

# GHITI

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Educating  
on the benefits  
of multilingualism  
while having fun



**Conceived and built by:** Ensoul SRL

**Project financed by:**



ARLeF - Agenzie regional pe lenghe furlane

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Illustrations to download by Colora che ti passa  
([colorachetipassa.com](http://colorachetipassa.com))

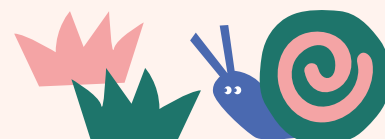
**Thanks to:**

William Cisilino, Luca Vassena, Lucia Radicchi, Roberta Ragona and all the staff of Colorachetipassa

Ghiti uses also Biancoenero ©, the first highly readable Italian font made available free of charge for all institutions and individuals who use it for non-commercial purposes.

Cesigned by graphic designer Umberto Mischi, with advice of Alessandra Finzi (cognitive psychologist), Daniele Zanoni (expert in study methods in learning disorders) and Luciano Perondi (designer and typography teacher at ISIA in Urbino).

Patent n. RM2011O000128.



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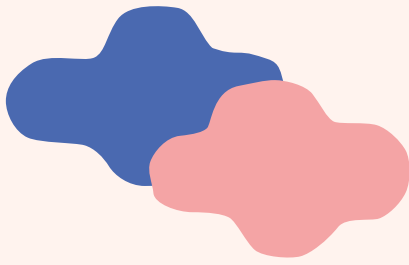
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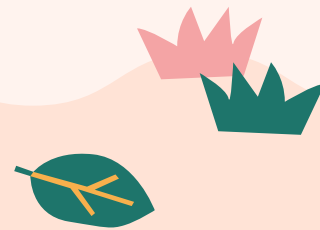
2/2



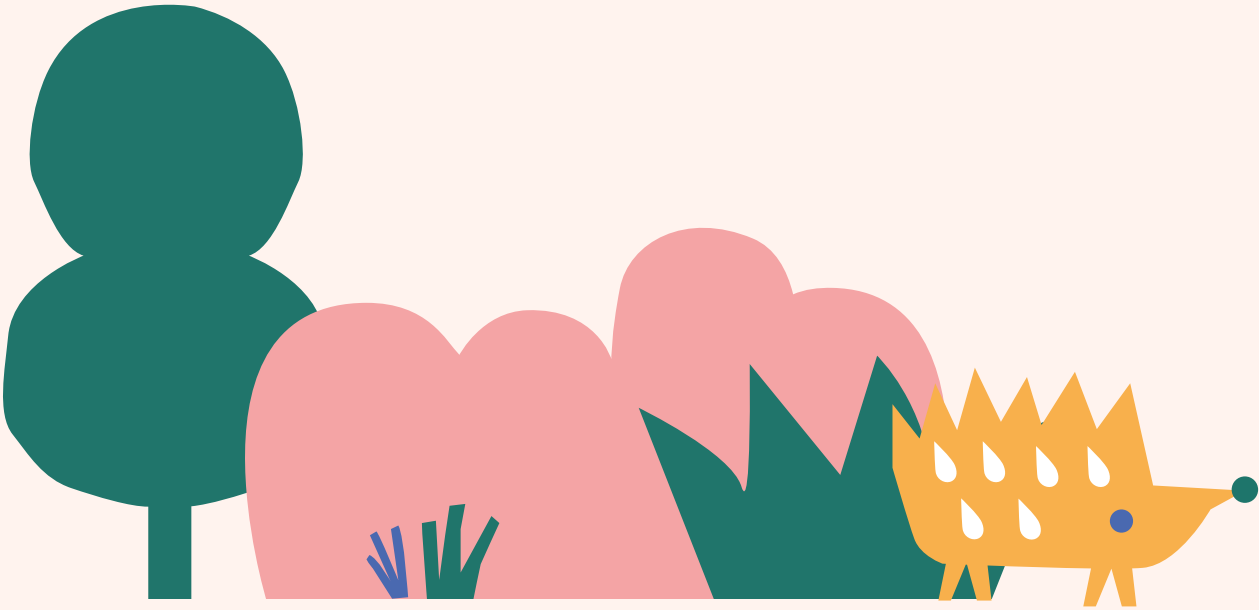
Contenuti



# Goals and strategies



# Ghiti project's goals



The main objective of the site is to educate, entertaining, children in the age group 3–10 and, at the same time, grow parents awareness of the cognitive, social and cultural benefits of multilingual education.

