

Widgit Software Ltd Public Brand Guidelines

Version 1.1 | March 2024

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Authorisation

These guidelines have been created to explain the Widgit brand and how it should be used.

The Widgit logo is a registered trademark, Widgit Symbols are copyright Widgit Software Ltd.

Widgit assets should only be used with permission, contact copyright@widgit.com.



About Us

Our mission, values and history

Widgit®

1.0

Our Mission



We are Widgit and symbols are our world.

We believe in the power of symbols to support communication and understanding.

Our unique combination of software and symbols empowers practitioners to support the diverse needs of symbol users of all ages.

From our inspirational community to this planet we call home, we care deeply about people, the environment and our place within it.

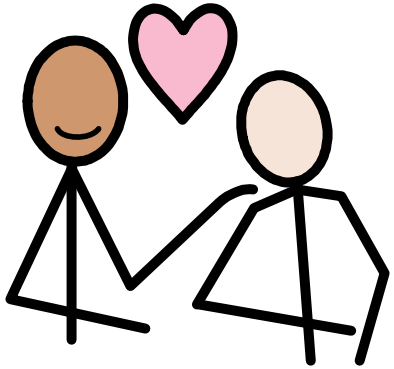
When it comes to unlocking potential, we believe symbols have a positive impact and help to ensure no one feels left behind.

We believe in...



Integrity

Treating everyone and everything we do in an honest and respectful manner.



Kindness

Acting in a positive, supportive and understanding way towards everyone we work with.



Quality

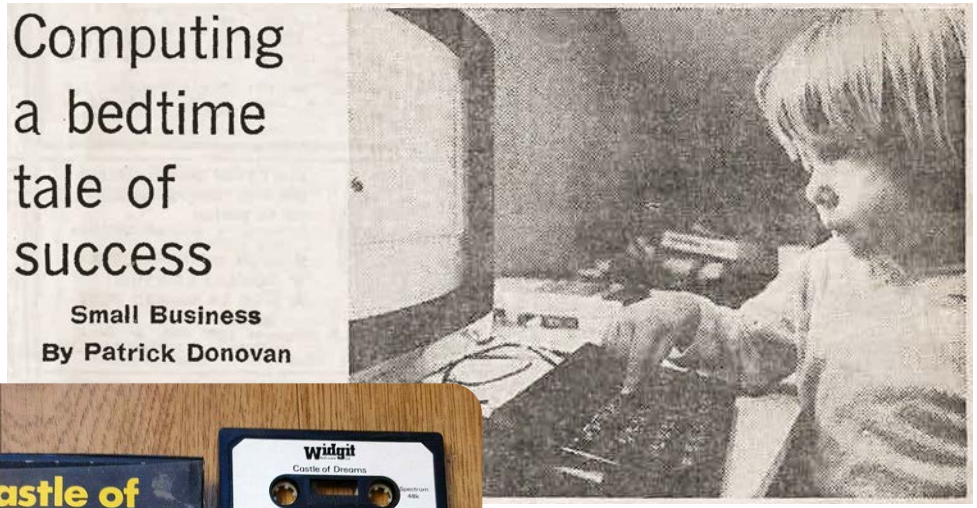
Taking pride in our work and constantly striving to improve and evolve.

Our History

With origins as a family company, our story spans 40 years of business supporting communication through symbols.

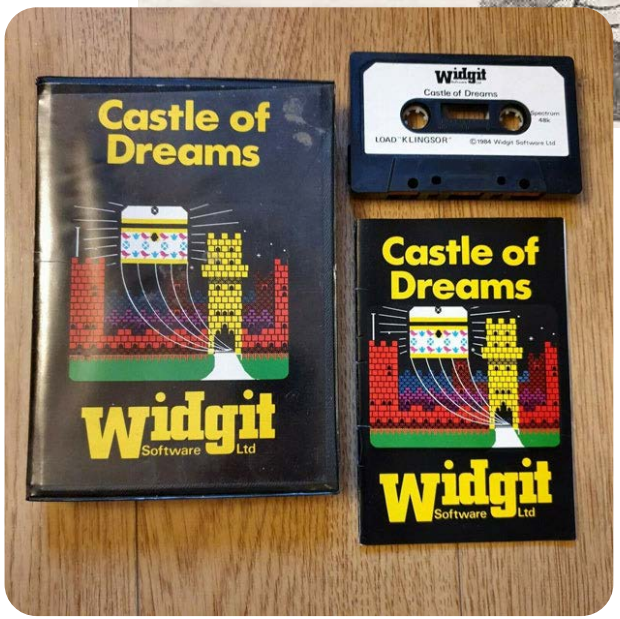
From our very first ZX Spectrum games and symbol software through to Widgit Online today, our global community of symbol users continues to grow as we strive to champion the power of symbols for a brighter tomorrow.




Computing a bedtime tale of success

Small Business

By Patrick Donovan



1983

Original single colour logo for the ZX Spectrum.



Started printing colour packaging, coloured ‘i’s to mitigate the common misspelling ‘Widget’.

Red updated to orange to match the Logotron brand (parent company at the time).



Simplified font details, dropped the coloured ‘i’ and simplified icon.

Modernised the font, icon made more childlike, added modern gradient to the icon.



Flattened the gradient and added trademarks.

2023



Core Elements

The main components that make up the brand

Widgit®

2.0

Core Elements

Logo (Section 3.0)

Widgit®

Colour palette (Section 4.1)

Hot Cinnamon	Midnight Blue	Cardinal	Denim
# e56220	# 002b6d	# bf1e2e	# 0f71b8

Header bar and horizontal colour blocks

Font (Section 5.1)

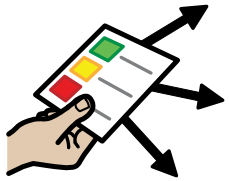
FS Me font

Symbol Pattern (Section 6.2)



Widgit Symbols (Section 6.6)











Logo

Sizing, spacing and variations for the logo

Widgit®

3.0

Logo Versions

The primary logo should be used wherever possible. Dark and white versions are also available for when contrast is required against a background.

