



Central Notice Styleguide

Carrier 8:31 PM

en.m.wikipedia.org



WikiConference North America 2016

October 7-10 • San Diego, California, USA

Scholarship applications are open;
deadline **23 August 2016**.

Conference submissions are open;
deadline **31 August 2016**.

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First Anglo-Dutch War

Dates in this article are given in the [Gregorian calendar](#), then ten days ahead of the [Julian calendar](#) in use in England.

First Anglo-Dutch War



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 **Wiki Loves Monuments: The world's largest photography competition is now open! Photograph a historic site, learn more about our history, and win prizes.** 

Carrier 12:22 PM

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Display advertising

Display advertising is [advertising](#) on websites. It includes many different formats and contains items such as text, images, flash, video, and audio.^[1] The main purpose of display advertising is to deliver general advertisements and brand messages to site visitors.^[2]

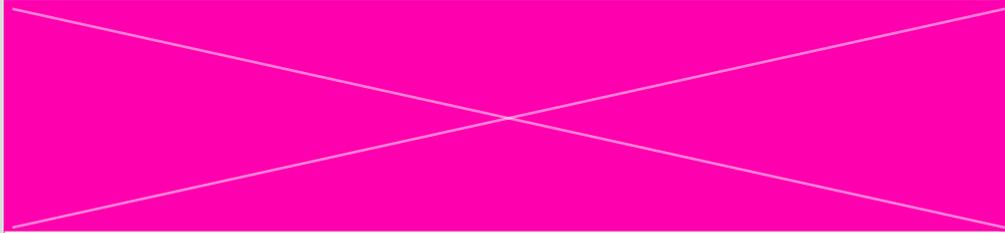
According to [eMarketer](#), [Facebook](#) and [Twitter](#)



**This
is
bad**

Say hello to a new template

for non fundraising related mobile only banners



Dedicated specific viewport
for central notice

88 points

Mona Lisa



The *Mona Lisa* (/ˌmoʊnə ˈliːsə/; Italian: *Monna Lisa* [ˈmɔnna ˈliːza] or *La Gioconda* [la dʒoˈkɔnda], French: *La Joconde* [la ʒɔkɔ̃d]) is a half-length portrait of a woman by the Italian artist [Leonardo da Vinci](#), which has been acclaimed as "the best known, the most visited, the most written about, the most sung about, the most parodied work of art in the world".

The painting, thought to be a portrait of [Lisa Gherardini](#), the wife of Francesco del Giocondo, is

Central notice below the masthead.

Wikipedia Chrome should be outside of
notices.



Mona Lisa



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ONLY 2 call to actions

1. forward, positive main call to action. whole banner except for red area should be tap-able

2. backward, negative, dismiss the banner action



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Icon /
imageCopy
+ Call to action copy

Close

Mona Lisa



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Structure

3 elements

- Icon / image
- Primary copy + call to action
- Close button



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Wiki Loves Monuments

World's largest photography contest

Participate now



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Example

Wiki Loves Monuments



WikiConference 2016
For Wikimedia enthusiasts in US
Register Today



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Example
WikiConference 2016



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Call for Grants
Apply for a Wikimedia Grant
Know more



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Example

Fictional call for grants



Very important point
Really, this is important, please help
Do something



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Special treatment 

Use ONLY in rare cases when it's important and duration of banner is short



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Writing copy

Keep it simple

Just the name and what it is

Emphasize on one aspect

Here, world's largest contest is main point of emphasis

Make reader curious

use the aspect above to make someone want to know more

Clear verbs for call to actions

Participate is a clear and strong verb



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68 x 68

Sans-serif 13px Medium

#555A5F

Sans-serif 15px Bold #222



Mona Lisa



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2px border radius
background-color: #fff
border: 1px solid #eee

10px padding

Total height 88px

44px touch area for close action