Inspiring every child to create their best digital future

Brand Guidelines

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IMPORTANT: Please refer to microbit.org for guidance on when you are able to use these brand assets.
1.0 Introduction
Welcome to the Micro:bit Educational Foundation and micro:bit brand guidelines. Everything in the guide is designed to bring to life our vision, to inspire every child to create their best digital future.

We hope we’ve provided everything you need to know about applying the micro:bit identity to hardware, software, resources and marketing materials, but if you have any questions, just ask us! We’ve carefully crafted the brand and tone of voice to appeal to a diverse range of students and teachers. By being consistent in our approach to the brand we can make sure children and teachers build a strong relationship with technology and learning. In following these guidelines you’re helping to inspire a new generation of innovators, coders and creators.
1.2 What is micro:bit?

A pocket-sized computer designed to inspire critical thinking and creativity in children. The micro:bit device is a multifunctional tool that works in lots of different ways when programmed to do so.

Through the micro:bit, children are encouraged to explore their ideas while using real code and real computational thinking - as a tool, it provides authentic experiences of the interaction between software and hardware, growing children’s computing knowledge and putting a practical purpose into their studies.

The device lets children discover that what they do on-screen has a direct impact on the micro:bit hardware in their hand - they quickly learn that they can control the design and application of technology in their world.
2.0  Mission & Values
We enable and inspire all children to participate in the digital world, with particular focus on girls and those from disadvantaged groups.

We make the micro:bit the easiest and most effective learning tool for digital skills and creativity.

We work in collaboration with educators to create and curate exceptional curriculum materials, training programmes and resources.

We build and support communities of educators and partners to remove the barriers to learning digital skills.
2.2 Our Vision

Inspiring every child to create their best digital future.
2.3 Our Values

These are the values we stand for. This makes the micro:bit special. Guard them with your life.

Trust
We build a culture of honesty and openness with each other and partners.

Partnership
We collaborate with each other and with a wide range of like-minded organisations to achieve our mission.

Simplicity
We aim for simple, elegant solutions in a complex world.

Passion
To inspire creativity, curiosity and learning in ourselves, our partners and young people from all backgrounds..
3.0  Brand Language
It's vitally important to be consistent when referring to the BBC micro:bit and the Micro:bit Educational Foundation.

When writing 'micro:bit' you should always use a colon in between 'micro' and 'bit,' including when we refer to 'the Micro:bit Educational Foundation.'

When writing about the Foundation - the Micro:bit Educational Foundation - a capital 'M' should be used.

When writing informally about the 'Foundation' always use a capital 'F'.

When writing about the device - the BBC micro:bit and the micro:bit - a lowercase 'm' should be used.

When writing about the device, always introduce the first use of the name as 'the BBC micro:bit' and within the same context after that use the name, 'the micro:bit'.

It is possible to refer to, 'your BBC micro:bit' and 'your micro:bit' - applying the same rule that the first use of the device name introduces, 'BBC.'
4.0 Brand Identity & Logo Mark
1. Colour Primary Logo
The primary colour is the green from primary solid palette (see 6.3 Colour Solids) and is the preferred logo and colour to be used throughout our communications.

2. White Out Logo on Gradients
The logo can feature on any of the main gradients as white out only (the gradient featured here is Lantern; see 6.2. Colour Gradients).
3. Black Logo
To be used when there are no colour options available, for example 1-tone printed work.

4. White Out Logo
To be used when there is a colour or black background. When using this logo ensure sufficient contrast through the background image or patterns.

5. Logo Exclusion Area
This exclusion area is defined by the size of a single ‘O’ as shown here.

6. Minimum Size
Minimum logo size 20mm for printed materials and 75px for any online use.
On occasions when the stacked logo cannot be used we defer to the secondary “stripped” logo mark.

1. Colour Logo (Stripped)
The primary colour is the green from primary solid palette (see 5.3 Colour Solids) and is the colour to be used throughout our communications.

2. White Out Logo on Gradients
The logo can feature on any of the main gradients as white out only (the gradient featured here is Lantern; see 5.2 Colour Gradients).

3. Black Logo
To be used when there are no colour options available, for example 1-tone printed work.

4. White Out Logo
To be used when there is a colour or black background. When using this logo ensure sufficient contrast through the background image or patterns.
5. Logo Exclusion Area
This exclusion area is defined by the size of a single ‘O’ as shown here.