The logo icon colour is Hot Cinnamon (#e56220).
The logo text colour is Midnight Blue (#002b6d).







See section 5.2 for information about the Logo font.

Logo Icon

The logo icon represents a child reading and is adapted from the Widgit symbol for ‘read’. This icon conveys that symbols are a communication tool that can help people understand and access written materials.

If the icon is in the main brand orange (Hot Cinnamon), then the child is depicted in white.

Reversed Out Icon

If the white icon is used over a medium-to-dark background, then the child is transparent and will therefore be depicted in the same colour as the background.





Logo Safe Area

The logo needs a clear area around it so that it stands out. It's important that other text or graphical elements do not enter this space.

The safe area is based on the stem of the 'i' as shown on the right. Please bear in mind this is the **minimum** safe area; more space around the logo is always a good thing.

The orange icon should be placed in the middle of any space vertically. To accommodate for the tail of the 'g', a smaller space is used below the logo boundary than above.



The 'i' stem is 55% the height of the logo

Logo Sizes

Minimum Sizes

A4 Print:	36mm x 9mm	Safe area: 46mm x 17mm
Web:	32px x 128px	Safe area: 60px x 164px

Recommended Smallest

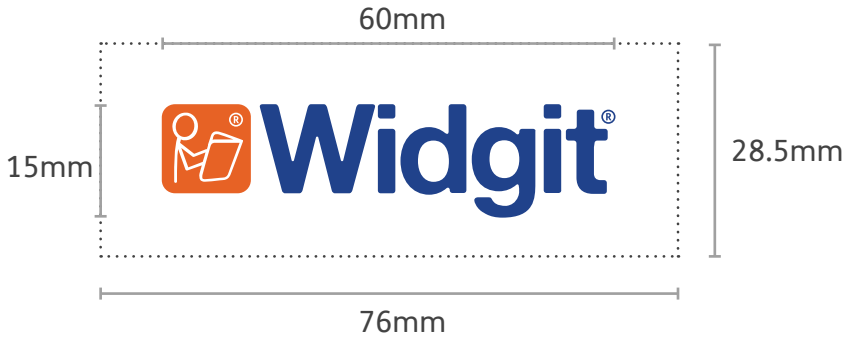
Print A4 :	44mm x 11mm	Safe area: 56mm x 21mm
Web:	40px x 160px	Safe area: 76px x 204px

Recommended Largest

A4 print:	60mm x 15mm	Safe area: 76mm x 28.5mm
Web:	54px x 212px	Safe area: 102px x 272px







Logo on Backgrounds

Use standard logo on light backgrounds.

Use white logo on mid-to-dark backgrounds.

Don't overlay on busy photographs.



Do use on plain areas of photographs.



Don’t do this with the logo

Always use the official versions of the logo. Do not alter the artwork in any way.



Don’t rotate or skew it



Don’t add effects



Don’t crop it



Don’t stretch or squash it



Don’t recolour or add outline



Don’t use on backgrounds with poor contrast



Colours

The colours for Widgit's main brand and products

Widgit

4.0



Primary Brand Colours

Our primary brand colour is **Hot Cinnamon**. This is always present within Widgit's main designs.

Midnight Blue is our secondary brand colour, logo text colour and text heading colour.

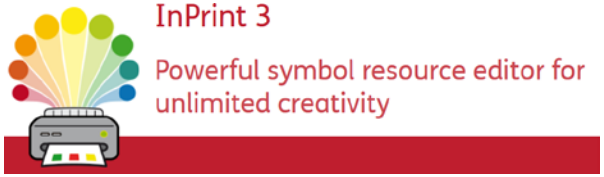
These are followed by our two main product colours, **Cardinal** and **Denim**.

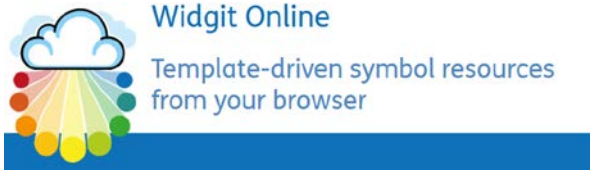
These four colours make up the base of our core brand designs, including how we decorate our offices.

Hot Cinnamon	Midnight Blue	Cardinal	Denim
#e56220	#002b6d	#bf1e2e	#0f71b8

Product Colours

For each product, its **primary** colour is used for Heading 1, the coloured bar, buttons and main colour blocks.







Light 17% is used for Heading 2.

Dark 25% is used for the button hover state.

Dark 55% is used for bold text.

InPrint

Primary: Cardinal #bf1e2e	Light 17% #cb4650	
	Dark 25% #941320	
	Dark 55% #560e15	

Widgit Online

Primary: Denim #0f71b8	Light 17% #5389c2	
	Dark 25% #0c578d	
	Dark 55% #073353	

SymWriter

Primary: Hot Cinnamon #e56220	Light 17% #e87940	
	Dark 25% #b04b19	
	Dark 55% #672c0e	