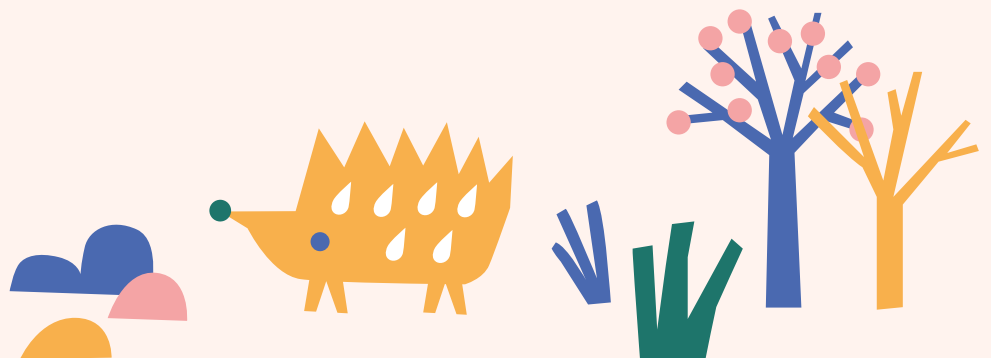
# For who is it

Ghiti is a project designed for children but it is also a project thought with parents in mind. It is aimed at children aged 3 to 10, to whom it offers, thanks to a simple, intuitive interface, a world of contents such as videos, cartoons, readings and games in Friulian and Italian language. Parents can count on an educational tool for their children, viewing and selecting content beforehand, full of insights and focuses, on the known advantages of raising a child with multiple languages from an early age.



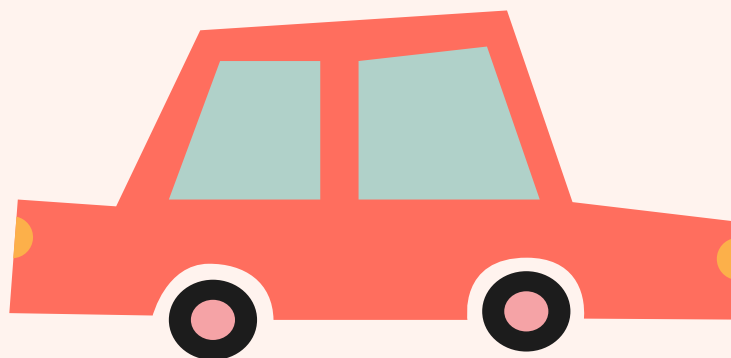
# Education in mobility

The well-known context where parents entertain and distract their children leaving them alone with their smartphone or tablet is sadly familiar. This is the context in which Ghiti means to be an alternative to more commercial products, a light educational tool with quality content, fostering discovery and education.





# Entertainment

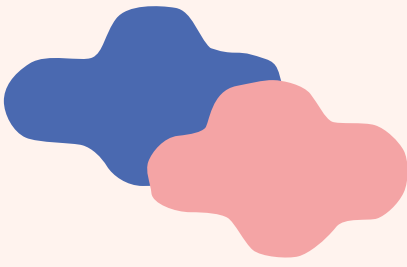


The site has been optimized for mobile first performance: in this way contents will be fully available in mobility at any time.

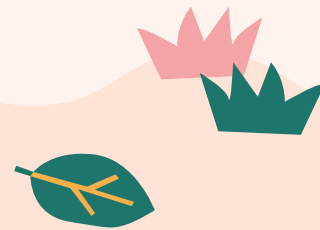
# The pleasure of exploration

Similarly to other popular sites for children, interface is optimized to easily find content and to locate in a glance their favorite characters. A small, Google-like “I feel lucky” button has been added to allow random explorations.





