Feedback on movement brand guidelines update
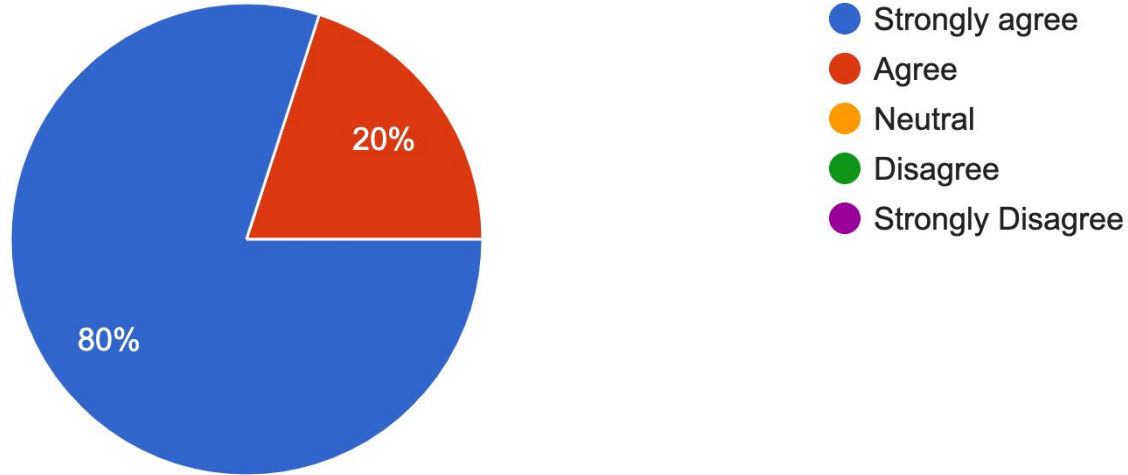
February 2022

WIKIMEDIA
FOUNDATION

This survey was conducted from 27th January to 17th February 2022 to inform the Wikimedia Foundation Brand Studio team working on updating the Movement Brand Guidelines. The survey has recorded 10 completed responses from the community in addition to comments collected from four emails, two community office hours, two staff office hours and one discussion on Meta wiki.

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The proposed updates to the Brand Guidelines make them more comprehensive than the current version on meta, with more tools, templates and resources
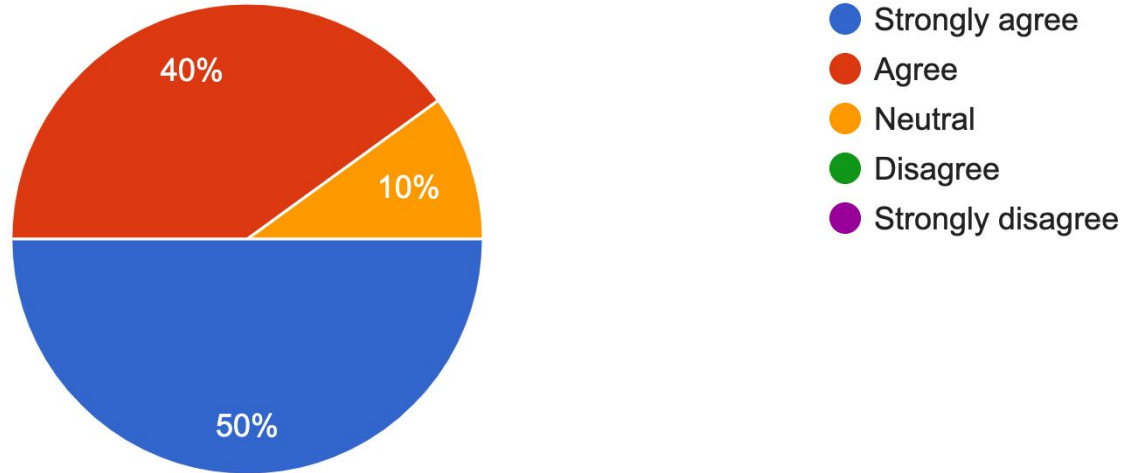
10 responses

