



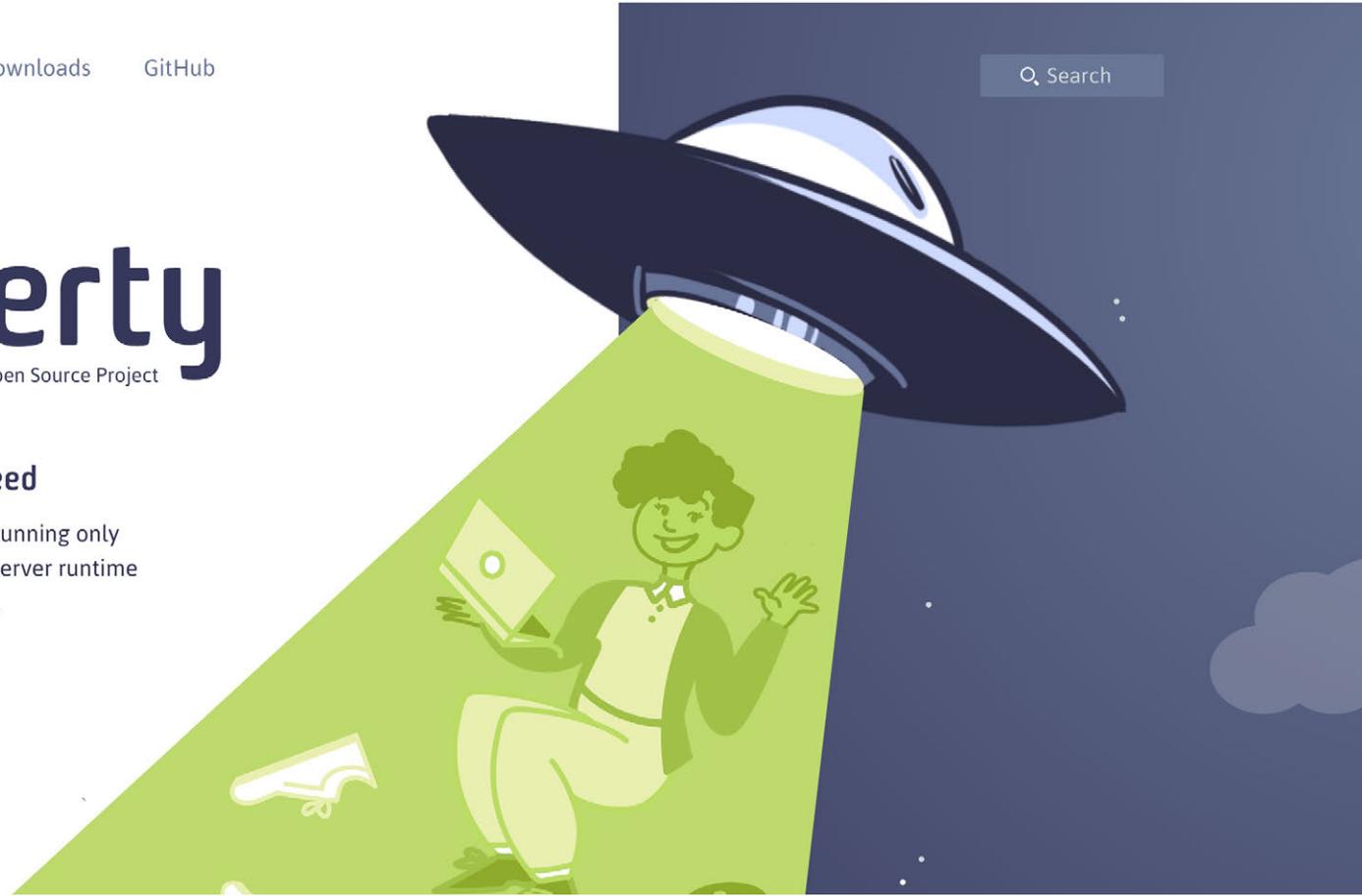
# Open Liberty

An IBM Open Source Project

## Jump on board and work at lightspeed

Build cloud-native apps and microservices while running only what you need. Open Liberty is the most flexible server runtime available to Java developers in this solar system.