# Contents



# Content for children and parents

A series of illustrated landing pages, in a pop-up book fashion, offer simplified content to deepen Friulian geography, cuisine, fables and legends, and readdressing eventually to even more content on the Arlef website.



# Content for children

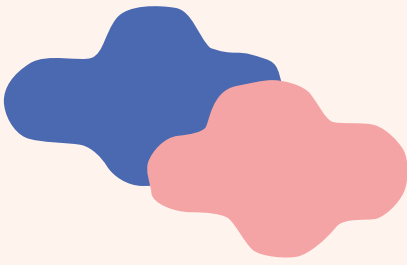
A relevant part of the site content focuses on videos and cartoons, uploaded on YouTube platform in order to allow visualization and availability of content outside the portal too. The main navigation thread are the video characters (eg. Tui and Tuie, Omenuts, Pimpa), along with additional content (games, drawings) that will gather in the same page.



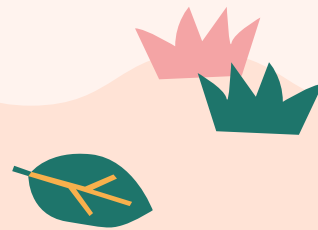
# Content for parents

From a specific entrance at the top of the page, akin to the old tree house signs “adults keep out“, parents will be able to access information to any specific content of the site beforehand, on its topics and on its educational paths.





# User experience



Ghiti's purpose is not at all to passively lock children in front of the screen as much as possible as commercial establishments do: instead, the site itself interrupts passive use every 30 minutes in order not to encourage binge watching or loss of attention span.

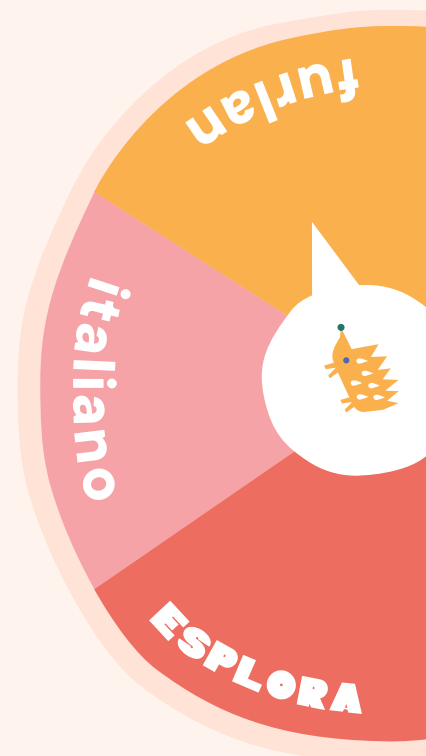




# Multilingualism

The site is bilingual in Italian and Friulian, and aims to involve not only natively-speaking Friulian public in the family, but also those unfamiliar to the ladinian language.

An “exploration mode” shows text in Italian but, on mouse over (on desktop) or on scroll (on phone), is smoothly changed to Friulian encouraging parallelism of text in the two different languages. Translated text areas are marked with a paw icon.