- 🔵 Strongly agree
- 🔴 Agree
- 🟠 Neutral
- 🟢 Disagree
- 🟣 Strongly Disagree

The proposed changes to the Brand portal on Meta wiki make it easier to navigate and find what I'm looking for

10 responses
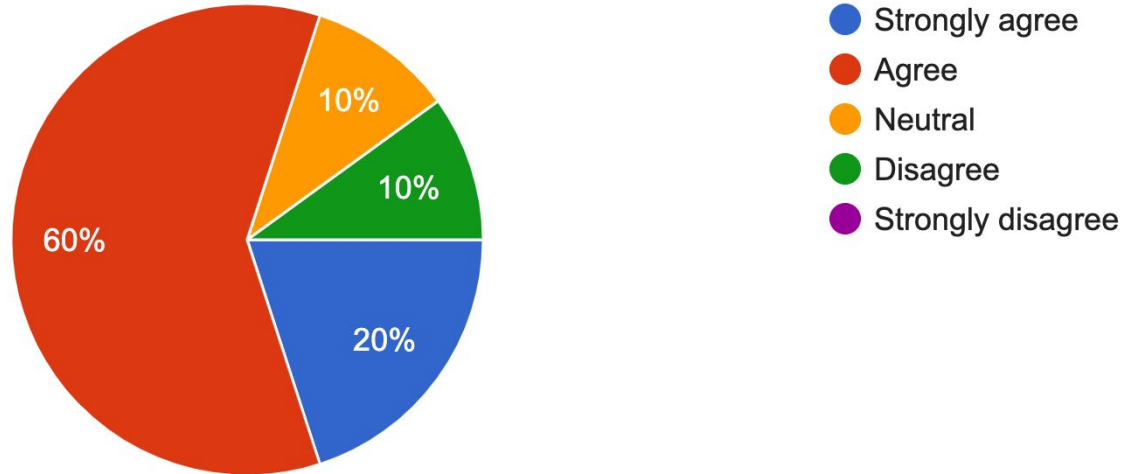

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

The portal language is easy to read, understand and translate.

10 responses

- ● Strongly agree
- ● Agree
- ● Neutral
- ● Disagree
- ● Strongly disagree
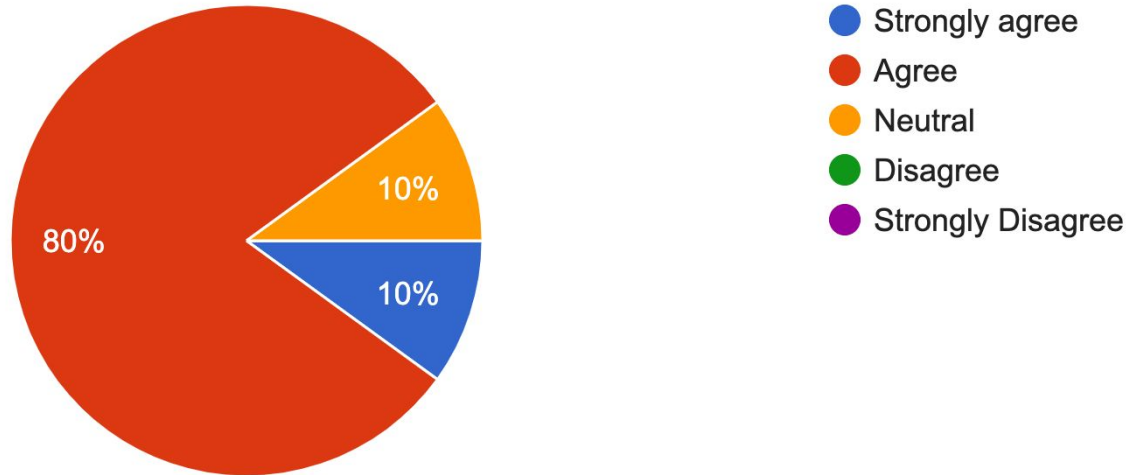
The Figma logo and social-media templates are easy to use and accessible to even non-professional designers.

