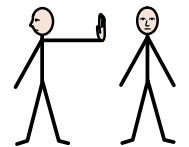
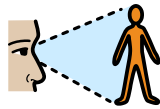
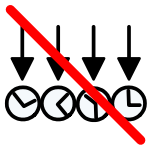




# Become a Symbol-Friendly Organisation

Communication is not just about words, it's about understanding.

We're living in an inclusion era. 1 in 5 of your customers belong to a group who would feel more included, confident and safe with a communication-forward organisation.



**It's not always obvious when someone feels excluded**

Symbols are a powerful tool that we can all use to help us communicate, however we see the world. With help from Widgit Symbols, you can champion accessible experiences, attract more customers, and tell better stories.

By following our symbol-friendly guidelines and incorporating Widgit Symbols into your offering, you convey a powerful message of inclusivity, demonstrating your commitment to people with diverse communication needs.

“ 20% of the UK's population experience communication difficulties at some point in their lives. ”

Royal College of Speech and Language Therapists, 2018

“ 57% of consumers are more loyal to brands committed to addressing social inequalities in their actions. ”

Jennifer Veenstra,  
Managing Director at Deloitte

# Symbol-friendly materials that work for you

Our design and education experts will work with you to create accessible materials that meet your customers' requirements, while following your brand guidelines.

## Your symbol-friendly partnership includes:

- Review of your symbol-friendly requirements
- Creation of accessible symbol materials
- Use of the official symbol-friendly mark
- Symbol-friendly media pack to support internal and external announcements
- Staff training on effective use of symbol-friendly resources



Tom



Becca



Jonathan



Anna

“ 16.4% of adults in England, or 7.1 million people, can be described as having very poor literacy skills. ”

National Literacy Trust

“ Inclusivity is increasingly expected, especially by Gen Z and millennial audiences. ”

Jill Estorino, President & Managing Director of Disney Parks International

# Showcase: Nottingham Trams

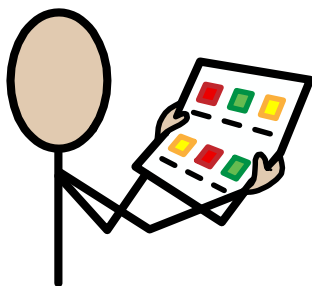
“ The symbolised guides produced in collaboration with Widgit Software allow those of any age with a hidden disability or literacy difficulty to travel with confidence on our network. ”

Rebecca Horne,  
Business Engagement  
Manager, Nottingham  
Trams Limited

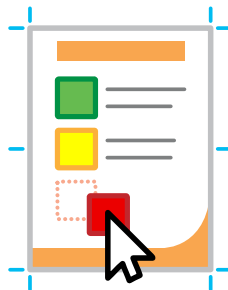


# Join our symbol-friendly network

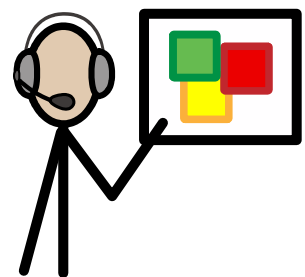
- **Empower all visitors** such as non-native language, low-literacy, and non-verbal customers so they may fully engage with the experiences you provide.
- **Build a positive brand image** as a socially responsible, compassionate and inclusive business that strives to foster a friendly environment where everyone feels valued.
- **Ensure better compliance** with the 2010 Equality Act, meeting legal and regulatory requirements for accessibility and inclusion.



Review of your  
symbol-friendly  
requirements



Creation of  
fully accessible  
symbol materials



Staff training for  
symbol-friendly  
resources

Want to learn more about becoming a symbol-friendly organisation?  
Our team are happy to help. Contact us on **01926 333680**  
or email [symbolfriendly@widgit.com](mailto:symbolfriendly@widgit.com)

*We look forward to hearing from you!*

