

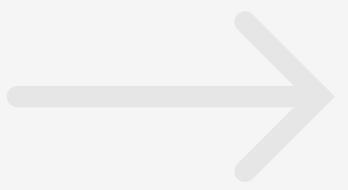
Brand Guidelines





Contents

Logo



3

Colours



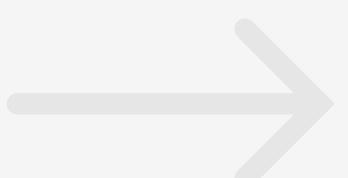
10

Typography



13

Icons



15



Logo



Sequence

Logo

A made-up word blending
“See” and “Sequence.”

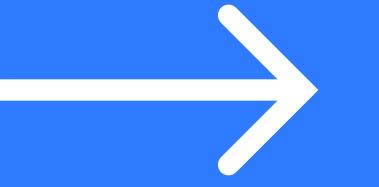
Seequence is built on the idea that consistent, repeatable gesture patterns can empower visually-impaired users to truly “see” their phones. By relying on predictable sequences rather than sight, users gain the confidence and independence to navigate their devices with ease.



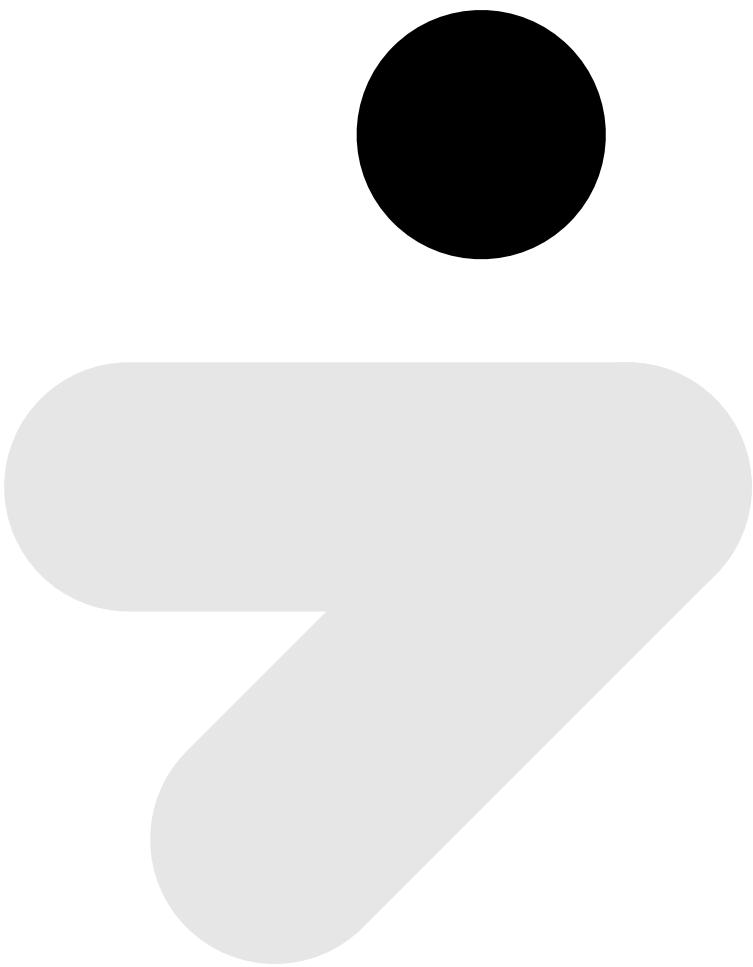


Logo icon

Tap



A single tap, represented by a circle, kicks off the sequence of gestures that build up the logo.

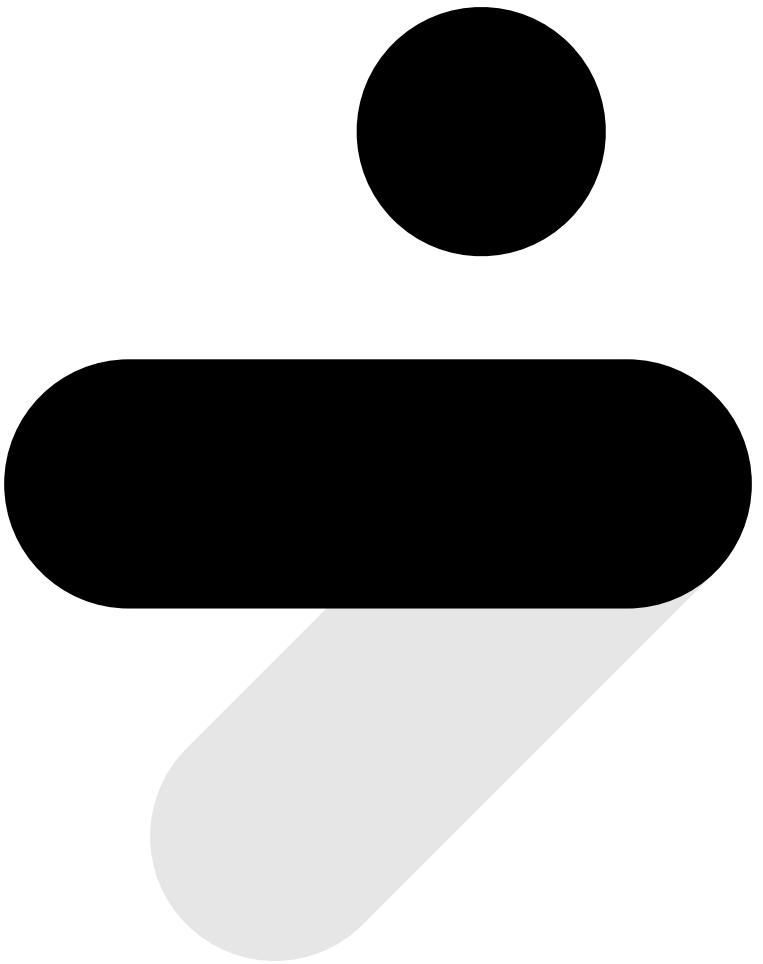




Logo icon

Swipe Right →

followed by a swipe right gesture.