Download (5MB)



## openliberty.io

Opening up a legacy product to a new audience

Fall 2016 - Present

My Role: Design Lead (Branding, UX, Visuals)

### Design Team:

Jay Cagle: Manager

Patrick Nyeste: Team lead

Murphy Basore: Additional Visual design

Michael Stokes: User research

Over the past year and a half, I've lead the rebranding of an existing IBM product for a new market; turning Liberty into Open Liberty. Making IBM Liberty open source (essentially, offering the key parts for free) demanded a new identity for the product, because we needed to entice new users. This was especially tricky because we had to position a large corporation (IBM) as an equal player in the open source community. The brand also had to communicate Open Liberty's key qualities: **lightness, speed, and innovation.**

The end product is a fun, memorable and trustworthy brand representing a corporate offering that appeals to the wider developer community through a website, reference material, social media, and merch (t-shirts, etc.).

# Website

## An introduction to our brand and our product

Open Liberty is an application server founded on cutting edge framework technologies that enterprise IBM customers have been using for decades. Major industry websites, especially finance and commerce sites, depend on this technology. While keeping our existing enterprise customers happy, we needed to entice newer developers (from start-ups and smaller businesses, freelancers, college students, etc.) who would be drawn to the open version of the product. Rigid, corporate branding was out of the question. The goal was to make a fresh brand that would appeal to both parties.

With the key qualities of Open Liberty as a guide, I pitched the idea of a campy sci-fi, UFO-based brand. Naturally, **speed** and **lightness** can be applied to UFO-imagery; plus, the sci-fi angle positions Open Liberty as advanced technology being beamed down to our users. I felt strongly that the brand should have a sense of humor and that users would appreciate it if we leaned into the goofiness inherent in this pitch. This humor is can be found throughout the site, through my illustrations and the voice and tone (Only when it feels natural and appropriate).

To see more, visit: [openliberty.io](https://openliberty.io)

Right: Post-Beta Homepage revamp. Design changes influenced by User Research results. Currently being implemented bit by bit, as evidenced on [openliberty.io](https://openliberty.io) UX, wires, and visual design by Megan Mulholland.



# Website

## Process

Right: Wireframe sketches for the Open Liberty homepage. Parts of this made it into the final design; others were dropped in favor of new iterations.

**Navigation:** ABOUT | DOCS | Grithub | Community | Search

**LEARNING PAGE**

↓  
 First Page is "getting started Deepdive"  
 \* takes you to wiki page of "How to contribute"  
 Do we have enough content? → need to contribute from within misc?

↓  
 \*NO STACK OVERFLOW - People mostly find that

↓  
 Modules

abc1	in docs
abc def	in docs
abc's of DL	in docs
abc.tif	in Grithub
etc.	

**Get Started**

```

RUN
Think
Go
RUN
  
```

↓  
 Cover what needs?  
 Multi?  
 Here the new experience ends

**TRY**

↓  
 Featured blog post or article or tweet  
 OR  
 newest Doc article added

**Community Spotlight**

↓  
 Relating content  
 OR be a case study - tweets  
 Highlight a contributor  
 Introduce a new country tool/feature

Positive  
 Depends on  
 Process

**Meet Your Community**

Start Collaborating!