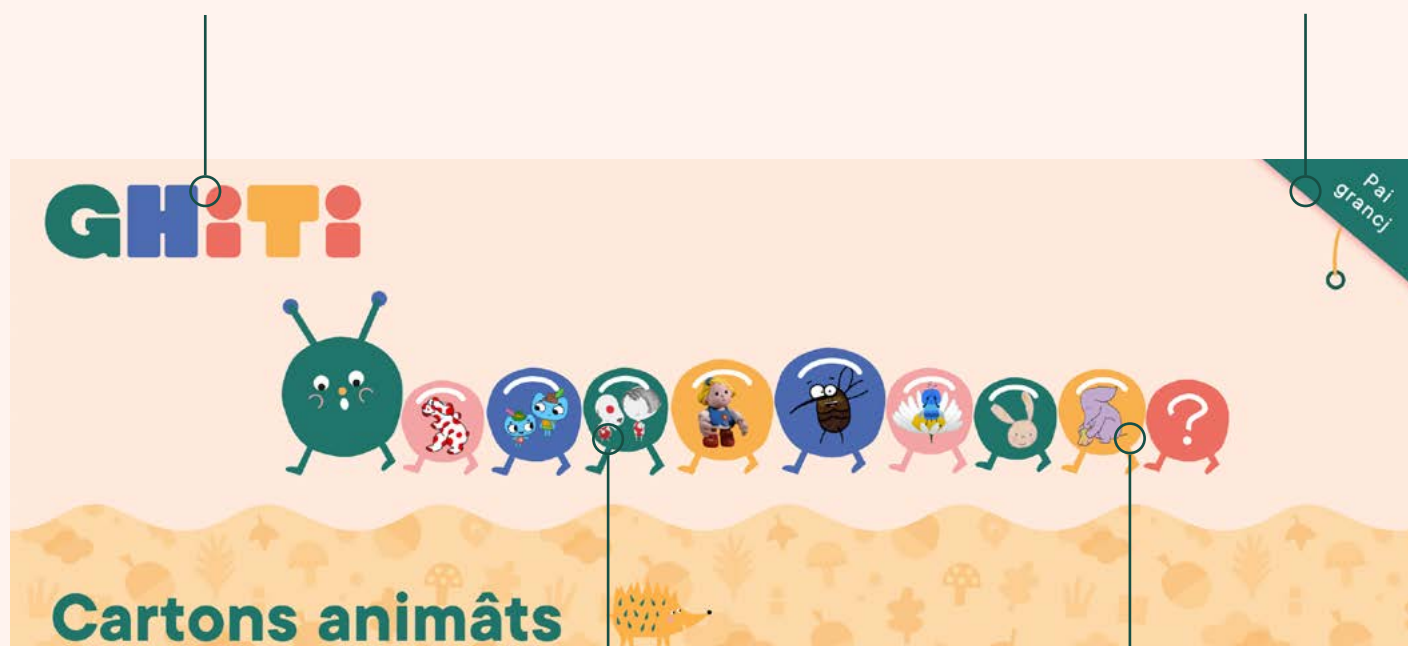


# Interactivity

An exclusively passive use would make the project not fully effective. The child's curiosity is encouraged with microinteractions, sounds, and exploratory mechanisms.

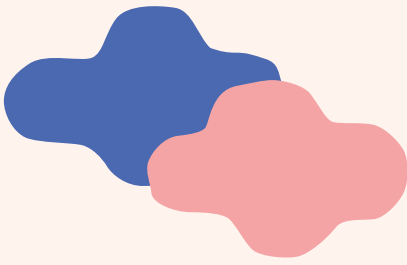
Animated logo on mouse over

Curtain that can be opened at any time with page-related content for parents



Drag-and-drop caterpillar on the screen with immediately selectable cartoon series

Button "I'm feeling lucky" to be able to access a random series



# Design system

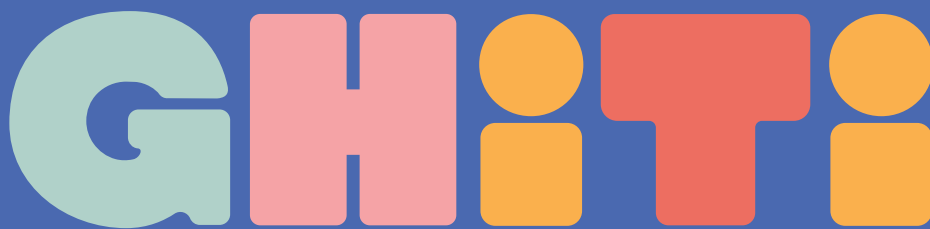
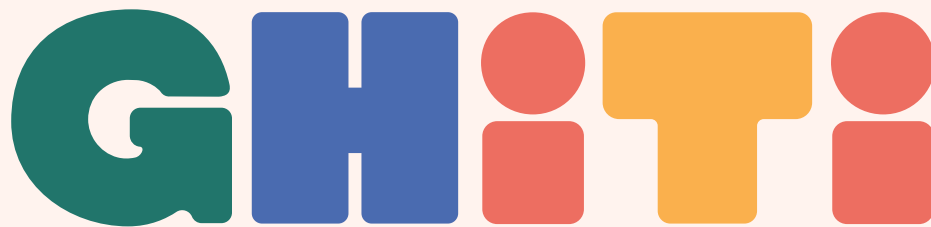


