

Here are some proposed new/revised material for the WP Polyglots Team and GWTD

The goal is to create a “brand” for the team, a style-guide and a set of assets that the International and Local Polyglots can use for marketing/promoting/onboarding.

Also, the GWTD3 on Sept 30 2017 could mark a yearly event (just read the term “signature event” which I find kinda cool) for the Team (and give it an opportunity/occasion to celebrate and to use it as a further opportunity to advance the mission of the Team)

All the followings are proposals, all feedback much appreciated <3

The Polyglots’ Logo

Currently the color is very very difficult to pair and clashes with almost every other color. The proposed

Current



#C51C82
21C 99M 10Y 0K
77R 28G 130B

Proposed Revision



#A62878
40C 100M 20Y 0K
165R 36G 122B

Proposed basic colors palette

Polyglots Light Grey
45C 38M 38Y 2K
Hex #8F8E8E
145R 145G 145B



Polyglots Purple
40C 100M 20Y 0K
Hex #A62878
165R 36G 122B



WP Dark Grey
65C 60M 60Y 45K
Hex #464646
70R 70G 70B



WP Blue
97C 44M 26Y 3K
Hex #21759b
33R 117G 155B



Proposed shades palette



Original Wapuu



Revised proposal



GWTD symbol - proposal 1



GWTD symbol - proposal 2





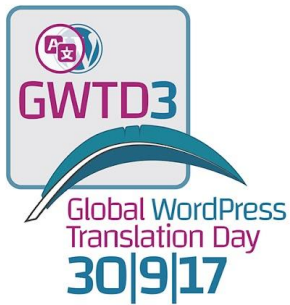
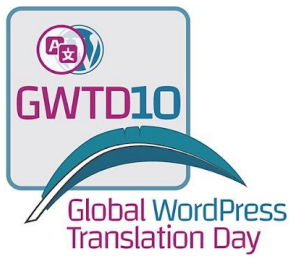
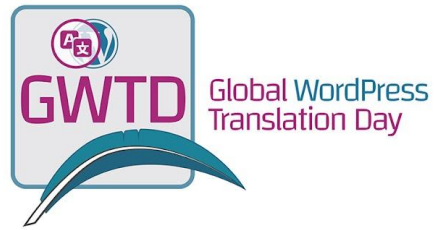
GWTD logo - proposal 1



GWTD logo - proposal 2







Primary Font

<https://fonts.google.com/specimen/Changa>

Changa

+

SELECT THIS FONT

Glyph

Cc

Characters

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Styles

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40px

Extra-Light
Light
Regular
Medium
Semi-Bold
Bold
Extra-Bold

Designer

ET

Eduardo Tunni
Principal design

About

Changa is a typeface family intended for headlines, titles and other display settings and supports the Latin and Arabic scripts.

The Latin was developed with a singular height so that you can create display texts with minimum line spacing. The lowercase has short ascenders and descenders and the letters are inscribed within a square. The uppercase is also sturdy and squat. The counter shapes are rectangular, featuring small curves in opposite vertexes which accompany and break the shapes, evoking a contemporary style.

The Arabic was also drawn by Eduardo Tunni, in Buenos Aires, in collaboration with M. Gaber in Cairo.

The Changa project is led by Eduardo Tunni, a type designer based in Buenos Aires, Argentina. To contribute, see github.com/etunni/Changa

Usage

MA

SA

TN

US

Popular Pairings with Changa

Secondary Font

<https://fonts.google.com/specimen/Open+Sans>

Open Sans

[+ SELECT THIS FONT](#)

Glyph

O o

Characters

ABCČČDĐEFGHIJKLMNOPQRSŠTUVWXYZŽabcčć
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Styles

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40px

Light
Light Italic
Regular
Regular Italic
Semi-Bold
Semi-Bold Italic
Bold
Bold Italic
Extra-Bold
Extra-Bold Italic

Designer



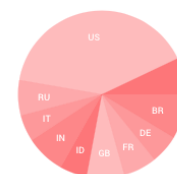
Steve Matteson
Principal design

Steve is a typeface designer based in Louisville, Colorado, who manages a global team for Monotype. With over 25 years in the business, he has designed corporate faces for Android, Citrix, Microsoft, Nextel, and Xbox. Steve frequently researches and lectures about the work of typographer Frederic Goudy, and has produced revivals of Goudy's Bertham, Fina, and Tory Text among many others. He is a letterpress printer, musician, author, and avid cyclist.
[Twitter](#)

About

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This version contains the complete 897 character set, which includes the standard ISO Latin 1, Latin CE, Greek and Cyrillic character sets. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Usage



Popular Pairings with Open Sans

Web landing (temporary)

30|9|17



[save the date]
#GWTD3

GWTD1

GWTD2

WHAT?

WHERE?

HOW?

What is GWTD3?

Global WordPress Translation Day is a 24-hour global event dedicated to the **translation of the WordPress ecosystem** (core, themes, plugins).

It's a **unique and innovative event, a cool mix of digital and phisical**: the international community of the WP Polyglots will meet at the same time locally and digitally for a **24-hour translating marathon** that will provide **inspiration and training** to both coders and translators on localising and internationalising through live talks and local meetups.

And this year the celebration is double: **September 30 has also been designated as International Transalction Day by the United Nations!**

Where is GWTD3?

Global WordPress Translation Day is ... well, everywhere! In the 24 hours from 00.00 to 24.00 UTC of September 30, 2017 a series of live sessions will be aired live via Crowdcast.

The sessions, offered in the local languages, will provide **information, training, inspiration, case studies, Q&A sessions and more** on the WordPress ecosystem: a "global Polyglots chorus" that will run from East to West, as the time zones roll out.

The live events (available on this website) are paired with **physical meetups that volunteers can join locally**, to add conviviality and support to the experience (and, if at alla possible, fall a little more in love with the Community)

Cool! How do I get involved?

So, don't make ather plans for **Saturday September 30 2017** and hop on: **your local Polyglots team is waiting for you to get involved and chime in!**

If you can, **join other volunteers in your local community** (usually, this turns into a fun occasion to meet other WordPress lovers and to learn more about the platform and the Community) **or, if you prefer, join us online...** but either way: join the fun and help us make WordPress inclusive and accessible to as many people as possible.

Below are the links to our **social net** presence, to the **International Slack channel** and to the **Polyglots' page on the official WordPress.org site**. Joining the coolest Community in the Universe is only a click away... So don't wait a second longer!

Stay tuned!



Copy

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Infographics (rough stage)



AWESOME WORDPRESS LOCALISATIONS ARE:

ORGANIC

Translated messages don't need to be structured the same way as the English ones: **take the concept that is presented and write a message that expresses the same thing in a natural way for your target language.** The goal is to get the point across in the best and most understandable way.

(in)FORMAL

In English, **WordPress messages tend to have a politely informal tone.** It's up to you and your team to decide exactly which level of formality or informality is most appropriate in your target language. **Try to accomplish the equivalent in your target language, complying with your cultural context.**

INCLUSIVE

Don't use colloquialisms or technical jargon that only certain people will get: **your goal is to assure that the average user can understand what is happening.** [Some exceptions apply for technical words –like pingback, trackback, and feed, for example– that are hard to translate and are often left in English.]

CONSISTENT

High quality translations are consistent: **this means that a concept is always translated with the same terms, for clarity and understanding.** To maintain consistency throughout various WordPress projects, you can use the **WP glossary and style guide** specific to your language.

CAREFUL

Language files for WordPress projects **should only contain links to pages found in the wordpress.org domains** (or other relevant project domains such as bbpress.org) or to the WP Polyglot's official documentation. Also, if you need to link to a translated version of the original link, make sure it has a permanent home in one of those places.

COHERENT

To communicate clearly and coherently, a great resource is the **translated material of other popular software tools** available in your country. WordPress has its own tone and feel - so keep that in mind - but **do see how others translate, especially UI items, functionalities or technicalities, to maintain consistency** with other software in your language and aid user's comprehension.



Read more about it at: <https://make.wordpress.org/polyglots/handbook/>



Who are the WP Polyglots?

XXX.XXX.XXX

Volunteers Worldwide that provide WordPress in local languages

1 GLOBAL TEAM

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XXX LOCALES

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1 GLOBAL EVENT

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Get involved! Read more about it at: <https://wptranslationday.org>



Become a WP Polyglot!

XXX.XXX.XXX

Volunteers Worldwide that provide WordPress in local languages

login (or register)

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find your locale

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join the Slack channel

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read the handbook

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choose a project

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translate!

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Teasers (comms)

1 - July 23 - July 30



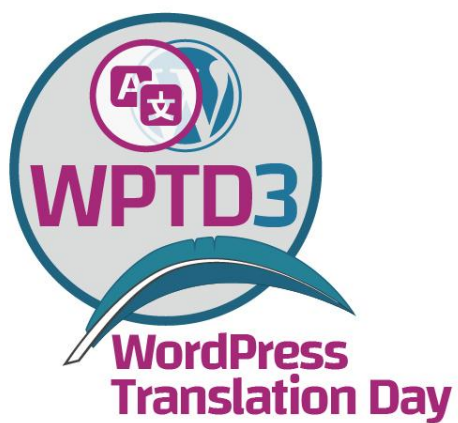
2 - August 1 > 10th (rough ideas of unfolding comms - to be declined in languages)



Twitter header



Logo, latest iterations









Possible final solution

