Guide to 2016 Wikimedia Foundation brand update
This guide will tell you about:

- The style guide development process
- Why the Foundation mark changed
- How to use the Foundation mark
- A few things about colors
- Where to find brand materials you can print
- How to make presentations and documents with our new templates
Foundation staff have long asked for simplified brand materials
“Clean”
“Consistent”
“Easy to find”
“Easy to adapt”
“Open source”
We worked with Mule Design to:

- Interview across the Foundation
- Review 80+ envelopes, name tags, HR materials, posters, etc.
- Identify problem areas for design items at the Foundation
- Design new letterheads, stickers, name tags, etc.
- Create single on-wiki repository for all materials
(here, take a look...)
1. Easy to use, free font, Foundation mark
Single color mark

Montserrat type.
(It’s open source!)
Why a single color mark?

- Works on photos & across patterned backgrounds
- Easy to see (high contrast)
- Does not clash with other colors, images, etc.
- Community is already doing it (e.g. Wikimania badges)
- The tricolor mark will still be used as emblem of Wikimedia movement & community groups
Higher contrast
No clash or camouflage
Works on many backgrounds
2. Color
Color is important

![Color Swatches]

- **Green**:
  - #339966
  - R51, G153, B102
  - #67, M0, Y33, K40
  - PMS 347U

- **Blue**:
  - #0063BF
  - R0, G99, B191
  - C89, M63, Y0, K0
  - PMS 2388U

- **Red**:
  - #990000
  - R153, G0, B0
  - C24, M100, Y100, K25
  - PMS 2350U
Use color to:

- Style backgrounds
- Create visual highlights
- Separate items with graphic breaks
- To make apparel
- Visually connect to Wikimedia brand
- &c
3. Print-ready brand materials
YES. I WANT TO SUPPORT WIKIPEDIA.

☐ I want to co-host this event.
☐ I want to purchase ___ tickets to this event.
☐ I can't attend, but I'd like to make a donation anyway.

Please accept my donation of $ ___

Please make checks payable to Wikimedia Foundation.

Name
Address
City
State/Province
Zip
Country

Thank you!
Together we are building a world in which every single human being can freely share in the sum of all knowledge.

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WIKIPEDIA FACT N° 12896
Amelia Earhart, aka “Queen of the Air”

WIKIPEDIA FACT N° 3544
The moai heads of Easter Island have bodies

WIKIPEDIA FACT N° 25114
Kwis are shy

WIKIPEDIA FACT N° 58803
Llamas like to wrestle

WIKIPEDIA FACT N° 7645
Olufunmilayo Ransome Kuti is called the “Mother of Africa”

Knowledge is joy
Meals and Breaks

HIGHLIGHTS

Catherine de Senancou:
Impact on Esino Lario
Friday 28 January, 10:00 Gym Palace

Shyamal Congien:
SVG Illustration Workshop
Saturday 29 January, 10:30 Collaborative Space

Katherine Maher:
Q&A with the Executive Director of The Wikipedia Foundation
Sunday 29 January, 10:00 Gym Palace

Johan Jönsson:
Images and NPOV: A Shaky Relationship
Sunday 29 January, 10:30 Hotel
Welcome To Wikimedia.

<table>
<thead>
<tr>
<th>Date</th>
<th>What's your name?</th>
<th>Who are you with?</th>
<th>Who are you meeting?</th>
</tr>
</thead>
<tbody>
<tr>
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4. Presentation and document templates
Please avoid filling slides with too many words. It can be distracting. And hard to read. And if you are presenting to people, will you not say some of those things aloud anyway?
Here’s a question, why are the links light blue?

Google made this change, you can change the link color the way you change any text color. Feel free to change it to the darker blue. Learn more.
We’re inside the new presentation template
BE BOLD WITH TITLES
BE BOLD WITH TITLES
This is my main point
This is my main point with some background candy
This is my main point.

Sometimes I have a secondary point I need to make.
Sometimes you have to make a point over a photo.
Sometime the photo is vertical
Sometime you want a colorful b’ground.
Maybe there’s a table

<table>
<thead>
<tr>
<th>HEADERS IN CAPS</th>
<th>IN 10 PT TYPE</th>
<th>DARKER BACKGROUND</th>
<th>OK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freedom</td>
<td>45</td>
<td>34</td>
<td>67</td>
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<tr>
<td>Justice</td>
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<td>11</td>
<td>63</td>
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<tr>
<td>Liberty</td>
<td>55</td>
<td>87</td>
<td>12</td>
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<tr>
<td>Openness</td>
<td>78</td>
<td>33</td>
<td>96</td>
</tr>
<tr>
<td>Hope</td>
<td>0</td>
<td>56</td>
<td>11</td>
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</tbody>
</table>
## Table on white

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Sometimes there’s a list

• Freedom
• Justice
• Liberty
• Absolution
• Redemption
• Nachos
Sometimes 2 columns.

Wikipedia is the largest collection of free, collaborative knowledge in human history. Millions of people from around the world have written and added to Wikipedia since it was created in 2001: anyone can edit it, at any time.
There is a document template too :)

We're inside the new presentation template RIGHT NOW
This is my title
Sometimes I have a subtitle.

Chapter one
The basics

GETTING CONSISTENT
The Wikimedia Foundation relies heavily on the generous support from our users. Please consider making a donation today, be it time or money.

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These styles should come in with the document!

- This is a caption. Use for photo captions and related.
5. It’s all on Meta
meta.wikimedia.org/wiki/brand
6. Guidelines for communication
Titles should be written in ‘sentence case’

Not Titlecase You Know?
(This is why.)
Write for international audiences

Avoid idioms. Be brief and direct. Learn more.
Use high-res images, and credit the creators :)

Include the author’s name, the license, and link to both. Check the page where you find the image to see if they ask for other attribution.

CC-by-SA 3.0, Narender9
Have fun!