Ghiti's design system is built to be lively and suitable for children, but at the same time is based on a visual research that distances itself from the identity of the main streaming content platforms, choosing a palette that is automatically modified accordingly to the changing seasons and that communicates its bond with the territory, not limiting itself to a local dimension. Ghiti's graphic identity includes simple but effective illustrations in spot colors, which recall the world of collage and of manual skills.



# Logo

Ghiti means tickling, and the logo, coherent with the overall identity, harmonizes with the playfulness of the platform and lends itself to numerous animated interpretations, which can constitute an element of interest during the user interaction.



# Primary color combination

The general palette is made up of pastel colors, which recall a homely and delicate atmosphere and at the same time differentiate themselves from the bold, gaudy attitude of the main streaming content platforms for children.



To comply with the design needs of more complex pages, the platform also features variations on the theme of the primary palette.

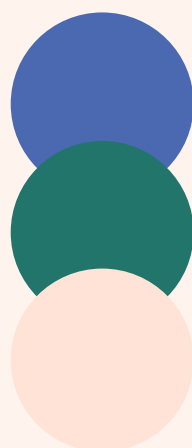
## Seasonal color combinations

In parallel to the general color combination, in each season of the year the prevailing colors in the interaction areas will be different, consistent with the current season.

autumn



winter



spring



summer



# Patterns

autumn



winter





spring



summer



# Font

The chosen font is TT Commons, a geometric font with minimal contrast, developed to be suitable for multilingual contexts, thanks to the wide availability of glyphs.

TT commons bold

**AÂBCÇDEÊFGHIJKLMNOPQRSTUVWXYZ**  
**aâbcçdeêfghijklmnopqrstuvwxyz**  
**0123456789 .,:!?**

TT commons regular

AÂBCÇDEÊFGHIJKLMNOPQRSTUVWXYZ  
 aâbcçdeêfghijklmnopqrstuvwxyz  
 0123456789 .,:!?

TT commons bold

**AÂBCÇDEÊFGHIJKLMNOPQRSTUVWXYZ**  
**aâbcçdeêfghijklmnopqrstuvwxyz**  
**0123456789 .,:!?**

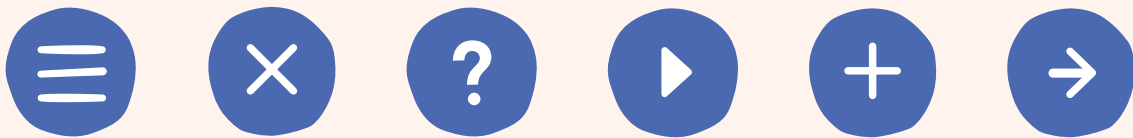
TT commons regular

AÂBCÇDEÊFGHIJKLMNOPQRSTUVWXYZ  
 aâbcçdeêfghijklmnopqrstuvwxyz  
 0123456789 .,:!?

# Icons

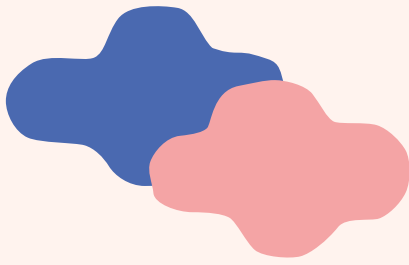
Ghiti's identity consists of a set of icons and guidelines to facilitate recognition and interaction. Buttons are characterized by an irregular and organic outline consistent with the overall style of the illustrations.

