

TYPO3 GmbH - Case Study Guide

What we will need from you to publish your case study on typo3.com

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1. Introduction and overview

There are plenty of websites whose requirements and needs are perfectly met with TYPO3 CMS. On typo3.com/case-studies you'll find a selected choice of organizations that use TYPO3 to showcase their web presence.

To ensure all case studies on typo3.com have the same structured look and feel, we compiled this guide to lend a hand in creating case studies for typo3.com. It is our experience that looking at one of the existing case studies on typo3.com/case-studies can also be very helpful. Let's start by looking at what is needed in more detail.

1.1. Teaser

The teaser is used in the list view of case studies on typo3.com. So before we head into the structure and needed assets of the case study itself, here's what is needed for the teaser:

- Teaser title (Project name, e.g., “Lufthansa”, “Raben Group”, “United Internet”)
- Brand logo
 - SVG format only
 - Plain white
 - Transparent background
- Teaser background (See “1.2.1. Header Image” below.)



Case studies on typo3.com are structured into three main segments. Let's go into more detail about what each of the different segments includes.

1.2. The top segment

1.2.1. Header Image

The header image serves two purposes; it is used as a teaser background image on the list view of case studies and serves as a header image for the case study itself.

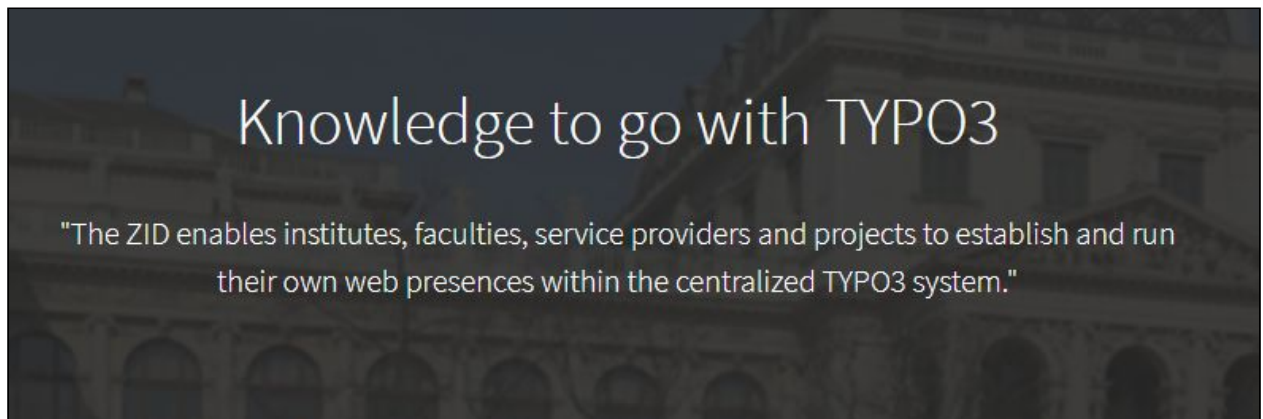
- PNG or JPG
- Aspect ratio 16:9
- 1600 pixel wide or larger

1.2.2. Title

A short title that describes the case study's application area and ends on "with TYPO3" (e.g., "Refuel with TYPO3", "Dynamic sound with TYPO3", "Be entertained with TYPO3").

1.2.3. Subtitle

The subtitle can be either a quotation, the company credo, or a short one-liner about the implementation with TYPO3 (e.g., "Explore a vast digital network brimming with not only the very best in console gaming but all of your favorite movies, music, and television as well.").



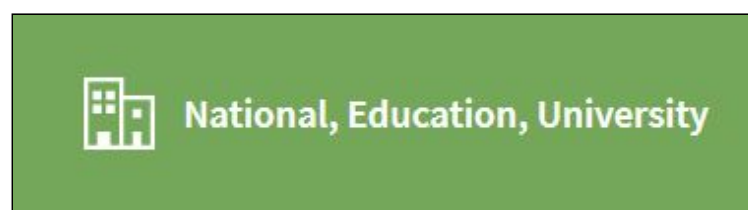
1.2.4. Technology (left)

Three technical buzzwords/headwords about the implementation (e.g., Responsive, Solr, Ajax, SAP).