10 responses

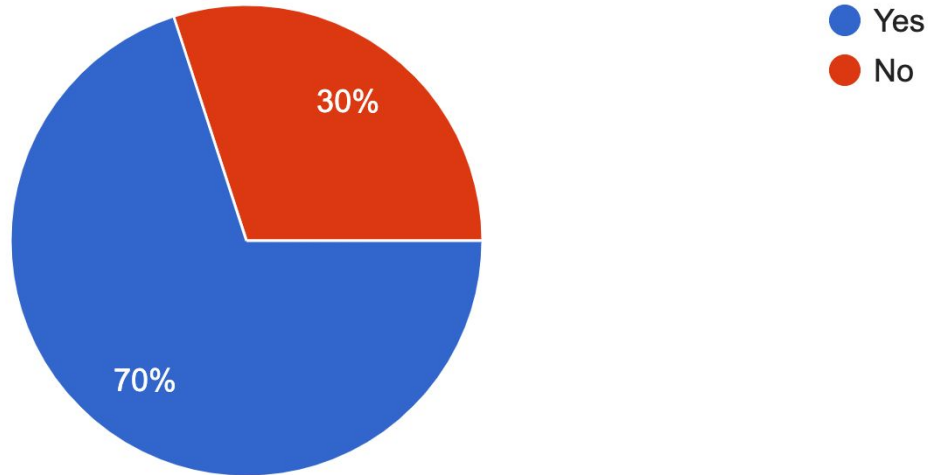- 🔵 Strongly agree
- 🔴 Agree
- 🟠 Neutral
- 🟢 Disagree
- 🟣 Strongly Disagree

Would you like to be invited to a brand portal training workshop in the coming months?

10 responses

● Yes
● No

70%

30%

Resource	Comment
Brand guidelines portal	The "black color links" are very confusing. We use "blue color links" everywhere else in the projects.
Brand guidelines portal	For the Imagery tab - perhaps move the "Credits" section higher (it's crucial!) and add it to the Table of Contents.
Brand guidelines portal	I did not find any way of creating video branding for Wikipedia and Wikimedia content
Brand guidelines portal	Resources can be one of the menus added on the top navigation

Open questions

Resource	Comment
Brand guidelines portal	I could not find the existing contents that are linked from https://meta.wikimedia.org/wiki/Brand#Assets within this redesign. It is unclear whether useful links to things like https://meta.wikimedia.org/wiki/Brand/Letterhead are being eliminated, or have yet to be added.
Brand guidelines portal	For the color palettes - please provide a plaintext version, so that we can "select, copy, and paste" the #hex codes elsewhere, instead of having to manually read & type them (which will lead to more frequent errors). This template may be useful: https://meta.wikimedia.org/wiki/Template:Colorbox
Brand guidelines portal	video branding for Wikipedia and Wikimedia content would be a key way for branding and reaching out to more people through social media platforms

Resource	Comment
Presentation template	Would be great if there was a generic Wikimedia logo without the wordmark "foundation" or a certain chapter's name.
Presentation template	Some users may not prefer the Sans Serif and Montserrat fonts
Brand guidelines portal	It would be good to mention that using the Black logo is recommended while affiliates are free not to use it.
Brand guidelines portal	There is a template on Figma to add your own affiliate mark as a logo but the portal has no information about when is this recommended.

"Bravo for the idea to continue with the branding of the 20Y Wikipedia. We appreciate the easy handling and the smart way to make information accessible. [our affiliate] will apply the new Movement Style Guide as soon as it is ready."	"Video branding for Wikipedia and Wikimedia content would be a key way for branding and reaching out to more people through social media platforms."
"Thanks for working on this. I especially like the new presentation template."	"Can't say it now. In using this tool, there will be maybe some points to discuss. Up to now it seems to be fine."
"Thanks for updating all of this!"	"Thank you"

THANK YOU