primary version

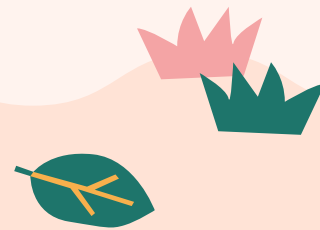


secondary version





# Accessibility



# Contrasto

The site follows inclusive color and typographic guidelines such as high contrast, color blindness and dyslexia.

background color

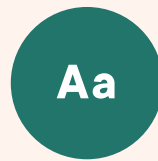
typeface color



+



=



→

high contrast  
ratio 5.49:1



+



=



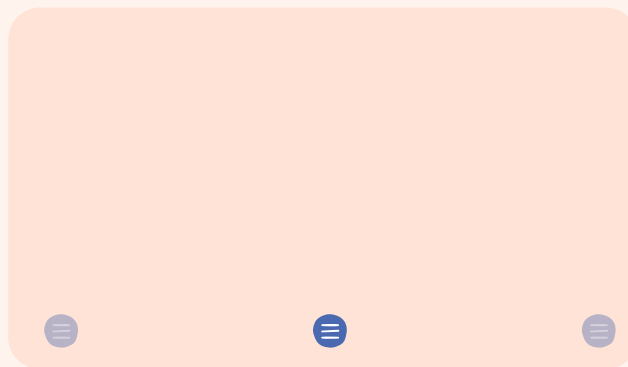
→

high contrast  
ratio 4.69:1

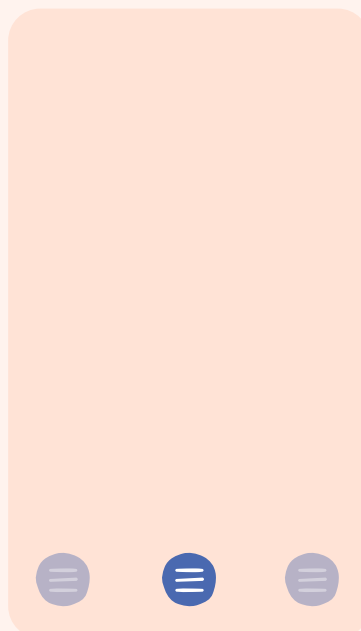
# Drag-and-drop menu

Navigation menu can be moved across the device, to arbitrarily change the user experience and simplify navigation; by dragging it the user can move it in order to allow optimal navigation for either left-handed, or right-handed.