More sketches needed

IBM

**FLEX IDEAS**

Invitation for specific feedback  
 OR  
 Conference dates  
 OR  
 Popular open Q on stack overflow

Also an internal link about how to get involved

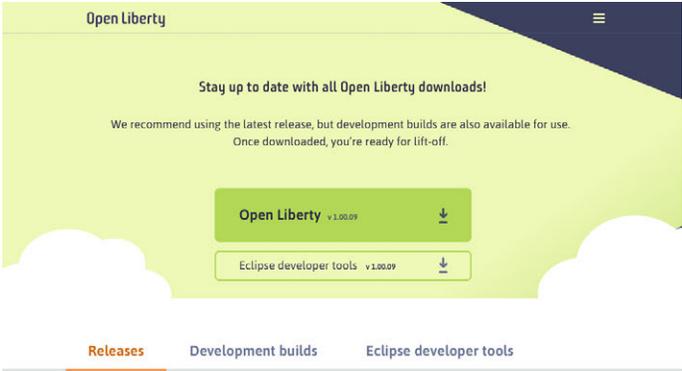
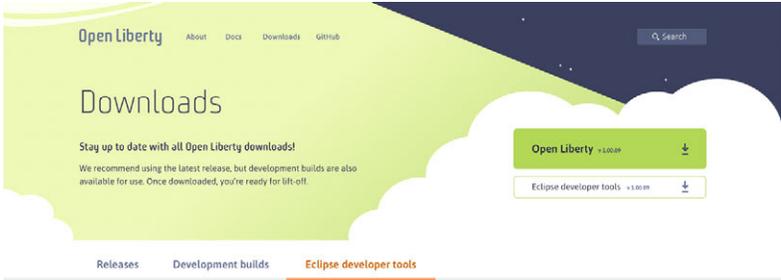
**FLEX CONTENT REFLECTS the COMMUNITIES!!!**

INSTEAD of a community page, its the code page homepage

# Website

## Responsive Design

Below: Responsive designs for the 'Downloads' page (Desktop, tablet, mobile)  
Currently being implemented bit by bit, as seen on openliberty.io  
UX, wires, and visual design by Megan Mulholland.



We recommend IDE tools based on Eclipse since it gives you an integrated environment right out of the box. [Learn how to install the tools here.](#)

### Releases

Newest to Oldest	Full package
18.00.01	<a href="#">Download all</a>
17.00.04	<a href="#">Download all</a>
17.00.03	<a href="#">Download all</a>
17.00.02	<a href="#">Download all</a>
17.00.01	<a href="#">Download all</a>

### Development builds

Newest to Oldest	Tests Passed	Log details	Full package
2018-06-20,19:13	114 / 114	<a href="#">View logs</a>	<a href="#">Download all</a>
2018-06-16,10:13	114 / 114	<a href="#">View logs</a>	<a href="#">Download all</a>
2018-06-14,01:13	110 / 114	<a href="#">View logs</a>	<a href="#">Download all</a>
2018-06-13,19:00	114 / 114	<a href="#">View logs</a>	<a href="#">Download all</a>
2018-06-10,13:10	109 / 114	<a href="#">View logs</a>	<a href="#">Download all</a>
2018-06-03,12:50	114 / 114	<a href="#">View logs</a>	<a href="#">Download all</a>



More downloads are on the way.

Stay up to date with all Open Liberty downloads!

We recommend using the latest release, but development builds are also available for use. Once downloaded, you're ready for lift-off.



### Releases

New releases will be announced on the Open Liberty [blog](#) and [Twitter](#)

Newest to Oldest	Java EE profile download	Web profile download	Full package
18.00.02 RC	<a href="#">JavaEE8</a>	<a href="#">Web profile</a>	<a href="#">Download all</a>
18.00.01	<a href="#">JavaEE8</a>	<a href="#">Web profile</a>	<a href="#">Download all</a>
17.00.04	<a href="#">JavaEE7</a>	<a href="#">Web profile</a>	<a href="#">Download all</a>
17.00.03			<a href="#">Download all</a>
17.00.02	<a href="#">JavaEE8</a>		<a href="#">Download all</a>
17.00.01	<a href="#">JavaEE8</a>		<a href="#">Download all</a>



More downloads are on the way.

Don't have a cow.

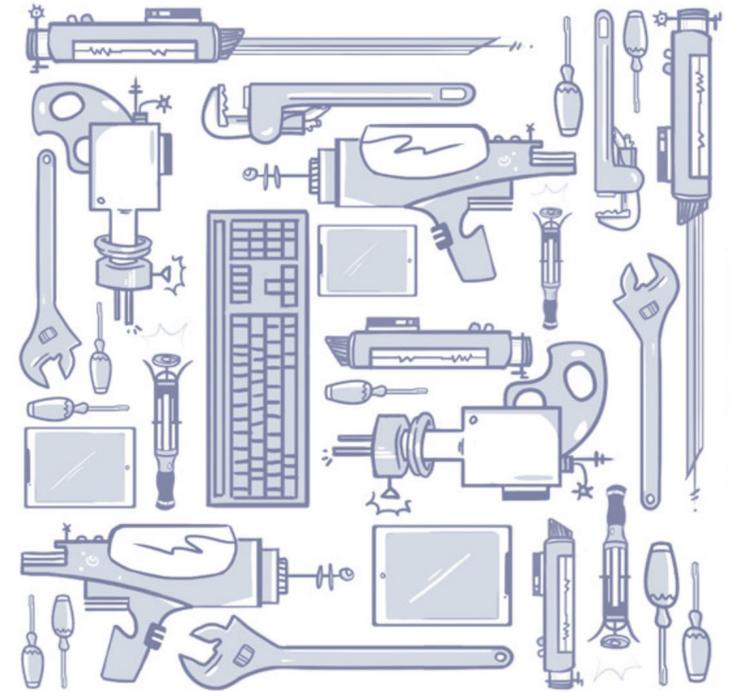


More downloads are on the way.

