Summary - April 2020
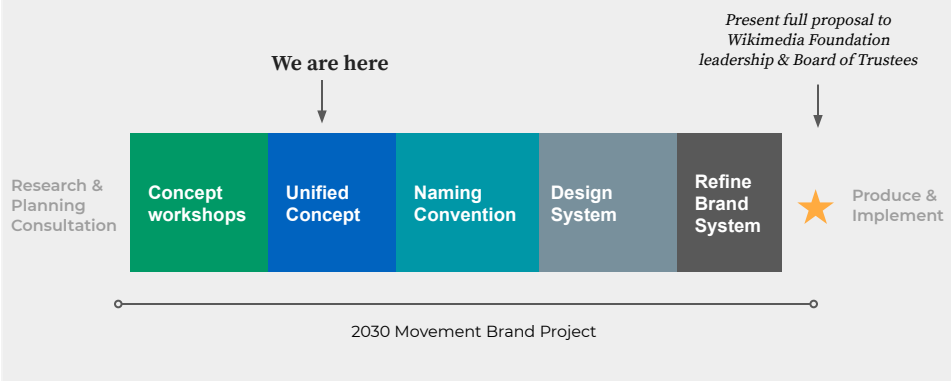# 2030 Movement Brand Project

Overview

The Current Situation: "Wikimedia" is unknown and confusing to the outside world making it hard to clearly explain *who we are* and invite people to join the Movement.

The Task: Develop a proposal of an evolved brand system for the movement using Wikipedia as a central concept.

The Objective: To better communicate who we are in order to reach our 2030 goal of attracting billions of new users into our movement who share our vision.

Brand system checklist

Based on the [2030 Research and Planning Community Review](#) the evolved movement brand system must…

☐ Explain who we are & resolve confusion

☐ Protect & improve our reputation

☐ Support & elevate sister projects

☐ Assess & address legal risks

☐ Support movement growth

☐ Be opt-in for affiliates

Process

Present full proposal to Wikimedia Foundation leadership & Board of Trustees

We are here

Research & Planning Consultation | Concept workshops | Unified Concept | Naming Convention | Design System | Refine Brand System | ★ Produce & Implement

2030 Movement Brand Project

What to expect from the Brand Project team:

Samir Elsharbaty, Community Communications Lead, will be sending updates and facilitating any questions you have via email.

For any key moments where the Brand Network liaisons will be asked to review materials with and gather feedback from your communities, you will be notified two weeks beforehand. At that point, you will receive tools to help prepare for the task and offered office hours or other support you might need. You will then have two weeks to gather and submit feedback. Please feel free to reach out with any questions at brandproject@wikimedia.org

Project Resources & Discussion Locations

Find more information at:

☐ [Brand Project page on Meta](#)
☐ [Brand Project FAQ on Meta](#)
☐ [Brand Project Hub](#)

Brand Network discussion space:

☐ [Brand Network: Facebook](#)
☐ [Brand Network: Meta-wiki](#)

Affiliate Liaisons in the Brand Network

As affiliate groups use the movement branding everyday, they are critical stakeholders in this process whose feedback will directly drive outcomes. We want to make this process easy and straightforward for affiliates to provide feedback collectively. In order to do that, we are requesting each affiliate designate a project liaison(s) to join the Brand Network.

Liaison Roles & Responsibilities:
☐ Receive communications and updates from the Brand Project team.
☐ Join the Brand Network discussion space ([Facebook](#) &/or [Meta-Wiki](#))
☐ Inform affiliate group of updates & of the progression of the project.
☐ Collect feedback, and submit official input/feedback to the Brand Project team for both the naming convention and design system proposals.

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