possible  
positions  
of the menu  
on desktop

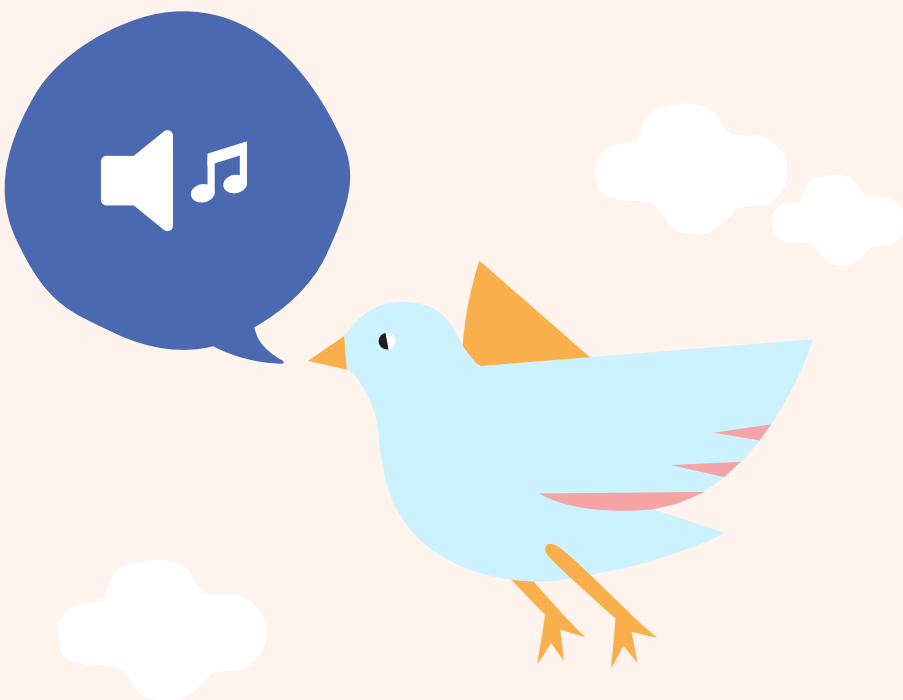


possible  
positions  
of the menu  
on mobile



# Fairytale mode

Appetite comes with eating, even when you are the big bad wolf: looking at the main pages of the site, with its animations, we thought of an additional layer of accessibility that could be added to the site - the audio layer. We have therefore given voice to the dialogues between Stella and the animals; by pressing the birdie button, it is possible to listen to the dialogues and watch the animations automatically flow like in old fairy tales records and pop-up books

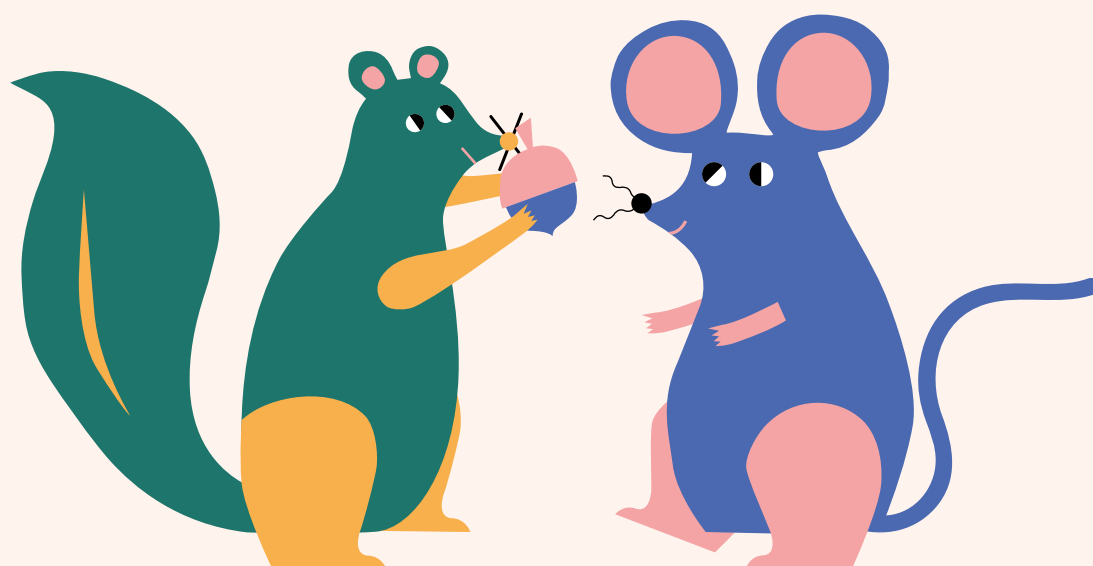


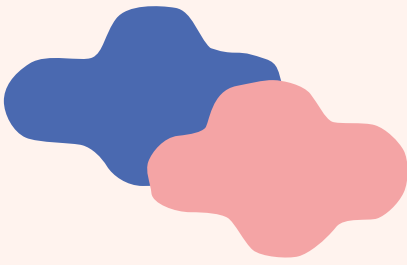


# Dyslexia

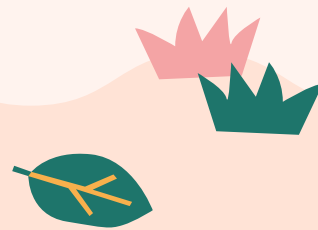
Oltre alle regole riguardanti il contrasto e la leggibilità, non poteva essere assente una soluzione relativa alla dislessia.

Realizzare contenuti tipografici per lettori dislessici è complesso: abbiamo iniziato questo percorso con l'adozione di un selettore, in fondo al sito, che permetta di modificare il corpo del testo in un carattere tipografico più idoneo e che abbia passato dei test di accessibilità.