Widgit Health

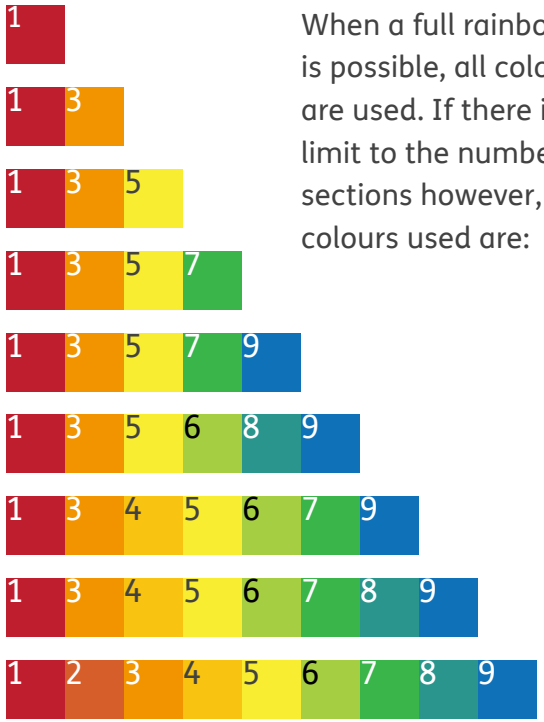
Primary: Green Treefrog #009445	Light 17% #48b860	
	Dark 25% #007235	
	Dark 55% #00431f	

Product Rainbow

Rainbow colours used in product logos and toolbars.

Lightest is **40%**
Mid range is **70%** *(yet to be named)*

Lightest is used in the Widgit Online and InPrint3 logos and all toolbars. Mid range is used in the InPrint4 logo.



When a full rainbow is possible, all colours are used. If there is a limit to the number of sections however, the colours used are:

Cardinal #bf1e2e	Cardinal 70% #d2616d	Petite Orchid #e5a5ab
Tangerine Bliss #d65e2a	Tangerine 70% #e39062	Crab Bisque #ecb696
Butter Beer #f29400	Butter Beer 70% #f6b44d	Cape Honey #fcd6a4
Turbo #f8c311	Turbo 70% #fad558	CakeDough #fde2a9
Golden Fizz #f9ed32	Golden Fizz 70% #f9f088	Glowlight #fcf6b6
Duckweed #a6ce42	Duckweed 70% #c1dd7b	Caper #d9e9b2
Pixie Glade #39b54a	Pixie Glade 70% #74cb80	Lichen #b6dcae
Azure Tide #2a958d	Azure Tide 70% #6ab5af	Opal #aecac8
Denim #0f71b8	Denim 70% #579ccd	Blissful Sky #a4bae0

Neutrals

The neutrals we use most commonly are:

Light for backgrounds and subtle borders.

Medium for subheadings or large text.

Dark as a replacement for black, so most text.

Alternative for Black Text

Pure black text on white backgrounds can cause eye strain*. Such a disparity in colour brightness creates intense light levels that overstimulate the eyes when reading text. So on a white background we use Dark text.

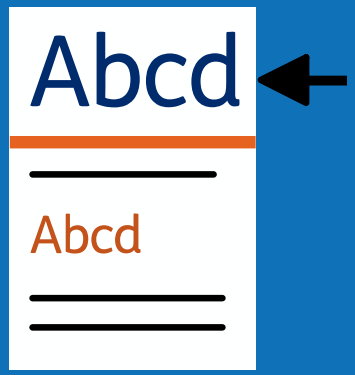
(*www.nature.com/articles/s41598-018-28904-x)

Light
Grey200
#eeeeee

Medium
Grey600
#757575

Dark
Grey800
#424242

Grey0	#ffffff
Grey50	#fafafa
Grey100	#f5f5f5
Grey200	#eeeeee
Grey250	#e7e7e7
Grey300	#e0e0e0
Grey400	#bdbdbd
Grey500	#9e9e9e
Grey600	#757575
Grey700	#616161
Grey800	#424242
Grey900	#212121
Grey1000	#000000



Typography

The rules for fonts, sizing and layout of text

Widgit

5.0

Widgit Brand Font

Our main font is **FS Me**

FS Me has been described as the first typeface to have been designed in consultation with a group of people with learning disabilities, for use by this population. It was developed by Jason Smith in response to a commission from the charity Mencap in 2008.
en.wikipedia.org/wiki/FS_Me

It is a commercial font available to purchase from:
www.fontsmith.com/fonts/fs-me

Light:
The quick brown fox jumps over the lazy dog
0123456789!?£$&

Light Italic:
The quick brown fox jumps over the lazy dog
0123456789!?£$&

Regular:
The quick brown fox jumps over the lazy dog
0123456789!?£$&

Regular Italic:
The quick brown fox jumps over the lazy dog
0123456789!?£$&

Bold:
The quick brown fox jumps over the lazy dog
0123456789!?£$&

Bold Italic:
The quick brown fox jumps over the lazy dog
0123456789!?£$&

Heavy:
The quick brown fox jumps over the lazy dog
0123456789!?£$&

Heavy Italic:
The quick brown fox jumps over the lazy dog
0123456789!?£$&

Accessibility

FS Me Bold

Widgit Brand Font

Usage

- In our software titles for customers to use (licensed)
- In our helpsheets and manuals
- In our print marketing
- On our websites
- Everywhere else - we should think carefully if using any other font

Alternative

For files where the font cannot be embedded e.g. Word document files for customers, Calibri or Aptos should be used as the alternative. Calibri and Aptos are commonly installed on Windows and Apple computers, and is the preferred fall-back option.

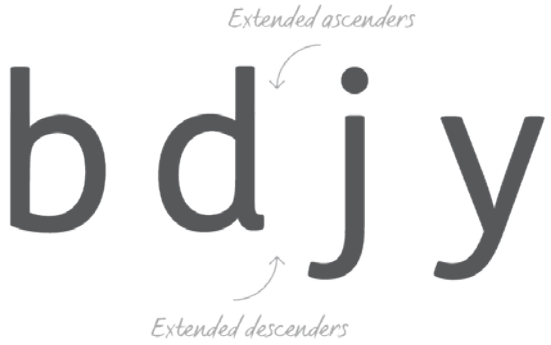


FS Me Development

FS Me is designed specifically to improve legibility for people with learning disabilities.

