**Design Brief v4**

**for Anniversaries Visual Identities**

**To be submitted to Intel for use by one of its ad agencies**

**Background:**

In 1989, Tim-Berners-Lee invented the World Wide Web and transformed the lives of people everywhere. The Web created opportunities at unprecedented scale for people to connect with each another and share information -- anywhere, anytime.

Twenty-five years later, people in all countries every day create multi-media content and access the Web on desktop computers, mobile phones, tablets, TVs, automobiles, gaming consoles, and health care monitors. People are demanding consistent and seamless experiences across these devices, raising the profile of the Web even further, as the most popular solution for cross-platform development.

The Web is the only open platform positioned to enable this free flow of information globally. We expect the changes in the next 25 years to be as dramatic as those of the first 25 years. Much work still needs to be done, but our vision is to further empower people to create, communicate and connect.

**Anniversary Campaign Scope**:

The [World Wide Web Consortium](http://www.w3.org) (W3C) is the organization created in 1989 by Tim Berners-Lee to help build the Web. W3C is working with Intel and other partners to celebrate the Web’s 25th anniversary in 2014, collectively and individually. In addition, W3C is celebrating its 20th anniversary in 2014. Planning for this comprehensive anniversaries campaign is underway now and defined by the following phases.

Phase I: design two new graphic identities: Web at 25 and W3C at 20

Phase II: design the Web at 25 online landing page(s) to serve as the official online anniversary site. Multiple, custom partner pages will link from this anniversary home page.

Phase III: design of a secondary page template that anniversary partners can use to customize their custom pages and anniversary messages.

Phase IV: implementation of key elements for the Web at 25 anniversary site, potentially including: a new info-graphic (animated in HTML5?) depicting milestones in the Web’s evolution; a common global events calendar; a curated, rotating ‘anniversary wishes’ plug-in; an audible tone to associate with the Web at 25 online and on TV; etc.

Phase V: implementation of the Web at 25 landing page(s)

Phase VI: design and implementation of W3C’s custom anniversary page(s)

The purpose of this design brief is to describe design requirements for Phase I only. More discussion, planning, and socialization will be required before proceeding with other phases. W3C welcomes Intel’s and its agency’s interest and support in designing and implementing other phases of the campaign. We expect requirements to be finalized for future phases in late August 2013.

**Phase I Deliverables:**

1. a Web at 25 graphic identity (logo)
2. a W3C at 20 graphic identity (this logo should suffice alone, but most often will be used in combination with the Web at 25 logo).

**Anniversary Celebration Goals:**

**•** Raise the visibility of, andcelebrate, the Web's 25th and W3C's 20th anniversaries in 2014

* Gain traction of a newly, refreshed W3C brand promise and align it with the Web celebration

• Increase engagement and interaction by W3C and its Members among new target audiences

**Target Audiences:**

• Technology, product, and developer professionals already familiar with W3C and the Web.

• C-level business executives, government, media/press, partner stakeholders, etc.

• Every person who will increasingly rely on the web at work, at home, and at play.

**Identity Objectives**:

We expect:

* the Web at 25 logo design will begin the process of defining a brand image for the anniversaries.
* anniversary partners will share the logo and use it to create their own anniversary promotions.
* the Web at 25 logo should become the de facto identity used by people around the world (developers, media, public) to recognize the Web’s anniversary.
* the W3C at 20 graphic identity should incorporate the existing W3C logo (short form, see [2]), and the W3C anniversary logo will often appear with the Web at 25 logo. Design recommendations should anticipate this important logo alignment and association. The W3C brand is currently under review, so there are no further brand requirements or guidelines.

**Requirements:**

This sample anniversary logo from NASA is an example of crisp, clean design that we prefer for the logos.

Tone and Treatment:

* Crisp, clean, simple design
* A world-class, global campaign
* Forward-looking
* Create quick recognition and evoke emotional connection
* Impact-oriented, not technology-oriented
* No imagery of webs or spiders, or overused digital communications imagery such as 1s and 0s.
* Each logo will appear in equal weight/size when used together
* In instances that require ranking (e.g. vertical stacking of logos), the Web at 25 logo should be positioned first or on top
* The W3C at 20 Years logo should integrate the existing blue W3C graphic ID[2]. Note that this requirement may influence the use of fonts and colors in the Web at 25 logo.

