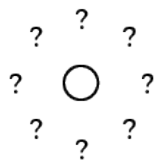# Phase 2: Movement wide feedback on 3 naming convention proposals from 16 - 30 June
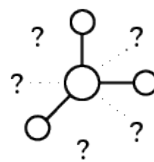
PROJECT OVERVIEW:

Our free knowledge projects are created by a global movement. Since 2003, we have used the term "Wikimedia" to refer to this movement.
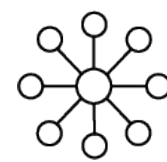
THE PROBLEM:

"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.
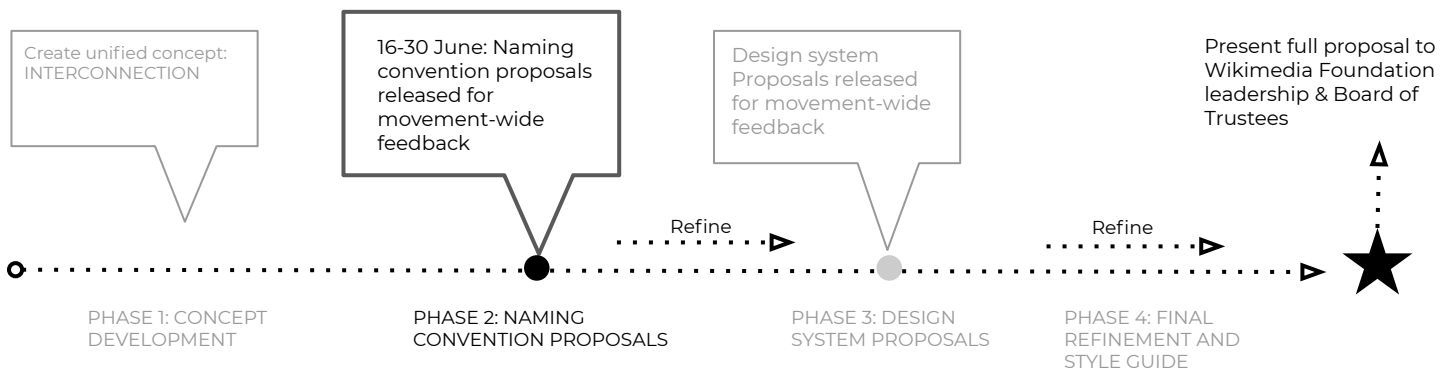
WHAT THIS MEANS:

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.

NAMING IS PHASE 2 IN THE PROJECT

Create unified concept: INTERCONNECTION

16-30 June: Naming convention proposals released for movement-wide feedback

Design system Proposals released for movement-wide feedback

Present full proposal to Wikimedia Foundation leadership & Board of Trustees

Refine

Refine

PHASE 1: CONCEPT DEVELOPMENT

PHASE 2: NAMING CONVENTION PROPOSALS

PHASE 3: DESIGN SYSTEM PROPOSALS

PHASE 4: FINAL REFINEMENT AND STYLE GUIDE

For more information please visit the 2030 Movement Brand Project meta page and if you have any questions please email the Brand Project Team at brandproject@wikimedia.org

Thank you!

Phase 2: Movement wide feedback on 3 naming convention proposals from 16 - 30 June

How to provide feedback:

INDIVIDUAL CONTRIBUTORS

Step 1: Review all three naming options in this document

Step 2: Take some time to digest each option and how they meet the 6 Movement Branding Criteria

Step 3: Complete the individual survey by 30 June

AFFILIATE LIAISONS

Step 1: Review all three naming options in this document and share them with your affiliate members

Step 2: Take some time to digest each option and how they meet the 6 Movement Branding Criteria

Step 3: Meet with your affiliate to discuss survey responses collectively

Step 4: Complete survey by 30 June

How will the feedback be used?

REMOVE:

Identify elements of the naming proposals that should be removed

REFINE:

Identify and strengthen areas for improvement

RECOMBINE:

Identify elements that could be recombined to develop a stronger naming proposal

Please provide your feedback through to 30 June

★ individual survey   ★ open discussions on meta-wiki

For more information please visit the 2030 Movement Brand Project meta page and if you have any questions please email the Brand Project Team at brandproject@wikimedia.org

Option #1 of 3 naming convention proposals: Wikipedia as a Network

We network around our best-known-brand to connect the movement together

Movement	Wikipedia Network
Movement tagline	Part of the Wikipedia Network
User groups	Wikipedia Group *Penguins**
Chapters / Thematic orgs	Wikipedia Network *Antarctica**
Foundation	Wikipedia Network Trust

* "Antarctica" and "Penguins" are invented affiliates   /   **Initial localization, for illustrative purposes only

Why this is being proposed:

It uses our most well-known brand to communicate to the world that Wikipedia is part of something much greater. A network made up of many different parts and people, all aspiring to the same vision. This naming convention invites people to gain a greater understanding of something they already have a connection with.

REWARDS

- Makes use of Wikipedia as our best known brand
- "Network" clarifies that there are many interconnected parts within the movement
- The full naming system is built horizontally around Wikipedia, with no hierarchy in the terminology
- "Trust" implies additional stewardship, clarifying that legal issues should be directed there

RISKS

- Using the term "Wikipedia" outside the project may cause confusion between the organizations and the Wikipedia project
- "Network" may feel too technical in some languages
- "Network" may be misunderstood as a media-type company in some languages

Preliminary Legal Comments

"Wikipedia" is our best-protected and most well-known trademark, so it is relatively easy and straightforward to begin to use "Wikipedia" more broadly and prominently in movement branding. More research is needed regarding potential limitations on the use of "trust" in an organization name, but there should be few if any issues with using "network". Likewise, we need to continue to hear from affiliates in this phase to understand the full range of legal implications (if any) for affiliates if they use "Wikipedia" in their names.

