



Application Letter

Why am I submitting this proposal?

Hi! I'm Fábio Maricato and I'm a UX/UI Designer that works on this area for 15 years.

I came across the Kubuntu Graphic Design Contest Application some weeks ago and I decided to give it a try.

My first contact with the Linux OS was in my first year of University (2006), when I studied for 1 year on an Engineering degree, before deciding to change to Design in the year after. At the time, the recommended setup to learn how to code was any Linux OS, for which I decided to get into Ubuntu.

It was a great new OS for me, with some fresh ideas. One thing that I still remember was that it had an App Downloader natively, so we could search for trusted applications and download them easily. This was some years before Apple introduced their App Store - but for me, the original idea came from Ubuntu.

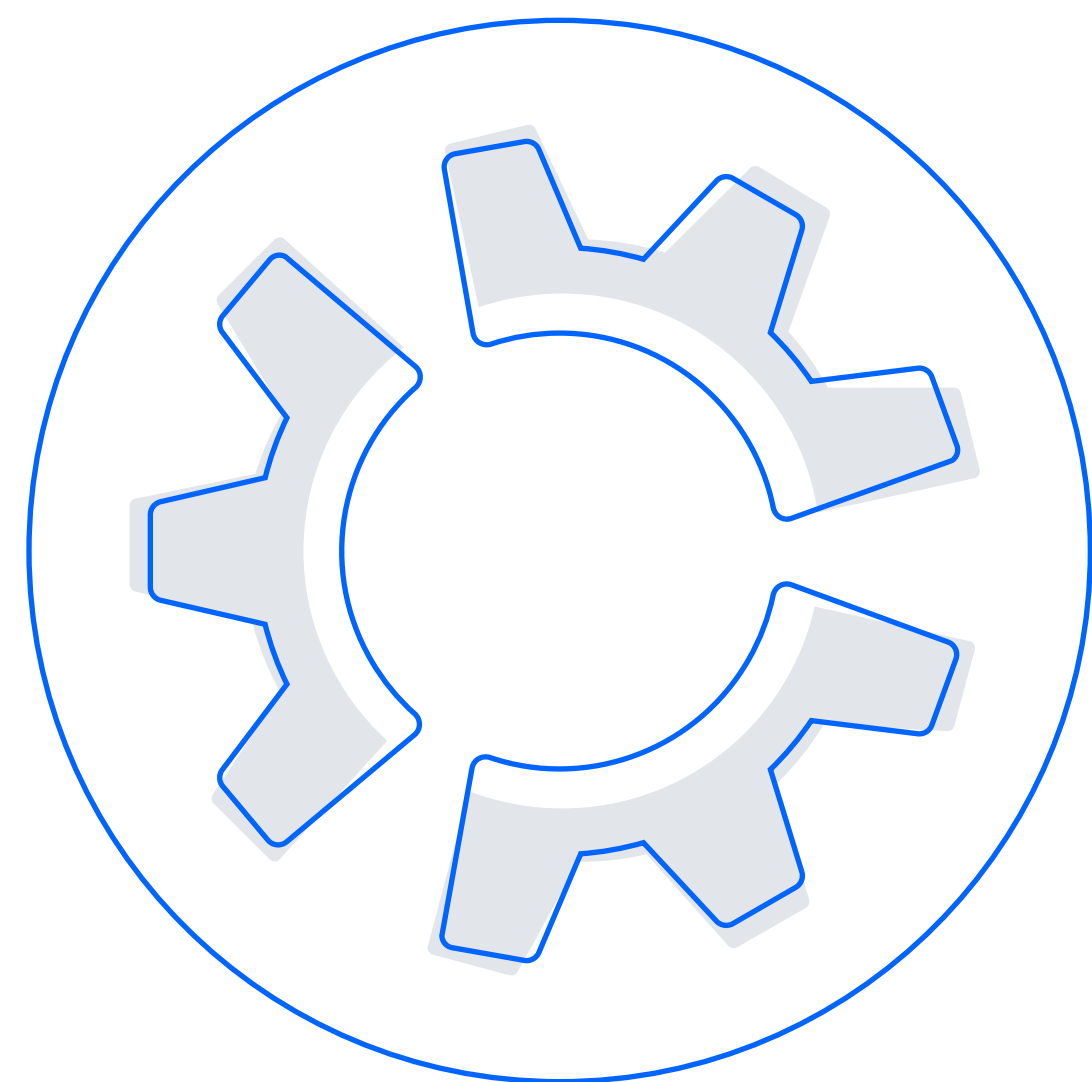
I hope you enjoy my proposal and that, at least (if I'm not selected), it inspires you for the years to come.

Welcome to Kubuntu 2024, the subtle refresh.



Kubuntu 2024

The Subtle Refresh



I opted to do a small update to the Logo shape.

The current logo of Kubuntu is quite recognisable for the current users: a gear ring splitted in 3 sections, reminding the division on Ubuntu logo.

For the logo to work better on smaller sizes, I made the gear teeth more noticeable and the inner shapes slightly smaller, so the circular shape in the background can “breath” and make the whole symbol more impactful.

Pros

- It keeps the recognisable symbol, so the current Kubuntu users can appreciate better the new updates;
- With new colors and backgrounds, we can give a new fresh vibe without changing too much the identity. Bright colors give a contemporary touch.

Cons

- The current logo gives a technical feel that can be mistaken by any other industry: engineering, automobile, hard metal work...
- By just updating with new colors and vibes, it could just be appreciated by the current users and not be able to expand the scope for new audiences (for representing a technical shape).

Despite the Cons, I think we can still follow this “Subtle Refresh” path.

A radical logo symbol change could still be considered in the future, but only with a better brand research and the confirmation of the current users and their insights.