Logo icon

Swipe Down →

and ending in a swipe down.

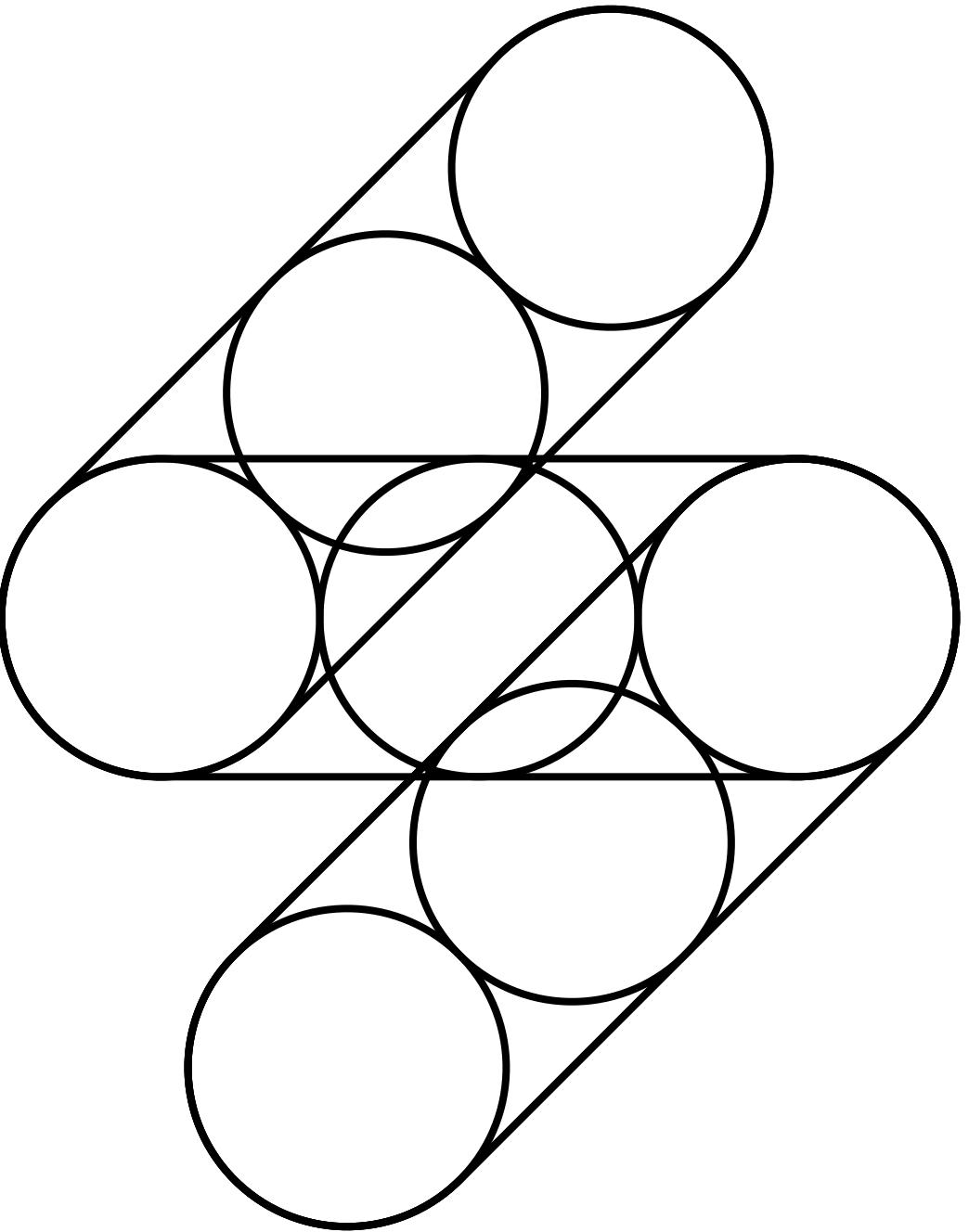




Logo icon

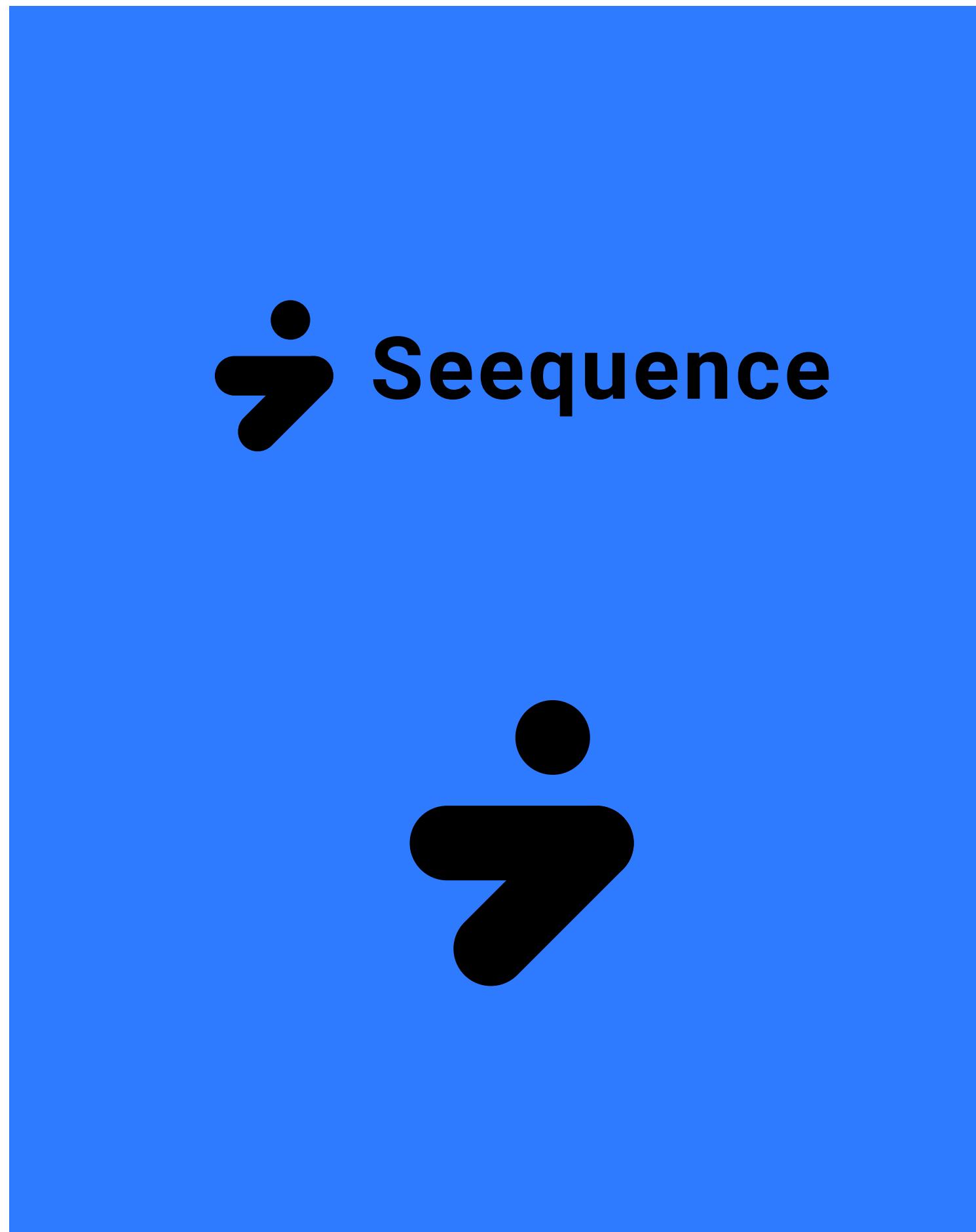
A memorable shape

