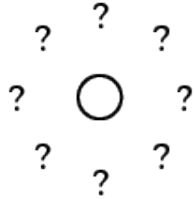


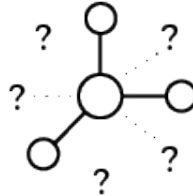
Project overview

Our free knowledge projects are created by a global movement. Since 2003, we have used the term “Wikimedia” to refer to this movement.



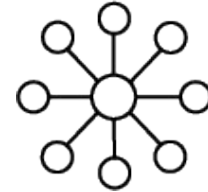
THE PROBLEM:

“Wikimedia” is unknown and confusing to the outside world, making it hard for us to explain who we are, demonstrate the impact of our work, and invite people in.



WHAT THIS MEANS:

Wikimedia movement branding is not serving its purpose. Branding is a powerful tool for organizations to communicate who they are and form connections with the outside world.



THE SOLUTION:

To create a unified, compelling movement brand—using Wikipedia as a central reference point—that shows the world who we are, elevates the critical work we are doing, and inspires others to join us in setting knowledge free.