

Board Brand Update



WIKIMEDIA
FOUNDATION

Resolutions

1. **Pause Extended:** 2030
Movement Brand Project
2. **New Projects**
 - Flexible naming for affiliates
 - Sound logo
 - Updated brand guidelines
 - Pilot brand support for affiliates in emerging communities

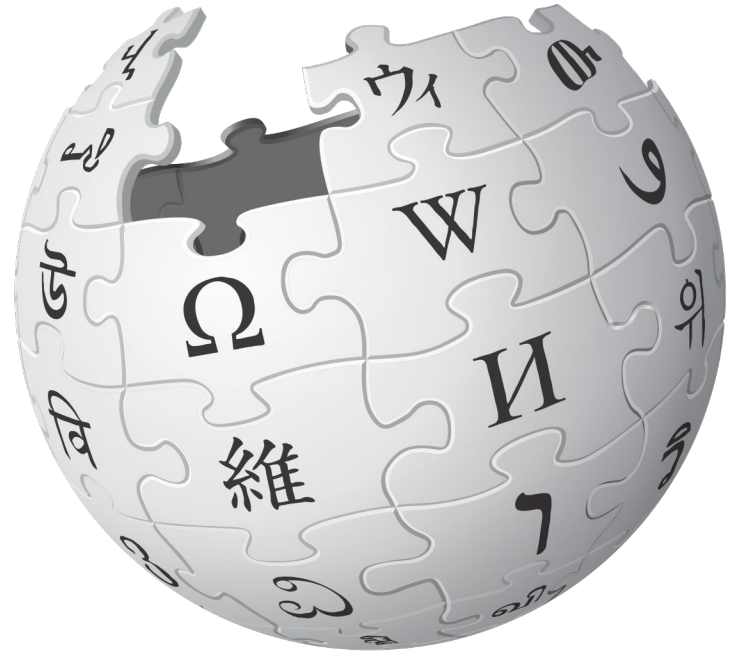
Brand Studio: New Projects!



WIKIMEDIA
FOUNDATION

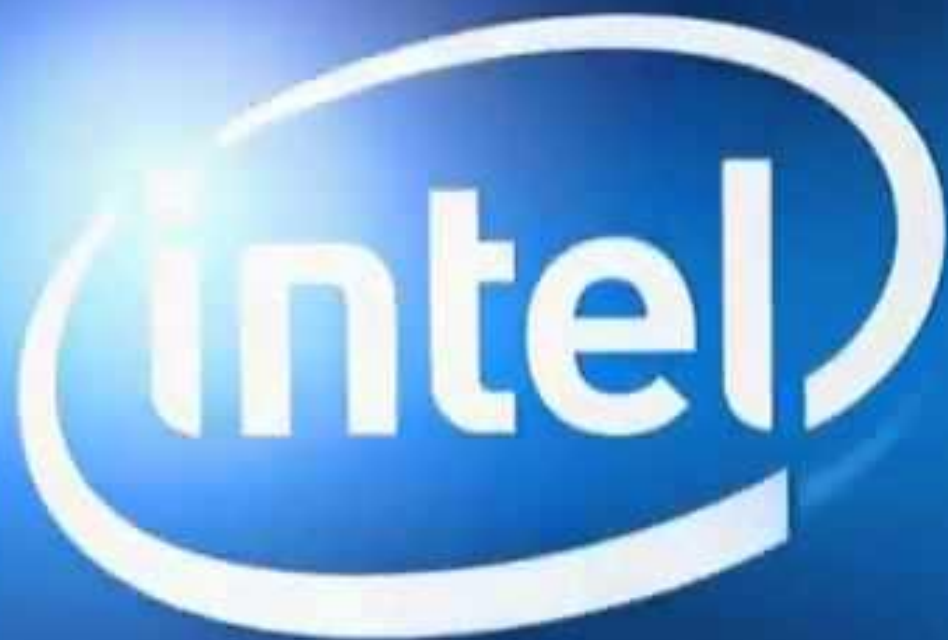
What is a sound logo?

A short sound recording that communicates a message or identity about a company or organization.