A memorable logo mark
constructed using
recognisable shapes

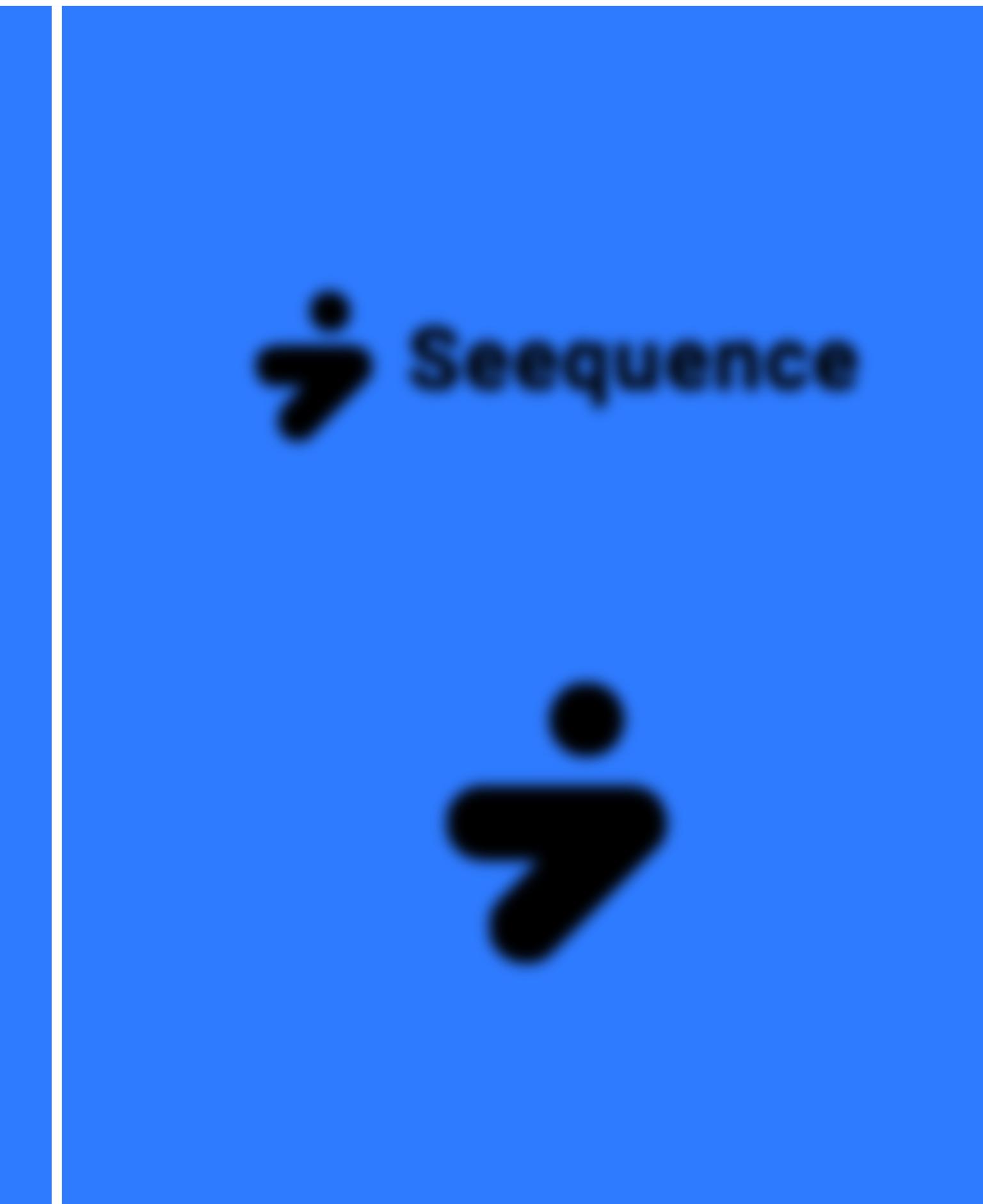




Logo visibility



No vision impairment



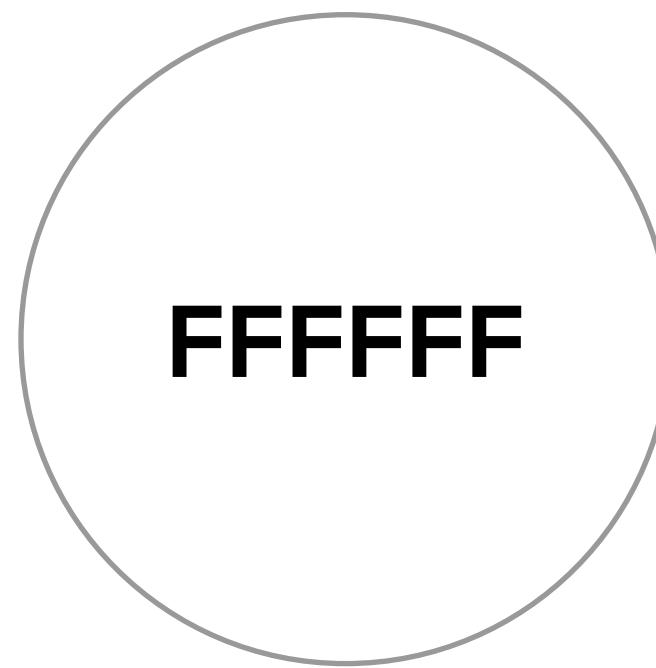
