



THE
OPEN BRAND
PROJECT

Community survey results
March 2018

“Everyone wants a fedora to feel like a member of our community.”

INTRODUCTION

Open Brand Project community survey

The Open Brand Project is a collaborative effort to evolve our corporate logo and brand system. A cross-functional team of in-house designers collaborating with Pentagram, a well-known international design consultancy, will work together to simplify and modernize our logo.

One of the goals of the Open Brand Project is to gather as many ideas and as much feedback as possible as we move through the creative process. We want to do this because we know that the best results emerge when you're able to gather and test a lot of ideas from as many people across diverse groups. It's the open source way, so it's the Red Hat way.

That's why we opened our discovery process to the public and asked them a series of simple questions in a straightforward survey. We wanted to look beyond the obvious, and beyond our own biases, to understand which features to preserve in our visual identity and which ones we could safely consider dropping or evolving.

The results are in. People shared strong opinions with us, and we're grateful to every respondent for caring enough to share their thoughts. We learned a lot.

“A classic never goes out of style.”

OVERVIEW

Community survey results

The majority (58%) of respondents are curious or excited about the project, but 20% of survey respondents say they are concerned about Red Hat changing its logo.

Survey respondents see a strong link between our logo and our company history, our company culture, and the upstream community, especially the Fedora project.

When it comes to the existing elements of our logo, the hat and the color red rule. Most agree (67%) that the hat is the most important element of our logo, followed by the color red (18%).

There is some love for “Shadowman.” 3% of survey respondents called him out in write-in responses as the most important part of the logo. Another 1.5% thought every element of our logo was important, suggesting they prefer it the way it is.

Our current typeface and wordmark is not as well-loved. 39% think it’s the least important element of our logo, followed by the face (32%) and shadow (24%).

When it comes to the type of hat, it’s “fedoras forever.” 81% of people who took the survey think it represents us well. Some of the reasons cited include:

- Fedoras are timeless and strike the right balance of casual and serious
- Fedoras are associated with desirable brand attributes like reliability, bravery, progress
- In the tech industry, fedoras are distinct, recognizable, and uniquely Red Hat

But most importantly, it’s seen a symbol of the history of our company and what we stand for. People inside and outside of Red Hat recognize the fedora as our symbol.

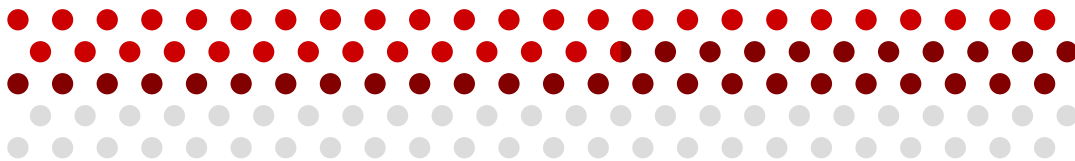
When it comes to the attributes of our logo, “open” was most important. “Open” was selected by 40% of respondents, more than twice as many as the next most popular attributes, trustworthy (16%), and enterprise (11%).

KEY STATS

Community survey results

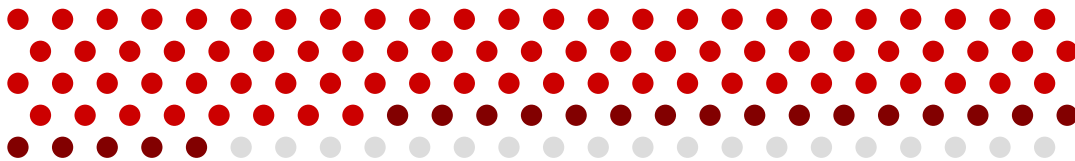
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respondents



31.5/27%

Curious/excited about the Open Brand Project



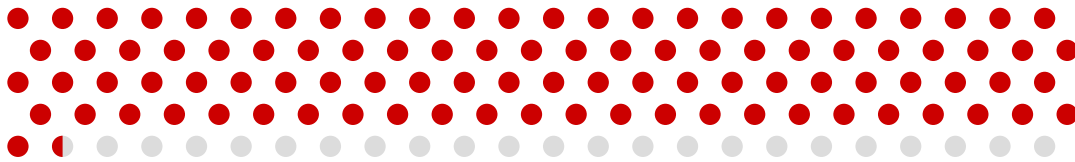
67/18%

Think the hat/color red is the most important element of our logo



40/16%

Think open/trustworthy is the most important attribute of our brand



81%

Think a fedora is the best hat to represent Red Hat.