Content:

* We prefer not to add static start and end dates to the logos (e.g. 1989-2014 or 1994-2014)
* Text and numerals will certainly include Web, 25 and W3C, 20—but we’re open to how to portray the anniversary itself (e.g. may or may not need to use the word ‘celebrating’, ‘years’, ‘anniversaries’ or ‘birthday’ in one or both logos).
* We realize many people don’t make a distinction between the Web and the internet, but we don’t intend the logos to raise or solve that issue.
* They should be bright, open, accessible, contemporary, and inviting.

Use and Formats:

* The logos should be presented in both B/W and color
* Delivered in multiple formats (e.g. EPS, PNG and SVG).
* We will need low-to-medium-resolution for Web use, as well as hi-res for printed collateral (e.g. brochures, trade show exhibit walls, t-shirts, stickers) and for embroidered products (e.g. polo shirts, hats, visors, vests, etc.).
* Must satisfy WCAG 2.0 accessibility guidelines

Themes:

We are exploring a global theme to help brand the Web at 25 anniversary. One option is “This is for Everyone” (which Berners-Lee used at the conclusion of the Opening Ceremony broadcast of the 2012 London Olympics [1]). Other themes with the same high level messaging could be “One Web for All” or “Bringing People Together for 25 Years”. We expect to finalize the theme in August. W3C and other organizations may then create their own specific anniversary themes that match their missions. For example, the Web Foundation likes “Ensuring a Free and Open Web” as its organization’s sub-theme for the anniversary.

Given there’s already a lot going on with two logos, a main theme, and multiple sub-themes, we suggest not integrating any theme statements into the logos themselves.

**Visual Identity Guidelines:**

It would be advantageous to have a summary Guidelines document that we could share with all partners as part of a broader, more comprehensive W3C anniversaries toolkit. The guidelines would describe the selection and proper use of all the visual identity elements, including for example minimum recommended logo sizes, placement of logos on partner sites, primary and secondary color schemes, recommended fonts for associated text, etc.

**Timeframe and Approvals:**

Thanks to the generosity of Intel, the task force is prepared to begin this graphic identity project immediately. Given this is a group project, we will require several rounds of approvals. Please see the sample schedule and suggested stages of approvals below:

Week 1:

Agency conference call with the task force

Week 2:

Agency creates and shares a design treatment with the task force for approval.

Week 3-4:

Agency design commences concluding with submission of Round 1 Designs to the task force.

Week 5:

The task force provides feedback on preferred logos in Round 1 Designs to the Agency.

Week 6:

The Agency makes changes and submits selected Round 2 Designs to the task force.

Week 7:

The task force seeks additional feedback/approval from (@@ task force member supervisors, W3C management team, who else?)

Week 8:

The task force supplies final input to the Agency.

Week 9:

The Agency submits Round 3 Designs as final. (~end of September)

Week 10:

The Agency completes and delivers all versions of the logos, guidelines, etc. to finalize the project.

­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

[1] [This is for Everyone](http://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&docid=VwuINT8jL6jOtM&tbnid=yQvj_CPpT3BHbM:&ved=0CAUQjRw&url=http%3A%2F%2Fwww.guardian.co.uk%2Fmedia%2Fus-news-blog%2F2012%2Fjul%2F28%2Fnbc-olympics-opening-ceremony&ei=R7vmUcjfDLK84APE34G4BQ&bvm=bv.49405654,d.dmg&psig=AFQjCNE0vroybPMF5DVv8o9Ex6qRxtAt4g&ust=1374162104839737)

[2] [W3C logo](http://www.w3.org/Consortium/Legal/logo-usage-20000308);

PMS 293 C Blue. If unavailable, then Pantone Reflex Blue. The font in the W3C logo is Base Twelve Sans from Emigre Graphics.

In print materials, we recommend Gill Sans and Gill Sans Bold from Adobe Systems. Walbaum may be used for a second font. Times Roman may be substituted for Walbaum. On the Web, we recommend specifying no fonts .

See also [Corning’s A Day of Glass 2](http://www.youtube.com/watch?v=E6zFJS8eLQs) for its vision of the Web which might provide additional inspiration.