Slight vision impairment



Severe vision impairment

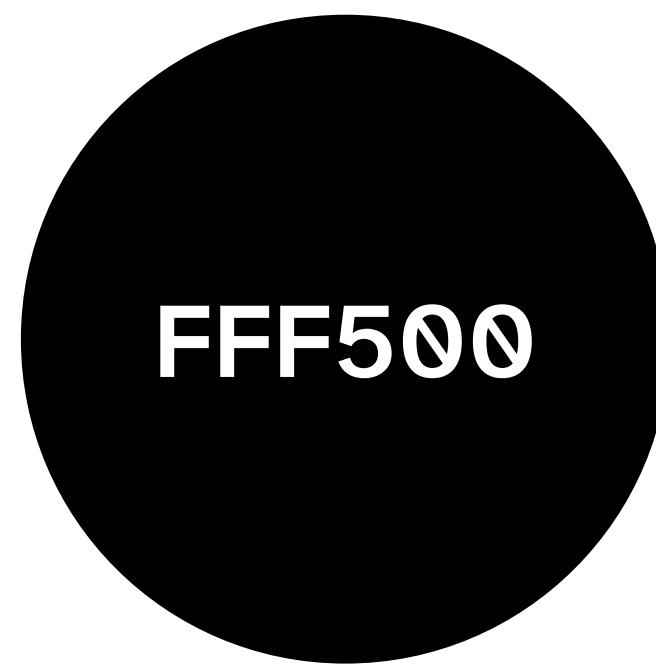


Colours



FFFFFF

White



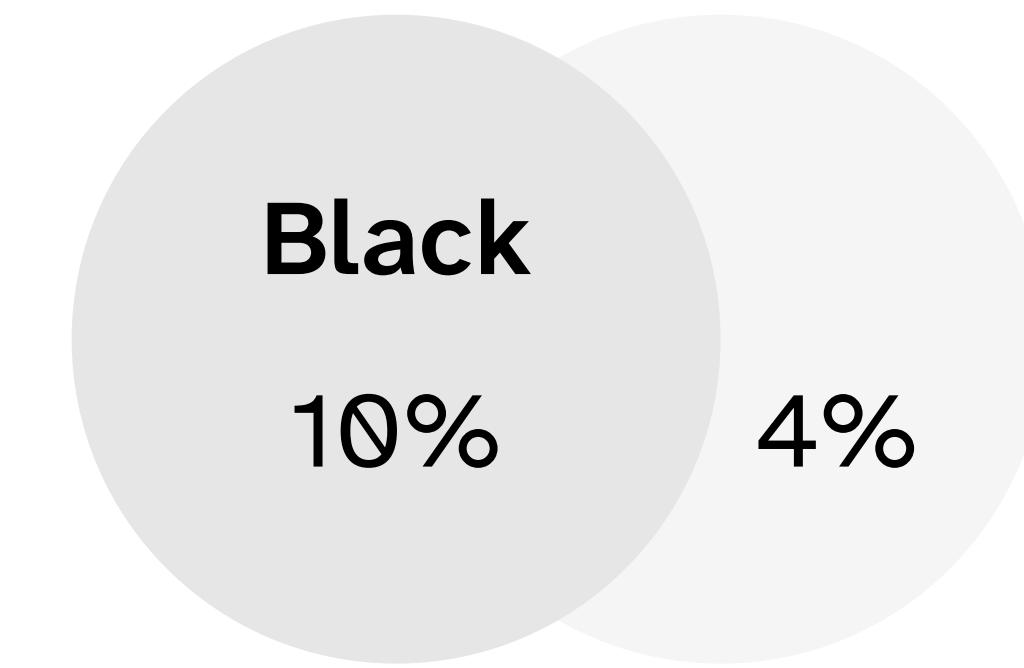
FFF500

Black



