

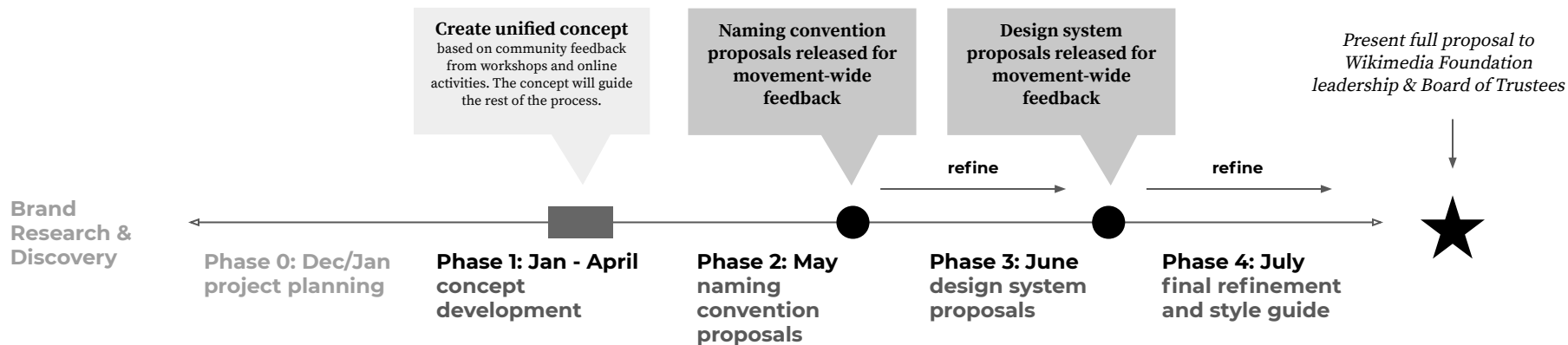
Together, we're doing things differently



Today's agenda

- Overall timeline
- Background: How we got here
- What is a concept?
- Unified concept
- Next steps: Exercise 3
- Discussion

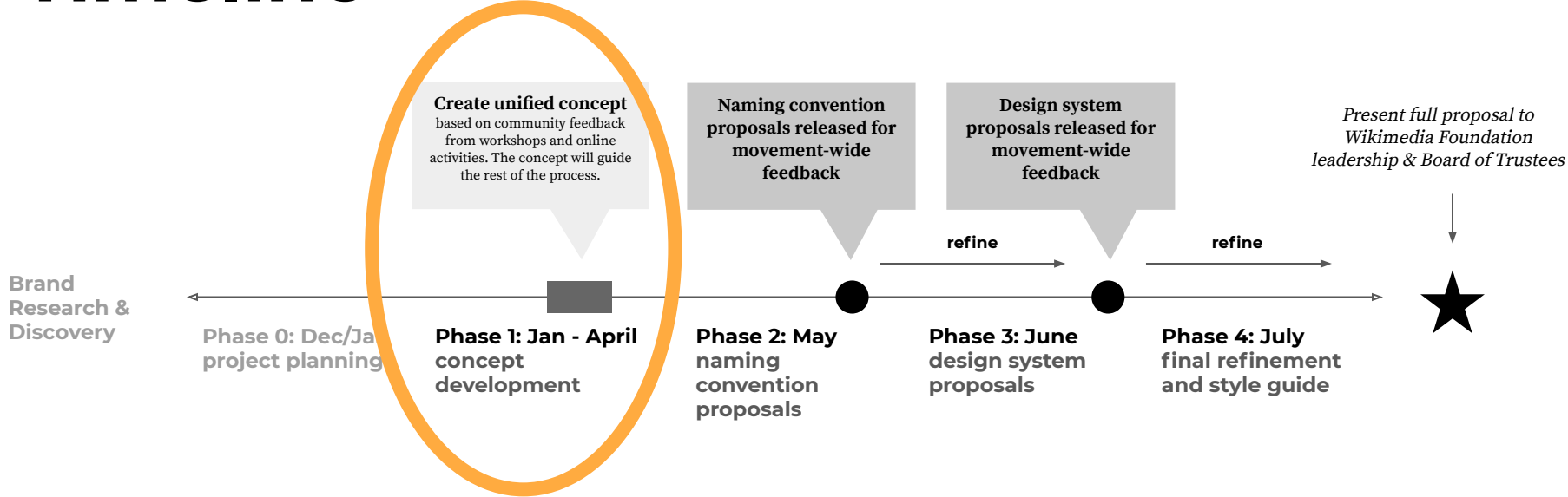
Timeline



2030 Movement Brand Project



Timeline



2030 Movement Brand Project



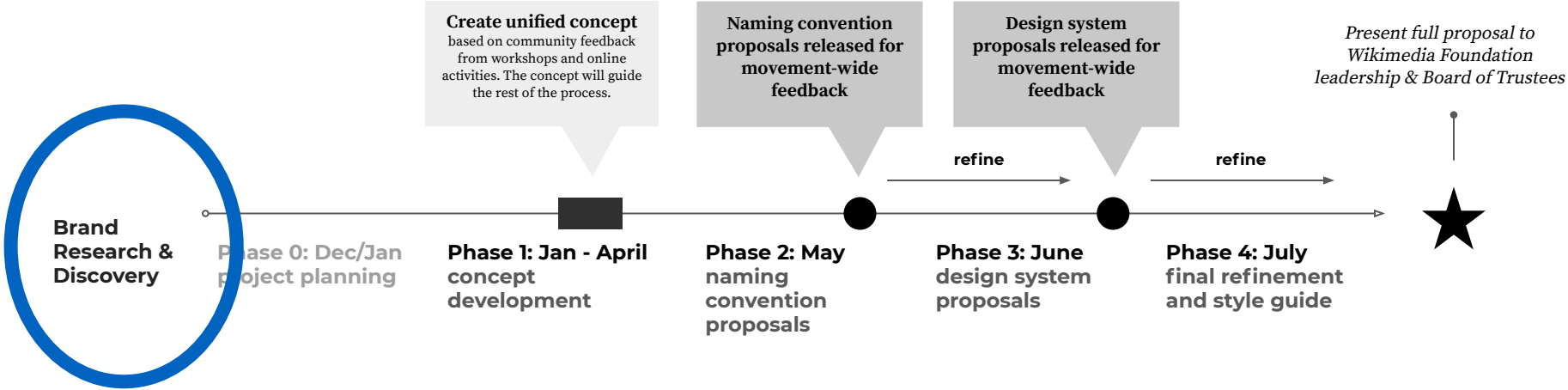
Key dates*

- ☐ **16 April:** Unified concept share out
- ☐ **20 - 26 April:** Exercise #3 Visualizing [CONCEPT]
- ☐ **7 - 21 May:** Naming Convention proposals released for review and feedback
- ☐ **June:** Refined Naming Convention + Design System proposal released for review and feedback

A bit more on naming

- There will be multiple naming approaches to review
- There will be 2 weeks for community feedback
- Feedback will review how the naming approaches meet “**Movement branding criteria**” set by community

Timeline



2030 Movement Brand Project



How we got here

The background is a dark grey or black color, densely populated with white line-art icons. These icons represent a wide array of subjects: scientific instruments like a telescope and a microscope; geographical features like a mountain range and a map of Africa; historical and cultural symbols like the Eiffel Tower, the Great Pyramids, and a classical statue; and modern concepts like a film strip, a lightbulb, and a satellite. The icons are scattered across the frame, creating a rich, textured backdrop for the central text.

2003:

It started with an email



[WikiEN-l] Re: Current events

Sheldon Rampton sheldon_rampton_at_verizon.net

Sun Mar 16 04:29:13 UTC 2003

- Previous message: [\[WikiEN-l\] RK and \[\[Chiropractic\]\]](#)
- Next message: [\[WikiEN-l\] Re: Current events](#)
- Messages sorted by: [\[date \]](#) | [\[thread \]](#) | [\[subject \]](#) | [\[author \]](#)

Daniel Ehrenberg wrote:

```
>Maybe we should create another sister-project to the wikipedia about current
>events. I was just thinking about it and there are major problems with
>usenet news groups and kuro5hin.org, so they are not reliable as a news
>source. The monopoly-owned mass-media that we depend on are often biased
>and incomplete, but a wikipedia one would present each point of view as an
>OPINION, not a FACT. We wouldn't leave out facts like they normally do to
>create a stronger bias. Wikiwiki would work very well for independant media.
> What do you think?
```

I think we should go further still and shoot for the ultimate goal of creating "Wikimedia." That's media with an "m." It would use Wiki-style rules to enable public participation in the creation and editing of all kinds of media: encyclopedias and other reference works, current news, books, fiction, music, video etc. Like current broadcast media, it would have differentiated "channels" and "programs," each with self-selecting audiences. Unlike current media, however, the audience would also be actively involved in creating its own programming, instead of merely passively watching it.

```
-----
| Sheldon Rampton
| Editor, PR Watch (www.prwatch.org)
| Author of books including:
| Friends In Deed: The Story of US-Nicaragua Sister Cities
| Toxic Sludge Is Good For You
| Mad Cow USA
| Trust Us, We're Experts
|-----
```

Our Movement brand



logo

WIKIMEDIA

name



2017:

What does the
Movement want to
build together over
the next 13 years?





**By 2030, we will become the
essential infrastructure of
free knowledge, and anyone
who shares our vision can
join us**



2018:

Wikimedia is unknown/unclear to those outside our Movement

“Never heard of it before; not sure, maybe it is for old news and updates.”

– Prospect, United States

“I haven't heard of these various projects before. So that confuses me if they really did exist.”

– Prospect, India

“That it is the same content as in Wikipedia, but we can find the information presented in videos or podcasts.”

– Prospect, Mexico

“Similar to Wikipedia, but mainly a collection of videos and photos.”

– Prospect, Germany

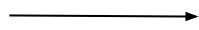


WIKIMEDIA
FOUNDATION

Our current brand architecture does not serve us well

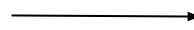
Who we are

Wikimedia



What people know us for

Wikipedia



What we want to talk about

Wikidata
Wikimedia Commons
Wiktionary...

What if we updated our Movement branding?



2019: What if we used Wikipedia as the center of Movement naming?

A "brand" in brief



Wikimedia brands project

The brief

In parallel of our global strategic direction for 2020
Clarify and expand Wikimedia and
Wikipedia brand architecture
Develop repository messaging
to grow public perception

Today Tomorrow



Wikimedia uses existing infrastructure to more published players with simple entry points



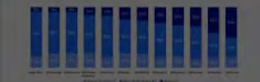
Wikimedia uses existing infrastructure to more published players with simple entry points



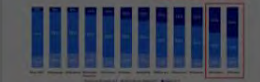
Wikimedia is not known to those outside our walls



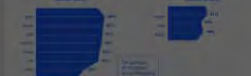
The Wikimedia projects have limited awareness



The Wikimedia projects have limited awareness



Wikipedia is one of the best known projects (and thus brands) in the world



Wikimedia uses existing infrastructure to more published players with simple entry points



Wikimedia uses existing infrastructure to more published players with simple entry points



Wikimedia uses existing infrastructure to more published players with simple entry points



Wikimedia uses existing infrastructure to more published players with simple entry points



Wikimedia uses existing infrastructure to more published players with simple entry points



Wikimedia uses existing infrastructure to more published players with simple entry points



Let's strengthen the center of the movement



Let's strengthen the center of the movement



Let's strengthen the center of the movement



Let's strengthen the center of the movement



Let's strengthen the center of the movement



Let's strengthen the center of the movement



The 2030 goals

To become the essential infrastructure of knowledge.
For anyone to be able to contribute freely.

Wikipedia tomorrow



Throughout history, knowledge has been in the hands of the few.



It is incomplete, failing to reflect the diversity of humanity



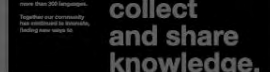
limiting what we can know, what we can share, and ultimately, what we can understand.
When our understanding is limited, so is our individual and collective potential.



Wikipedia was founded on the radical belief that knowledge belongs to all of us.



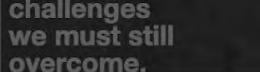
create, collect and share knowledge.



all of us



but there are challenges we must still overcome.



These challenges are what drive us.



These challenges are what drive us.



We are working to ensure that everyone can participate in the creation of knowledge so



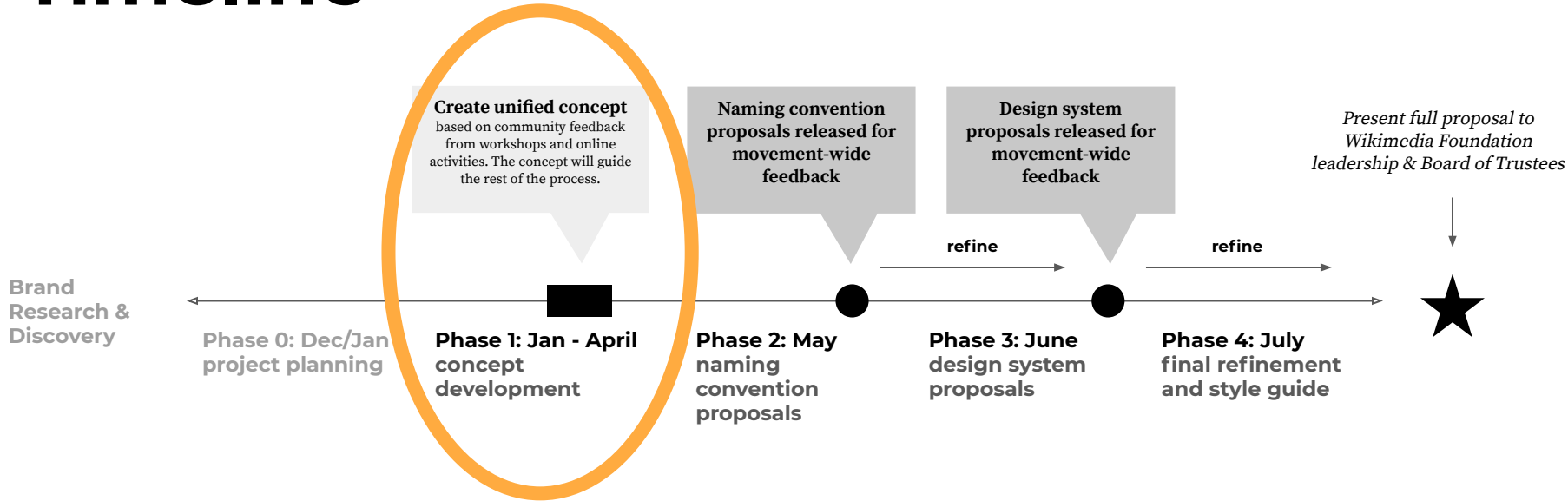
Community feedback to 2018 brand strategy

Theme	Summary of theme
Reduce confusion	Movement names are closely related and cause confusion. Will changes resolve confusion or make things worse?
Protect reputation	Wikipedia has a range of reputations worldwide. Will change “hijack” good reputation? Will bad reputation limit trust in sister projects?
Support the sister projects	Current branding indicates a system of projects. How, explicitly, will using Wikipedia improve understanding/use of sister projects?
Legal risks	Current branding distinguishes movement from projects, protecting affiliates from potential legal risk for Wikipedia content.
Support movement growth	Branding should directly aid movement understanding, participation, and growth worldwide.
Process of change	Is it “too late” for change to Movement branding? Or is “now the time” to invite new volunteers with branding change?

Good Movement branding must...

- Explain who we are and resolve confusion
- Protect and improve our reputation
- Support and elevate the sister projects
- Assess and address legal risks
- Support movement growth
- Be opt-in for movement members

Timeline



2030 Movement Brand Project

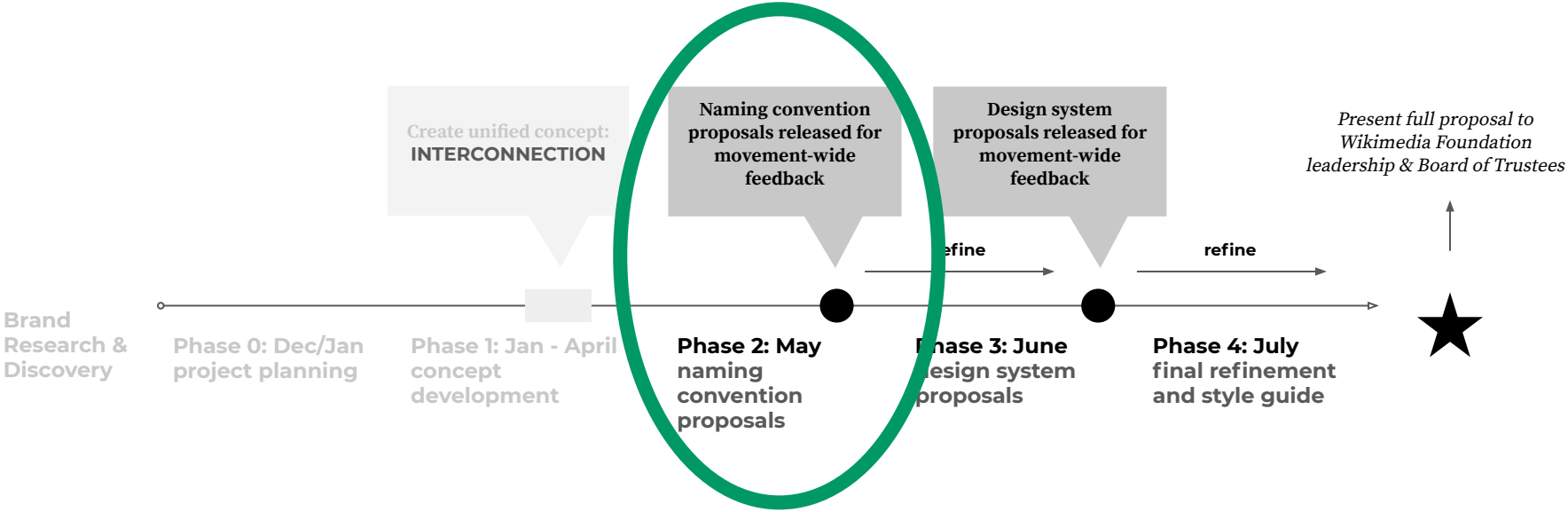


2020:

Making new movement branding, guided by all of us.