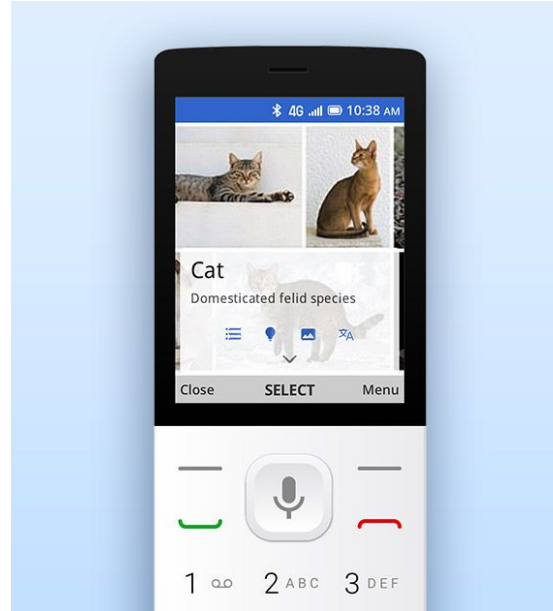
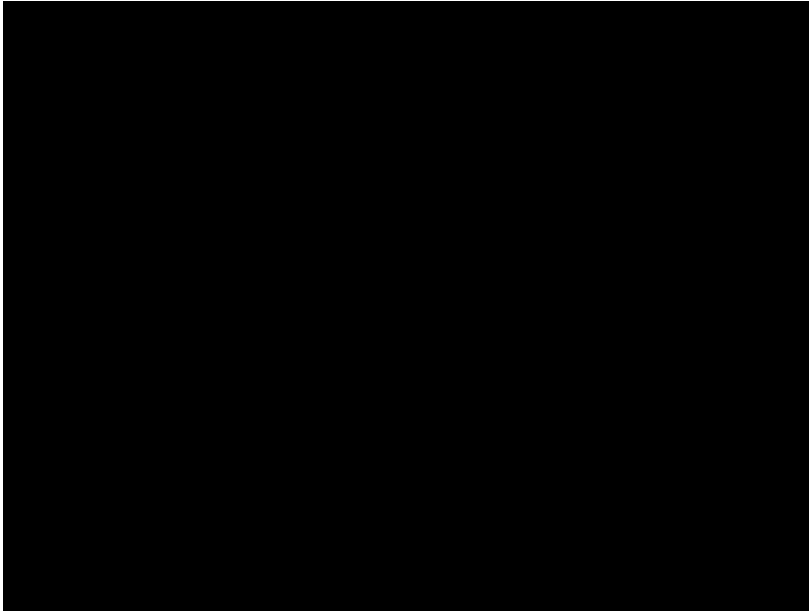


N



**A sound logo will help people recognize
Wikimedia content on audio interfaces**





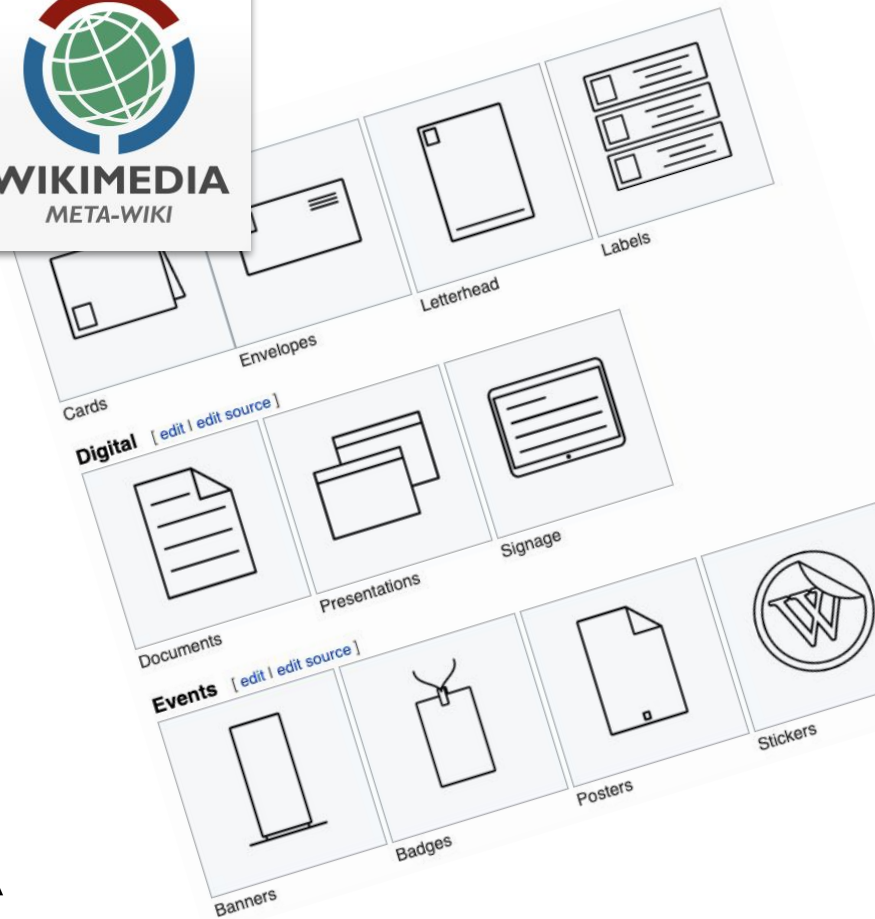
[Image source](#)



**We welcome any
feedback
soundlogo@wikimedia.org**



Improving brand guidelines



Guidelines update

Aims to improve the already existing movement brand guidelines to provide a fresh up-to-date resource that helps the affiliates, partners, press, etc. to find logos and design templates. In addition to that, the project aims at piloting changes with interested affiliates.

Guidelines portal on meta

Training

Training sessions will be available to walk through the new portal

Questions