2F7BFF

Focus Blue



Black

10%

4%

Neutral Greys



Colour contrast



21

High contrast



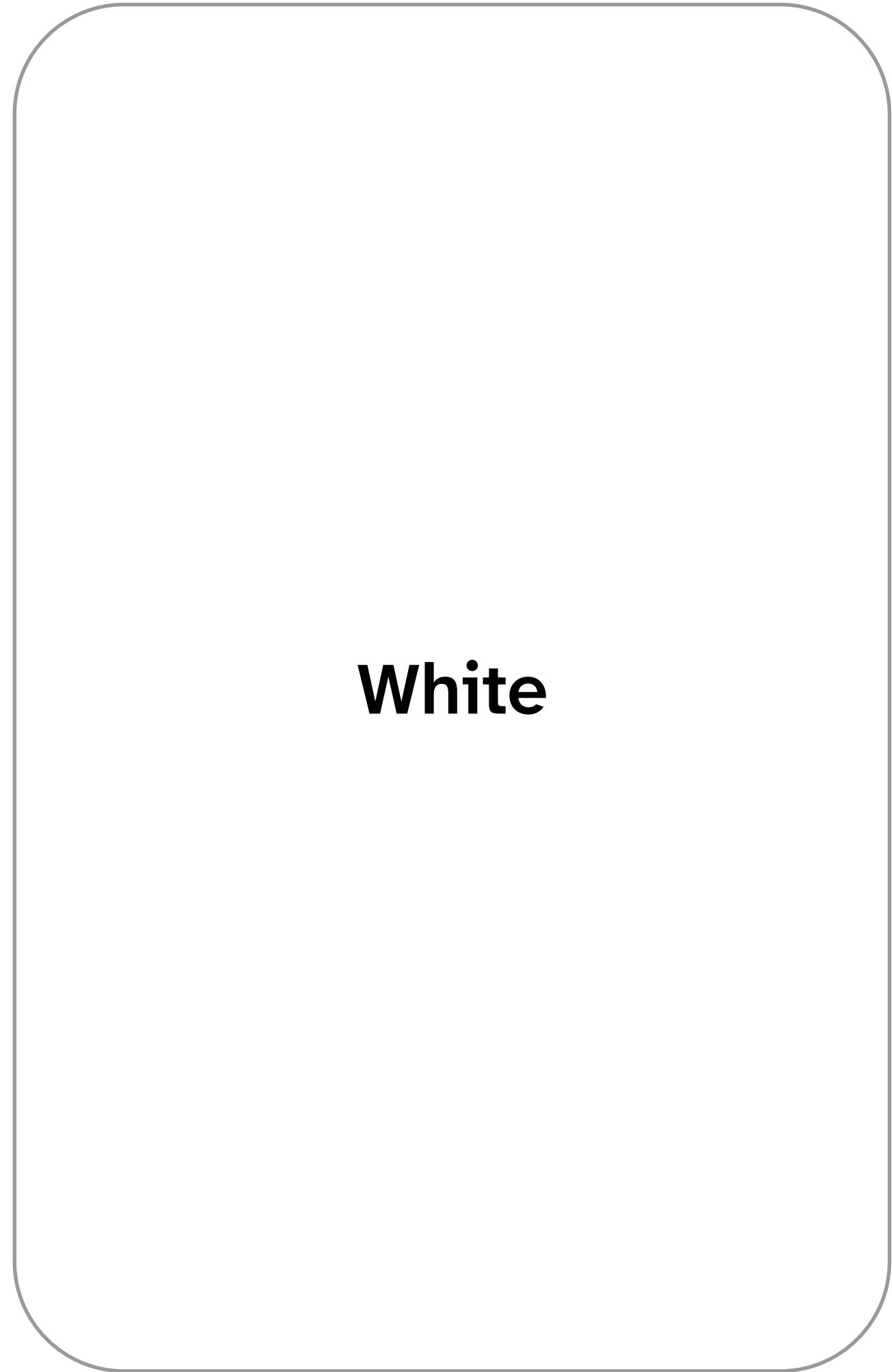
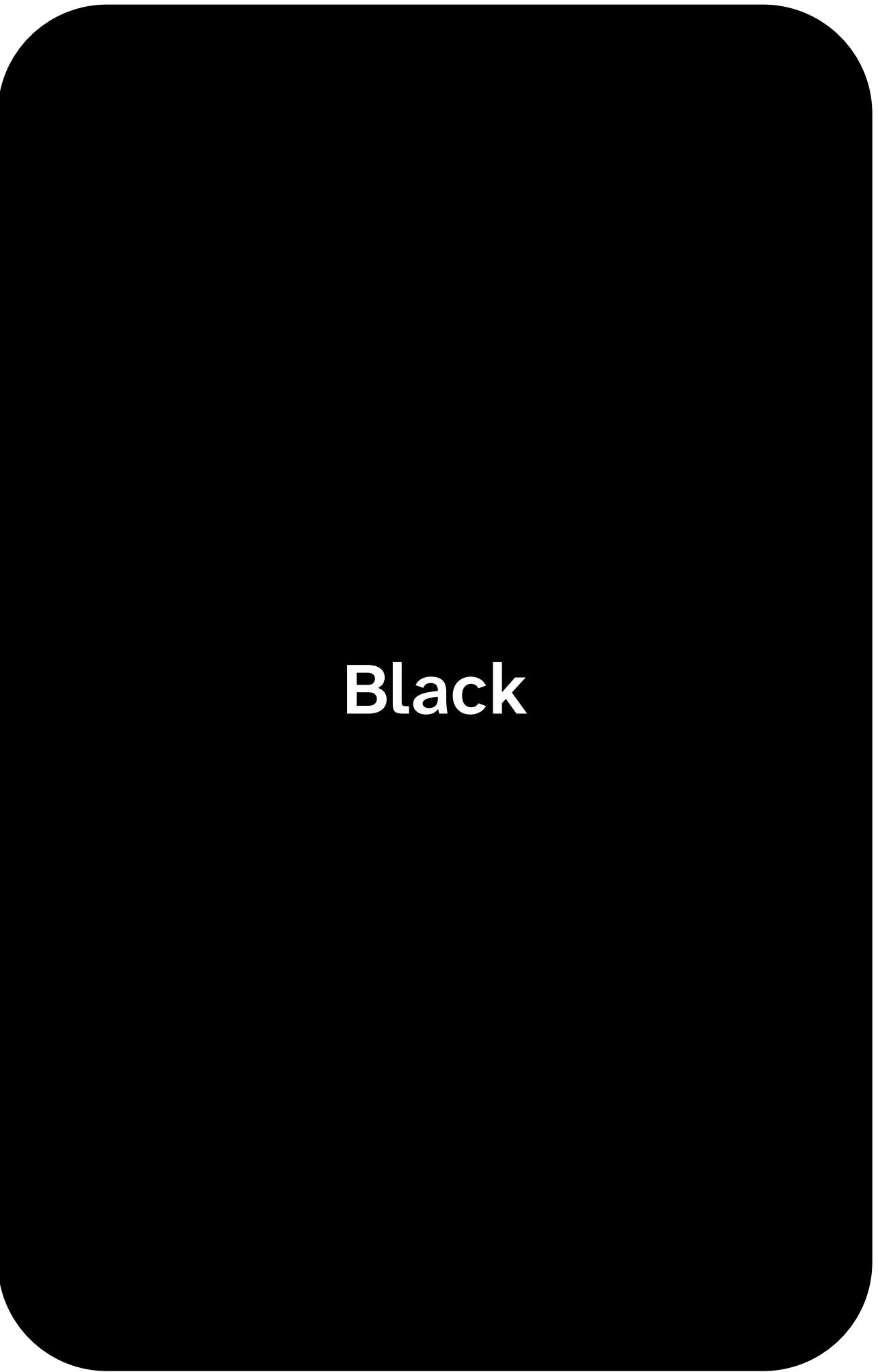
6

