

OpenWallet Foundation: Project Naming Policy

Purpose:

Purpose of this document is to define the policies and processes for project naming within the OpenWallet Foundation.

This will be amended to include policies around Project logos at a future date. A "living document", it will evolve as the OpenWallet Foundation scales the community and projects.

Actors:

The following actors are involved in the OpenWallet Foundation naming policies:

- OpenWallet Foundation [Technical Advisory Council](#) (OWF TAC)
- OpenWallet Foundation Staff (OWF Staff)
- OWF Projects: Impact, Growth, Labs (includes contributors and maintainers)
- Linux Foundation Staff (Legal, Marketing, Project Formation, etc.)

Requirements:

Projects are contributed to the OpenWallet Foundation directly or incubated through the Labs program. There is a [defined process for proposing a project](#), and proposals can recommend which form (Impact, Growth, Labs) the project should take, but the final decision on acceptance and stage is made by the OWF TAC. You can find out more about the [OpenWallet Foundation Project Lifecycle here](#). There are three types of projects at the OpenWallet Foundation:

- *Labs* are projects which the TAC believes are, or have the potential to be, important to the OWF ecosystem
- *Growth* projects are those interested in reaching the Impact Stage, and have identified a growth plan for doing so.
- *Impact* projects are those that have reached their growth goals and are now on a sustaining cycle of development, maintenance, and long-term support.

Labs Projects

Labs are allowed to propose and (if the Lab is accepted) use a descriptive name as long as it is appropriate (e.g., not too generic, confusing, or conflicting with other labs or projects, etc). Labs names cannot include the name or trademarks of the company or organization that contributed the projects. If the lab applies for full project status (Growth), the team will need to work with the OWF Staff to revise the existing name or define a new name. Labs projects do not get their own logos.

Labs projects can be called by their chosen name without adding the "OpenWallet". Example:
Farmworker Wallet OS

Growth and Impact Projects

Once accepted, Impact and Growth projects at the OpenWallet Foundation will work with OWF Staff on the naming of the project. Projects can suggest a name during the proposal process, or after the project is accepted by the TAC.

Projects with pre-existing names that are contributed or transferred from other open source organizations (like Hyperledger) can choose a new name or consider adapting their existing name if it meets the process and criteria below. Unless authorized and budgeted by the OWF Staff, OWF will not engage Linux Foundation Staff in a full trademark search and application for the project name.

All Growth and Impact projects are required to add "OpenWallet" before the name of the project to properly brand the project. Example:

OpenWallet Credo

OpenWallet Bifold

Project Logo policies for Growth and Impact projects are TBD at the time of this document's creation.

Name Development Process:

Naming a project should be a community effort with OWF Staff support/guidance. We suggest the following process:

1. Brainstorm potential names with the broader project community.
2. Ensure names do not infringe upon existing trademarks - do some due diligence through Google Search
3. Check the [Open Source Project Name Checker](#)
4. [Namechk](#)
5. Check with LF legal counsel if necessary
6. Bring the proposed name to a community vote directly (if small) or using [SurveyMonkey](#) (if the community is large)
7. Commit to the new name.
8. Loop in OWF Staff at least three weeks in advance of the project launch to coordinate on related project assets (logo design, blog post, social promo, project page, etc.).
9. If you have artists in the group you can also do a similar process with the logo. But again be sure to do an image search and give OWF Staff (and possibly LF Staff) a heads-up.

Naming Best Practices:

- All Growth and Impact project names must be prefaced with "OpenWallet."
 - OpenWallet Credo, OpenWallet Bifold
- Ensure the name is uniquely identifiable. Anticipate and remove potential confusion.
 - Are there closely named brands in the tech industry or elsewhere?
 - Is it similar to popular / existing open source projects?
 - Is the project name also a common word? If it's too generic, searching for it and enforcing trademark compliance may be difficult.
- Who does your project most appeal to?
 - Understand your target user and what kind of names or brands they respond to.

- Think carefully about what the name evokes. It sets the tone and intent, and will ideally inspire action.
- Think carefully about what the initials of the project spell out.
- Consider incorporating a thematic mascot in the naming and logo
- Aim for no more than eight-to-ten characters so it will be quick to type and the logo won't take up too much space.
- Think inclusively.
- Avoid complex acronyms and unnecessarily technical terminology/jargon. How will the name translate to other cultures or people that may join the project in the future?
 - Chevy Nova as an example
- If you select a name related to an inside joke, make sure the origin story is one you're willing to share with the masses as part of the brand narrative.
- Make sure the name is easy to remember and easy to pronounce. Consider potential mispronunciations. Think carefully about what the initials of the project spell out.

References:

LF Europe Policies (includes Trademark Policy):

<https://8112310.fs1.hubspotusercontent-na1.net/hubfs/8112310/Exhibit%20B%20--%20Linux%20Foundation%20Europe%20Policies.pdf>

Naming Guidelines for OpenWallet Projects: