

Ways you can create
an identity for your
university group:
a graphic handbook for
participants in the
Wikipedia Education
Program



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It starts with these program marks.

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Wikipedia Education Program

Plantin

The marks use the font Plantin.
If it is necessary to modify a
mark, Linux Libertine or Times
is an acceptable alternative.
Those fonts were strongly
influenced by Plantin.

[http://en.wikipedia.org/wiki/Plantin_\(typeface\)](http://en.wikipedia.org/wiki/Plantin_(typeface))
http://en.wikipedia.org/wiki/Linux_Libertine
http://en.wikipedia.org/wiki/Times_New_Roman

Wikipedia Universitätsprogramm

Wikipedia Universitätsprogramm

Linux Libertine

Wikipedia Universitätsprogramm

Times

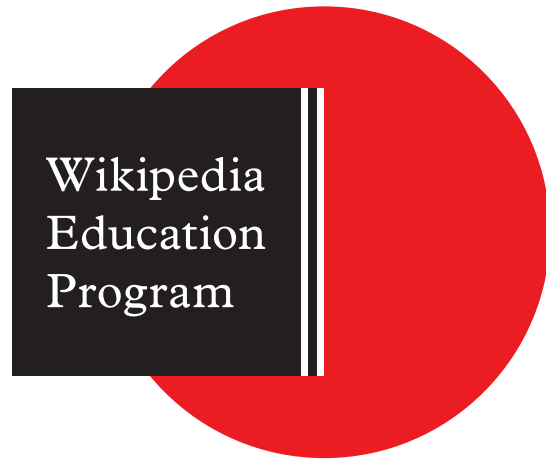
We can customize the program mark or you can do it yourself.



The two tiles together make up your program identity.



Localize the marks by adding a tile that represents you.



Local imagery can help identify your school, activities, place or country.

You may want to add local imagery.



A mosaic is a configuration of solid color tiles that works as a background for the program identity.



photo by Biswarup Ganguly
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Use a mosaic to hold it all together.



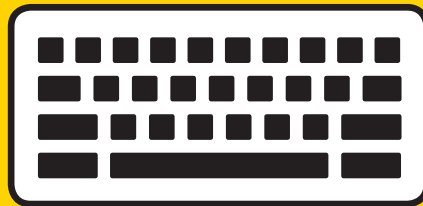
A mosaic is configured by adding three square color tiles of different sizes, which can match or contrast with the identity color.

Variations of the mosaic give you flexibility.



So you can show people what you are doing.

10 good things to know when editing Wikipedia



It's more than a tool — it's a way
of sharing the important work
we do as students. Find out more:

**7–10pm Tues Sept 20
at Hatcher Graduate Library**

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outreach.wikimedia.org/shortcutTK

Use the identity when you reach out to people.

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Carry our message to the world.