Good contrast



Colour use

Black and white should be used frequently, with focus blue as a supporting colour. The neutral grey can be used in branding to provide balance.





Typography

Named after the founder
of the Braille Institute.

Atkinson Hyperlegible Next has been
developed specifically to increase legibility
for readers with low vision, and to improve
reading comprehension.

Aa

Atkinson
Hyperlegible Next



Typography

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Xx Yy Zz
0123456789

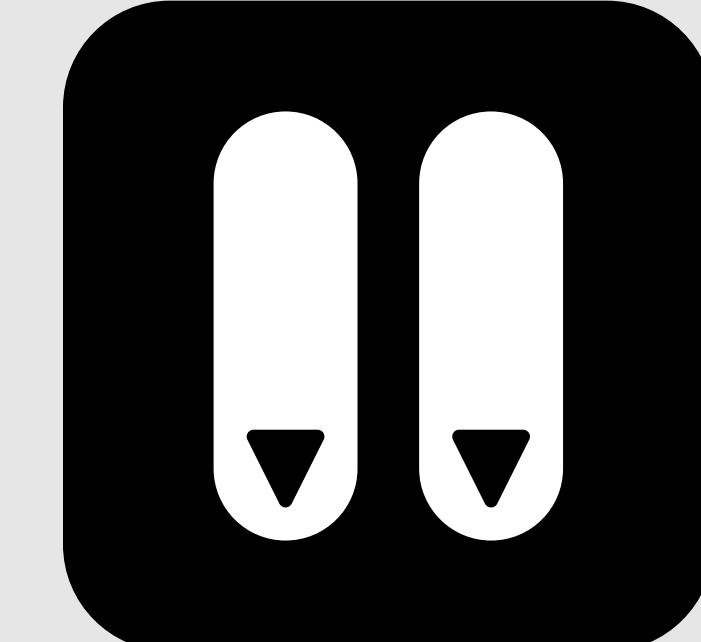
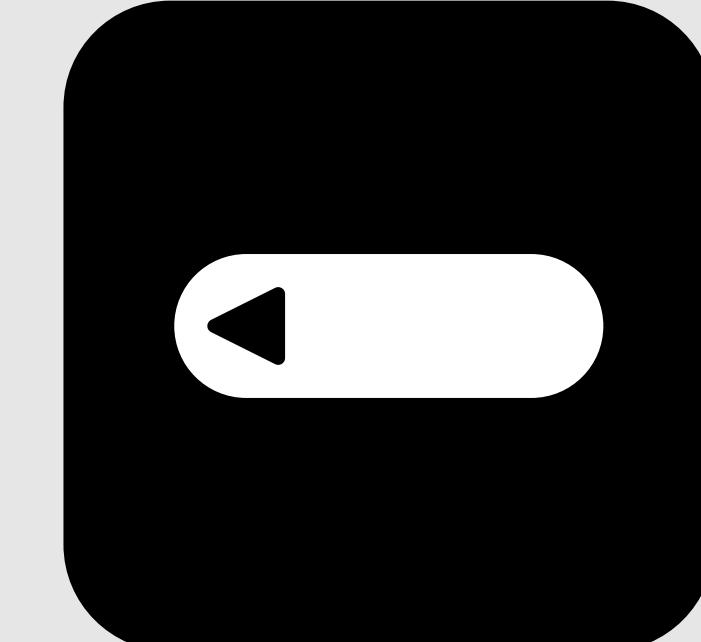
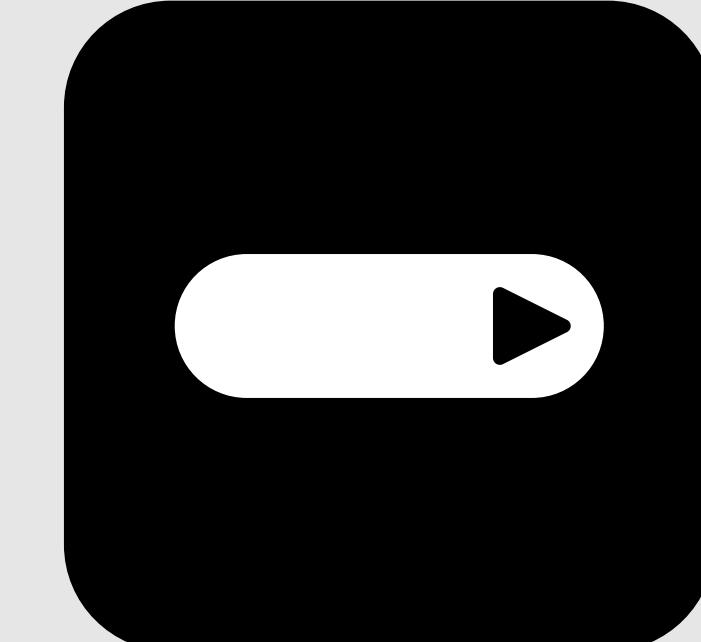
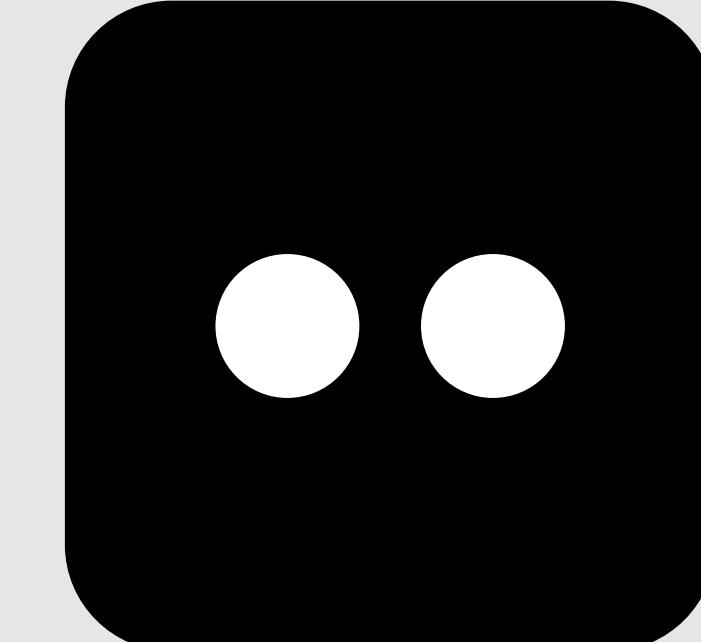
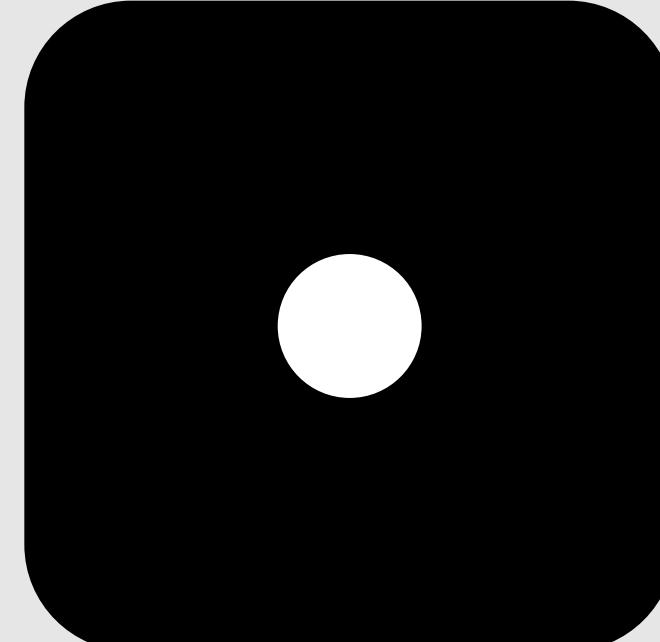
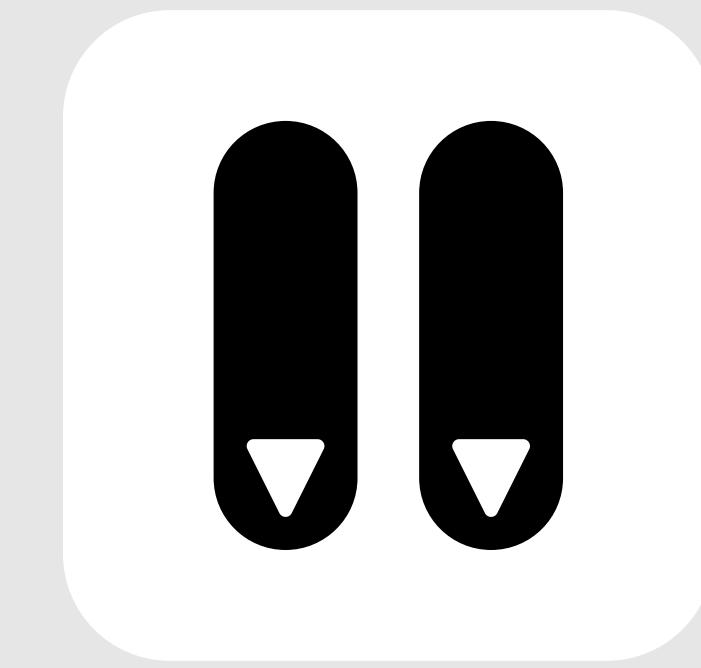
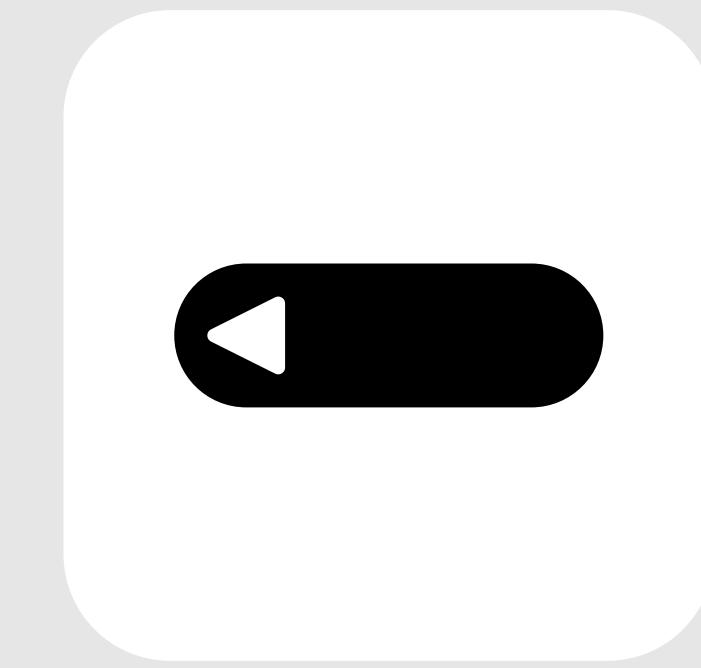