# Website

## Illustrative Assets (Website)

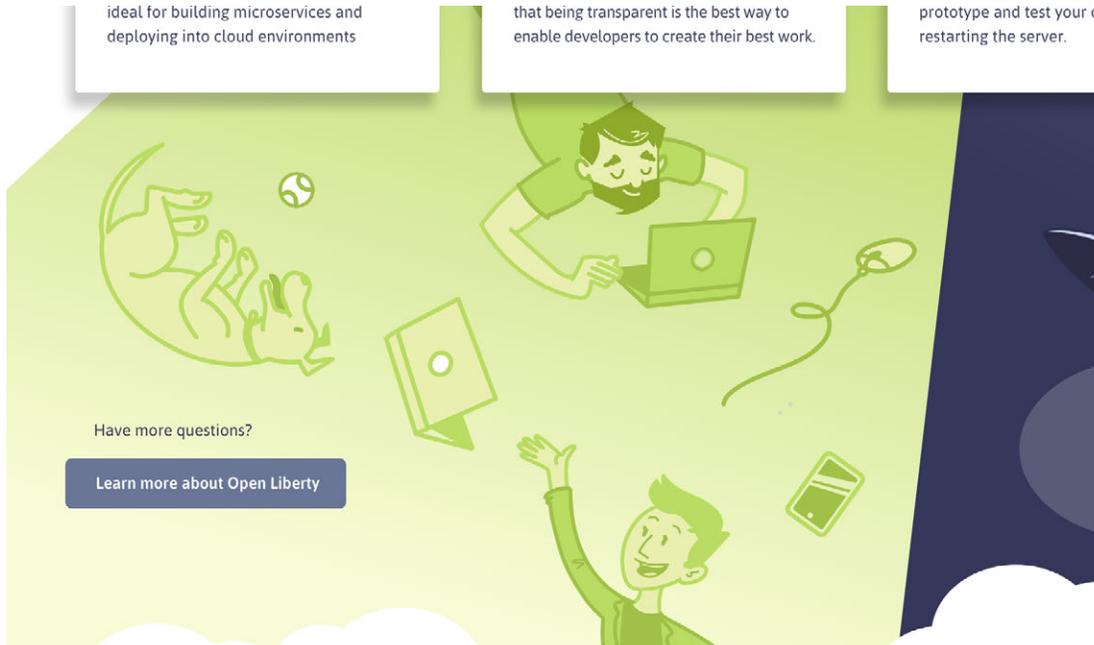
All illustration by Megan Mulholland



ideal for building microservices and  
deploying into cloud environments

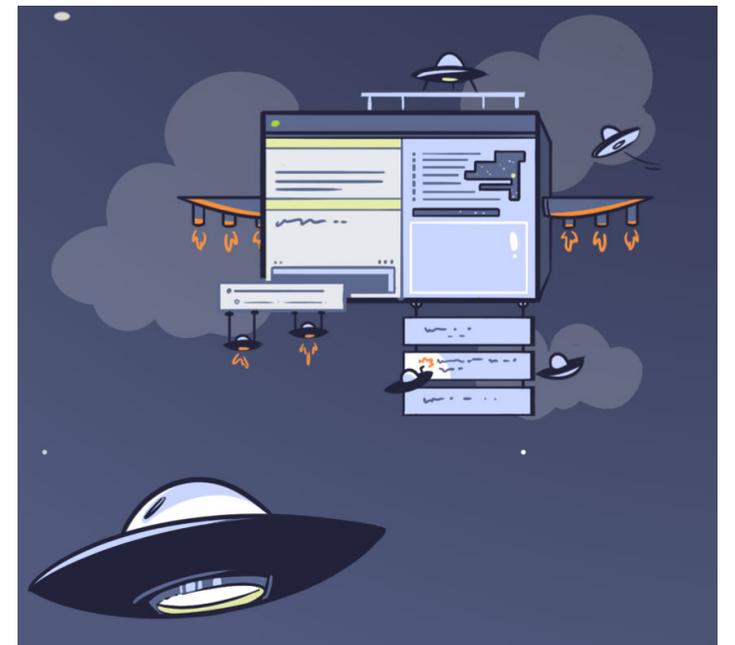
that being transparent is the best way to  
enable developers to create their best work.

prototype and test your co  
restarting the server.



Have more questions?

[Learn more about Open Liberty](#)

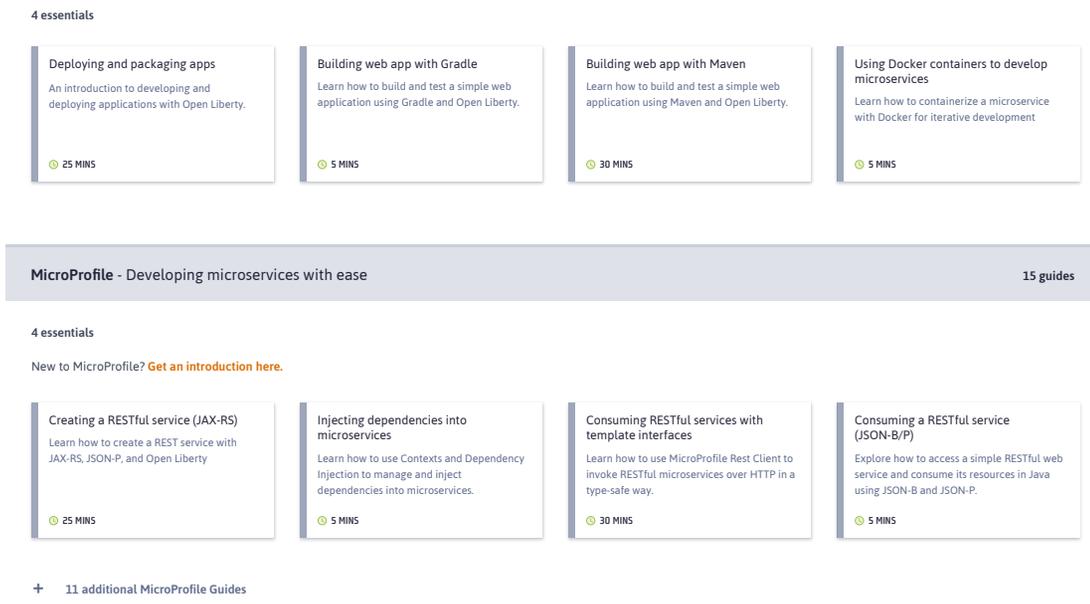
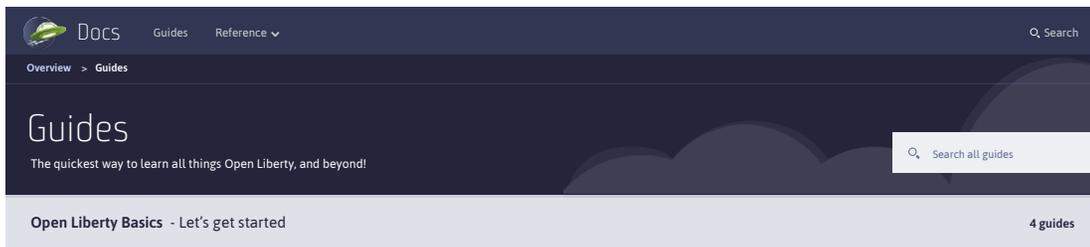