The font was researched, developed with and endorsed by Mencap, the UK's leading charity and voice for those with learning disabilities. Mencap receive a donation for each font license purchased.

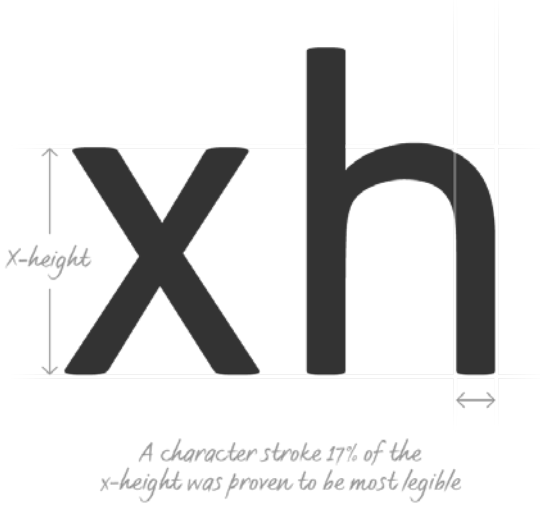
Every letter of FS Me has been tested for its appeal and readability with a range of learning disability groups across the UK.



Me, you, everyone

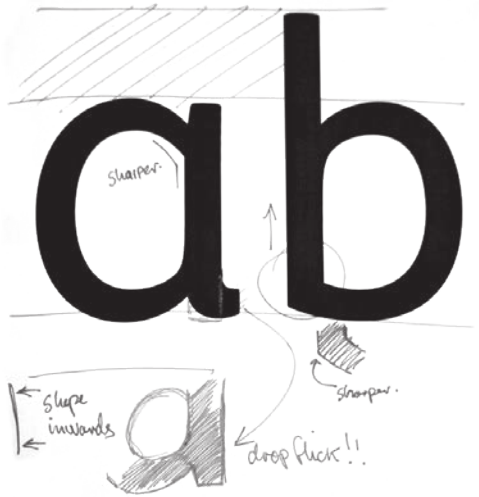
FS Me is about design that doesn't patronise. People with learning disabilities are often treated as inferior by childlike design. FS Me is designed for adults, not children – a beautifully designed font for everyone.

Its features include very subtle distinguishing elements of each letter to aid the reading and comprehension of texts, along with tails, ascenders and descenders that have been extended for extra clarity



Inclusive

Fontsmith were determined to design a font that was accessible to those with learning disabilities without standing out as such – one that was inclusive of all readers. It should comply with accessibility guidelines and work best at 12pt, but still have a character of its own that was warm and approachable.



Widgit Logo Font

About

Our logo font is **Alte Haas Grotesk** Bold.

It is a free Windows font available from many sites:
www.dafont.com/alte-haas-grotesk.font

It is a rounded sans-serif typeface similar to Helvetica, but with a more friendly feel.

Usage

Alte Haas Grotesk is only used in the Widgit logo and the individual product or service logos.

The main words are bold, but accompanying words can be regular as with the Widgit Online logo.

The leading is set to -50

We do not use the Alte Haas Grotesk ‘a’, as it is not SEN-friendly.

Widgit®

InPrint® 3

Widgit Online

Alte Haas Grotesk

The Evolution of the Logo Text 2024



To make the logo better fit with our body text and have a friendly feel, all characters apart from the capital letter have been changed to FS Me Bold.

Handwriting Fonts

Lucida Handwriting Italic

A free font used for the ‘2’ in SymWriter 2. We don’t use this font for anything else.
www.download-free-fonts.com/details/71387/lucida-handwriting-italic

SymWriter2

Hand Of Sean

A free handwriting font for friendly notations, often single words, for example on the compliment slip.



With Compliments

www.dafont.com/hand-of-sean.font

Inkfree

A free handwriting font for taglines, for example used on the Widgit shirts.

www.azfonts.net/load_font/
ink-free-normal.html



Text Sizes

Minimum

The minimum font size for **print is 8pt** and for **web is 12px**.

Standard

The standard font size for **print is 11pt** and for **web is 16px**.

Line height

The lines should be spaced a little further apart than normal. Line height is **1.45 x the font size**. So for print standard font size, this is 16pt.

Wrapping Headings

As far as possible, heading text should not wrap.

Tracking

Where possible, tracking should be **+10** to spread the letters out to aid readability.

Please note, FS Me is quite a large font. If substituting to a different font, the sizes may change.

A4 print sizes:

Title text: size 26pt

Header text: size 16pt

Sub-Header text: size14pt

This is body text: size 11pt.
The leading is set at 16pt.

- This is bullet text at a standard size.
- Space after is 2mm.