Timeline: Next up



2030 Movement Brand Project





Co-creating



A dimly lit meeting room with several people sitting at long tables. The room has large windows on the left, a whiteboard on the right, and a painting on the wall. The text "Who are we?" is overlaid in the center in a large, white, sans-serif font.

Who are we?

23 concepts

from 8 workshops
with 97 members of the
Wikimedia community

A grayscale world map showing the outlines of continents and countries. The map is centered on the Atlantic Ocean. Overlaid on the map is the text "coming from 41 countries." in a white, sans-serif font.

coming from 41 countries.

AbhiSuryawanshi, Afek91, ANKAN, Bachounda, Biyanto Rebin (WMID), Exec8, GoEThe, Ircpresident, Jetam2, Manavpreet Kaur, Marajozkee, Mardetanha, Motoko C. K., NahidSultan, Nassima Chahboun, Oscar_., Owula kpakpo, Psubhashish, Reem Al-Kashif, Roxyuru, Sami Mlouhi, Theklan, Vanjpadilla, WhisperToMe, Yamen, عرين أسد أبو رمان, AAlikhan (WMF), CKoerner (WMF), Delphine (WMF), DZierten (WMF), ELappen (WMF), EZar (WMF), Heather (WMF), JUzzell (WMF), KMpumlwana (WMF), LNavarro (WMF), RSharma (WMF), Selsharbaty (WMF), SGautam (WMF), THasan (WMF), ZMcCune (WMF), Ainali, DocJames, Esh77, Esra'a Al Shafei, Geertivp, Joris Darlington Quarshie, Lisa Lewin, Lydia Pintscher (WMDE), Pundit, Raju Narisetti, Raystorm, Risker, Sakhalinio, SandisterTei, Vanjpadilla, Waltercolor, Wizkid49, Ziko, AKeton (WMF), Gingersoll (WMF), JVillagomez (WMF), Katherine (WMF), RMerkley (WMF), TNegrin (WMF), 13ab37, A3 Beard, Abraham Taherivand (WMDE), Anna Torres (WMAR), Astrid Carlsen (WMNO), Basak, Claudia.Garad, Dyolf77, Fawaz.tairou, Frhdkazan, Gitit- WMIL, Itzike, Jorid Martinsen (WMNO), Kerstin Sonnekalb (WMCH), LucyCrompton-Reid (WMUK), Maiken Hagemeister (WMDE), Masssly, Megs, Mehman97, Paulina Lordméndez, Rémy Gerbet WMFr, Rosiestep, AHemmer (WMF), AHollender (WMF), CRoslof (WMF), DTankersley (WMF), EBarrios (WMF), MeganHernandez (WMF), MNovotny (WMF), RArville (WMF), Selsharbaty (WMF)

What is a concept?

...and
...truth, the
...ideas and
...one defi-
...moves
...from the
...manner of
...and material
...have dreamed
...a deep
...couplets: Whatever
...begin it. Boldness
...in it!"

Japan Expedition
(text from Goethe)

Boldly venturing forth
and cultivating a language of
and providing encouragement
repertoire, palace, and the
in Picasso's work, he was
lic, rather than painted a
There are the famous and
one of the most famous
Spring in Paris in 1901, the
decisive end to the
ed with cathedrals and
and which eventually
restore a semblance of
dello's now widely
the first postmodern
Rome in 1901, the
ies, the latter showing
and his daughter
Likewise, in
Trade Hall concert
slow hand-drawn
prepared to
core blues and
believe you. In
Dylan, at the
times, during
can point to the
that expected
Shock of the
customer
And the

12

INTRODUCTION

Why talk about idea work, and what does it matter?

40

PREPPING

Why every organization should have an Uncle Sam

54

ZOOMING OUT

Why seeing the big picture matters to your ideas

70

CRAVING WONDER

Why burning questions of a dipmeter log, caring for the client, and dwelling on the 9/11 memorial ground have the same origin

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120

GETTING PHYSICAL

What is it with those sketches, and why are pin-ups must-haves in idea work?

138

DOUBLE RAPID PROTOTYPING

How Magnus learned to beat the big fat cats, and why he fears becoming one

156

LIBERATING LAUGHTER

How playful energy and humor opens up people, situations, and ideas

170

GENERATIVE RESISTANCE

How constraints and opposition can inspire your best ideas

186

PUNK PRODUCTION

Just do it - yourself!

IDEA WORK IS

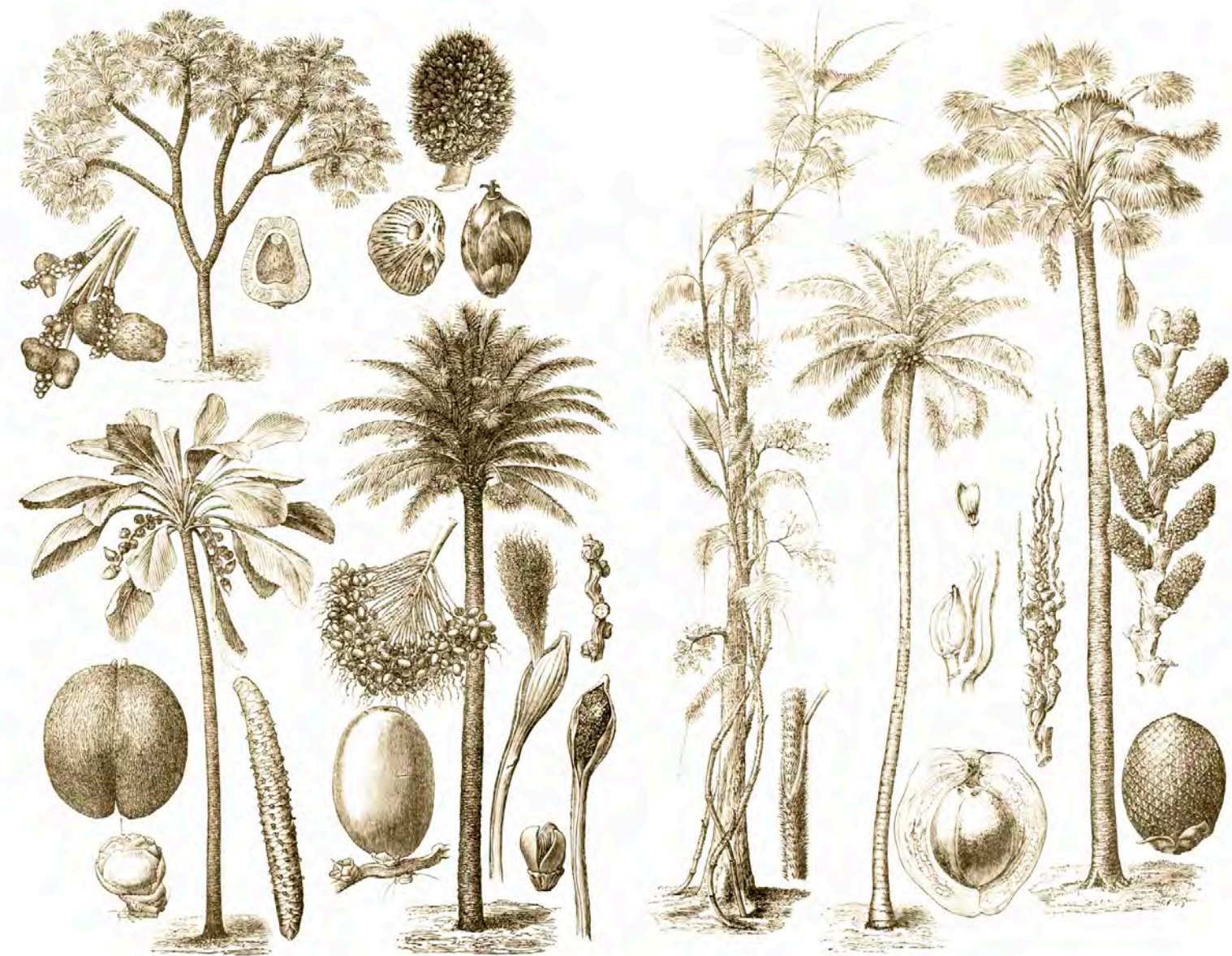
INTERWOVEN

AFFECTIVE

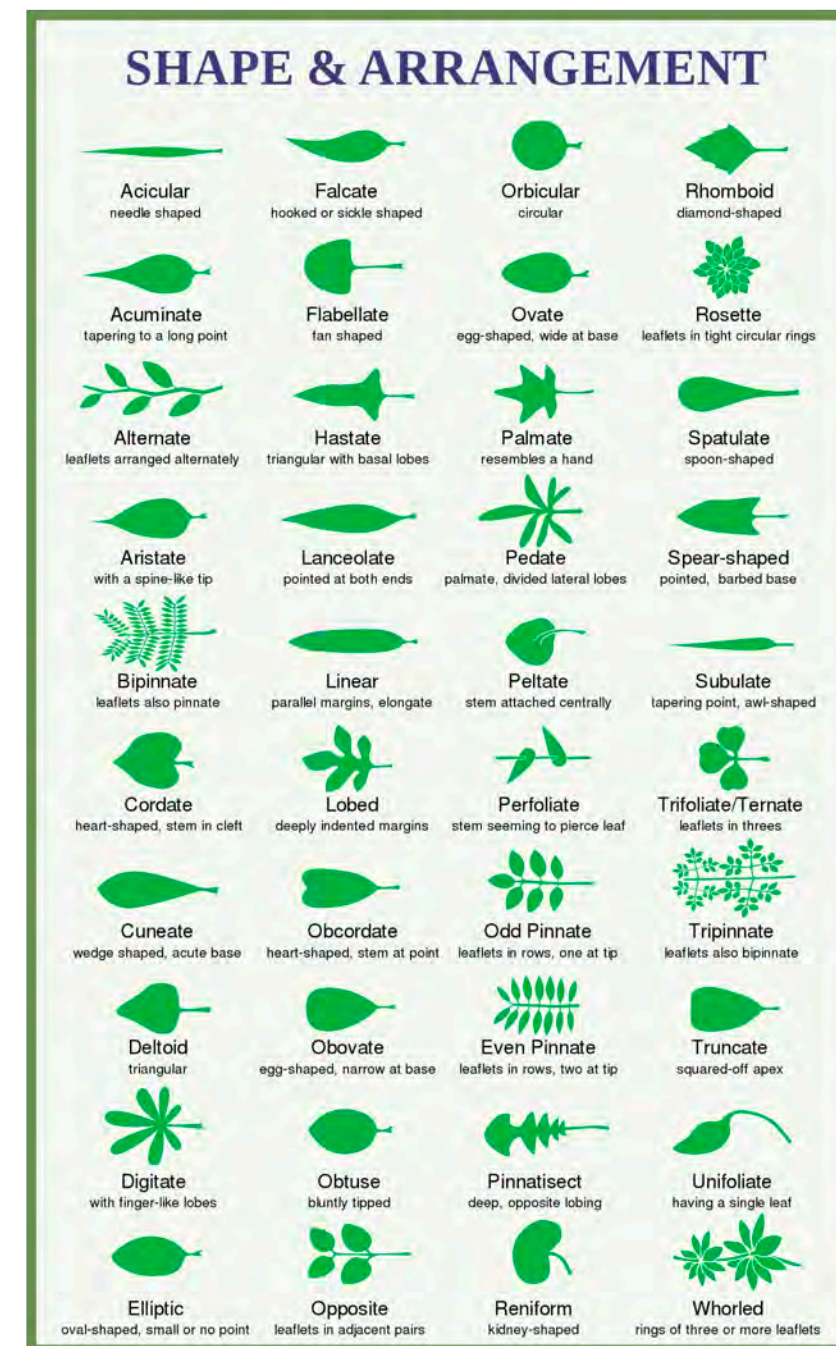
MATERIAL

CONTROVERSIAL

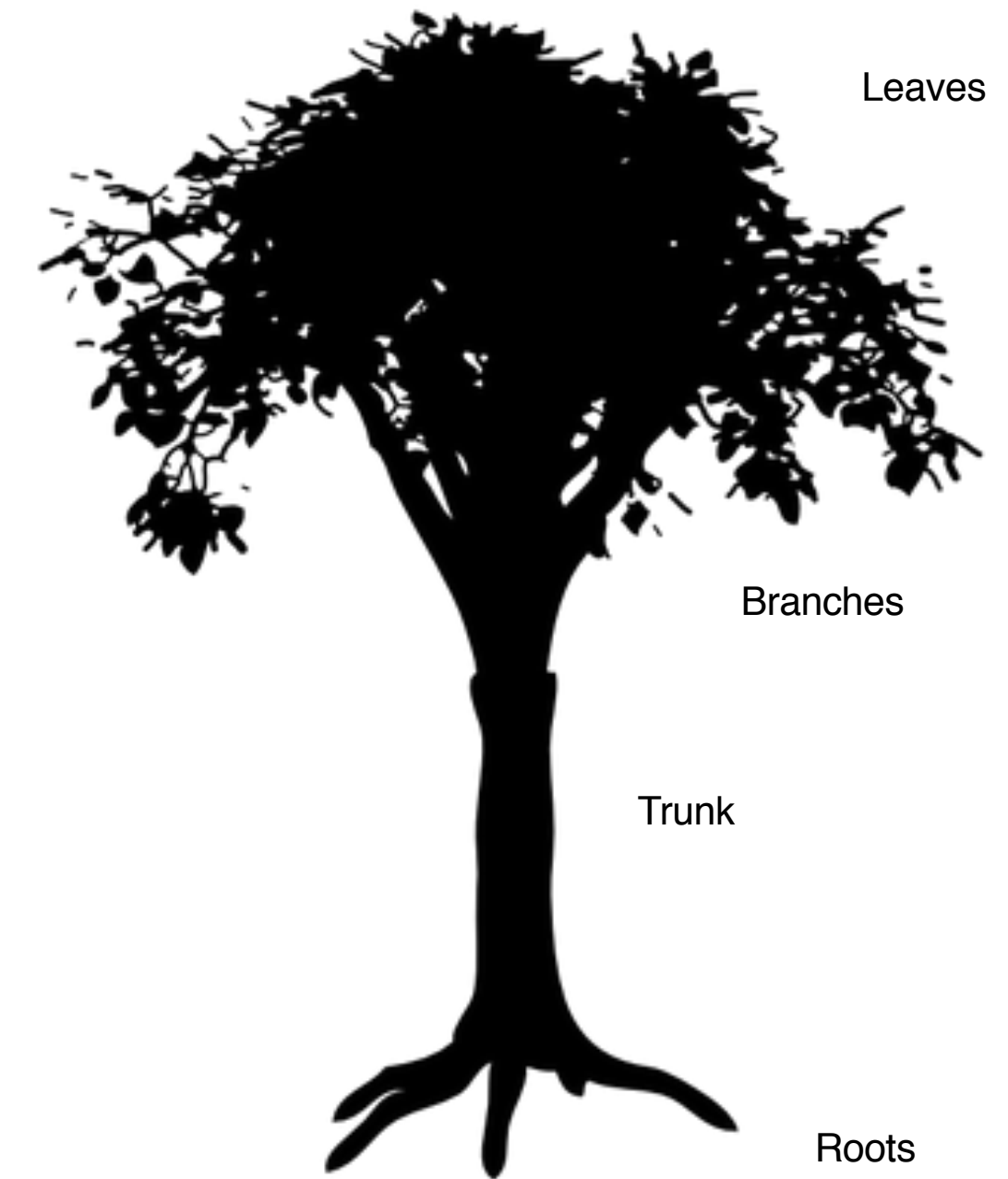




Different species of trees (CC0 Public Domain)

