

Creative Brief

Project Name

The official project name is now **Anuket**.

Pronunciation: a-NEW-keht. Listen here:



Unknown macro: 'widget'

Definitions

Britannica: Anuket, Greek Anukis, in Egyptian religion, the patron deity of the Nile River. Anuket is normally depicted as a beautiful woman wearing a crown of reeds and ostrich feathers and accompanied by a gazelle. She was originally a Nubian deity. Anuket belonged to a triad of deities worshipped at the great temple at [Elephantine](#), an island in the upper Nile. Alongside [Khnum](#) (Khenemu) and Sati, Anuket oversaw the fertility of the lands near the river. Indeed, she was worshipped as the great nourisher of the farms and fields because of the annual inundation of the Nile that deposited the heavy layer of black silt from [Upper Egypt](#) and [Nubia](#).

Wikipedia: Anuket was the [ancient Egyptian goddess](#) of the [cataracts of the Nile](#) and [Lower Nubia](#) in general, worshipped especially at [Elephantine](#) near the First Cataract. In [ancient Egyptian](#), she was known as Anuket, Anaka, or Anqet. Her name meant the "Clasper" or "Embracer". In Greek, this became Anoukis (), sometimes also spelled Anukis. In the [interpretatio graeca](#), she was considered equivalent to [Hestia](#) or [Vesta](#). Anuket was usually depicted as a woman with a headdress of either reed or ostrich feathers. She was usually depicted as holding a [sceptre](#) topped with an [ankh](#), and her sacred animal was the gazelle.

Purpose / Background

(Initial Draft Positioning Statement)

The coming together of CNTT/OPNFV is a merger of equals and a natural result of the close working relationship between these communities over the past 2 years. The official merger is beneficial to both as well the industry at large. As a result, the new project will:

- Provide a sustainable home for CNTT and a fulcrum for cloud native telecom evolution
- Ensure transparency, critical alignment, and closed loop feedback between the architecture and engineering work of CNTT and OPNFV
- Enhance conformance, compliance, and verification efforts (OVP)
- Become the "center of gravity" for industry collaboration and integration and a single entity for allocating technical resources

GSMA will remain a close partner and publish the organization's reference models. The merged entity will launch in the LFN networking umbrella in January 2021. We welcome you to join this open initiative and enable broad adoption of open source technologies.

Target Date

Full launch planned for January 2021.

Target Audience

- Business Leaders in Telecommunications Companies
- Developer Community/potential developers
- Current LFN Members
- Upstream and partner communities

Primary Stakeholders

- [Meld Marketing Task Force](#) (combining with the CNTT MMA)
- [Meld Organization & Governance Task Force](#)
- [Meld Operational & TSC Task Force](#)
- [OPNFV TSC](#)
- [LFN Board](#)
- [LFN Staff](#)

Perception (Is there any internal insight you can provide that may impact design)

Something that is:

- New
- Bold
- Unique
- Powerful
- Aquatic
- Navigation / Tides
- Swift / Agile

Magnetic Ideas (What do you want to communicate with this brand)

- This is a coming together of equals: two organizations, specs/development/testing, also integration of technologies being a primary focus of work
- We need a fresh idea that represents a new initiative
- The icon/logo should pay reference in some way to goddess that is the origin of the name
- Existing imagery of Anuket includes the following: https://www.google.com/search?q=anuket+goddess+facts&source=lnms&tbm=isch&sa=X&ved=2ahUKEwj-plKFgsTsAhVKjp4KHfNxCOsQ_AUoAXoECBEQAw&biw=1602&bih=718
- Symbols associated with Anuket are: Bow, arrows, gazelle, ostrich feather (perhaps these can be integrated with the various icon/logo options)
- Strong visual, does NOT need to be literal.

Competition (Please list any competitors and/or potential members whose branding we should be aware of)

- What we're ultimately looking for is a name/logo/brand like K8s
- There is no direct competitor in the industry but other, related industry efforts taking mindshare/attention are K8s, CNCF, ETSI, Open Source MANO (OSM), Open Stack, Open Infrastructure Foundation (OIF), Open Networking Foundation (ONF), EANTC

Creative Considerations & Distribution

- The creative elements need to be flexible. The logo needs to be visible in single and multiple colors and scale so that it works at very small sizes. It will also be reproduced for printing and the web.
- We would like to somehow tie in to some of the blues/greens in the OPNFV cover palate and also introduce a new color: gold.
- If possible, we'd like to see a version that includes a version of the OPNFV petals (but with different shapes)
- We would like to have a primary logo (with icon and wordmark), a standalone icon that can be used for avatars, favicon, etc.

Creative Deliverables

- Print-Ready Logo Artwork Files: AI and EPS
- Screen-Optimized Logo Artwork Files: JPEG, PNG
- Logo Usage Guidelines: PDF
- Logo Anatomy: One-page PDF that describes the logo elements and origins. See [this example](#) from the Seattle Kraken.
- Brand Video: A very short illustrated video that reveals the project name, logo, and origins (let's discuss)
- PowerPoint Template: PPTX
- Any Font Licenses and Files Needed