58%

Work in I.T. or engineering

QUESTION 1

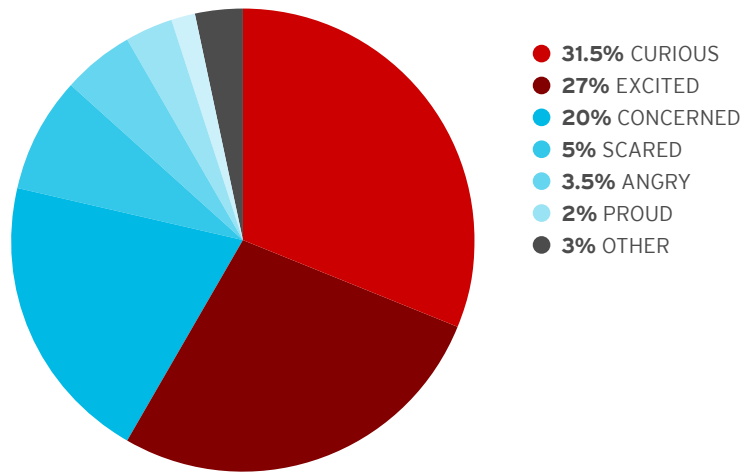
What was your reaction when you heard about this project?

58.5% are curious or excited about the Open Brand Project.

“At first I was taken off-guard and a bit angry, but after learning about the rationale behind it, I see it is needed.”

“It’s about time.”

“Willing to assess, analyze, and try to help attain a solution.”



COMPARING RED HAT TO THE COMMUNITY

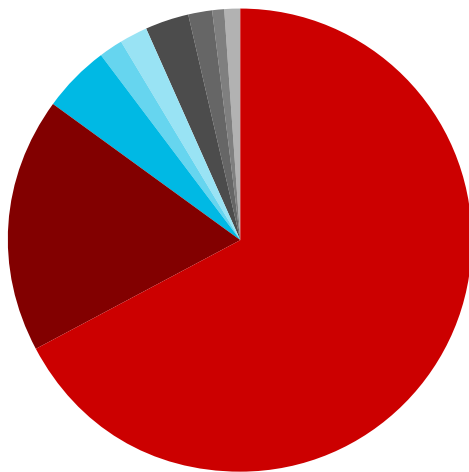


* Concerned and curious were added to the community survey because they were a top write-in response from the internal Red Hat survey.

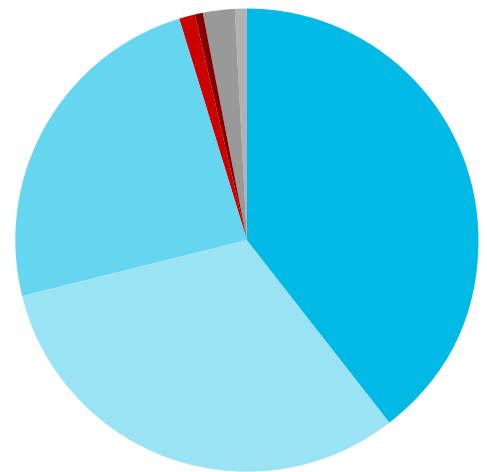
QUESTIONS 2-3

What is the most/least important part of our current logo?

67% think the hat is the most important part of our logo.



◀ MOST IMPORTANT		▶ LEAST IMPORTANT
HAT 67%	●	1% HAT
RED 18%	●	.5% RED
FONT 4.5%	●	39.5% FONT
SHADOW 2%	●	24% SHADOW
FACE 2%	●	32% FACE
OTHER 6.5%	▼	3% OTHER
<hr/>		
SHADOWMAN 3%	●	
ALL 1.5%	●	
HAT & COLOR 1%	●	
	●	2.5% NOTHING
1% OTHER	●	.5% OTHER



COMPARING RED HAT TO THE COMMUNITY

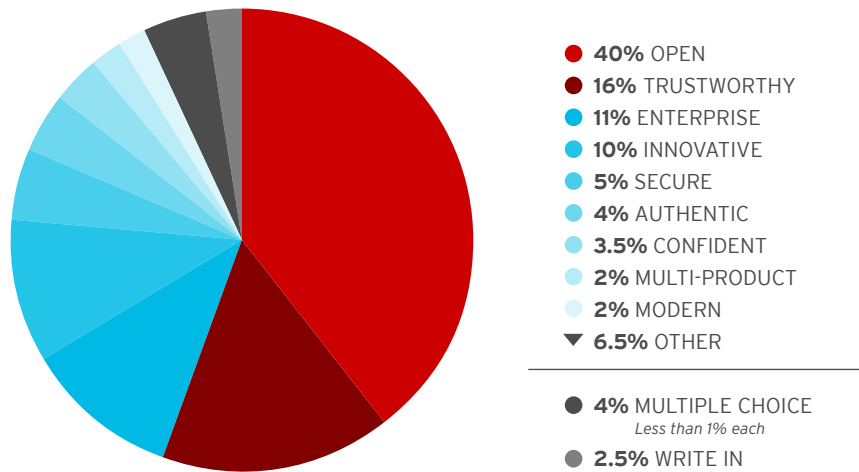


* Shadow was added to the community survey because it was a top write-in response from the internal Red Hat survey.