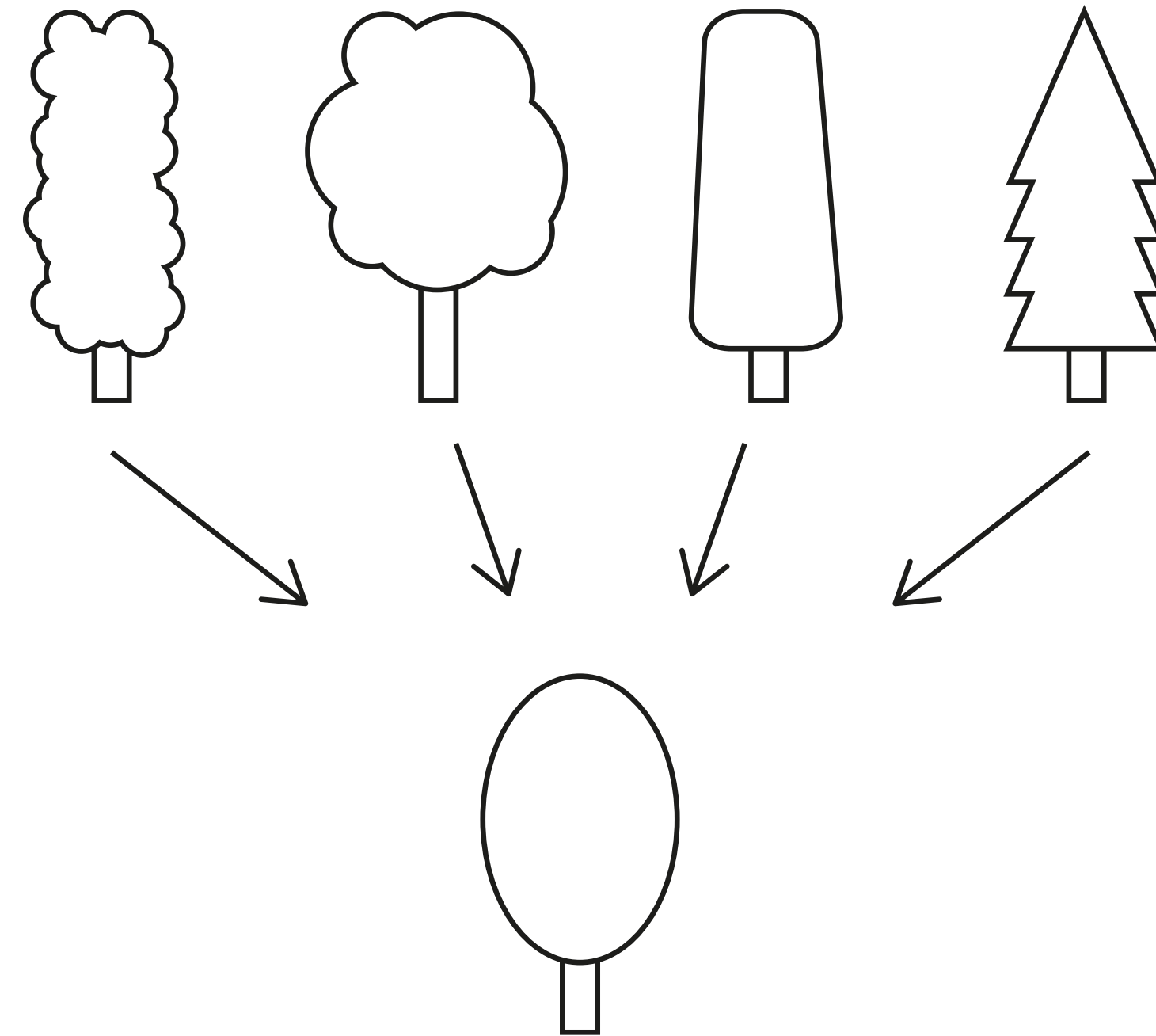


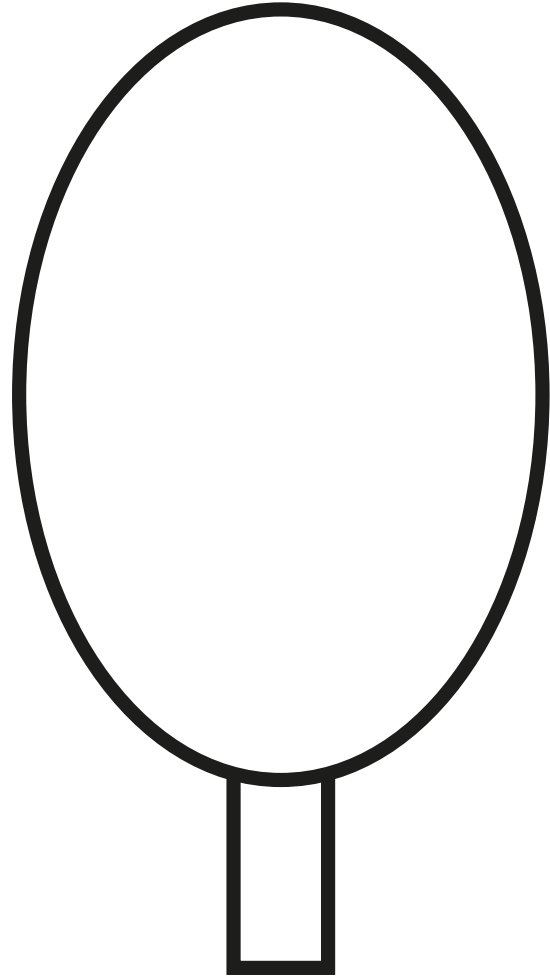
Leaf morphology terms (CC BY-SA 4.0)



Tree with roots (Public domain)

When the mind makes a generalization such as the concept of tree, it extracts similarities from numerous examples; the simplification enables higher-level thinking.





How concepts guide
the creative work

مكتبة اسكندريه

Bibliotheca
Alexandrina

مكتبة اسكندريه

Bibliotheca
Alexandrina

Concept:

Microchip

مكتبة اسكندريه

Bibliotheca
Alexandrina

Concept:

Microchip

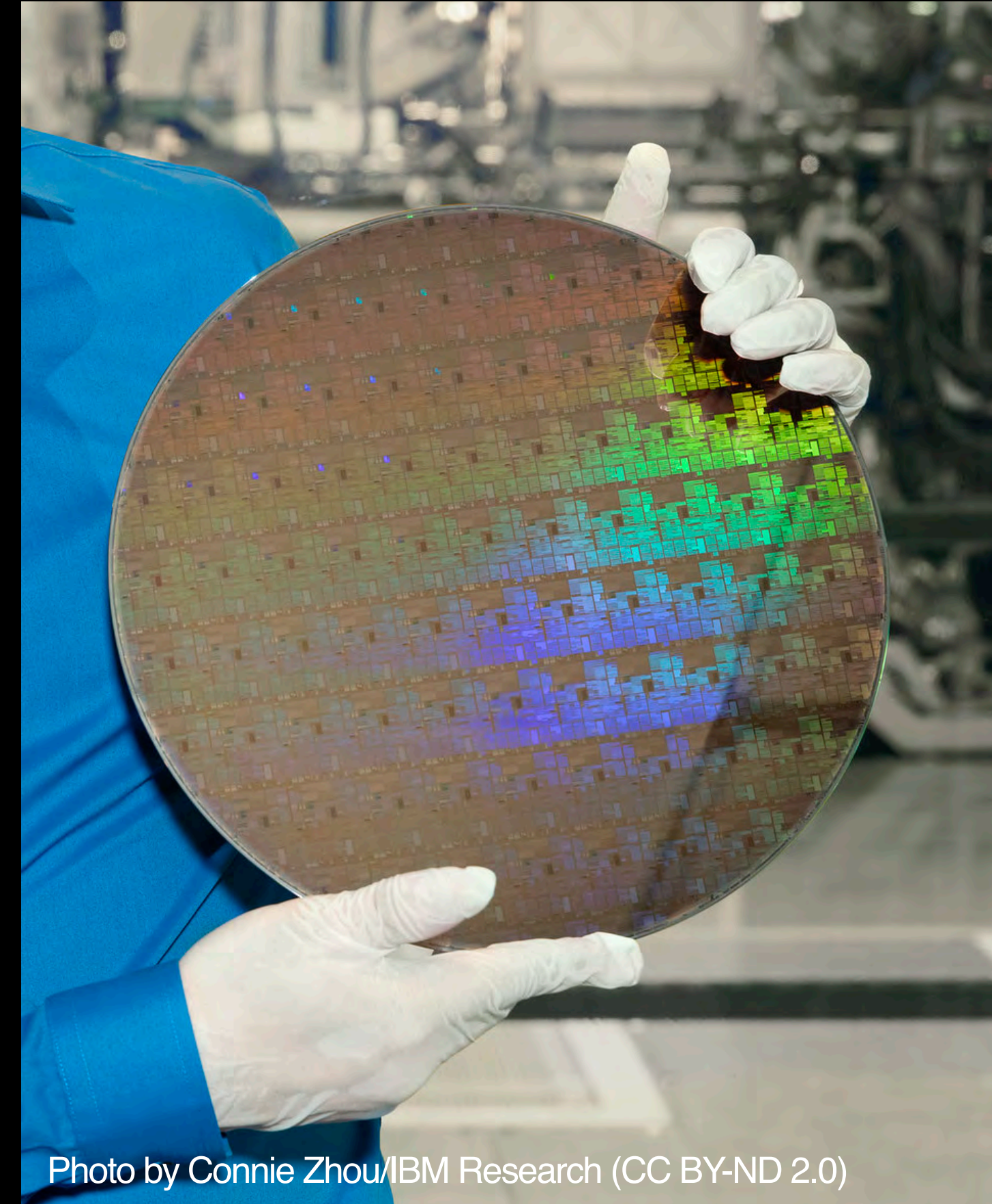


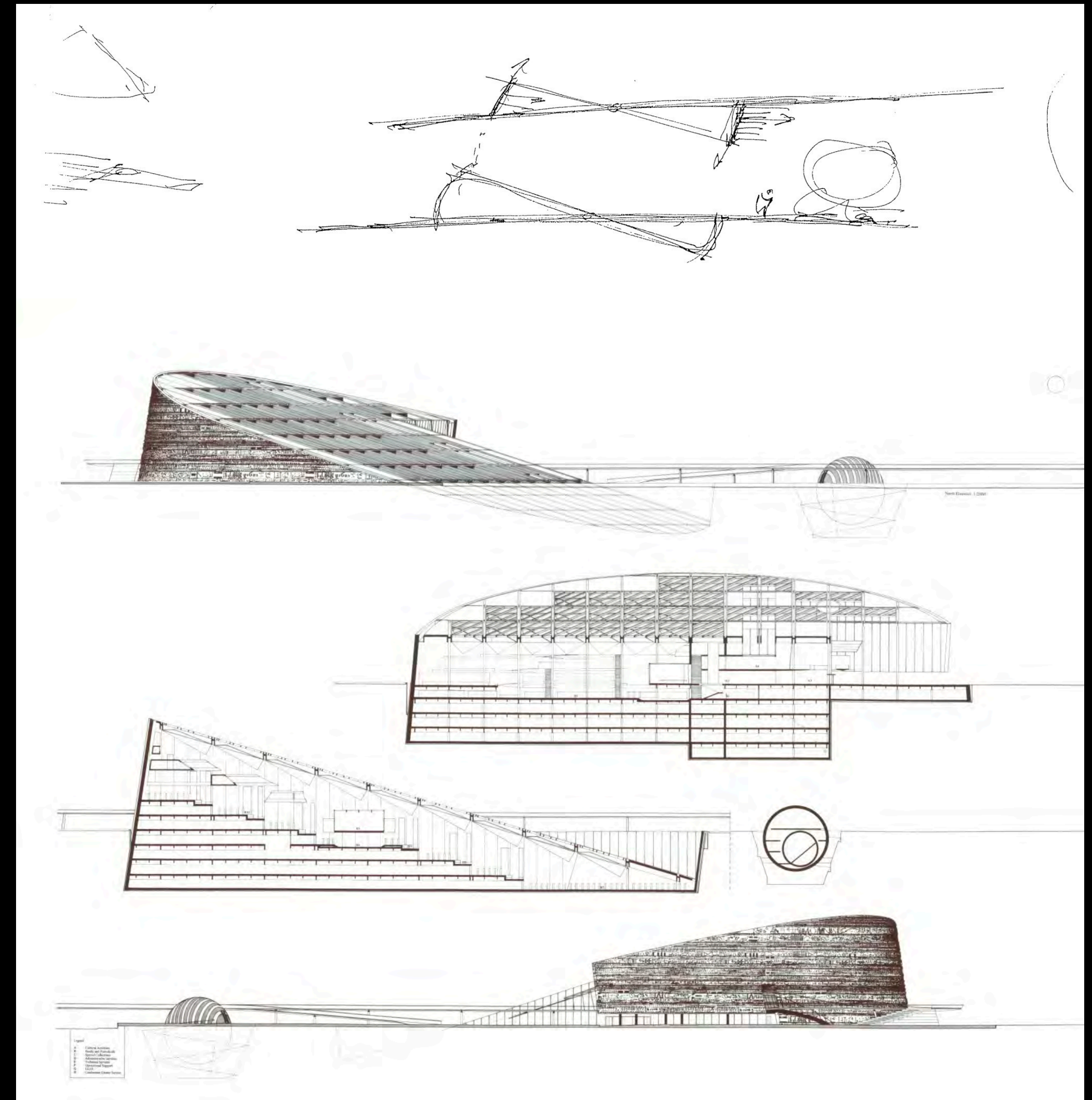
Photo by Connie Zhou/IBM Research (CC BY-ND 2.0)

مكتبة اسكندريه

Bibliotheca
Alexandrina

Concept:

Microchip



مكتبة اسكندريه

Bibliotheca
Alexandrina

Concept:

Microchip



مكتبة اسكندريه

Bibliotheca
Alexandrina

Concept:

Microchip



Norwegian National Parks

Norwegian
National Parks

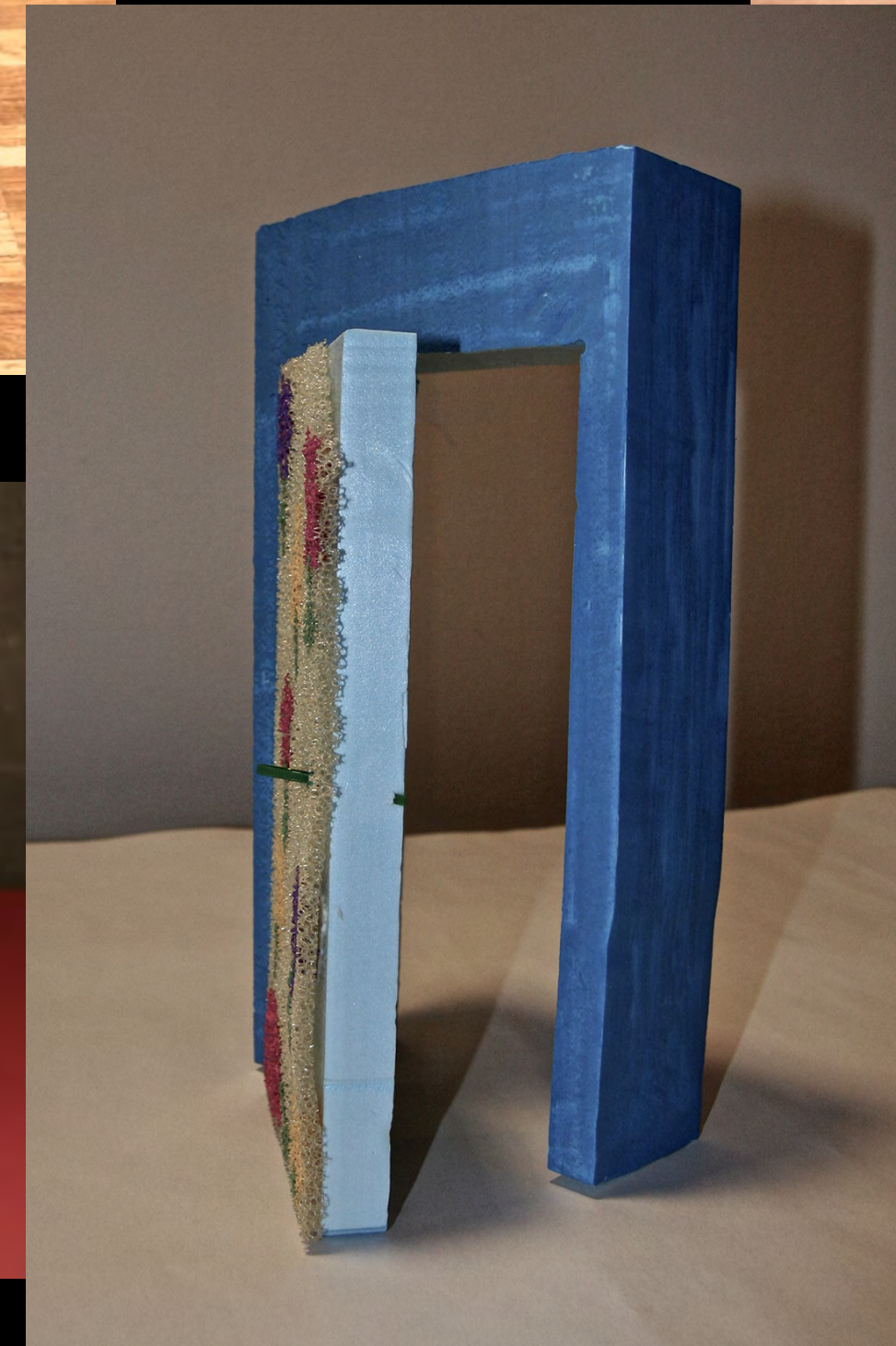
Concept:

Portal

Norwegian
National Parks

Concept:

Portal



Concept models from the workshops

Norwegian
National Parks

Concept:

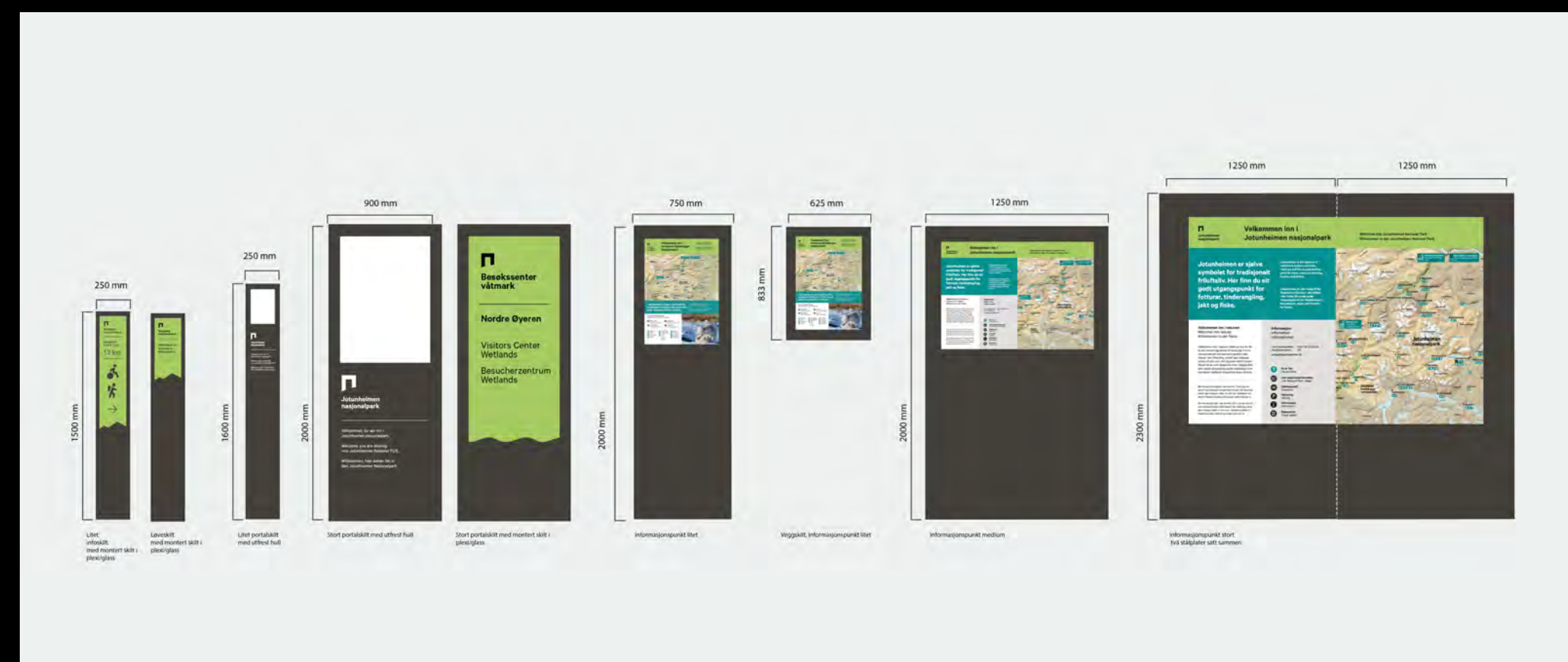
Portal



Norwegian National Parks

Concept:

Portal



Norwegian
National Parks

Concept:

Portal





23 concepts
created together





23 concepts
created together





Photo by Andrik Langfield on Unsplash, CC BY-SA 3.0





Mosaic

בעבודה



Photo by Kelly Sikkema on Unsplash, CC BY-SA 3.0



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The Free Encyclopedia

Huvudsida

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Stäng Vem skrev detta?

På andra projekt

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Wikiquote

Skriv ut/exportera

Ladda ner som PDF

Ainali Diskussion Sandlåda Inställning

Sida Diskussion

Läs Redigera Redigera wikitext Visa historik Mer TW Sök på Wikip

Vem skrev detta?

Vila muspekaren för att se bidrag av samma författare.

Collaboration

A C-class article from Wikipedia, the free encyclopedia: Aktivitet [Q1145523]

1 444 revisioner sedan 2003-08-24 (+30 dagar), 748 redigerare, 192 bevakare, 13 419 sidvisningar (30 dagar), skapad av: 128.193.4.98 (0) · Se fullständig sidstatistik

For other uses, see *Collaboration (disambiguation)*.

For the definition in music, between two or more artists, see *Featuring*.

Collaboration is the process of two or more people or organizations working together to complete a task or achieve a goal.^[1] Collaboration is similar to cooperation. Most collaboration requires leadership, although the form of leadership can be social within a decentralized and egalitarian group.^[2] Teams that work collaboratively of access greater resources, recognition and rewards when facing competition for finite resources.^[3]

Structured methods of collaboration encourage introspection of behavior and communication.^[2] Such methods aim to increase the success of teams as they engage in collaborative problem-solving.

Collaboration is present in opposing goals exhibiting the notion of a *vernacular collaboration*, though this is not a common use of the term.

In its applied sense, "(a) collaboration is a purposeful relationship in which a party strategically chooses to cooperate in order to accomplish a shared outcome."^[4]

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 - 1.4 Oneida Community, Oneida, New York (1848)
 - 1.5 Kibbutz (1890)
 - 1.6 Indigenous Collaboration
 - 1.7 Collaboration in the free market
 - 1.8 Game theory
 - 1.9 Military-industrial complex
 - 1.10 Skunk Works
 - 1.11 Manhattan Project
 - 1.12 Project management
 - 1.13 Academia
 - 1.14 Classical music
- 2 Occupational examples
 - 2.1 Arts

Collaboration

Garden





Photo by Markus Spiske on Unsplash, CC BY-SA 3.0



Photo by Maik Garbade on Unsplash, CC BY-SA 3.0



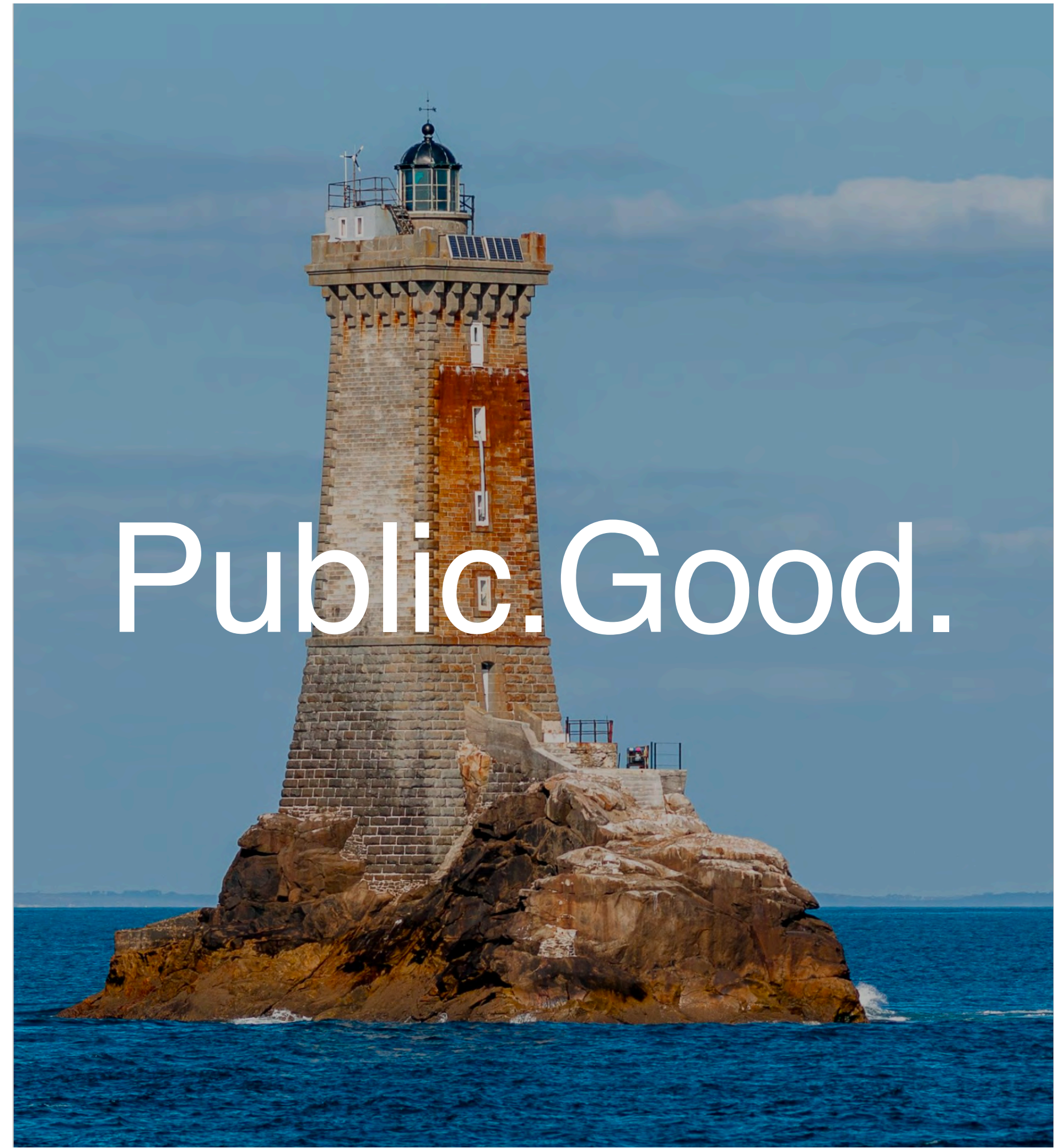
تتكاتف



Beehive



Universe



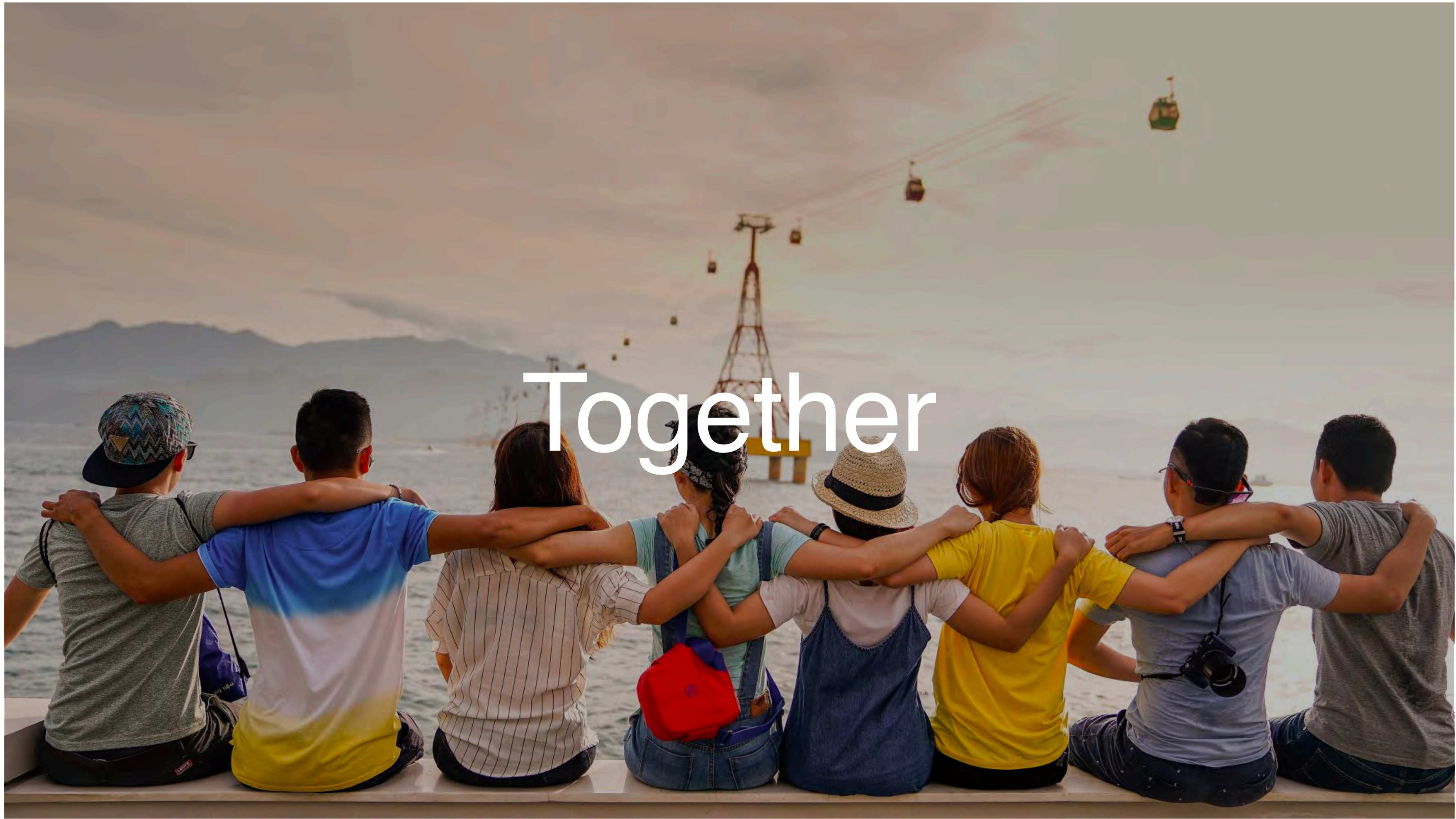


Photo by Duy Pham, CC BY-SA 3.0

Wiktionary - وحدة x

en.wiktionary.org/wiki/وحدة

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وحدة

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- 1 Arabic
 - 1.1 Pronunciation
 - 1.2 Noun
 - 1.2.1 Declension

Arabic

 [edit]

Pronunciation

 [edit]

- IPA^(key): /waħ.da/
- Audio  0:00 MENU

Noun

 [edit]

Wiktionary
The free dictionary

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Preferences
Requested entries
Recent changes
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Glossary
Donations
Contact us

