

Guide to 2016 Wikimedia Foundation brand update



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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**

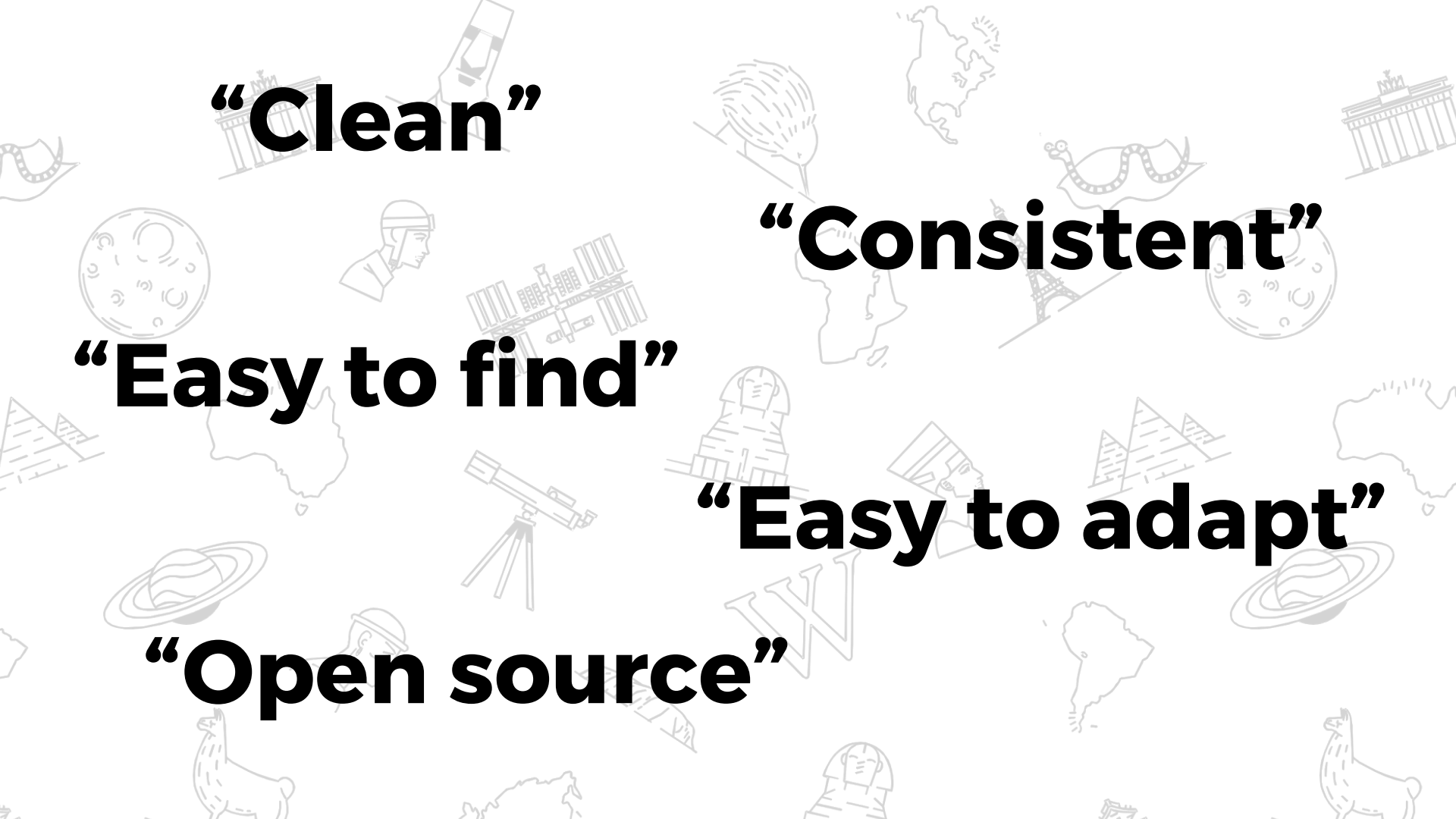
“Clean”

“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...)



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1. Easy to use, free font, Foundation mark



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Single color mark

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Montserrat type.

(It's open source!)



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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



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No clash or camouflage



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Wikimedia
was created to
address the lack of

5th-7th August 2016

CONFERENCE
INDIA 2016

EDIT-A-THON

Works on many backgrounds

CGC
Chandigarh
Group of Colleges



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2. Color



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Color is important



#339966
R51, G153, B102
C67, M0, Y33, K40
PMS 347U



#0063BF
R0, G99, B191
C89, M63, Y0, K0
PMS 2388U



#990000
R153, G0, B0
C24, M100, Y100, K25
PMS 2350U



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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



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Imagine a world in which every single human being can freely share in the sum of all knowledge.