1.2.5. Scope (middle)

- Geographical scope/Area of activity (e.g., International, Europe, National, Regional)
- Industry sector (e.g., Industry, Health, Finance, Education, Entertainment, Tourism)
- Industry type/classification (e.g., Corporation, Manufacturer, University, Non-profit)



1.2.6. Keywords (right)

Three speaking and informational keywords about the project (e.g., Fuel, Oil, Cars).



1.2.7. Project logo

- SVG format only
- Corporate Design colored
- Transparent background

1.2.8. Metadata

- Headquarters of your client (Use a country code; e.g., DE, CH, AT)
- Number of employees and year the data is from (e.g., 250 (2016))
- Turnover and year the data is from (e.g., 15500000 (2017))

Headquarter	Employees	Members
Austria	9.7K	93K

1.3. The middle segment

1.3.1. Content Elements

Case studies on typo3.com consist of three text blocks with corresponding images supporting the content.

We recommend using these to talk about which challenges the client was facing, the solution that was decided upon, the key takeaway, and conclusions.

- A text between 500-700 characters per block
- A headline relating to the text block
- An image supporting the content
 - PNG or JPG
 - Aspect ratio 1:1
 - 500 pixel or larger

1.4. The bottom segment

1.4.1. Screenshot Gallery

To give a significant impression of the TYPO3 project, we ask you to prepare a minimum of three screenshots to be displayed at the bottom of the corresponding case study page. To standardize the shown impressions, all screenshots should have the same resolution - we recommend approximately 1920 x 1080 pixels.

2. What's needed - Fill in the content

2.1. General

Your company:

The client, the case is about:

2.2. Title

Title:

Subtitle:

2.3. Technology (left)

Compare above "1.2.4. Technology": E.g., Responsive, Solr, Ajax, SAP

Technology 1:

Technology 2:

Technology 3:

2.4. Scope (middle)

Compare above "1.2.5. Scope".

Geographical scope/Area of activity (e.g., International, Europe, National, Regional):

Industry sector (e.g., Industry, Health, Finance, Education, Entertainment, Tourism):

Industry type/classification (e.g., Corporation, Manufacturer, University, Non-profit):

2.5. Keywords (right)

Compare above "1.2.6. Keywords": E.g., Fuel, Oil, Cars

Keyword 1:

Keyword 2:

Keyword 3:

2.6. Metadata

Please fill in the following metadata as much as possible and appropriate to the business.

Country (Use a country code; e.g., DE, CH, AT):

Headquarters (Use a country code; e.g., DE, CH, AT):

Turnover (e.g., 15000000 (2018)):

Annual Budget (e.g., 1000000 (2019)):

The number of employees (e.g., 200 (2017)):

The number of users (e.g., 200 (2019)):

The number of members (e.g., 200 (2020)):

The population (e.g., 200 (2019)):

The number of managed funds (e.g., 200 (2020)):

Gross domestic product (e.g., 200 (2019)):

2.7. Content element 1

Headline:

Text (500-700 characters):

2.8. Content element 2

Headline:

Text (500-700 characters):

2.9. Content element 3

Headline:

Text (500-700 characters):

2.10. Links

Please provide a URL for the case as well as a URL for your company's website.

Case URL:

Company URL:

3. Checklist - Provide the assets

Here's a checklist of what assets need to be provided to publish your case study on typo3.com. Make an archive containing the image files, including the guide document and ensure it is completely filled out (all points under "2. What's needed - Fill in the content") to send us later all data via email to info@typo3.com.

3.1. Brand logo

- SVG format only
- Corporate Design colored
- Transparent background

3.2. Project logo

- SVG format only
- Plain white
- Transparent background

3.3. Images for text blocks

- PNG or JPG
- Aspect ratio 1:1
- 500 pixel or larger

3.4. Background image

- PNG or JPG
- Aspect ratio 16:9
- 1600 pixel wide or larger

3.5. Screenshots

Please provide at least a minimum of three screenshots that show different demonstrative parts of the website. We recommend a resolution of approximately 1920 x 1080 pixels.

3.6. Content

Please provide the content referring to all points under "2. What's needed - Fill in the content".

4. Questions?

Do you need further support? Please, don't hesitate to contact us at any time via email info@typo3.com or phone under +49 211 205436-0.

Explore published TYPO3 case studies on typo3.com/case-studies.