Tools
What links here
Related changes
Upload file



Ocean



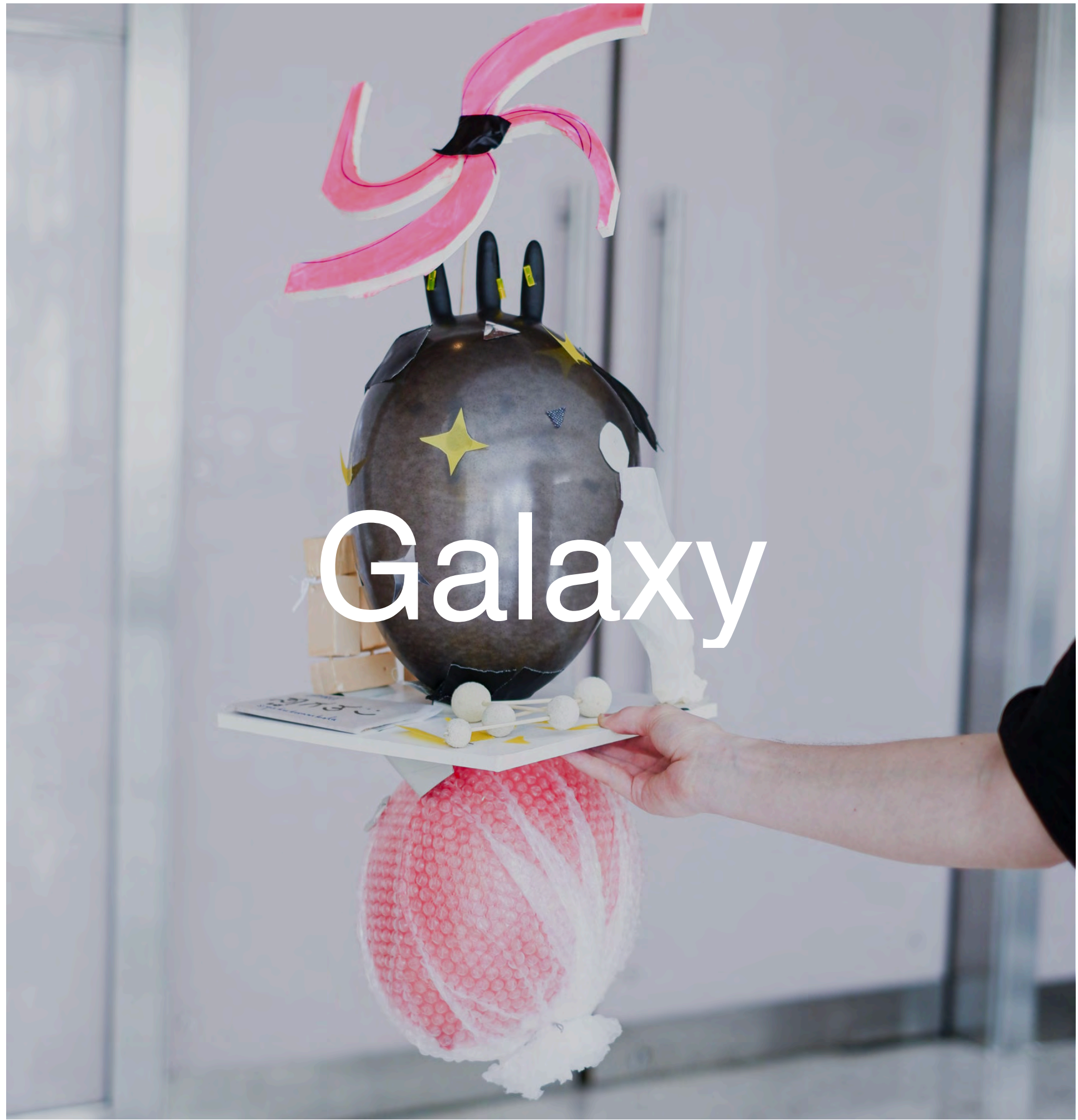


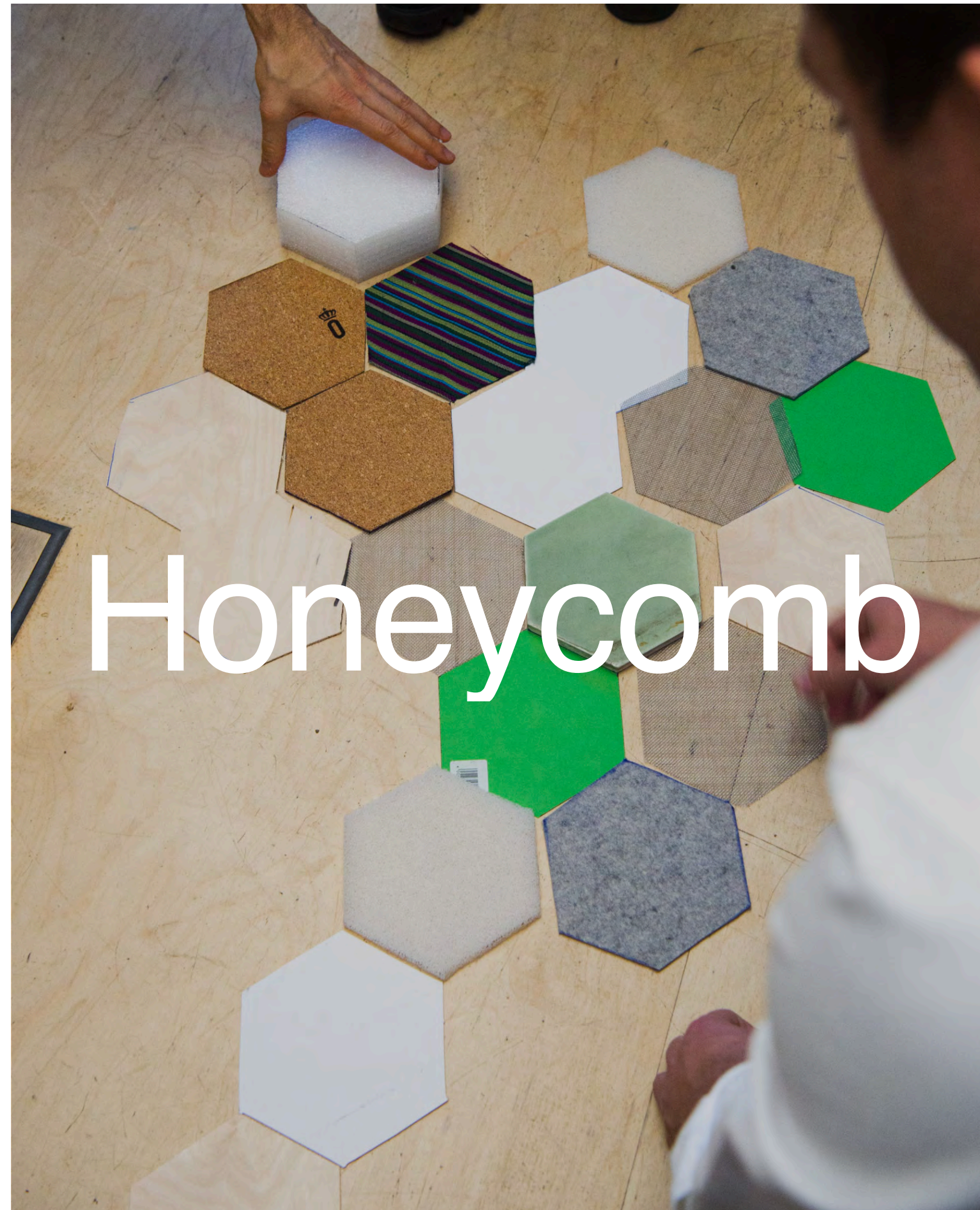
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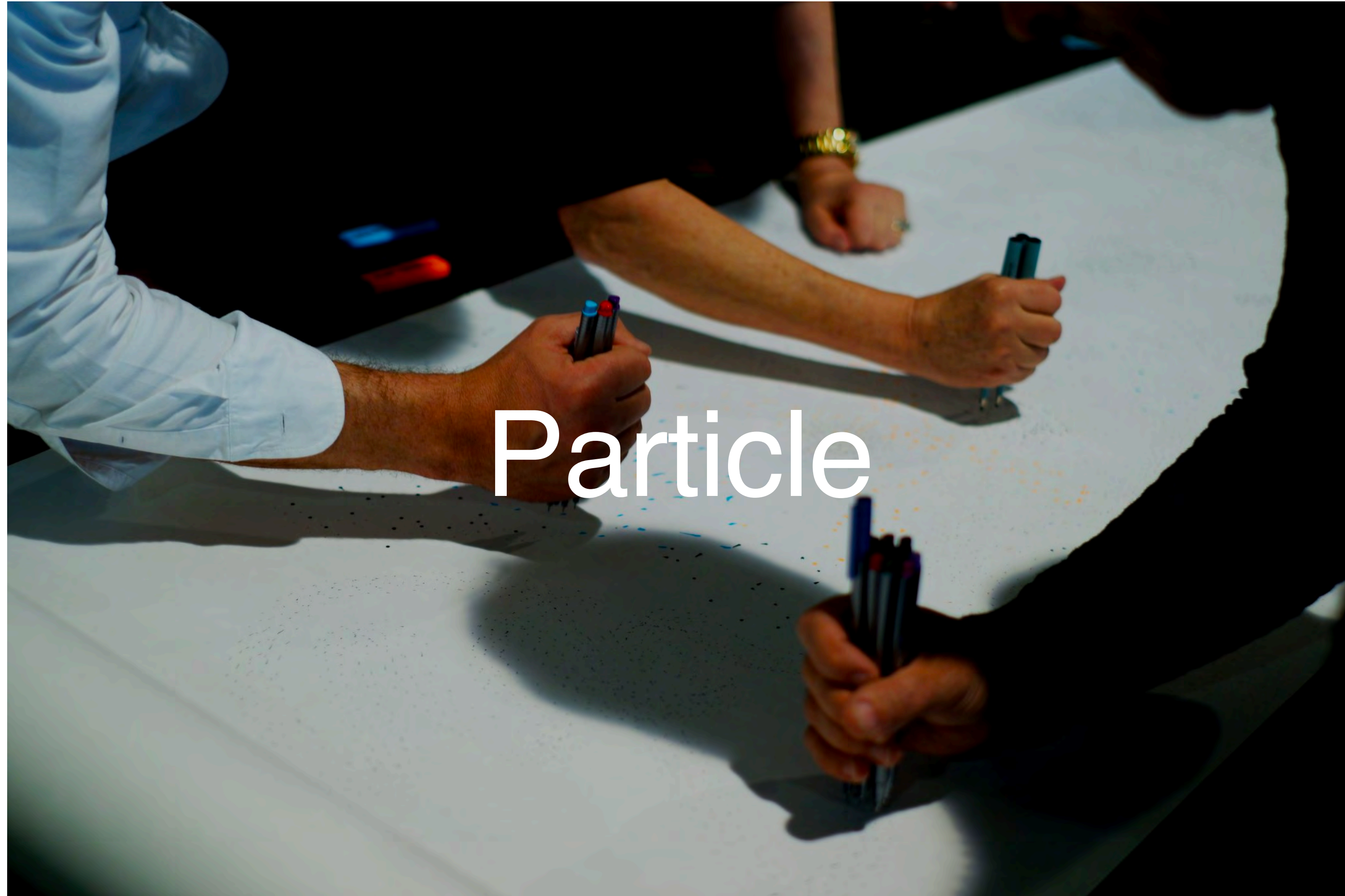
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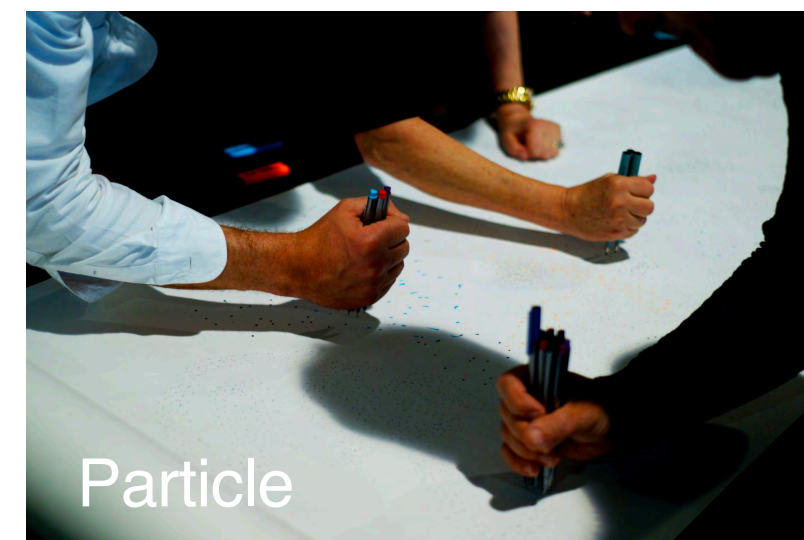
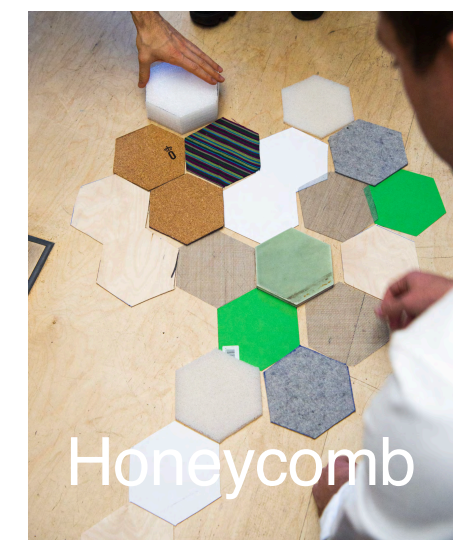
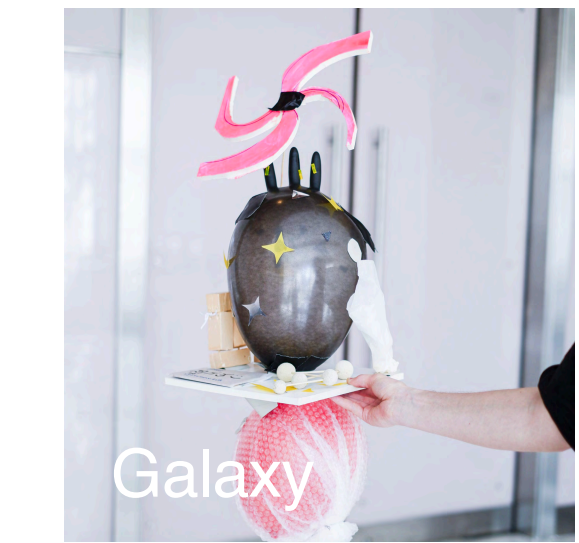
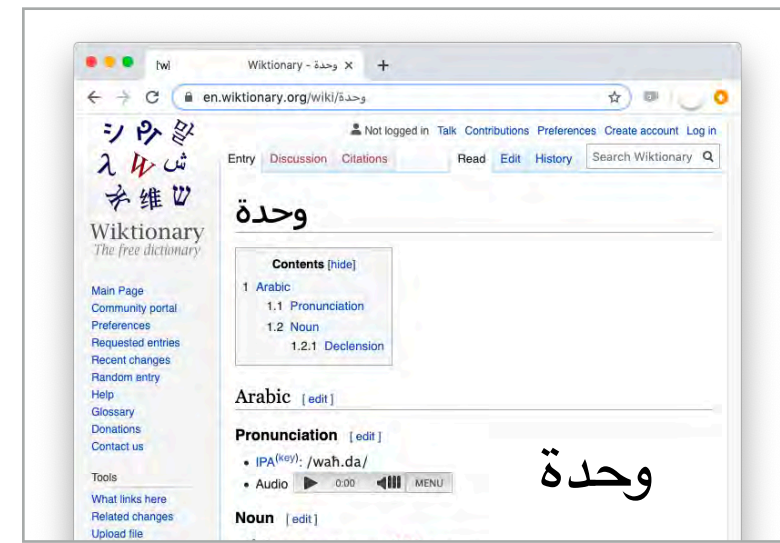
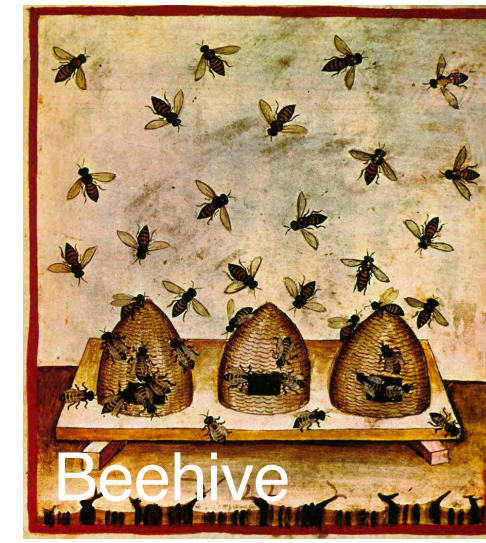
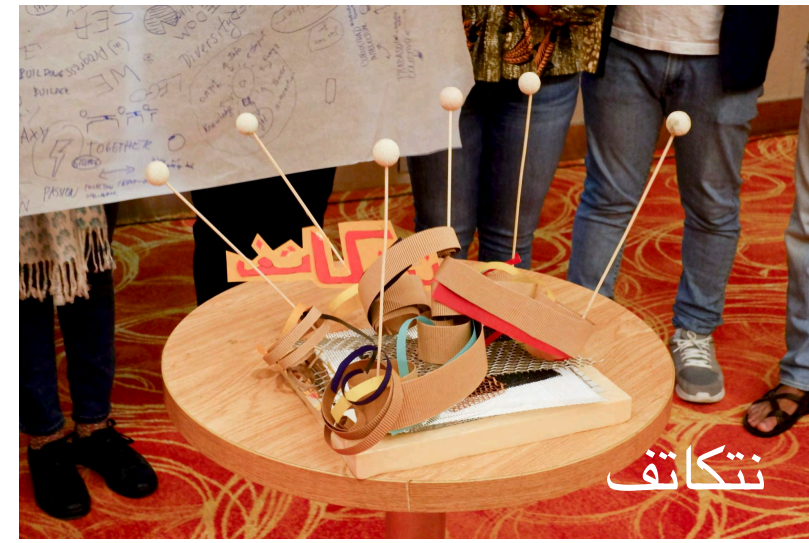
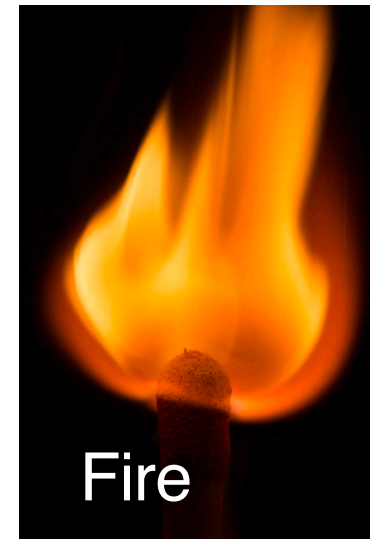
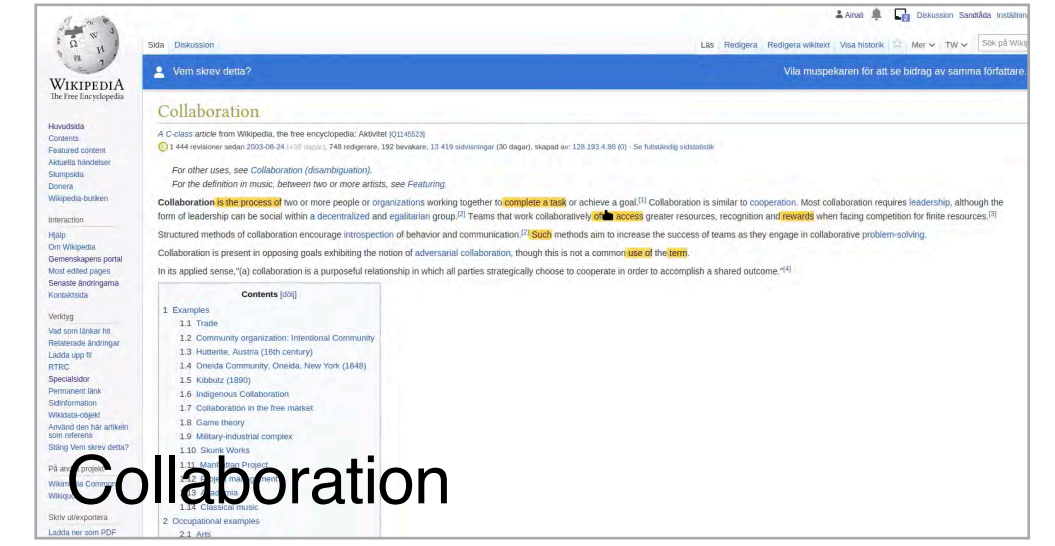
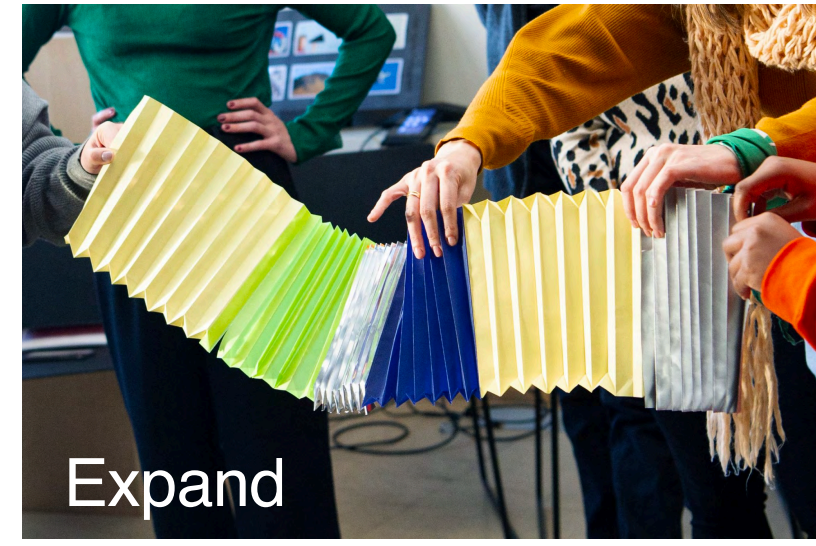
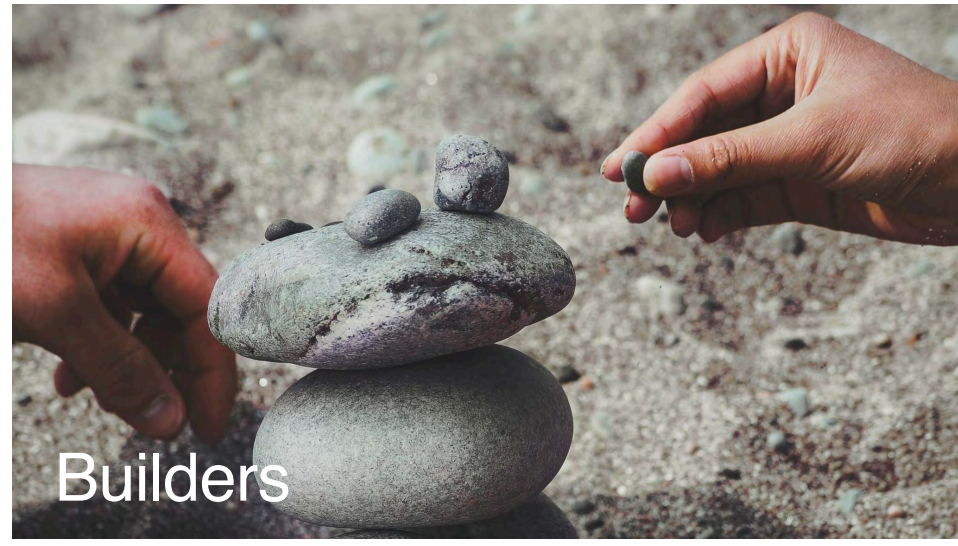