# Website

## Documentation Microsite

Less glamorous, but a series of meaty UX challenges! I lead the UX and visual design of all Open Liberty documentation (Guides, reference docs, etc.). The docs microsite is the entrypoint for return users to Open Liberty, because these are the resources they need to start building, or consult when they run into a problem.

Below: Landing page for docs microsite (Desktop)  
Currently being implemented bit by bit, as seen on openliberty.io  
Right: Documentation design for Open Liberty configuration.  
UX, wires, and visual design by Megan Mulholland.



# Style Guide

## Ensuring site-wide consistency

Below: Selected pieces of the Open Liberty style guide, which show our type scale brand colors, etc. This artifact was created by Megan Mulholland.

### Typography - Open Liberty Style Guide

How to use Open Liberty's brand colors, gradients, etc.

#### 02 Typography

This is the scale that should be used for typography on the Openliberty.io site. The main weights that are used are Bunuelo Light/Semibold and Asap regular and medium.

## Headline H1

Font-family: Bunuelo Clean Pro - Font-size: 35px - Font-weight: light - Line-height: 50px - Color: #24253A

## Headline H2

Font-family: Bunuelo Clean Pro - Font-size: 35px - Font-weight: light - Line-height: 50px - Color: #24253A

### Headline H3

Font-family: Bunuelo Clean Pro - Font-size: 24px - Font-weight: semibold - Line-height: 30px - Color: #24253A

### Headline H4

Font-family: Asap - Font-size: 20px - Font-weight: medium - Line-height: 24px

### Headline H5

Font-family: Asap - Font-size: 14px - Font-weight: regular - Line-height: 18px - Color: #24253A

### Headline H6

Font-family: Asap - Font-size: 11px - Font-weight: regular - Line-height: 16px - Color: #24253A

### Body Copy

This is an example of body text. This is a paragraph is showing the use of text using the weight 'regular' font size 16 and line height 24. The name of the font is called 'asap'. This is an example of body text. This is a paragraph is showing the use of text using the weight 'regular' font size 16 and line height 24. The name of the font is called 'asap'.

### Colors - Open Liberty Style Guide

How to use Open Liberty's brand colors, gradients, etc.

#### 01 Main Brand Colors

Open Liberty's core colors. These are the colors that make it recognizable. When possible, aim to use these colors on merch, t-shirts, etc. The green and yellow make up the beam, and the blue is typically used for a night sky.



#5E6B8D #E6EDA8 #96BC32

#### 01 Neutrals

A pure white (#FFFFFF) is used for backgrounds on openliberty.io. The deep navy is the default text color (#24253A) and is the darkest color ever used. Cool greys are used for inactive states and for additional text hierarchy (non-links).



#FFFFFF #C8D2D2 #6F7878 #24253A

#### 01 Accents

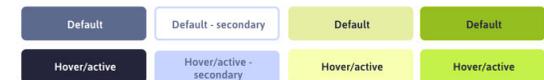
Accent colors are used for things like code boxes (#C9D6FE) links (#F4914D) etc.

