

2025 W3C Logo launch timeline

w3c-ac-forum is the member discussion mailing list and the Team monitors it. Following the recent exchanges, we wanted to share a timeline of the logo launch.

2024-07-18

Seth reported to the Board about idea for rebranding new logo

2025-03-04

Presentation to the Branding TF

3 members attended: Elena Lape, Chris Needham, Avneesh Singh + Team

2025-03-06

invitation to TAG, AB and Board for presentations

Sent to 35 people: TAG (13); AB (11); Board (11)

2025-03-11

Presentation #1 to the Gov bodies

7 attended: +Team

2025-03-13 Presentation #2 to the Gov bodies

9 attended + Team

2025-03-13 and 14

individual meetings with 2 persons who raised concerns in the preceding sessions

2025-03-17

Comm message to AC, Chairs with draft logo press release and invite to presentation

Sent to: 537 people: Chairs list (83) and AC-members (454)

One response on the list (on the vision language)

2025-03-18 [Presentations \(3 sessions\) to the AC, Chairs](#)

30 people attended including AC, Chairs, 3 non-AC + Team

2025-03-19

Team collected Logo feedback from the 3 sessions of presentations and emails.

We sorted responses under the themes: Logo design, Mission/tagline; Advice; Decision Making; questions/other feedback,
of ~73 comments, 11 were negative; 44 were neutral; 18 were positive

2025-03-24

Branding TF meeting to review the feedback and advise on messaging about the new timeline

2025-03-31

Comm message to AC, Chairs "[New timeline for W3C rebrand and logo launch](#)"

Noting we'd changed the timeline and would use the logo at the AC meeting but leave public launch for later.

"There is broad agreement on the rationale for rebranding, and there are lots of different opinions about the logo itself. There is also a silent majority.

With further input from the Branding Task Force we decided to extend the soft launch and leave the public aspects until later. The soft launch is in a way a silent launch in order to give more time to hear the thoughts of W3C Members and our community"

In practice, we will go ahead with using the new logo at AC 2025..

This soft launch will allow us to see how the logo performs and determine how soon our next logo iteration might be needed. For any future logo iterations we will make sure to give updates about the process earlier and more widely"

Sent to: 537 people: Chairs (83) and AC (454)

0 responses on the Chairs list;

2 replies on ac-forum: which urged people to not get distracted by the logo

+ a new thread with 7 mails on rebranding in general

2025-04-07 to 2024-04-08

Use of the new logo on the [AC2025 website](#), all badges, signs, banners, goodies etc. at the AC meeting and W3C@30 Europe celebrations in France

~86 attendees on site + more online

2025-04-07 to 2025-04-18.

Logo feedback survey after the W3C AC meeting. We asked:

1. Using the W3C logo (required)
2. Use of W3C logo on your site (optional)

3. Importance of the W3C logo (required)
4. Examples of the importance of the W3C logo in the work of your organization (optional)
5. Importance of the W3C logo to your Groups (required)
6. Incorporation of the W3C logo in Group logos (optional)
7. Previous logo rebrand experience (optional)
8. Expert advice (optional)
9. Personal importance of logos (optional)
10. Knowledge of W3C and its logo (required)
11. Involvement with W3C (required)
12. Other thoughts

7 answers.

1 used the W3C logo regularly (in slides); 3 sometimes used it; 3 rarely used it
0 used the W3C logo as part of their own group logo (of that 4 had group logos)
2 had logo rebrand experience in their organizations
0 said logos were very important to them
6 said they do pay attention to logos
1 said they don't pay attention to logos
0 were designers or marketers

From the open text field: 1 liked it; 2 felt the new logo was unclear; 1 gave no answer; 1 felt we were shutting down feedback of the logo; 1 did not like it.

We received mostly positive unprompted hallway feedback at the AC meeting and 1 negative mail on the logo after the survey closed.

2025-06-27

Comm message to AC, Chairs ["Launch of the new W3C logo delayed"](#)

(going ahead but delay until after August/Roadmap)

Sent to: 537 people: Chairs (83) and ac-forum (454)

0 responses on ac-forum

0 responses on Chairs list

2025-09-25

Comm message to Board/Branding TF re: launch 1 October

2025-09-30

Comm message to AC/Chairs etc. ["advance notice: new W3C logo launch on Wednesday 1 October 2025"](#) (including new logo animation)

Sent to: 537 people: Chairs (83) and ac-forum (454)
0 responses on ac-forum
1 direct message to Comm congratulating us
1 request for the video link again
1 note about the logo favicon
0 responses on Chairs list

2025-10-01

Comm [message to AC/Chairs](#) and public “press release: The World Wide Web Consortium (W3C) adopts a new logo to signal positive changes”

Sent to: 537 people: Chairs (83) and ac-forum (454)
0 replies

3 weeks after public launch

2025-10-21

[Tantek Çelik's message](#) to AC/www-archive -

37 messages on ac-forum
27 copied to www-archive
2 replies to www-archive only

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press coverage:

“W3C Rolls Out A New Evocative Logo”

2 October 2025

Roger Montti

<https://www.searchenginejournal.com/w3c-rolls-out-a-new-evocative-logo/557430/>

“This evocative way of communication is called polysemy, where something can represent multiple related things, depending on the viewers personal experience and subjective interpretation. It’s a valid design choice for an organization that extends around the world and involves people with diverse backgrounds....

The goal of creating a logo with a “style that transcends a single language family” makes sense for a global organization...

They essentially chose a symbol that does not represent anything but is evocative of whatever the individual sees in it.”

"New W3C Design, WebMCP, and Newsletter Improvements"

3 October 2025

Richard MacManus

<https://webtechnology.news/new-w3c-design-webmcp-and-newsletter-improvements/>

“The W3C unveiled a new logo and tagline for its 31st anniversary. The tagline goes from ‘leading the web to its full potential’ to ‘making the web work — for everyone’. Special shoutout to W3C’s Coralie Mercier, who told me on Mastodon that she coined the new tagline, back in 2019.

WTN Note: “Making the web work — for everyone” is a shift from visionary to pragmatic language. It reflects how standards bodies now need to show concrete, inclusive outcomes rather than lofty potential.”