Text Accessibility

Line length

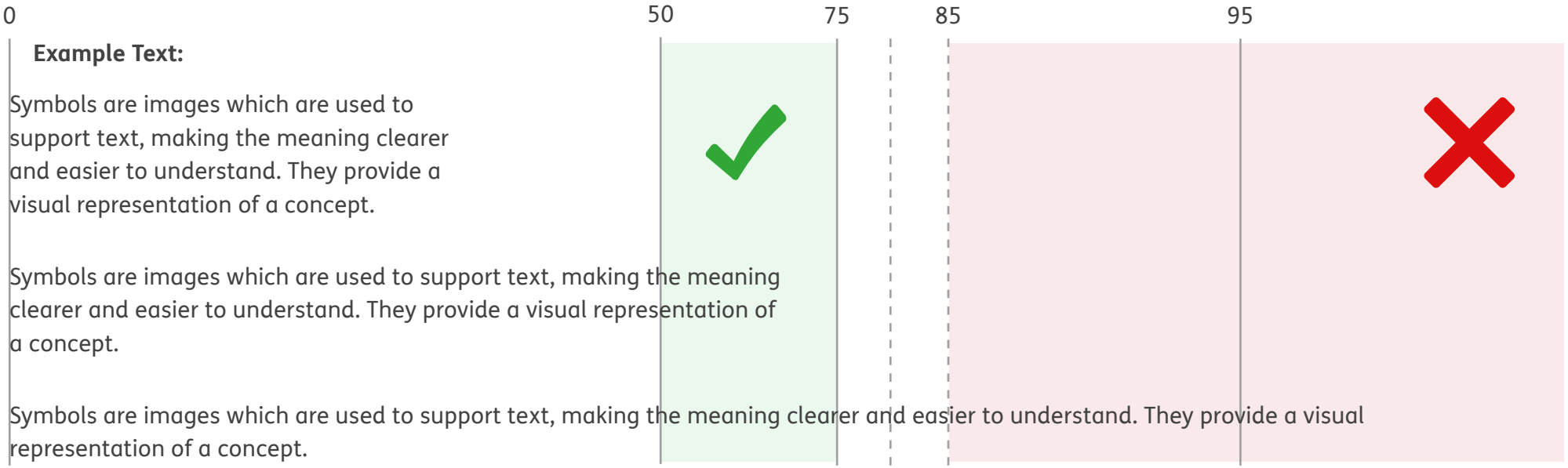
The optimal line length for body text is 50-75 characters, with an upper limit of 85 characters including spaces. See example text below.

An A4 portrait page with margins fits the upper character limit. A full landscape page fits approximatly 160 characters so is too wide for a single line of text.

Left Alignment

For readability and accessibility, we **left align** text by default in most cases, both for headings and body text.

Left aligned text has a consistent left edge. This makes it easy for readers to find the start of each line, reducing the effort to track each line as the text wraps.



Text Accessibility

Centre Alignment

Centre alignment should only be used for the occasional heading, or short information with an image - max 25 characters per line. For example, we use centre alignment for our values:



Centred text is more difficult when there are multiple lines of text. It is harder to find the beginning of the next line of text and keep a smooth reading flow for comprehension.

Right Alignment

Right alignment should only be used for the reference after quoted text.

Don't

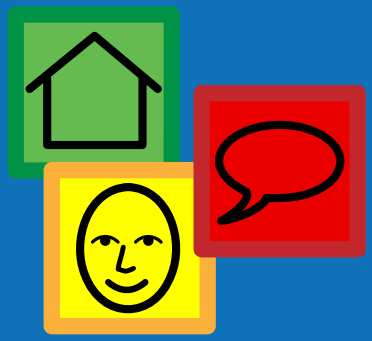
Use Justified Text

We **do not** use Justified text.

Justified text can look appealing and neat, but it can be much harder to read. Justified text introduces awkward spacing between words that varies line by line.

Hyphenate

Words hyphenated half way though when wrapping can be difficult to read. Headings, especially, shouldn't be hyphenated because they are used by all users to skim the content quickly.



Symbols

The use of the Widgit Symbol set within designs

Widgit

6.0



Widgit Symbols

A collection of over 20,000 clearly drawn symbols that can be used to visually enhance design by adding meaning, texture and as iconography.

The Symbol Pattern

The symbol pattern is one of our most iconic pieces of design collateral.

It is used throughout our designs for our products, merchandise, marketing materials and even our office.







Symbol Pattern Sizing

The size of the symbol pattern should be in proportion to the artwork or item.

The sizing is based on the large **prominent** symbols, such as the globe and sunflower in the image below.





Merchandise

For **small** hand-held printed items like a notebook or mug, the prominent symbols are approximately **2cm.**

For **medium** items such as a tote bag, the prominent symbols are approximately **4cm**.

For **very large** areas of symbol pattern such as for wallpaper, the prominent symbols are approximately **25cm**.

Print

For **A4 print,** the prominent symbols are approximately **1.5cm.**

For **displays** such as roller banners, the prominent symbols are approximately **8cm.**

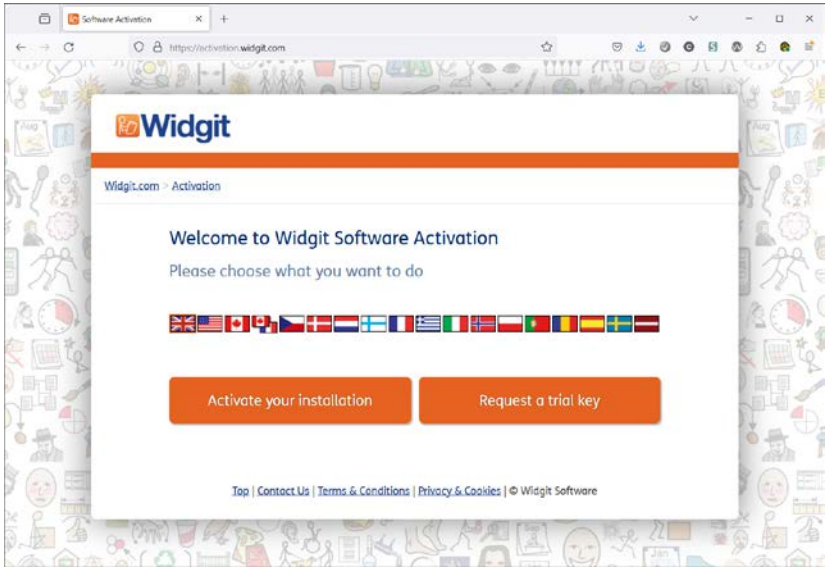
Web

For the **web,** the prominent symbols are between **50px** and **100px** depending on the size and space they fill.