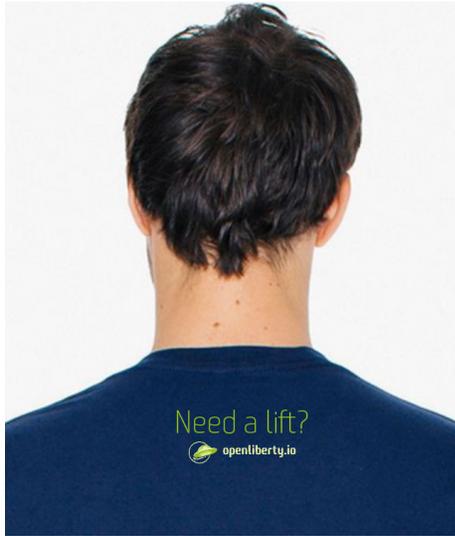


#C9D6FE #F4914D #C65C00 #4F660A

#### 04 Buttons

Below you will find our buttons, in default, hover and active. Some items are used on light backgrounds, others used on dark. Please ensure that buttons are rectangular with rounded corners.





# Logo

## Shorthand for the Open Liberty brand

From the beginning, my fellow visual designer Murphy and I wanted to create a recognizable, custom logotype paired with a central visual so that either of the pieces could stand alone, or act together. The versatile approach was definitely the right choice, as it has made it easy to use the Open Liberty logo wherever it is needed (T-shirts, website, stickers, etc.)

The logo communicates the key qualities of lightness and speed while keeping the overall look fun and memorable.



Top Left: Back of OL tshirt with simplified logo  
Bottom Left: OL logo in use on twitter

Top Right: Various options for logo and logotype composition  
Bottom Right: Open Liberty logo image

# Open Liberty



Tweets **261** Following **348** Followers **503** Likes **153** Lists **15**

Follow

**openlibertyio**

@OpenLibertyIO

Open Liberty is an open source implementation of Eclipse MicroProfile

Tweets Tweets & replies Media



Pinned Tweet



**openlibertyio** @OpenLibertyIO · Sep 19

We're just getting started helping you build Java microservices. Read more about the Open Liberty project here:

New to Twitter?

Sign up now to get your own personalized timeline!

Sign up



**openlibertyio** @OpenLibertyIO · Sep 22

Take a peek at the source of #OpenLiberty and Liberty Eclipse tools:

git clone github.com/OpenLiberty/op...

git clone github.com/OpenLiberty/op...



7 5

## Social Media

A consistent Open Liberty brand, wherever users find us.

After many discussions with stakeholders and user interviews, we crafted our social media presence, based on user needs. Open Liberty is on Groups.io (forums), stack overflow (Q&A) and Twitter. All of the platforms have consistent Open Liberty branding, colors, and voice and tone.