Honeycomb

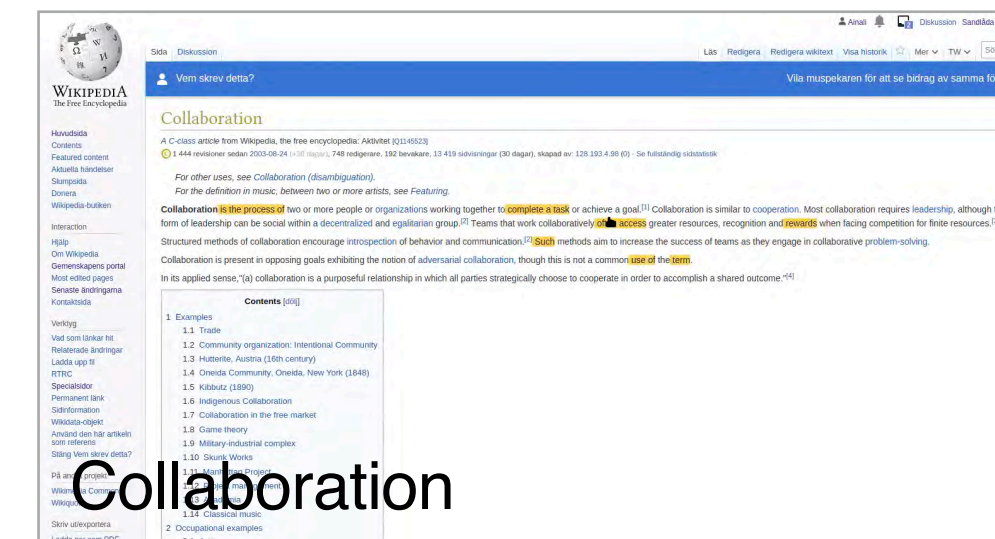
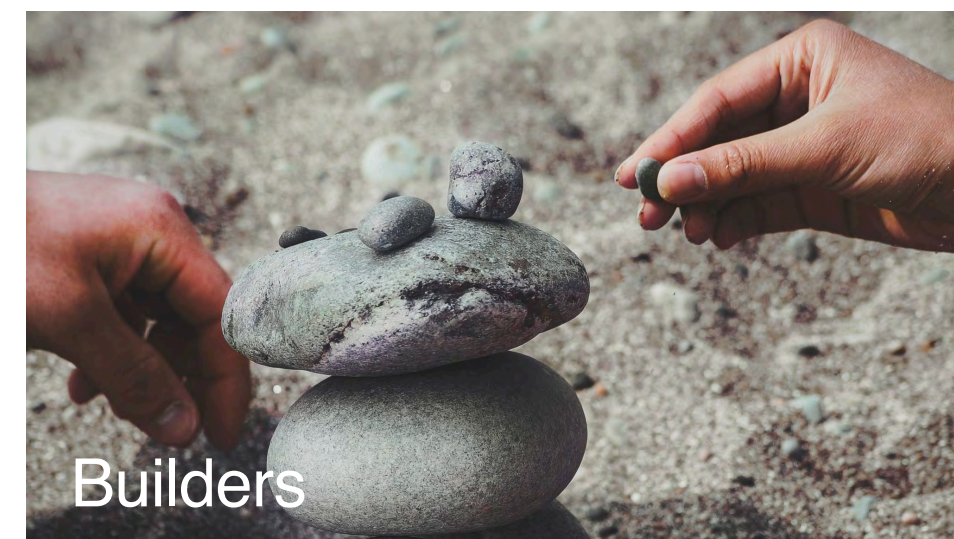
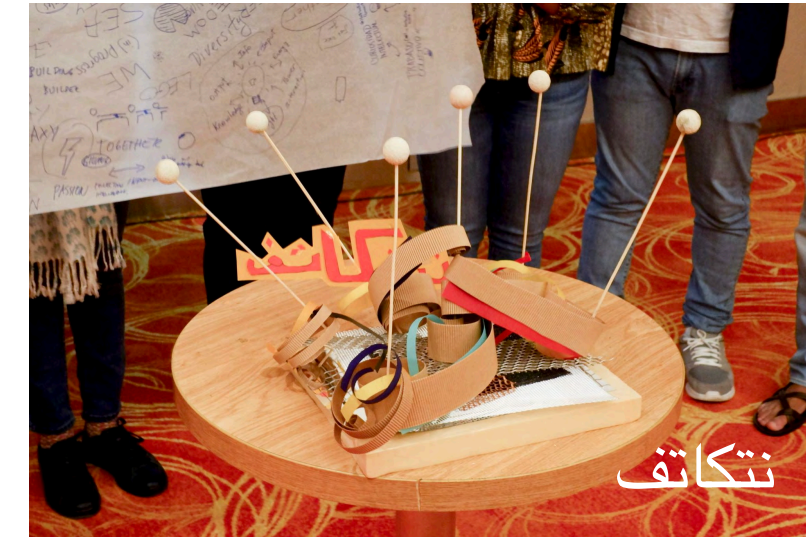




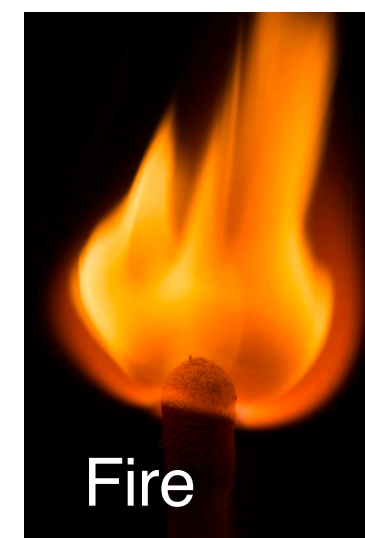
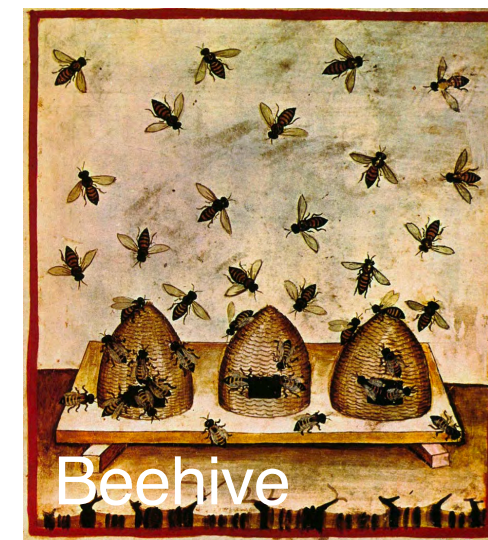
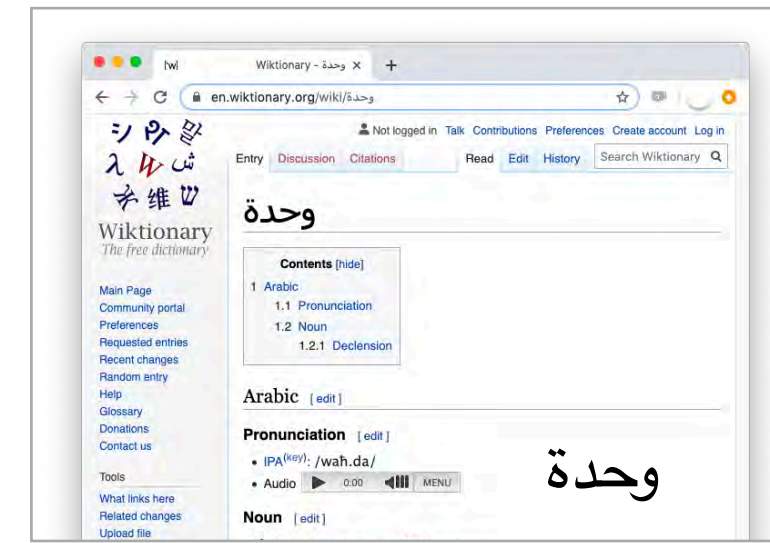
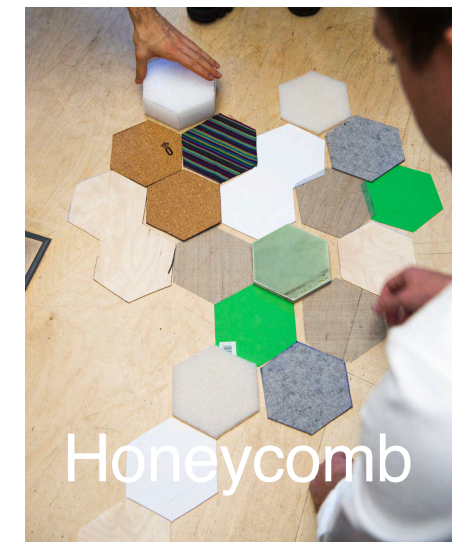
Connections



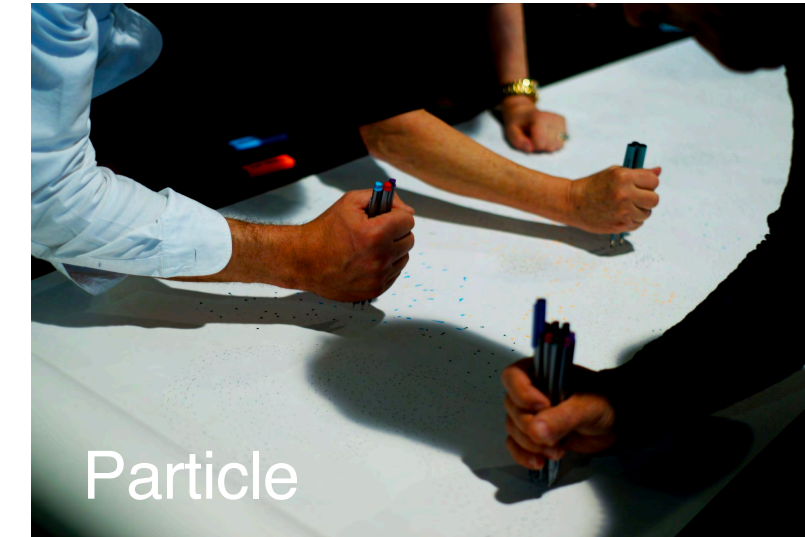
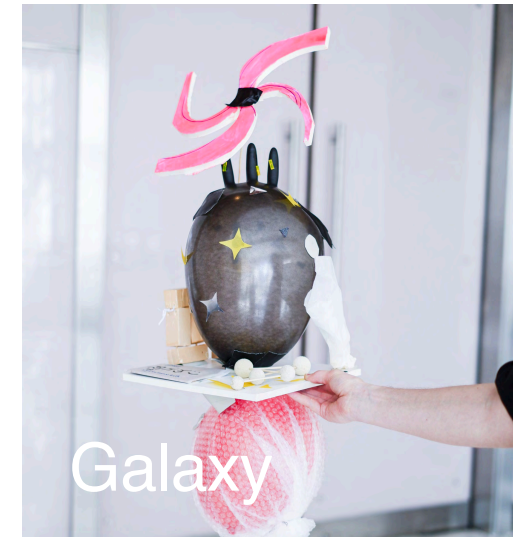
People