Symbol Pattern Faded

If the symbol pattern is used as a background behind other objects, it can look a little overwhelming in full colour.

In this instance, a pale version created with **15% opacity** over a white background can be used as a background instead.





Symbol Pattern Edging

There are four options for edging the symbol pattern: To the edge - Faded to white - Block colour with shadow - Shaped by symbols

To the edge:

The symbol pattern goes all the way to the edge of the artwork or item.





Faded to white:

The symbol pattern fades to white in either a vertical or horizontal gradient.

Symbol Pattern Edging

There are four options for edging the symbol pattern: To the edge - Faded to white - Block colour with shadow - Shaped by symbols

Block Colour with shadow:

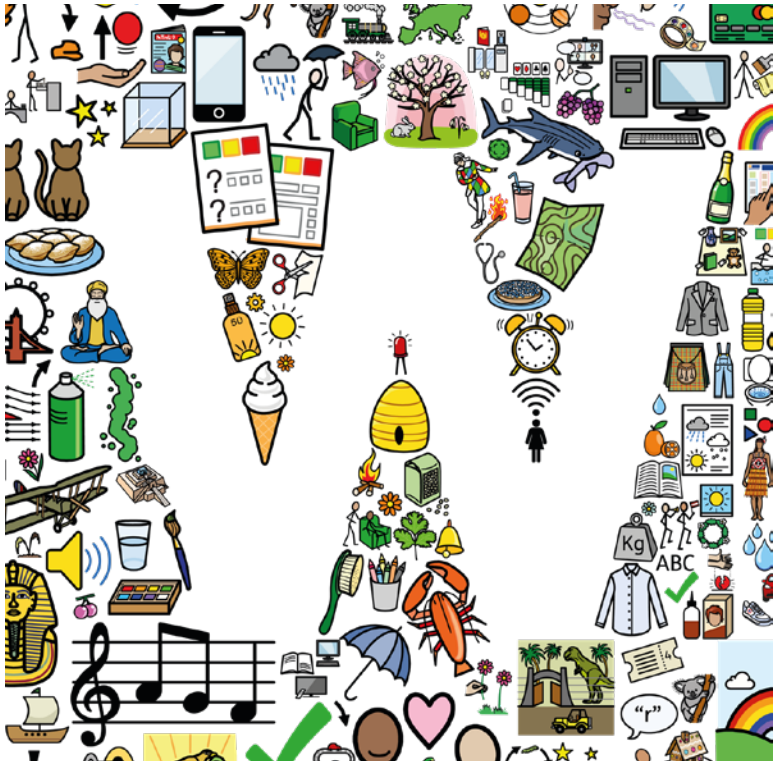
The symbol pattern goes up to a straight-edged block of colour.

It is pushed back with a small drop shadow on the block of colour. Black multiply, 40% opacity



Shaped by symbols

The negative shape is created by the shape of whole symbols (not a white shape or text on top that cuts across the symbols).



Symbols Illustrating Topics

Widgit Symbols can be used alongside content to illustrate the main topic. This is usually a row of 3-6 relevant symbols. These are symbols from the Widgit Symbol set without alternation.



