

Joomla! Pattern

30 November 2017

The Challenge

Create an expressive and flexible pattern that could work along the brand guidelines and be applied on different materials, online and offline.

A pattern that can “talk” to a variety of audiences (final users) and represent the community.

According to our brand manual, the brandmark can't be used to create patterns. A quite logical principle since the pattern could be used with our brandmark without looking repetitive or monotonous.

A dynamic pattern

We looked at the famous brandmark, the most recognisable element of the Joomla! identity.
From the famous symbol, a new design has been created to represent the Joomla! values, the evolution of the Joomla! project and the Joomla! community as a network of people.

Values

Evolution
Network
Development
Open Source
Unique

Qualities

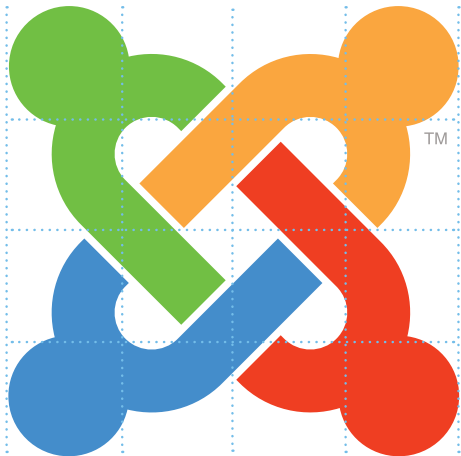
Modern
Flexible
Scalable
Consistent
Iconic



The Design

The Pattern is inspired by our world and for this reason it retains the personality and the diversity of our brand.

The pattern follow the principles of scalability and consistency.



Dynamic

The pattern is created using different layers to create depth and movement.

Uniform and harmonious

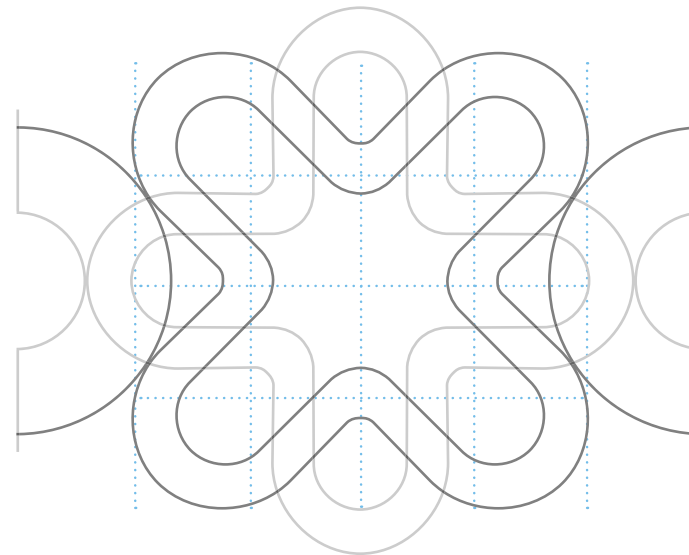
The pattern is created by alternating open spaces and intersections, avoiding large gaps. In this way it can work well also when cropped.

