**Design Brief for Anniversaries Graphic Identity 2b**

In 1989, Tim-Berners-Lee invented the World Wide Web and transformed the lives of people everywhere. For the first time, people could connect with each another and share documents, anywhere, anytime. Almost immediately, people began designing web sites and adding links with access to even more information. As Berners-Lee intended, the Web truly was for everyone, no permission required.

Twenty-five years later, people in all countries every day create multi-media content and access the Web on multiple devices. Not just on desktops, but also on phones, tablets, TVs, automobiles, gaming consoles, and health care monitors. The web is becoming even more important today as the use of these devices converges. People are demanding consistent, seamless experiences. They expect interoperability, regardless of the device or the service they are using. The Web is the only open platform positioned to enable this free flow of information globally.

W3C and its Member companies (e.g. Intel) are busy building this Open Web Platform. We expect the changes in the next 25 years to be as dramatic as those of the first 25. Much work still needs to be done, but our vision is to further empower people to create, communicate and connect. Our devices will be more useful and create opportunities we don’t yet imagine. The impact on our home, mobile, work, learning, and leisure lives will be transformative. (see Corning’s [A Day of Glass video](http://www.youtube.com/watch?v=E6zFJS8eLQs) for its view of the future Web)

**W3C Anniversaries Objectives:**

* Celebrate the Web's 25th anniversary and W3C's 20th anniversary in 2014
* Increase engagement and interaction by W3C and its Members among new target audiences
* Gain traction of a newly deployed, refreshed W3C (and therefore the Web’s) brand promise

**Audiences:**

It’s helpful to think of our targeted audiences as concentric circles. The center circle includes technology, product, and developer professionals already familiar with W3C and the Web. As the circles ripple outward, however, additional target markets come into view. These influencers, benefactors, and enthusiasts should include C-level business executives, but also every person who will increasingly rely on the web at work, at home, and at play.

**Deliverables:**

The W3C Anniversaries Task Force is seeking graphic design identities for both the Web’s 25th anniversary and W3C’s 20th Anniversary.

The logos should be presented in both B/W and color. Expected uses will be low-to-medium-resolution for online web uses, as well as uses for printed collateral (e.g. brochures) and embroidery (e.g. polo shirts, hats, visors, vests, etc.).

Some guidelines for use would also be helpful (e.g. minimum suggested size to work effectively). Suggest delivery in multiple formats (e.g. PNG and SVG)

1. A stand-alone Web at 25 Years logo
2. A combined Web at 25 Years and W3C at 20 Years logo.
3. Some graphic placement guidelines

**Messaging and Fonts:**

We are exploring a global theme to help brand each anniversary like “This is for Everyone” (which TimBL used at the conclusion of the Opening Ceremony broadcast of the 2012 Olympics [1]). Other themes with the same high level messaging could be “One Web for All” or “Bringing People Together”. W3C and other organizations may then create their own specific anniversary themes that match their missions. Given there’s already a lot going on with this graphic identity project (2 logos; main and sub themes) we suggest not integrating any theme statements into the logos themselves. Please do suggest a font to use for any themes we do decide upon and want to associate with the logos, however.

We also prefer not to add beginning and end dates to the logos (e.g. 1989-2014), because that tends to create a static, fixed emotional connection and we prefer a future forward view. Therefore, suggested text and numerals will include Web, 25 and W3C, 20—but we’re open to how to portray the anniversary itself (e.g. may not need to use the word ‘years’ or ‘anniversaries’ in one or both).

**Tone and Treatment:**

We want to help create quick recognition and an emotional impact. 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. Our goal is to leverage the anniversaries celebration to raise awareness of ways the Web is transforming our lives today and into the future. Therefore, the tone should be forward looking. Here’s an example of an old NASA anniversary logo that the task force likes as an example:



To be even more specific, the tone should not be heavy technology-oriented, but rather impact- oriented. We’d be happy to talk with you further if you want to brainstorm how to best illustrate Web impacts, but we offer you a lot of creative freedom here. Note we do not use a spider web image in any of our consortium or industry imagery. Dominant digital imagery (e.g. strings of 1s and 0s) also are mostly overdone and probably not ideal for this project.

**Look and Feel:** The logos should be bright, open, accessible, contemporary, and inviting. Crisp, clean Eurostyle is preferred. The intention is to keep the design clean and uncluttered. The logos should convey a world-class, global campaign.

The W3C at 20 Years logo should integrate the existing blue W3C graphic ID[2]. This requirement may influence the use of colors in the Web at 25 logo, because W3C intends to use both logos together as an integrated identity in 2014.

**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 all versions of the logos, guidelines, etc. to finalize the project.

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[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)