WIKIMEDIA
AUSTRALIA

Wikimedia Brand Guidelines

About This Document

This document is a reference point should Wikimedia Australia wish to create any new collateral, or see what's possible with the existing brand.

This is an evolving document, and while there are some hard and fast rules, there's room for creativity and freedom in many places.

Click one of the segments to the right to jump straight to that subject.

Teach Me About...

Brand Logos

The Wikimedia Australia logo has two different layouts. These are:

Logo Stacked
For use in bigger situations. Good to be used centered, or as a focal point of the page.

Logo Horizontal
For use in smaller situations. Good to be used as a footer or header, or as a subtle point of the page.

Use the colour version as a first choice, or the white/black version where necessary. Never change the logo in any way.

Brand
Colours

These colours can be used for both print and digital documents.

For digital documents, you can refer to the RGB colour value, or the HEX value, depending on what software you are using.

For print, the CMYK breakdown can be used.

The grey seen throughout this document can be used to separate elements on a page.
It is 5% opacity of black.

Red

R153, G0, B0
C24, M100, Y100, K25
PMS 2350U

Green

R51, G153, B102
C67, M0, Y33, K40
PMS 347U

Blue

R0, G102, B154
C93, M58, Y18, K2
PMS 3015C

Black

R0, G0, B0
C100, M0, Y0, K100

The
Wikimedia Strip

This strip can be used as a small detail on the page, as a housing device for the content.

It should be relatively subtle, and placed as a frame more than anything (as on this page).

Don't swap around the order of colours, and always make sure the length of the bars is equal to one another.

Font Family & Writing Style

The font family to be used for Wikimedia content is Roboto.

For documents that will appear on screen, keep the font nice and big. Also, when writing documents to present to an audience, keep copy short so your talking does the... well... talking.

Keep your headlines nice and succinct, with a max of two to four words per line. Make sure you keep your headline within 3 lines of text.

Stick to black for headlines and copy.

Headline:
Roboto Black - 60pt font, 60pt leading

Lorem aligentu rentis ex escit as aute pernat offic

Use this as the master size

Body Copy:
Roboto Regular - 30pt, 45pt leading

A vel iur mosaniminis Ommo cum ideliqui non rest eles doloratia alitius id est laborende moditame pa et experec torerrum estiumeturia di doluptam libusdam qui simint harum rehent.

This is 50% size of headline
Leading is 150% of copy size

Footer / Attribution:
Roboto Italic - 15pt, 25pt leading, 50% opacity

A vel iur mosaniminis Ommo cum ideliqui non rest eles doloratia alitius id est laborende moditame pa et experec torerrum estiumeturia

This is 25% size of headline
Leading is 125% of copy size

More Info

If you have any more questions when it comes to using these rules, or need bespoke collateral created, feel free to contact Ramen.

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