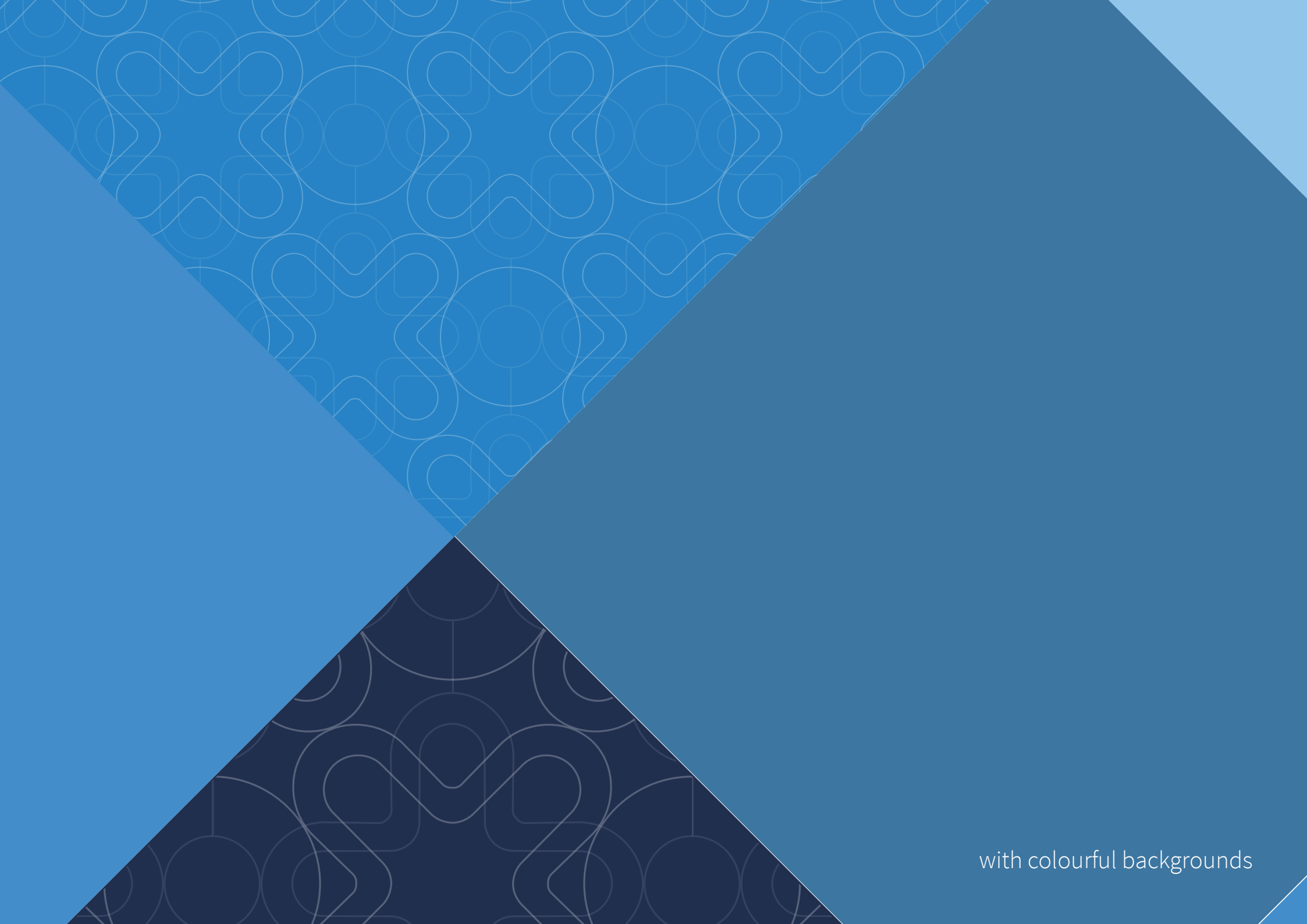
Original and familiar

The pattern is created using our own landmark visual element of our brand.

Inclusive network

The pattern doesn't contain floating shapes represent our community as a network where no one is alone.





with colourful backgrounds



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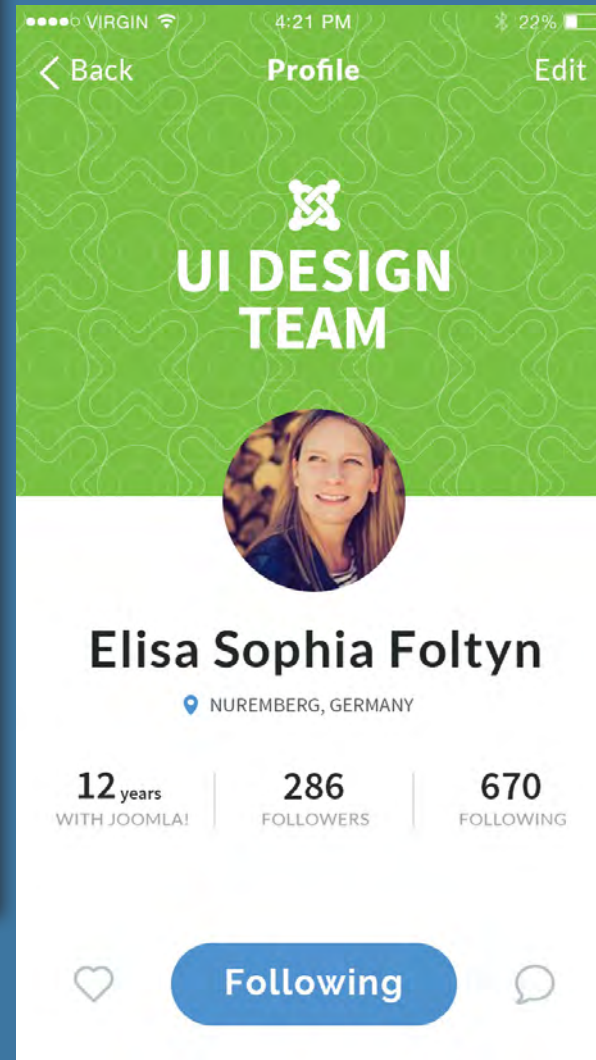
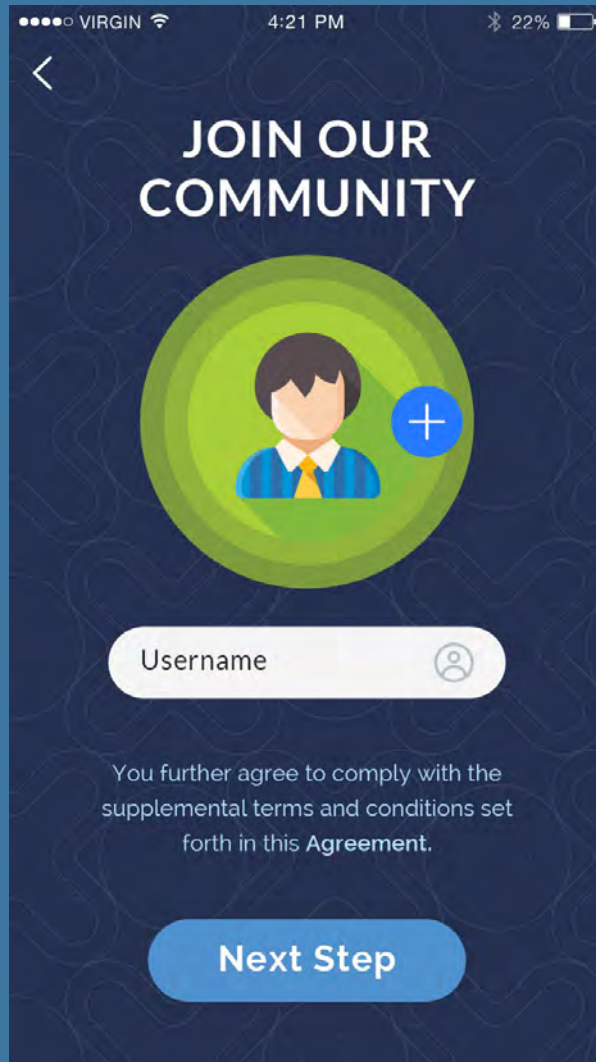
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Joomla! is an award-winning content management system (CMS), which enables you to build web sites and powerful online applications.

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As part of the UI



As part of the UI



Gadget: phone cover