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WIKIMEDIA FOUNDATION, INC.

Attn: Development Department
149 New Montgomery St
6th Floor
San Francisco CA 94105

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	Email
Address	Phone
City	Thank you! Together we are building a world in which every single human being can freely share in the sum of all knowledge.
State/Province	
Zip	
Country	

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Tax ID number: 20-0049703

Please place postage here



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KATHERINE
Maher

Executive Director

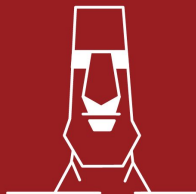
User:Katherine_(WMF)

katherine@wikimedia.org
Twitter: @krmaher
1-415-839-6885



WIKIPEDIA FACT N° 12896

**Amelia
Earhart,
aka“Queen
of the Air”**



WIKIPEDIA FACT N° 3044

**The moai
heads of
Easter Island
have bodies**



WIKIPEDIA FACT N° 23414

**Kiwis are
shy**



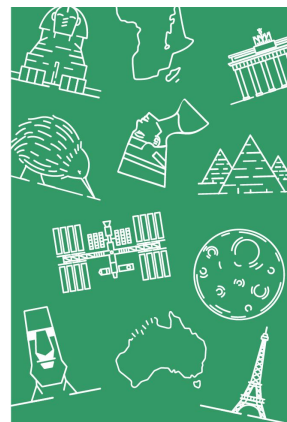
WIKIPEDIA FACT N° 58801

**Llamas
like to
wrestle**



WIKIPEDIA FACT N° 7645

**Olufunmilayo
Ransome Kuti is
called the
“Mother of
Africa”**



Knowledge is joy



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ZACK
McCune

User:ZMcCune

zmccune@wikimedia.org

Johan Jönsson:
Images and NPOV: A Shaky Relationship
Sunday 26 January, 10:30 Hall

Katherine Maher:
Q&A with the Executive Director of The Wikimedia Foundation
Sunday 26 January, 10:00 Gym Palace

Shyamal Cmglee:
SVG Illustration Workshop
Saturday 25 January, 10:30 Collaborative Space

Catherine de Senarclens:
Impact on Esino Lario
Friday 24 January, 11:00 Gym Palace



WIKIMANIA 2016
Esino Lario, Italy

HIGHLIGHTS

CONTACTS
And important information
Meals and Breaks

Medical:
(423) 084-8353

Headquarters:
(936) 946-0339

Another Thing:
(856) 746-8464

Additional information is available at
wikimediafoundation.org
(893) 936-9532

Friday 24 January:
12:00-14:00 Lunch
15:30-16:00 Break

Saturday 25 January:
12:00-14:00 Lunch
15:30-16:00 Break

Sunday 26 January:
12:00-14:00 Lunch
15:30-16:00 Break

Welcome To Wikimedia.

Date	What's your name?	Who are you with?	Who are you meeting?



4. Presentation and document templates



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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?



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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



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BE BOLD WITH TITLES



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This is my main point



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**This is my main point
with some
background candy**



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This is my main point.

Sometimes I have a secondary point
I need to make.



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Sometimes you have
to make a point over a
photo.

**Sometime
s the photo
is vertical**



**Sometime
s you want
a colorful
b'ground.**



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CC by SA 4.0, Zachary McCune

Maybe there's a table

HEADERS IN CAPS	IN 10 PT TYPE	DARKER BACKGROUND	OK
Freedom	45	34	67
Justice	34	11	63
Liberty	55	87	12
Openness	78	33	96
Hope	0	56	11

Table on white

HEADERS IN CAPS	IN 10 PT TYPE	DARKER BACKGROUND	OK
Freedom	45	34	67
Justice	34	11	63
Liberty	55	87	12
Openness	78	33	96
Hope	0	56	11

**Sometimes
there's a list**

- Freedom
- Justice
- Liberty
- Absolution
- Redemption
- Nachos



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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.

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**There is a document
template too :)**

Foundation mark
in header

Montserrat titles

This is my title

Sometimes I have a subtitle.

Chapter one

The basics

GETTING CONSISTENT

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Source Serif body copy

These styles should come in with the document|

This is a caption. Use for photo captions and related.

Document title in footer

5. It's all on Meta



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[meta.wikimedia.org/wiki/](https://meta.wikimedia.org/wiki/brand)
brand

6. Guidelines for communication



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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.](#)

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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.



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Have fun!



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