Ideas for Localization

All proposals seek localization from communities.
Initial recommendation: "Wikipedia" stays the same as it is currently represented in each language and all modifiers ("Network", "group", "Antarctica", "Penguins") are localized.

Please provide your feedback through to 30 June
★ individual survey   ★ open discussions on meta-wiki

Option #2 of 3 naming convention proposals: Wikipedia as a Movement

We call it what it is: a <u>movement</u> supported by regional, linguistic, and thematic <u>organizations</u>.

Movement	Wikipedia Movement
Movement tagline	Part of the Wikipedia Movement
User groups	Wikipedia Group *Penguins**
Chapters / Thematic orgs	Wikipedia Organization *Antarctica**
Foundation	Wikipedia Organization

* "Antarctica" and "Penguins" are invented affiliates   /   **Initial localization, for illustrative purposes only

Why this is being proposed:

Let's make the movement of people and affiliates visible in our branding by using the term explicitly. This enables an emphasis on the heroes of free knowledge: the movement that makes the projects possible. Building on Wikipedia's reputation, this option shares the trust, love, and value people associate with Wikipedia across movement members. In using "Organization" for the Foundation and chapters, it also describes these groups as structured non-profits, which better communicates the considerable legal, technological, product, partnerships, and community-building work affiliates do.

REWARDS

- Shares Wikipedia's popularity with every part of the movement
- Explicitly shows that Wikipedia is defined by a movement of people
- "Organization" communicates the wide range of activities affiliates do, while still expressing our status as a non-profit (may be shortened to "org")
- Communicates the Foundation as a hub, possibly clarifying where legal and government concerns should be directed

RISKS

- "Organization" may be too generic and does not necessarily communicate the institutional qualities of the Foundation and chapters
- Close in structure to current naming system, creating possible confusion and conflation

Preliminary Legal Comments

"Wikipedia" is our best-protected and most well known trademark, so it is relatively easy and straightforward to begin to use "Wikipedia" more broadly and prominently in movement branding. Wikipedia is also the name much of the world has inadvertently used to refer to Wikimedia, so adopting "Wikipedia" as the movement name will be familiar for most people. There should be few if any issues with using the term "organization" in organization names.

Ideas for Localization

All proposals seek localization from communities.
Initial recommendation: "Wikipedia" stays the same as it is currently represented in each language and all modifiers ("Movement, "Organization", "Group", "Antarctica", "Penguins") are localized.

Please provide your feedback through to 30 June
★ <u>individual survey</u>   ★ <u>open discussions on meta-wiki</u>

Option #3 of 3 naming convention proposals: Wiki + Wikipedia

We connect the openness of Wiki, with the strength of Wikipedia.

Movement	Wiki
Movement tagline	[For Projects] A Wiki Project / [For Organizations] A Wiki Organization
User groups	Wikigroup *Penguins**
Chapters / Thematic orgs	Wikipedia Foundation *Antarctica**
Foundation	Wikipedia Foundation

* "Antarctica" and "Penguins" are invented affiliates / **Initial localization, for illustrative purposes only

Why this is being proposed:

This hybrid naming system celebrates openness while using our biggest brand to pursue the 2030 goals. This option has evolved from the movement recommendations. "Wiki" is frequently used to name and describe many parts of the movement. It is the interconnection between projects and groups. Even though the movement has evolved over the years, "Wiki" has always been at the core of what we do and of who we are. While "Wiki" is used by hundreds of organizations and tech products, research shows it is MOST associated with our movement. In a 2020 study of 6 countries (US, Germany, Argentina, Nigeria, India, and Japan), 92% of respondents said "Wikipedia" was the first brand they thought of when they saw the word "Wiki."

REWARDS

- Creates a full ecosystem with "Wiki" as the core (joining projects, groups and organizations by four letters)
- Incorporates "Wiki" into movement naming without requiring it to be protected as a stand-alone trademark
- Strengthens the association of "Wiki" with our projects
- Makes use of Wikipedia as our best known brand for the formal organizations in the movement who require quick and memorable branding

RISKS

- May cause confusion about other "wiki" names (WikiHow, Wikileaks etc)
- Can be seen as a "nickname" therefore not taken as seriously

Preliminary Legal Comments

"Wikipedia" is our best-protected and most well known trademark, so it is relatively easy and straightforward to begin to use "Wikipedia" more broadly and prominently in movement branding. In general, we do not own "Wiki" as a registered trademark, and it may be extremely challenging to obtain sufficient protection of "Wiki" as a stand-alone mark to be able to use it in formal contexts (such as the names of movement organizations). To make this hybrid structure work, we would need to be intentional and careful about how we use "Wiki" as a stand-alone term. There will be organizations who use or will begin to use the Wiki name causing confusion around the delineation between who is part and not-part of our movement.

Ideas for Localization

All proposals seek localization from communities. Initial recommendation: "Wiki" and "Wikipedia" stay the same as they are currently represented in different languages, and all other terms ("Foundation", "group", "Antarctica", "Penguins") are localized

Please provide your feedback through to 30 June

★ individual survey   ★ open discussions on meta-wiki