a user avatar is not available, then the user's organization square logo is displayed instead. Conversely, if a user's personal avatar is available but there is no organization logo or avatar, then the personal logo will be displayed in reports. It is not obvious if a user's avatar is a personal image or a corporate logo, and should this be the case, one could reuse the user's avatar for the organization's avatar.

### Examples:

A collection of 60x60 pixel square icons:



A collection of 60 pixel-high logos:



## Researching an organization's logo

Most companies have both a square variant and a landscape-format logo.

The simplest way to source a logo is to look at the company webpage, and to search for a high-quality image in Google Image search that matches the image on the company website. It is unlikely that the actual website will host a sufficiently high-quality image of their logo that will not lose fidelity after it has been size to our requirements.

# Avatar and Logo Specifications

## Margins around logos

- The 60x60px square logo has no margin around it.
- The 60px-high logo has a 5px margin around it. If the logo has sticky-out-bits above or below it, the sticky-out-bits can extend into the margin. The margin is by default white - see next section.

## Background Colour

The background colour should be the same as that source logo. Where this is ambivalent, it should be white. Logos with an alpha-channel for a background also default to a white background. If the majority background colour is determined to be a colour other than white, then the margin is also flood filled with that colour.

# Technical Avatar and Logo Details

## File Formats

All logo files and avatar files are PNG files, with the .png (lower-case!) file extension.

## Logo and Avatar file names

- A unique file is attributed to avatar files that users upload is in the form [md5checksum].png
- A unique alias is assigned to each organization at Matchi. This alias is used for the avatar and logo file (since they are stored in different directories), in the form [alias].png

## Server Storage

- Avatar files for users are stored in ~/images/userlogos/60x60
- Avatar files for organizations are stored in ~/images/orglogos/60x60
- Logo files for organizations are stored in ~/images/orglogos/x60

## Data indexes to avatar and logo file names

- Avatar files for users are referenced in the database like this:

```
mysql> select avatar from mtchi_inno_login_users where user_id = 887;
+-----+
| avatar |
+-----+
| fantastic-fintech.png |
+-----+
```

- Avatar and logo files for organizations are referenced in the database like this:

```
mysql> select alias, avatar, logo from mtchi_inno_organizations where id = 1;
+-----+-----+-----+
| alias | avatar | logo |
+-----+-----+-----+
| matchi | matchi.png | matchi.png |
+-----+-----+-----+
```

# How to create organization avatars and logos

## Toolkit

You need to have ImageMagick installed on your machine.

The scripts that are used here are in the code repository under /usr/local/bin. Copy these to your own /usr/local/bin directory, and make sure that /usr/local/bin is on your PATH:

- /usr/local/bin/make60x60avatar.sh
- /usr/local/bin/makex60logo.sh
- /usr/local/bin/deploy60x60avatar.sh
- /usr/local/bin/deployx60logo.sh

## Source logos and avatars

It is important to start with a high quality source file. Organization websites often do not contain a high quality logo files and instead only hold highly compressed JPEG files, which, once it has been resized, will introduce unpleasant artefacts. A good alternative it to source logos from Google Images. Check that the selected logo or avatar visually corresponds to the one on the organization's website.

- Twitter is a good place to source square avatars
- LinkedIn is a good place to source horizontal logos

## Download source image files

Organize your workspace with these 3 directories:

```
$ mkdir ~/raw
$ mkdir ~/60x60
$ mkdir ~/x60
```

Download your source files into the 'raw' directory. While downloading, rename the file [alias]-square.[whatevergraphicsextension] if it is the source to an avatar, or [alias]-logo.[whatevergraphicsextension] if it is the source to a horizontal logo.

## Create the avatar file

```
$ cd ~/60x60
$ make60x60avatar.sh ../raw/[alias]-square.[whatevergraphicsextension]
```

This creates a 60x60px file named [alias].png, where [alias] is the alias name given to the organization.

Visually verify that the resulting file looks acceptable.

## Deploy the avatar file

This will deploy the physical image file to the correct location on the image content server:

```
$ cd ~/60x60
$ deploy60x60avatar.sh [alias].png
```

## Set the data reference to the avatar up

```
mysql> update mtchi_inno_organizations set avatar = concat(alias,'.png') where alias = '[alias]';
```

## Create the logo file

```
$ cd ~/x60
$ makex60logo.sh ../raw/[alias]-logo.[whatevergraphicsextension]
```

Visually verify that the resulting file looks acceptable.

## Deploy the logo file

This will deploy the physical image file to the correct location on the image content server:

```
$ cd ~/x60
$ deployx60logo.sh [alias].png
```

## Set the data reference to the logo file up

```
mysql> update mtchi_inno_organizations set logo = concat(alias,'.png') where alias = '[alias]';
```

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