

Access to Memory Foundation

Brand Messaging & Positioning

Created with heart, vision, and strategy by Meg Joyce, inKind Design inc.

1. Brand Overview

In this document, **The Access to Memory Foundation is the primary brand**. It is the global, community-lead organization that governs, sustains, and stewards the software AtoM (Access to Memory). **The Access to Memory Foundation** exists to provide necessary structure, funding, and long-term strategy for the ongoing healthy and transparent evolution of AtoM as an open-source software.

In its stewardship of AtoM, **The Access to Memory Foundation** supports the entire archival ecosystem by connecting archivists, institutions, and developers in a way that ensures AtoM remains a stable, trusted platform for preserving access to memory on a global scale.

The Access to Memory Foundation gives AtoM its sustainability and governance. AtoM gives **The Access To Memory Foundation** its purpose and real-world impact. Together they form a unified brand ecosystem where the foundation is the steward and the software is the living expression of the foundation's mission and the practical tool used to support the community.

2. Brand Essence

Stewarding the world's archival memory through open-source collaboration, community-lead governance, and global connection.

The Access to Memory Foundation exists to ensure that the world's knowledge, history, and cultural records remain accessible, protected, and sustainably maintained. It is the stabilizing force that transforms a passionate, but fragmented, open-source community into an organized, global ecosystem.

The Access to Memory Foundation is a community-owned steward of global memory infrastructure.

3. Brand Purpose

To safeguard the continuity, growth, and integrity of AtoM through governance, sustainability, collaboration, and connection to the community it serves.

More than overseeing a piece of technology, The Access to Memory Foundation's purpose is to:

- Ensure AtoM remains truly open-source, community-owned, and globally governed
- Support archivists, institutions, and developers with resources and structure for easy adoption and use of AtoM

- Coordinate efforts in the archival community that could otherwise have been siloed or disconnected and therefore stunted
- Build a sustainable funding and governance model for the future growth of and continued community access to AtoM
- Advocate for global access to the most trustworthy archival technologies

The purpose of The Access to Memory Foundation is simple and profound: to uphold the technology that protects our shared story.

4. Brand Promise

This is the promise that The Access to Memory Foundation makes to its community of supporters and to the world. This promise translates the brand's vision into a clear commitment – not what the brand believes (purpose) or what it hopes to achieve (vision), but what humanity as a whole can reliably expect from The Access to Memory Foundation at all times.

We promise to protect, strengthen, and evolve the open-source infrastructure that preserves the world's memory — with transparency, community partnership, and an unwavering commitment to archival standards.

To archivists, we promise a platform that honors the depth, nuance, and integrity of archival practice.

To institutions, we promise long-term stability, responsible governance, and a clear path to adoption and support.

To developers and contributors, we promise an open, collaborative environment where every improvement serves the entire community.

To the public, we promise to uphold the tools that ensure our shared histories remain accessible, trustworthy, and protected for generations.

We promise to be the stewards of AtoM, so that access to memory on a global scale remains a universal right.

5. Brand Vision

The vision of The Access to Memory Foundation is to create and uphold a thriving, global, archival ecosystem where AtoM is recognized as the leading archival platform worldwide, upheld by transparent governance, shared ownership, and the collective intelligence of archivists, developers and institutions around the world.

In this future, The Access to Memory Foundation serves as the connective force that dissolves siloes, unifies resources, strengthens international adoption of AtoM, and ensures that every institution, regardless of size or geography, has access to trustworthy, standards-driven archival technology.

Through stability, collaboration, and a commitment to open-source values, The Access to Memory Foundation imagines a world in which access to memory is protected not by a single organization, but by a global community working together to safeguard our past for generations to come.

6. Brand Values

- **Open-Source Stewardship:** AtoM is not owned by a company, it is maintained by the people who use it – archivists, institutions, developers, and community contributors, including the makeup of everyone working inside of The Access to Memory Foundation.
- **Community Ownership:** The strength of AtoM is representative of the strength of its community. The Access to Memory Foundation exists, in part, to support and empower that community through its use of and contribution to AtoM.
- **Global Accessibility:** AtoM is multilingual by design and built for an international archival landscape. The Access to Memory Foundation, in turn, mirrors this global inclusivity in its messaging and its outreach.
- **Transparency:** Open-source governance and shared decision-making are essential to the healthy evolution of AtoM. AtoM does not *belong* to The Access to Memory Foundation, it belongs to the global community, meaning that the foundation has a responsibility to communicate and collaborate openly with that community.
- **The Preservation of Memory:** This value is so central to the mission of both the foundation and the existence of AtoM that they each have memory in their name. At the heart of The Access to Memory Foundation's work is the belief that preserving access to historical memory is vital to humanity as a whole and is a responsibility that belongs to everyone.

7. Key Messaging Pillars

Each of the following messaging pillars represents a core truth about The Access to Memory Foundation and its work. These are the ideas we want people to remember, trust, and associate with the brand. Together, the pillars for the foundation of all messaging, allowing the brand to stay grounded, aligned, persuasive, and recognizable across every touchpoint and platform.

Pillar 1: Community-owned and open source - The Access to Memory Foundation ensures that AtoM remains open, free, and community-driven – not tied to commercial interests or a single vendor.

Pillar 2: Rooted in archival principles and international standards – The Access to Memory Foundation ensures that AtoM is used and governed by trusted professionals in the archival space and is the best platform available to archivists and institutions.

Pillar 3: Sustainable, organized governance - The Access to Memory Foundation provides long-term stability, strategy, and vision for AtoM's future

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