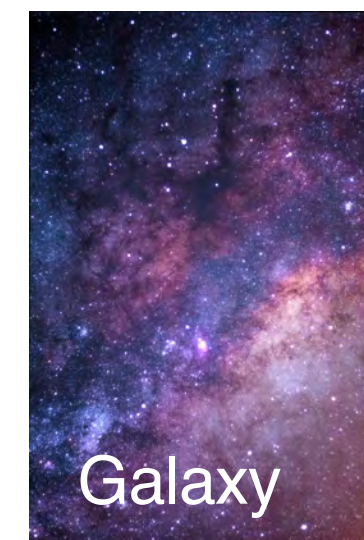
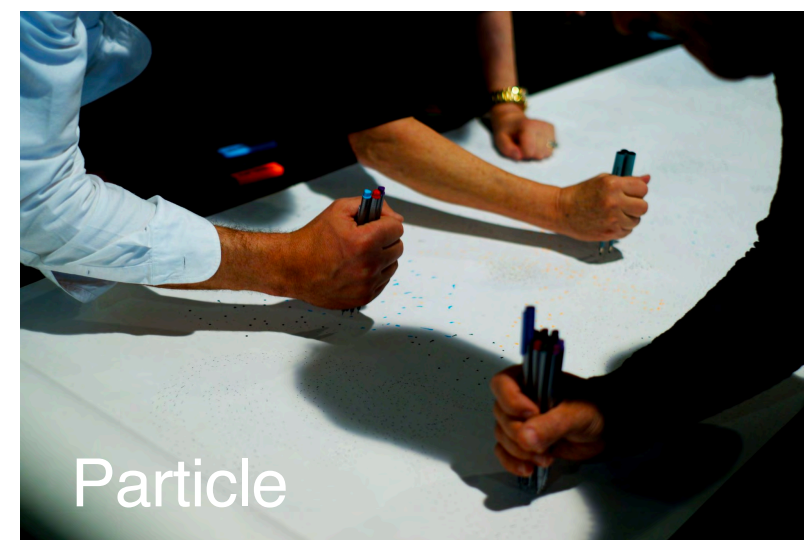
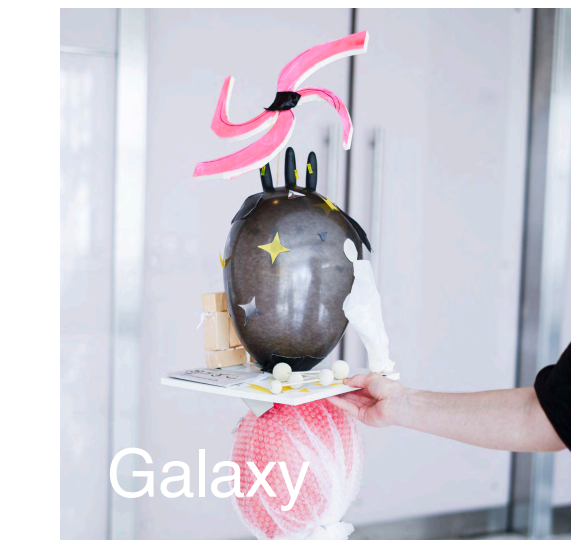
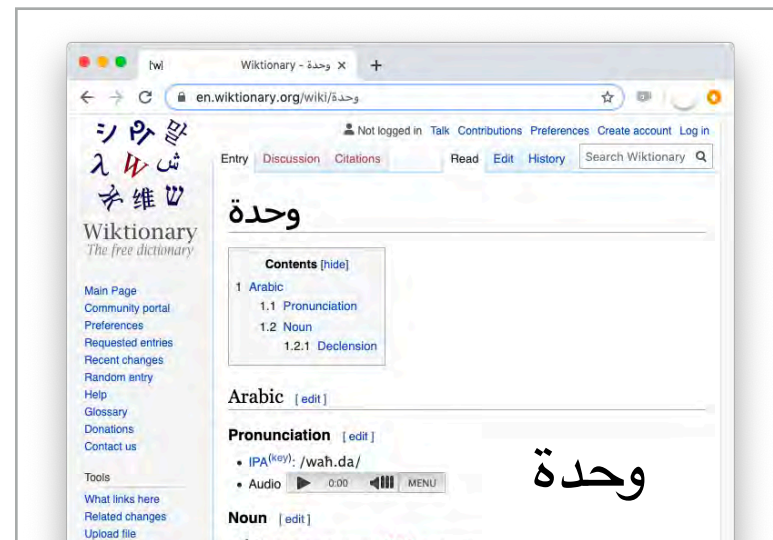
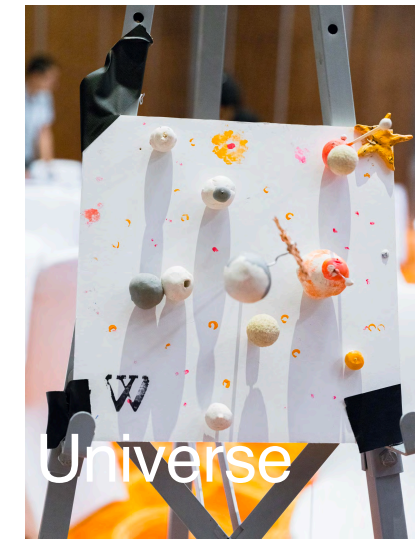
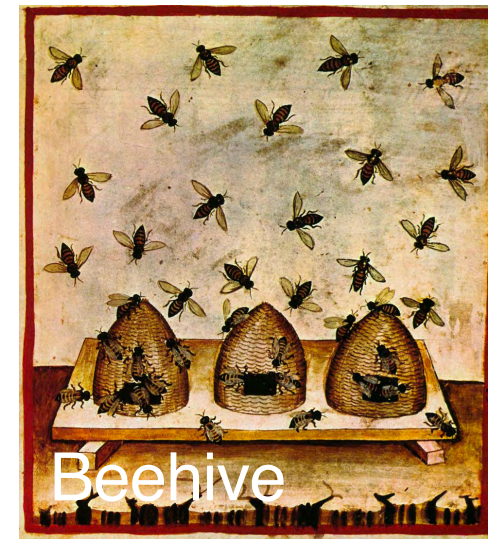
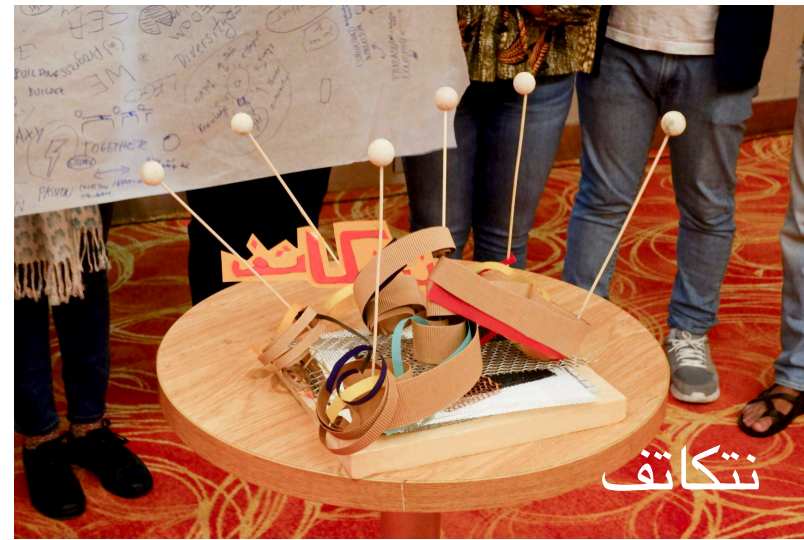
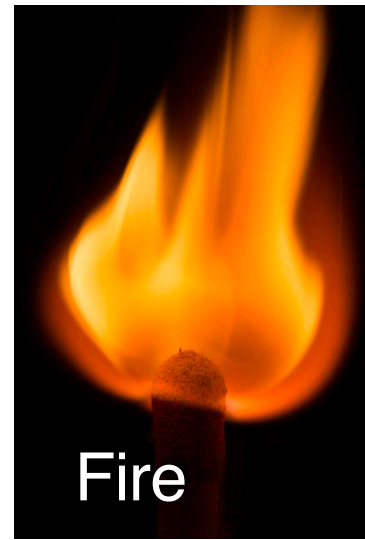
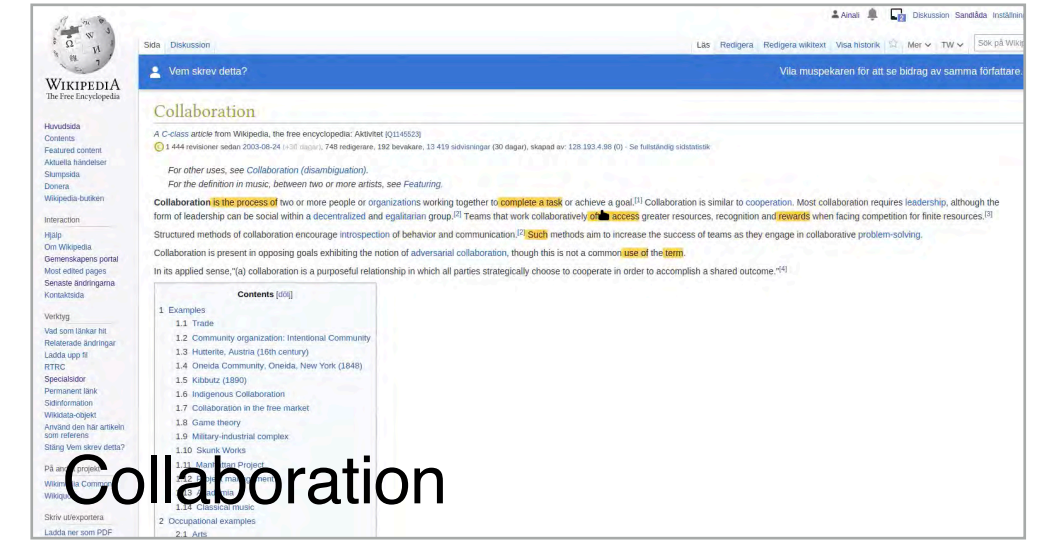


Collective



System





Reviewing
the concepts



Who are we? What concept(s) do you think represent the Wikimedia movement?

During the past two months we have developed 23 concepts together with 97 members of the Wikimedia community, reflecting 41 nations. Now, we ask you to take part in the process by reviewing the concepts you think represent the Wikimedia movement.

These concepts will be available to review and provide feedback on until ~~Tuesday, March 17th~~ Friday, March 20th.

Thank you for your likes and feedback! All responses are now in review.

An introduction to concepts ↓

The process so far ↓

The next steps ↓

All

People

Collective

System

Bengaluru

Oslo

Online

Valuable input

"(...) A people-centred and open movement. It also captures our vision to be the essential infrastructure of the ecosystem of free knowledge and anyone can join"

Garden

"The movement is all about connections. Volunteers connect to each other through projects, they connect people with knowledge, that knowledge, in turn, integrates connections that send people through a journey of learning connected to different communities, events and happenings"

Connections

"Wikimedia work is not only done by dispersed individuals. Editors compliment one another's activities; someone works on technical issues, someone checks against vandalisms, someone may "merely" correct punctuation, but the collective effort is visible as a page"

בעבודה (beavoda)

47 comments

"People are the connection to knowledge. People connect with articles as editors + readers. Wikimedia projects connect with each other. All connects improvement options with wiki work. Images connect with articles. Articles connect with articles + sources. Linked data connects everything."

Connections

"Nothing is finished, tests and explorations are welcome, all interactions are reversible and conversable : so dive in without worry, and contribute what you see is needed."

בעבודה (beavoda)

"Wikipedia projects are crowd sourced. Users collaborate for the singular purpose of building free content. Collaborators are driven by the need to populate easily"

"There's always something to add, or develop, or improve, or fix. We are far from completing our mission. There are gaps and we're here to fill those gaps. Anyone can bring new energy and make things happen"



Connections
111



Public. Good.
84



Particle
81



Universe
80



Mosaic
68

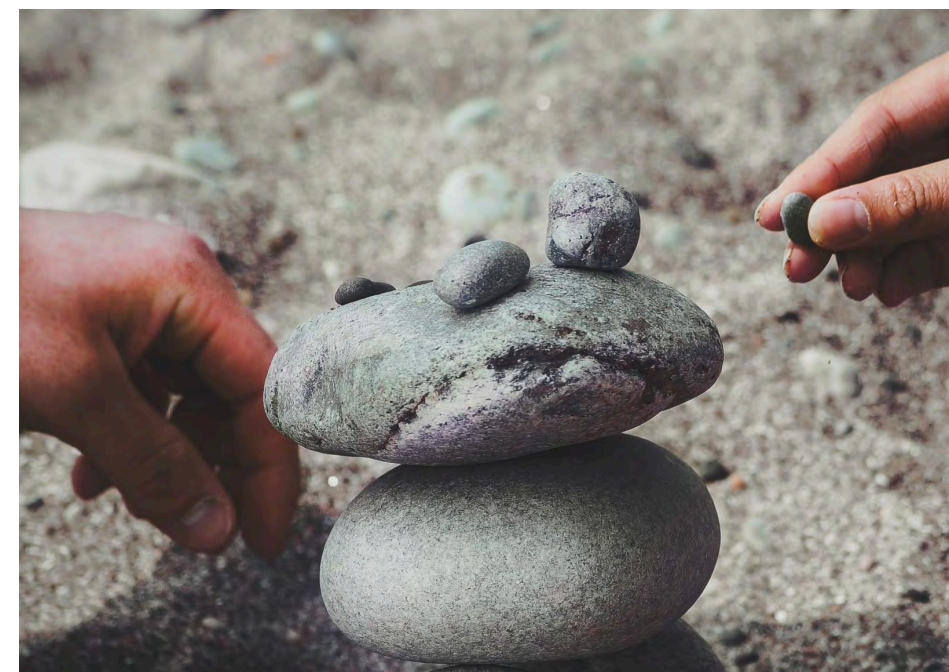
and 1224 endorsements



Beehive
67



Honeycomb
58



Builders
49



Garden
49



Rayonnement
48

from 1384 visits by the community.

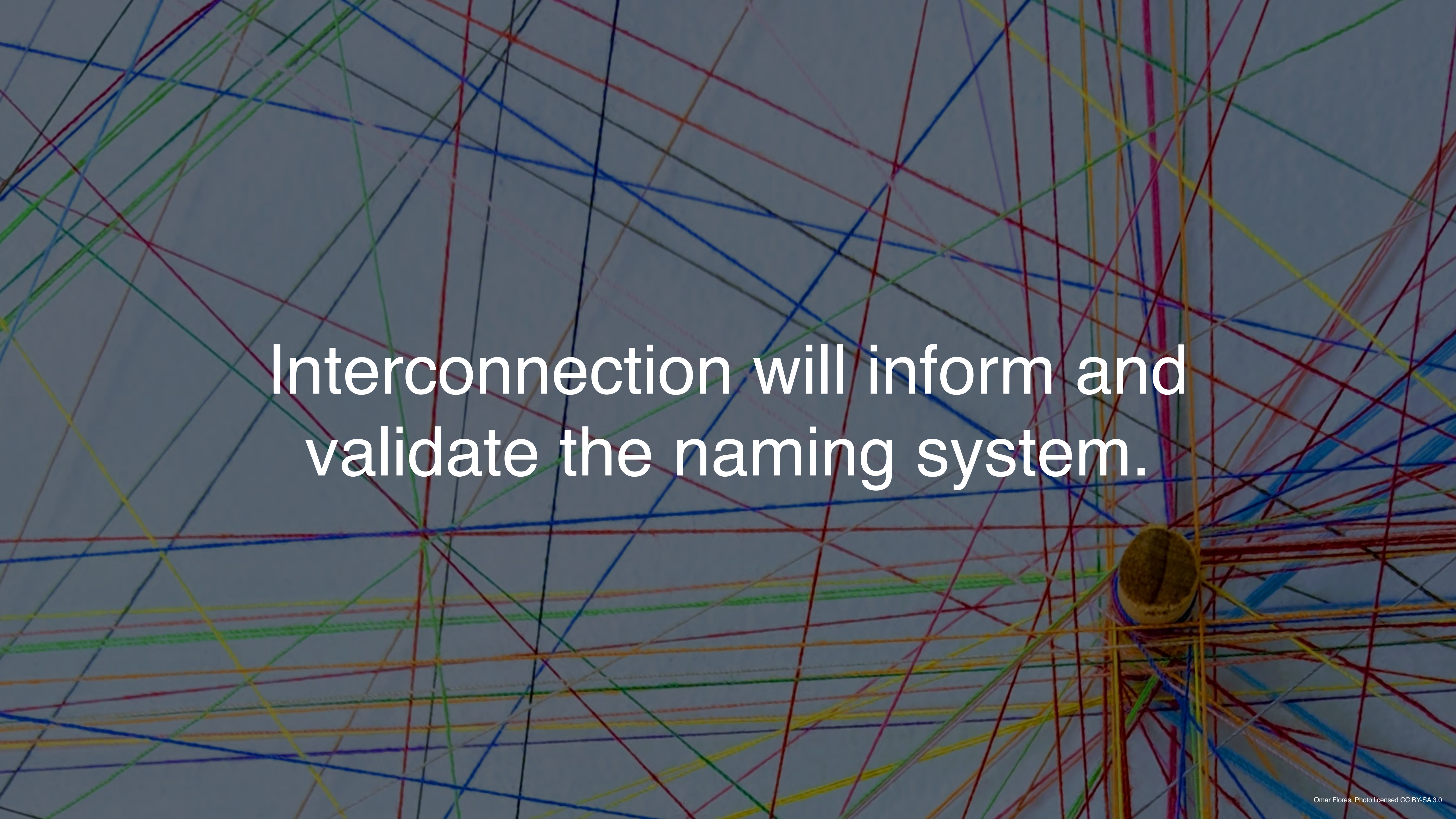
Shared on Meta-Wiki and to 87 User Groups, 39 Chapters, 590 members of the Brand Network and 97 workshop attendees.

Unified concept

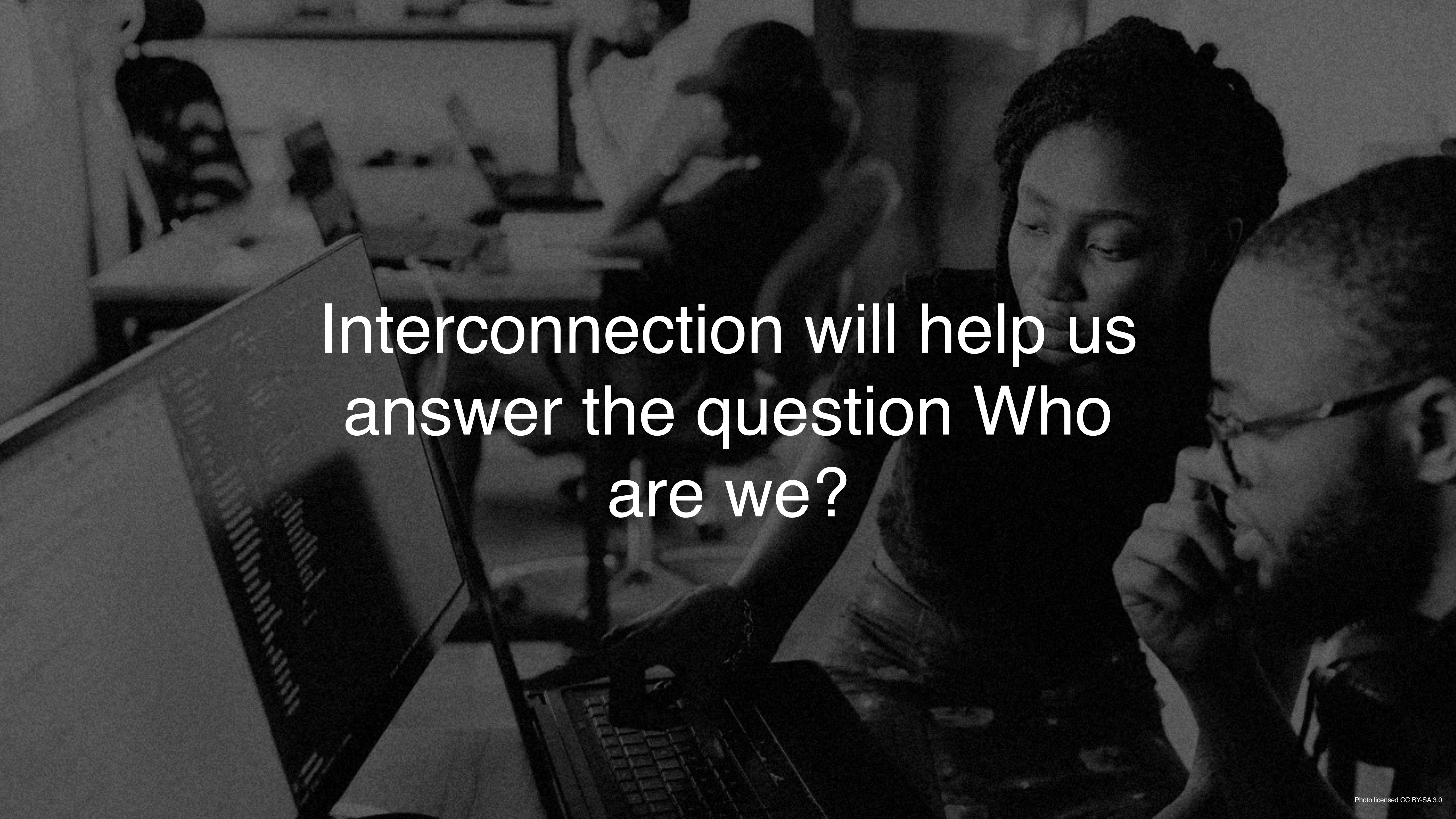
Interconnection



Interconnection will help us
create a design system that
is universal and accessible.



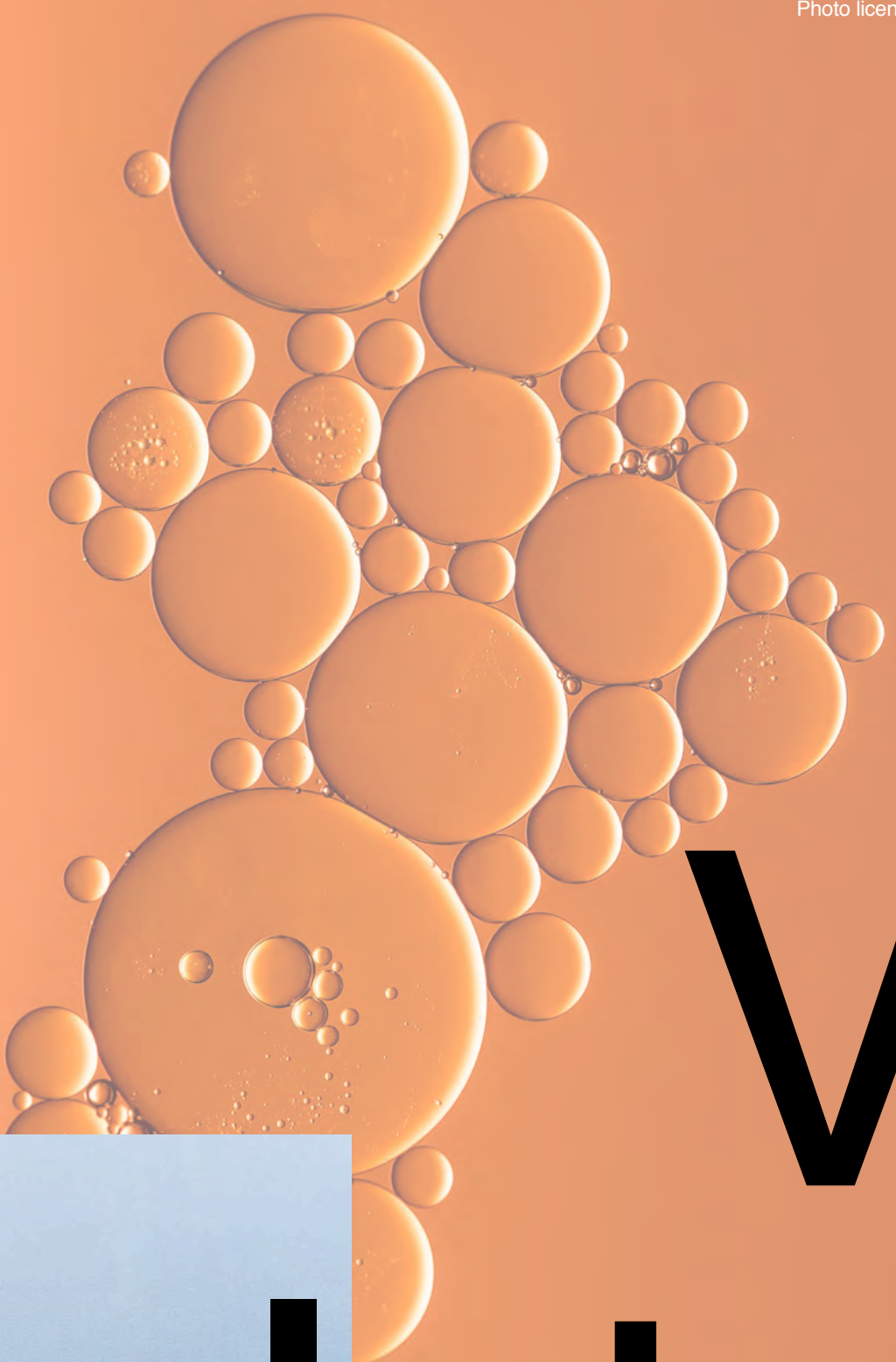
Interconnection will inform and
validate the naming system.



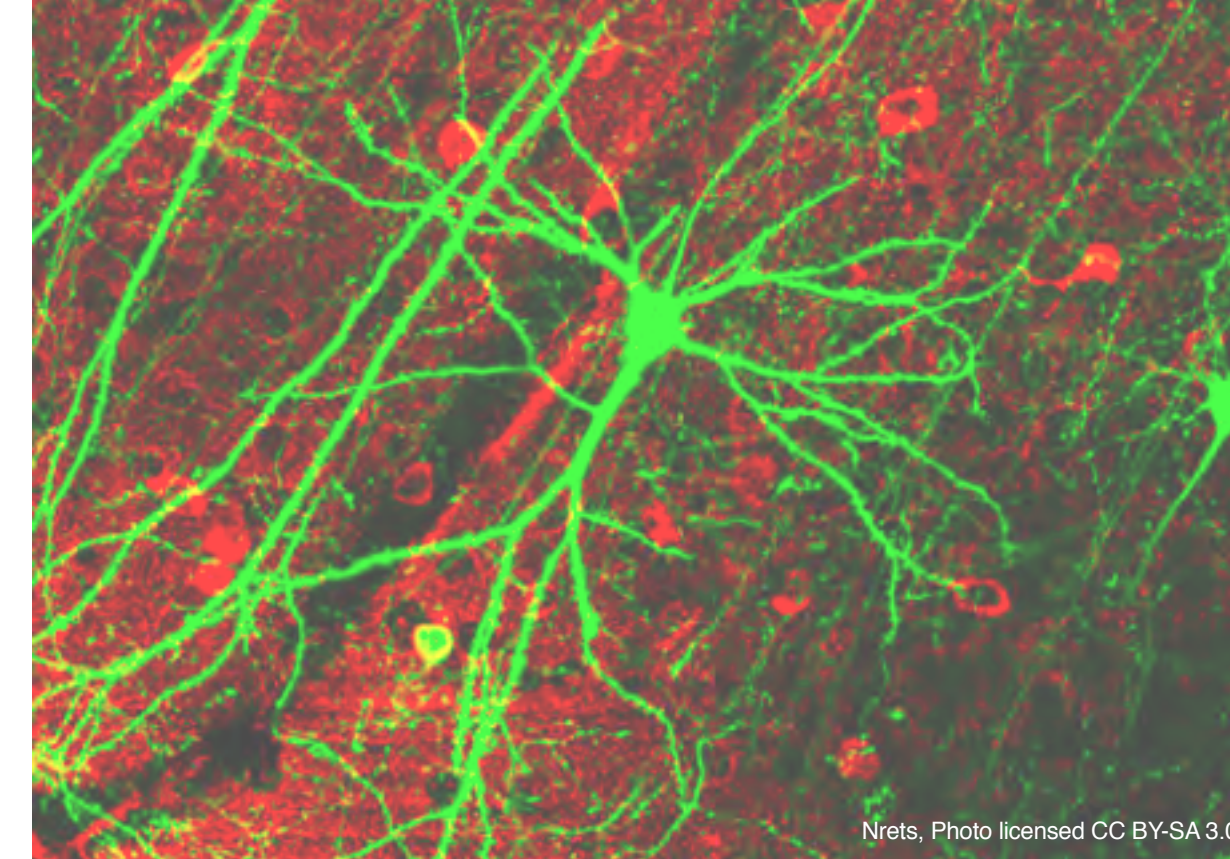
Interconnection will help us
answer the question Who
are we?

Interconnection will
ensure that the process is
guided by you.



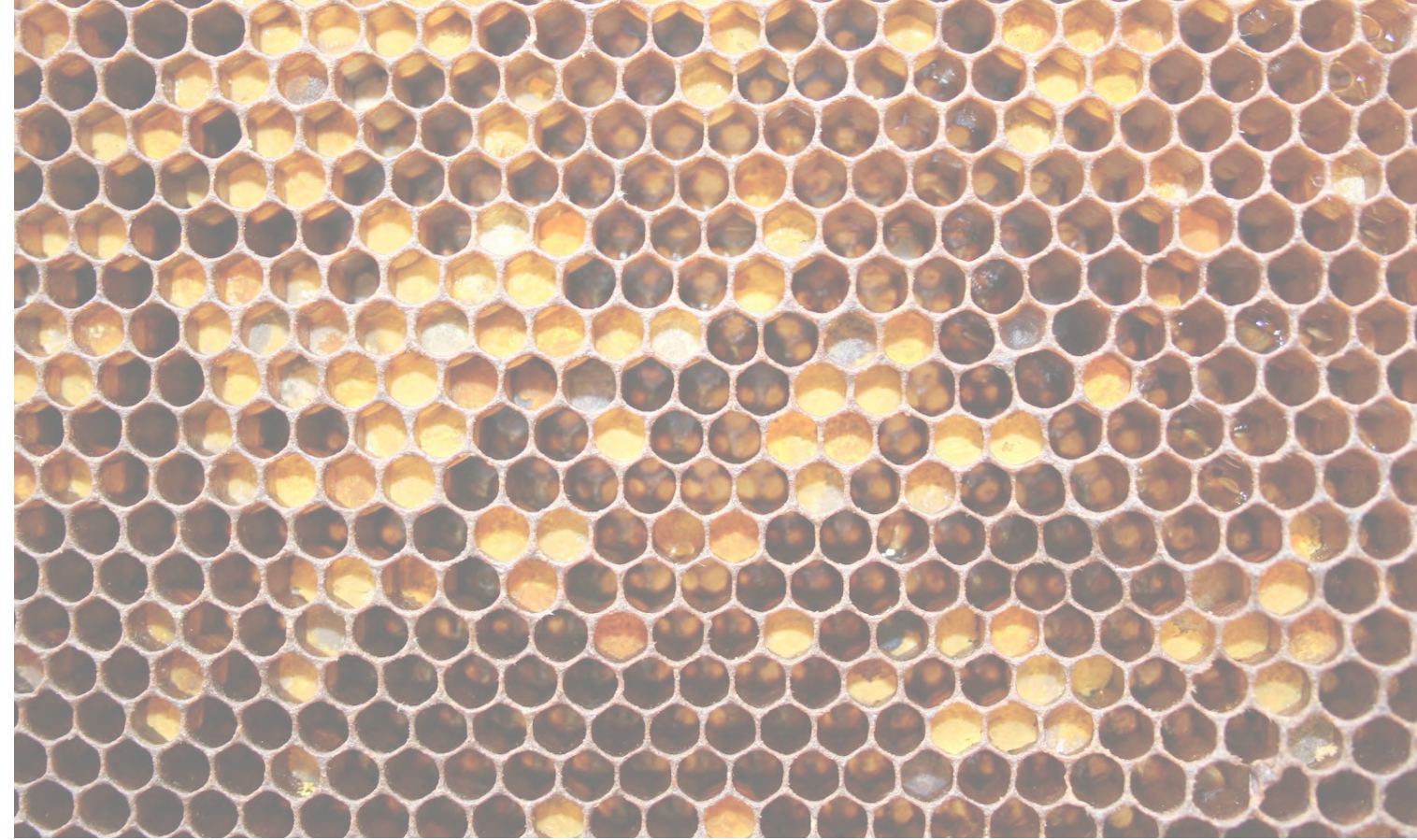


Exercise #3:



Visualizing Interconnection





Unsplash, Photo licensed CC BY-SA 3.0

Exercise #3:

Give us visual input on
how you see interconnections



Sergio Souza, Photo licensed CC BY-SA 3.0

This will be hosted at the
brand hub: brandingwikipedia.org
and will be open from April 20 - 26



Unsplash, Photo licensed CC BY-SA 3.0



Photo licensed CC BY-SA 3.0


2030 Movement Brand Project

MEETING SUMMARY

Unified concept

“Interconnection”

Key dates ahead

16 April: Unified concept 

20 April: Exercise #3 begins

7 - 21 May: Community review of naming conventions

Project pages

Project Hub - [BrandingWikipedia.org](https://brandingwikipedia.org)

Meta-Wiki Page - <https://w.wiki/MvN>

Project FAQ - <https://w.wiki/MvR>

Details on naming

Multiple naming options

2 weeks for community review

Feedback will review how options meet community’s “Movement branding criteria”

Let's discuss



Can I ask more questions?

Of course!

Email the Brand Project team  brandproject@wikimedia.org

