# QGIS Application - Feature request #6688
# Refined and vectorized QGIS logo

2012-11-13 06:55 PM - Mathieu Pellerin - nIRV

| | | | |
|---|---|---|---|
| **Status:** | Closed | | |
| **Priority:** | Severe/Regression | | |
| **Assignee:** | | | |
| **Category:** | | | |
| **Pull Request or Patch supplied:** | No | **Resolution:** | |
| **Easy fix?:** | No | **Copied to github as #:** | 15856 |

**Description**

QGIS has done a great lot of good for me and my organization, it's time to try and give back to the project ;)

As raised in a thread over the dev mailing list, QGIS would undoubtedly benefit from an improved logo. Just going to the QGIS' homepage shows two different logo within centimeters of one another (header and download button), highlighting the need for a vectorized QGIS logo that can be scaled up or down. IMO, QGIS would benefit from making sure one logo is used across the board (website, launcher icon, documentation, etc.). This is currently near-impossible to achieve without a vector-based logo.

The dev mailing list discussion also highlighted an emotional attachment to the current logo, which has followed QGIS' development for a long time.

Taking all of the above into account, I've tried to refine the current QGIS logo while coming up with a vector version. The resulting vector, as well as rasterized, logo is attached to this issue. Few random comments on it:
- The "raw" embossed style was removed in favor of a more subtle lighting effect (embossed is so 90s ;) ).
- The 3d arrow was reworked into a 2.5d one (beyond being vector-friendly, I also felt it was more appropriate for QGIS since it doesn't do 3d)

Hope this is an improvement to the current logo and can be used the improve QGIS' visual identity.

**Related issues:**

| | | |
|---|---|---|
| Related to QGIS Application - Feature request # 7211: New splashscreen for QGIS | **Closed** | **2013-02-21** |

## Associated revisions

**Revision 0150799e - 2013-07-20 12:49 PM - Nathan Woodrow**

Update to new icon. Fix #6688

## History

**#1 - 2012-11-13 07:09 PM - Mathieu Pellerin - nIRV**

(note: vector logo was created using Inkscape, and would be best viewed / edited using that graphic editor)

**#2 - 2012-11-13 11:06 PM - Mathieu Pellerin - nIRV**

- File unity-launcher.png added
- File unity-dash.png added
- File gnomeshell-applications.png added
- File gnomeshell-dock.png added

In addition to the above, a refined, vector-based logo would integrate *much* better with the linux platform, especially on gnome shell & canonical's unity.

See the "current vs proposed" screenshots of the QGIS icon in a variety of linux contexts (dock, launcher, dash, etc.) attached to this issue.

(In the screenshots, the QGIS browser uses the current icon, while the QGIS desktop uses the above proposed logo)

**#3 - 2012-11-13 11:27 PM - Mathieu Pellerin - nIRV**

*- File web-hub.png added*

Lastly, a "current vs proposed" screenshot of logo in a web context.

**#4 - 2012-11-13 11:59 PM - Tim Sutton**

This is really nice. Maybe for some it won't be a radical enough change from the original but I really like it. I think we have a lot invested in that icon - people around the world associate it with our project so I think your proposal is great in that it freshens the logo without losing its identity.

+1 from me

**#5 - 2012-11-14 01:08 AM - Nathan Woodrow**

+1

I would like to vote to use this new logo, at least until/if we end up getting one professionally done.  Having a vector based logo can only be a good thing.

**#6 - 2012-11-28 02:25 PM - Larry Shaffer**

Hi nirvn,

Anita Graser's original Inkscape .svg file for the current logo is in the repository:

https://github.com/qgis/Quantum-GIS/blob/master/images/icons/qgis_icon.svg

**#7 - 2012-11-28 03:53 PM - Mathieu Pellerin - nIRV**

I'm aware of this svg. If you open it, you'll notice that the version in there is not the logo that is being used for the website, not redmine, nor app shortcut / launcher.

**#8 - 2013-02-27 08:22 AM - Antonio Locandro**

I would seriously consider getting a professional logo done and also a splashcreen, no need to be changing the splashscreen every time. Although this is the logo of the project I guess for a long time it doesn't reflect the current state of QGIS which is much modern, efficient and useful.

A refreshed logo and splashscreen would be a welcomed asset

Nathan Woodrow wrote:

> *+1*

> *I would like to vote to use this new logo, at least until/if we end up getting one professionally done. Having a vector based logo can only be a good thing.*

**#9 - 2013-06-28 06:00 AM - Matthias Kuhn**

*- Priority changed from Normal to Severe/Regression*

Changing to blocker. We need to decide on a (single) updated logo before we release.

**#10 - 2013-07-20 03:51 AM - Anonymous**

*- Status changed from Open to Closed*

Fixed in changeset commit:"0150799e78918c5f7a285372a9eef7389c0ee688".

**#11 - 2013-07-20 02:40 PM - Jürgen Fischer**

Anonymous wrote:

> *Fixed in changeset commit:"0150799e78918c5f7a285372a9eef7389c0ee688".*

Logos on website, plugin site, planet and redmine also replaced.

**#12 - 2013-07-20 10:43 PM - Mathieu Pellerin - nIRV**

Jef, great. I will update the "download now (free)" button on qgis.org's main page to use the refreshed logo and attach it to this issue so you can update that graphic asset too.

Glad we're seeing an harmonization of the logo prior to 2.0's release.

## Files

| | | | |
|---|---|---|---|
| 512_to_64.png | 119 KB | 2012-11-13 | Mathieu Pellerin - nIRV |
| splashscreen.png | 373 KB | 2012-11-13 | Mathieu Pellerin - nIRV |
| logo-proposal.svg | 15.2 KB | 2012-11-13 | Mathieu Pellerin - nIRV |
| unity-launcher.png | 140 KB | 2012-11-13 | Mathieu Pellerin - nIRV |
| unity-dash.png | 168 KB | 2012-11-13 | Mathieu Pellerin - nIRV |
| gnomeshell-applications.png | 263 KB | 2012-11-13 | Mathieu Pellerin - nIRV |
| gnomeshell-dock.png | 40.6 KB | 2012-11-13 | Mathieu Pellerin - nIRV |
| web-hub.png | 60.5 KB | 2012-11-13 | Mathieu Pellerin - nIRV |