Above: @OpenLibertyIO on Twitter  
Left: Twitter social tile



# Promo Materials

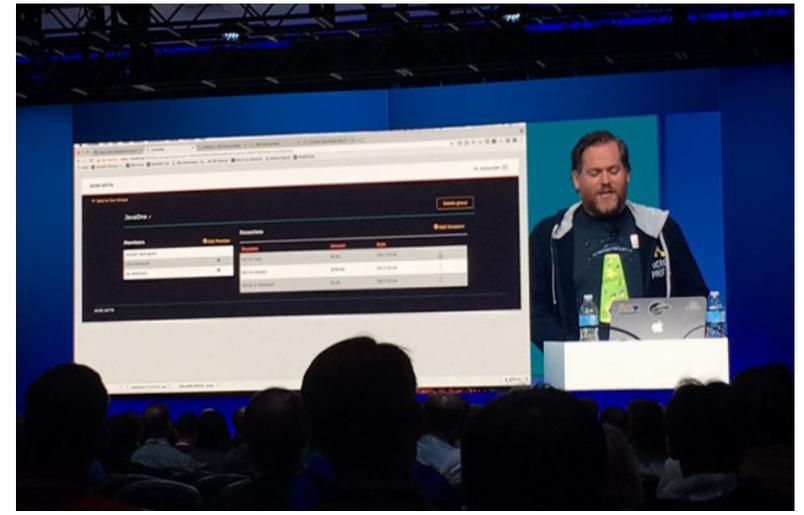
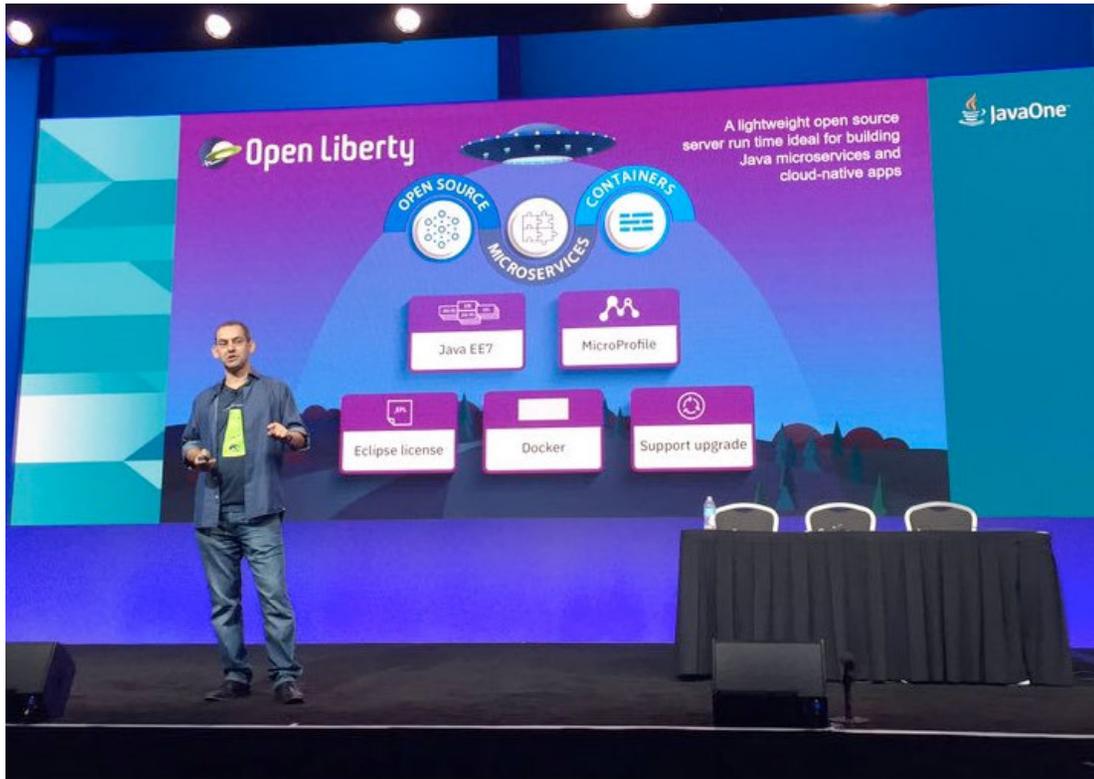
## Taking Open Liberty to San Francisco, and beyond!

The central imagery of the Open Liberty brand, the ufo beam especially, has translated well when I've made promotional materials. To the left is a t-shirt that I designed for the 2017 JavaOne conference in San Francisco. The first run of those t-shirts was so popular that was a line out the door. The stickers I designed (below) were also a hit (We ran out of those too!).

JavaOne 2017 was Open Liberty's first big conference since its launch, so it needed to make a big splash. The bold imagery served us well and made a big impression when our lead developer/stakeholders wore the t-shirts during the conference's main keynote.

Left: Open Liberty tshirt design  
Below: Open Liberty sticker design





# Promo Materials

continued...

Top Left: Chief Architect Ian Robinson at a JavaOne Keynote  
 Top Right: Lead Developer Alasdair Nottingham giving a keynote demo  
 Bottom Right: Close-up of tshirt and stickers