6. Minimum Size
Minimum logo size 20mm for printed materials and 75px for any on line use.
4.4 Logo Mark Don’ts

1. Don’t warp or stretch the logo.
2. Don’t change the logo’s orientation.
3. Don’t rearrange the symbol or wordmark configurations within the logo.
4. Don’t change the logo’s colours.
5. Don’t crop the logo in any way, Don’t apply shadows, glow effects, or outlines to the logo.
6. Don’t crop the logo in any way. Don’t apply any filters or textures to the logo.
7. Don’t use the logo on colours with poor contrast or similar colours.
8. Don’t use the logo on busy photographs or patterns with low contrast.
9. Don’t contain the logo within a box on a page.
5.0 Typography
5.1 Our Typography

We use two typefaces across the micro:bit brand, for a consistent appearance on and offline.

GT Walsheim is our lead brand typeface. It is used on and offline for headlines, titles, subtitles and large pull-out text. It is not used for body copy.

Helvetica Now is our secondary font and is used for body copy across all communications. It should never be more prominent than GT Walsheim.

On occasions when the brand fonts cannot be used and there is no other option but to default to a system font, Arial should be used.
GT Walsheim is our lead brand typeface

It is available in two weights, Bold and Regular, used across the micro:bit product for headlines, titles, subtitles and large pull-out text. It is not used for body copy.

GT Walsheim Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

GT Walsheim Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Now is our secondary brand typeface

Available in two weights – Bold and Regular. It should be used on and off line for body copy and small elements of text.

Helvetica Now Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Now Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
Get coding!

Say hello to micro:bit

Simply create some code and download it to your micro:bit. Watch the LEDs light up see the micro:bit come to life.

Now you can start getting really creative, share code and amaze your friends. You can wear your micro:bit, and show off everything you create!
6.0 Colour Palette & Usage
We use colour to promote our personality and lead users on a journey.

Our colour choice is vibrant and high impact. The palette combines bold, inquisitive tones with fascinating, vibrant brights to grab the user’s attention and reflect our brand personality.
The Primary Gradient Palette should be used on all micro:bit communications in isolation. This means the Primary Gradient should never be used alongside the Secondary Gradients on any pages or comms produced, for example of the same web page or printed page.

The Primary Gradient Colour is Lantern and this should be used as the main gradient.

These colour sets must be used in the correct formats and not to be mixed up (CMYK for print, RGB for digital).

**When are gradients used?**
- Should be seen on first point of contact with the brand
- Key comms
- Pieces of literature
- Hero / key visuals

**Primary Gradient**
- Lantern

**Secondary Gradients**
- Dusk
- Polar

**Green**
- RGB: 0 / 200 / 0
- Hex: 00C800
- CMYK: 80 / 10 / 100 / 0
- Pantone: 2423

**Blue**
- RGB: 62 / 182 / 253
- Hex: 3EB6FD
- CMYK: 25 / 91 / 25 / 9
- Pantone: 298

**Red**
- RGB: 205 / 3 / 101
- Hex: CD0365
- CMYK: 85 / 0 / 6 / 0
- Pantone: 178

**Orange**
- RGB: 231 / 100 / 92
- Hex: E764SC
- CMYK: 5 / 72 / 56 / 0
- Pantone: 178

**Purple**
- RGB: 108 / 75 / 193
- Hex: 6C4BC1
- CMYK: 69 / 76 / 0 / 0
- Pantone: 2089

**Teal**
- RGB: 123 / 205 / 194
- Hex: 7BCDC2
- CMYK: 59 / 2 / 36 / 0
- Pantone: 565
This Primary Solid Palette should be used on all micro:bit communications.

The Primary Solid Colours are **Lantern** green and blue.

The colour palette is split into 3 groups. Colours can only be used in pairs and in the groups they come in. Colours from different groups should never be used alongside each other.

The colours cannot be altered at all in terms of the colour values or tonally to make them lighter or darker.

These colour sets must be used in the correct formats and not to be mixed up (CMYK for print, RGB for digital).

To support the main primary colours we have 4 grey tones that can be used for both print and digital. Each grey is a tint of 100% black.
Primary Colours + Patterns
The green from the primary solid palette Lantern should always be used when producing the logo in full colour work on white backgrounds. If used on a colour or white/black background the white logo must be used.

The green from the primary solid palette Lantern can be used for single colour work. The black/or white logo can be used when colour reproduction is not viable.

The micro:bit logo in white can also be used with the primary pattern work when it is the only brand element.
6.5 Logo/Colour Don’ts

1. Do not set the logo in any of the gradient colours.

2. Do not place the logo on any gradients than the ones stated in 5.2 Colour Gradients. Do not combine different gradient colours together.

3. Do not colour the logo in any colour than those that have been stated in 4.1 Primary Logo Mark (Stack) and 4.2 Primary Logo Rules (Stack).

4. Do not use the logo on a similar coloured pattern.

5. Do not use the logo on colours with poor contrast or similar colours.

6. Do not place the black logo on coloured backgrounds.