

Veronica Van Gogh Design | Wikimedia Foundation Collateral

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wikimediafoundation.org



Creative Brief

The new logo needs to show:

What the foundation does

The weight & diversity of projects

The scale of the projects that Wikimedia runs

The logo that Veronica Van Gogh designed was approved and is currently being used on all cards, letterhead, and envelopes that leave the Wikimedia offices. She used the puzzle globe on the letterhead and the back of the business card design. We did globe stickers for the back of the envelopes as an optional thing.

DELIVERABLES:

Final LOGO design

Business card design

Letterhead design

Envelope design

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RESEARCH + MEETING NOTES

Wikipedia is not about Search but more about being a resource, a library.

It is what Google is not. People use Google to find, but not to research.
Make the logo researchy.