Dental



Transport

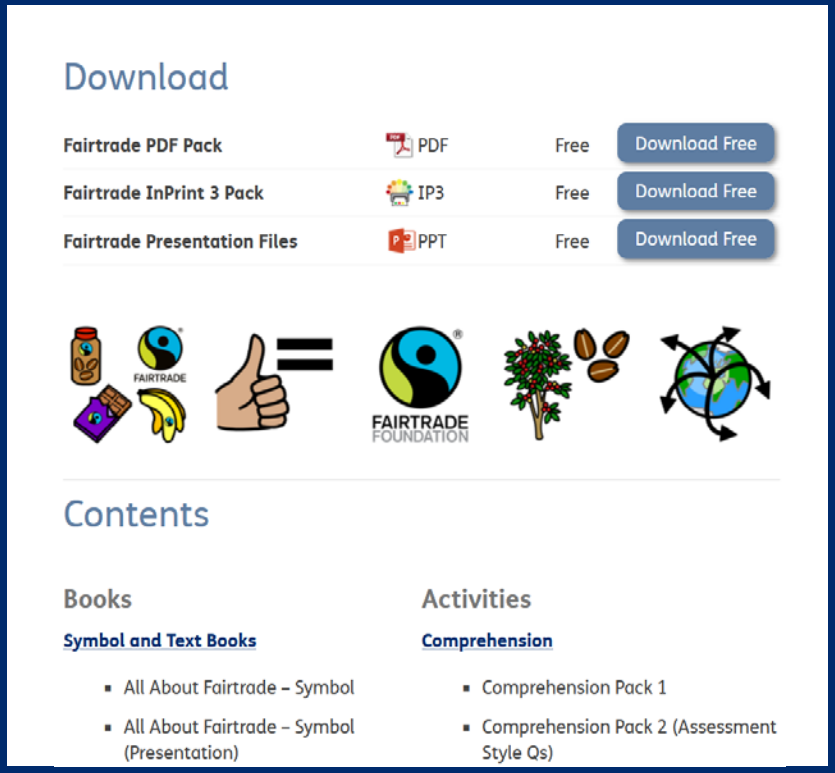


Eden Project



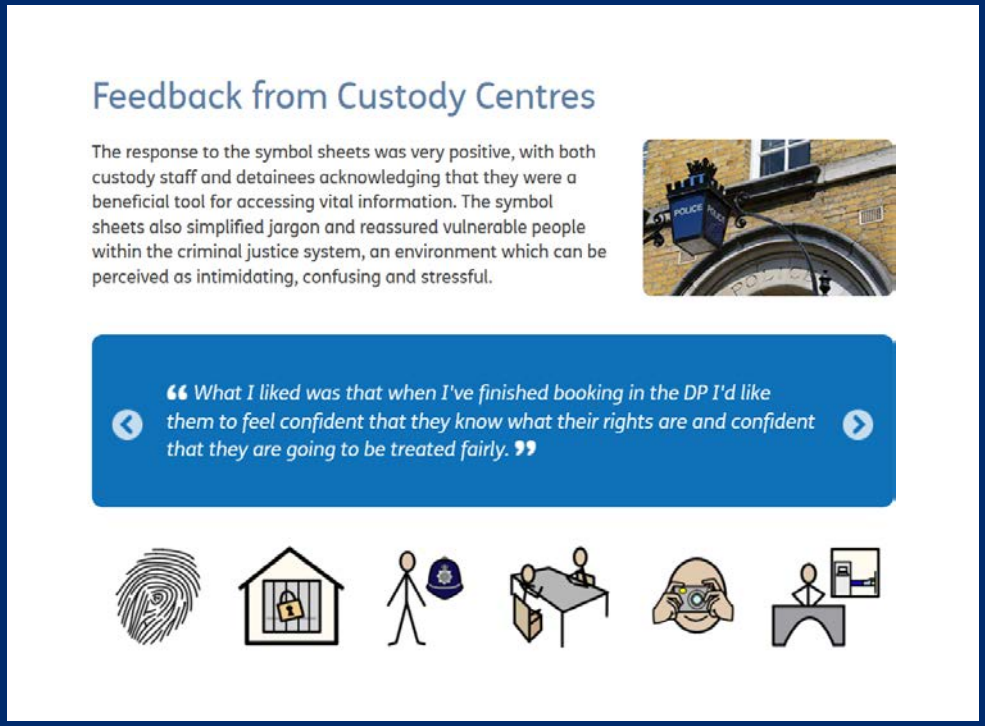
Ballet

Symbols to illustrate the topic of Fairtrade in a resource download web page



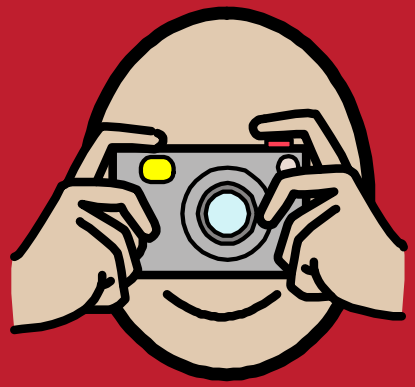


Symbols to illustrate the topic of going on a tram ride
in a banner advertising resources for Nottingham Trams.



Symbols Illustrating Topics

Symbols to illustrate the topic of police custody
in a success story web page.



Photography

Using bespoke and stock photography to represent Widgit

Widgit

7.0

Photos with Symbols

Generally the imagery used within Widgit's content includes symbols, resources and illustrations.

We only use photographs when the contents of the photograph are relevant to the information.

Photographs should contain either people interacting with symbol materials (for example, a teacher with a child), or symbol materials in the environment (for example, symbol displays or signage).









Permissions

Please make sure permissions have been obtained for every person in a photograph, especially children. It's safer to use photos of the backs of children's heads if you are unsure.





Stock Photography

Ideally, stock photographs of people should be avoided, unless there is a clear reason for including and relevant for the text.

For example, this might include close-ups of children when the content is about early years, though ideally this would be a real example using Widgit Symbols. Photos that are used should set the scene for a particular subject or location.









A photo of a person next to information about autism is not acceptable, as this makes an assumption about what someone looks like in relation to a hidden disability.







Product Brands

Logos, colours and imagery for our main products

Widgit®

8.0

InPrint®4



InPrint Logo and Hero Image

InPrint Resource Image and Colours



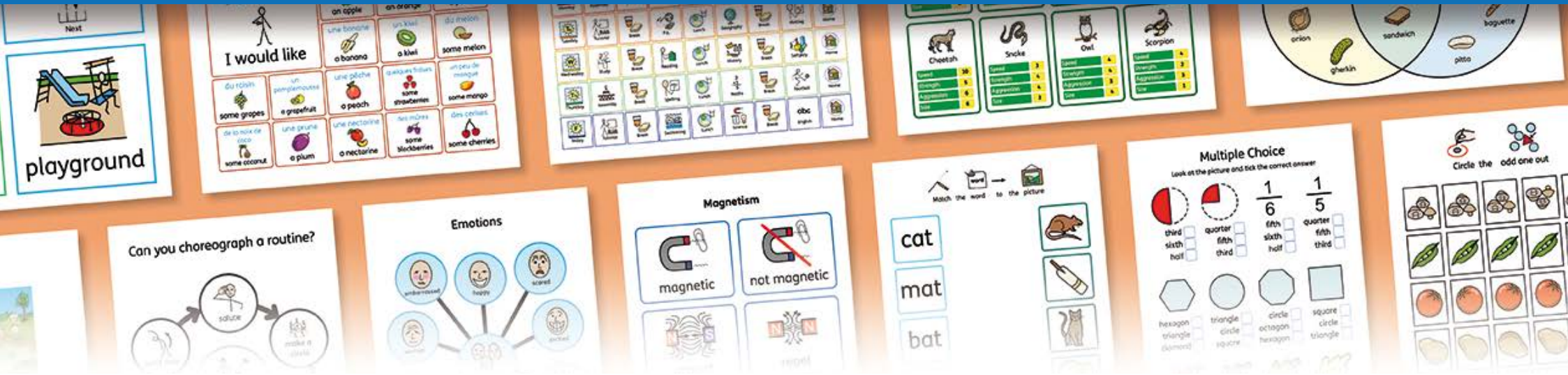
Chestnut Rose Light 17% #cb4650	Cardinal #bf1e2e	Tamarillo Dark 25% #941320	Maroon Oak Dark 55% #560e15	Turbo #f8c311
Heading 2	Primary	Button Hover	Bold	Complimentary