QUESTION 4

What's the most important attribute for people to associate with Red Hat?

40% think "open" is what people should know about us.



COMPARING RED HAT TO THE COMMUNITY



* Innovative and modern were added to the community survey to mirror other Red Hat customer research. Innovative was also a top write-in response from the internal Red Hat survey.

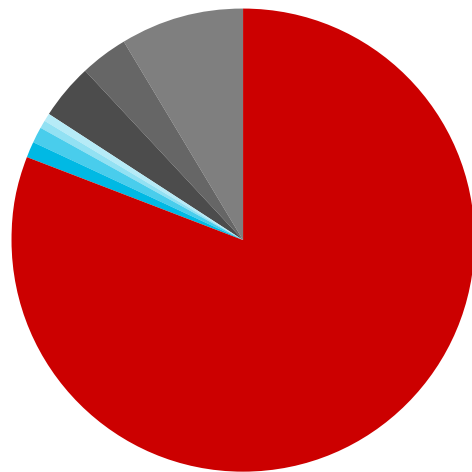
QUESTION 5

If you could choose any hat to represent Red Hat, what would it be?

81% think a fedora is the right hat to represent Red Hat.

“When I see a normal fedora in the streets I think of Red Hat.”

“I think it would be great to do a ton of different red hats to reflect the open source products of the company. Different people wear different hats, especially in the tech world.”



● 81% FEDORA
▼ 19% OTHER HAT

● 1% BASEBALL HAT
● 1% MANY HATS
● .5% NO HAT
● .5% BOWLER HAT
● 4% OTHER
Less than .5% each
● 3.5% DON'T KNOW
● 8.5% NO RESPONSE

COMPARING RED HAT TO THE COMMUNITY



* Top hats and lacrosse caps were top responses to the internal Red Hat survey but didn't come up often enough in the community survey to include here.

QUESTION 5

If you could choose any hat to represent Red Hat, what would it be?

45 kinds of hats

were suggested by Red Hatters + the community

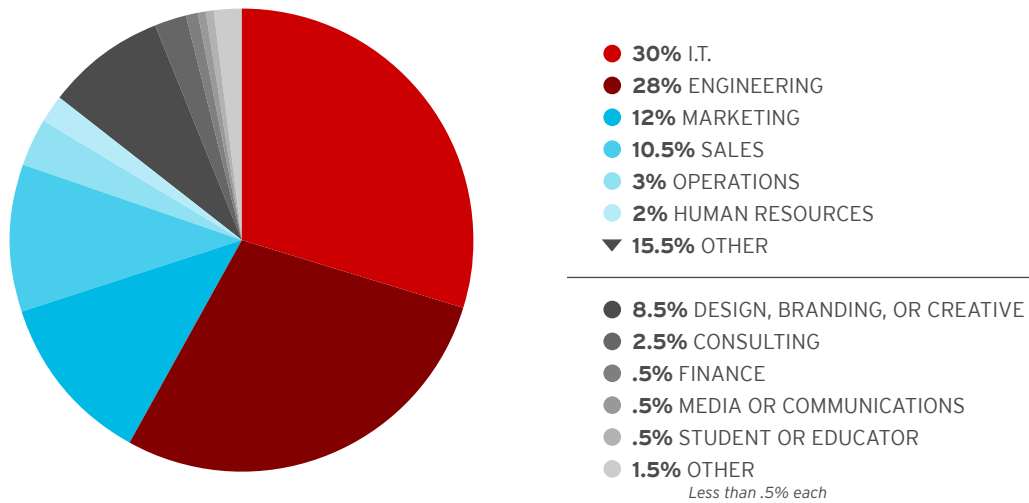
- Abstract hat
- Astronaut's helmet
- Baseball cap
- Beanie
- Beret
- Birthday hat
- Bowler
- Bucket hat
- Cloche
- Cowboy hat
- Crown of thorns
- Cycling cap
- Cylinder hat
- Derby
- Fedora
- Flat cap
- Flat peak
- Graduation cap
- Hard hat
- Holigan's cap
- Hoodie
- Homburg
- Invisible hat
- Lacrosse cap
- Magician's hat
- Mexican hat
- Newsboy hat
- Panama hat
- Polo cap
- Porkpie
- Revolution bonnet
- Robin Hood hat
- Santa hat
- Slouch cap
- Skepparmössa
- Sugegasa
- Symbolic hat
- Top hat
- Touque
- Trilby
- Trucker hat
- Watch cap

- SUGGESTED BY RED HATTERS
- SUGGESTED BY THE COMMUNITY

QUESTION 6

What is your professional field?

58% of respondents work in either I.T. or engineering roles.



COMPARING RED HAT TO THE COMMUNITY



* The internal Red Hat survey asked for the respondents organizational group, so some categories may not align cleanly with external classifications.