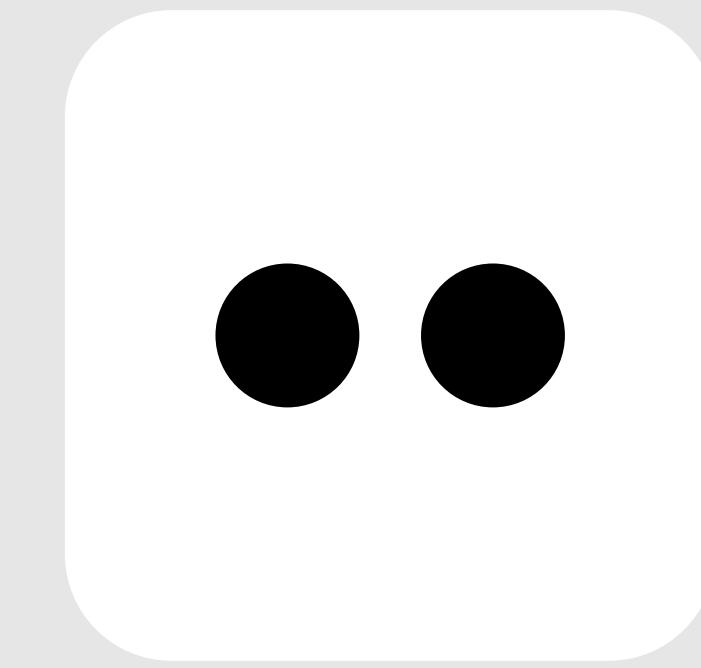
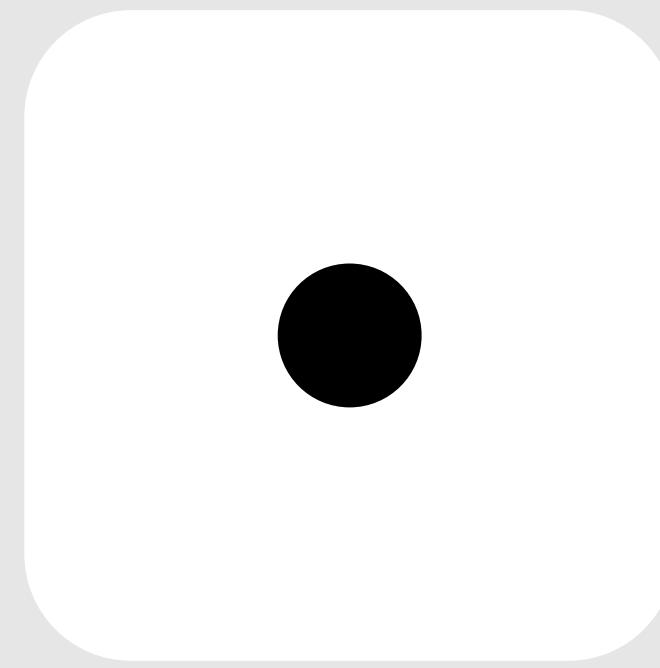
Regular
Medium
SemiBold
Bold
ExtraBold

Everyone experiences their phone a little differently.

I'd like to understand what's most difficult for you when using a mobile phone.



Icons



Tap

Tap twice

Long tap

Swipe right

Swipe left

Double
swipe down



Icons



Easily identifiable icons in black and white
to mark actions and categories.