Widgit Online



Widgit Online Logo and Hero Image

Widgit Online Resource Image and Colours

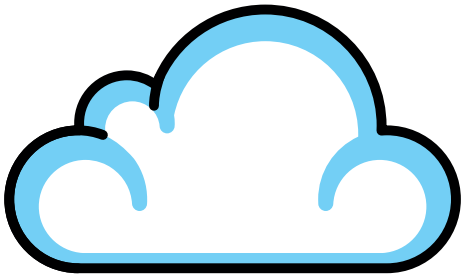


Steel Blue Light 17% #5389c2	Denim #0f71b8	Pontoon Dark 25% #0c578d	Night Dive Dark 55% #073353	Hot Cinnamon #e56220	Prairie Sun #f09f6c
Heading 2	Primary	Button Hover	Bold	Secondary	Complimentary

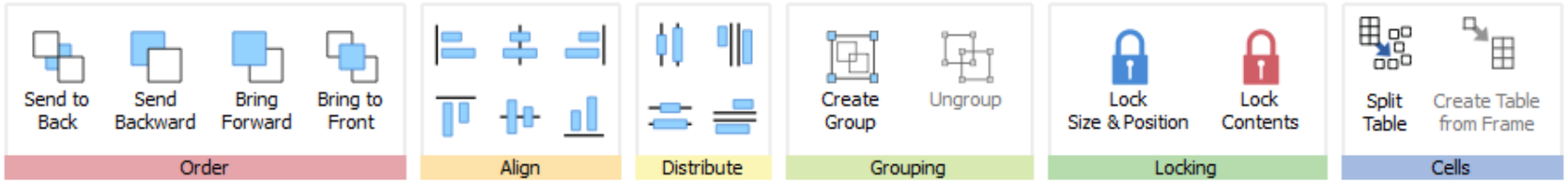
Product Rainbow and Icons

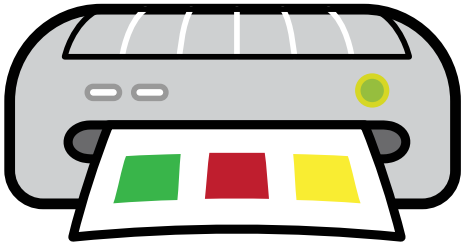
The product rainbow is used in the logo and editor menus for both InPrint and Widgit Online.

For colours, see section 4.3











Widgit Online's icon is the cloud and InPrint's icon is the printer.

Using Appropriate Resources

When creating materials for one of Widgit's products, it is important to use images of resources from that exact product.

InPrint and Widgit Online resources can look similar, but each product has very different capabilities, so it could be misleading to use images created in the other product.

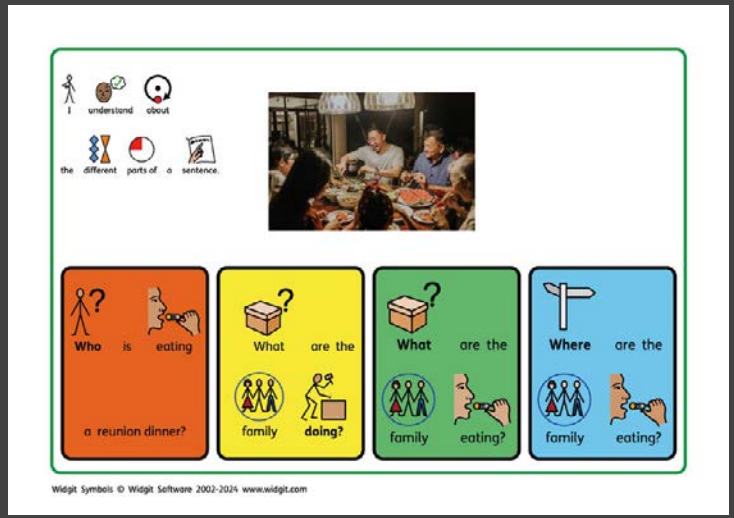
Editing Resource Images

Resource content is often put together by our education team. It is absolutely fine to edit these resources so that they look better in the design, though the educational content should not be edited.

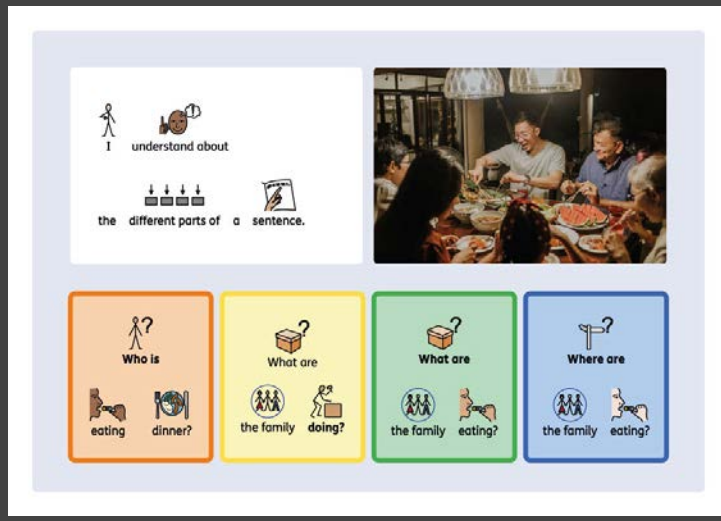
Resources must be edited within Widgit products rather than design software, so that the integrity of the resource remains. This may include changing:

- Colours
- Line thickness
- Spacing, sizing and layout
- Corner radius
- Text and symbol size and formatting
- Symbolisation
- Removing copyright or instructional text

Example: Initial Resource



Example: Edited Resource





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