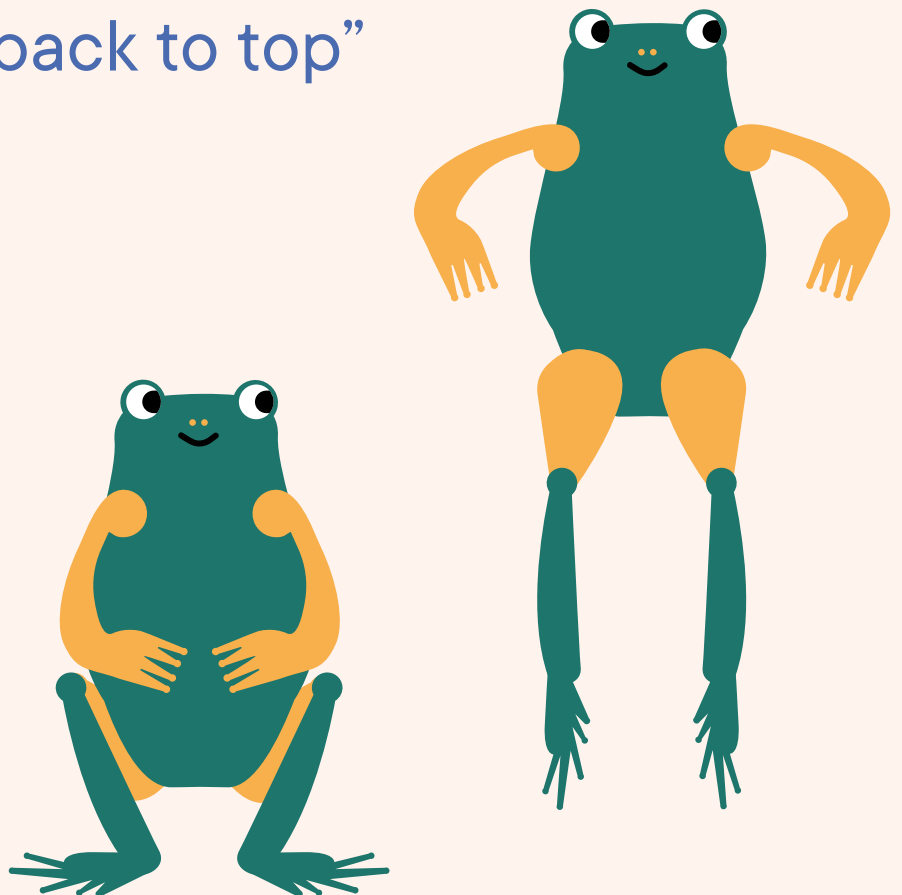


# Characters



Ghiti's visual identity cannot be separated from the set of characters that accompany the user during the navigation, in the thematic areas and as a helper throughout the whole navigation experience.

Characters also take part in interactions, guiding the visitor in simple and intuitive actions; as an example Crot, the frog responsible for “back to top” in the pages.



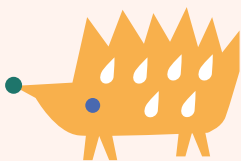
# Ghiti

A main hedgehog mascot acts as a guide throughout the navigation; a pet allows children to identify with it regardless of gender. Its size and sweetness make it nice and innocent, and its little quills suggest tickling



## Icon version

The character of Ghiti is also available in a simplified version, should it appear in a smaller size.



# Stella

At first the whole Ghiti project was thought to be experienced by children by maintaining its narrative in a neutral point of view; but pedagogues and teachers suggested introducing a human character to make the narration more clear and simple for the lower age groups. A little girl named Stella was introduced then as the lead of the narration.



Stella is, moreover, in Friulian, translated as *ste/e*, a term of endearment often used to refer to loved ones and children.

# Other characters

## Ruie

The segmented body of the caterpillar lends itself very well to disguise its interaction role with multiple buttons, with a discreet yet effective presence as a general and simplified navigation menu for children. On a general basis all the options have been reduced to the bare minimum to minimize user friction and make the experience more effective.



## Ors

Ideally represents the parental figure, benevolent and protective



## Acuile

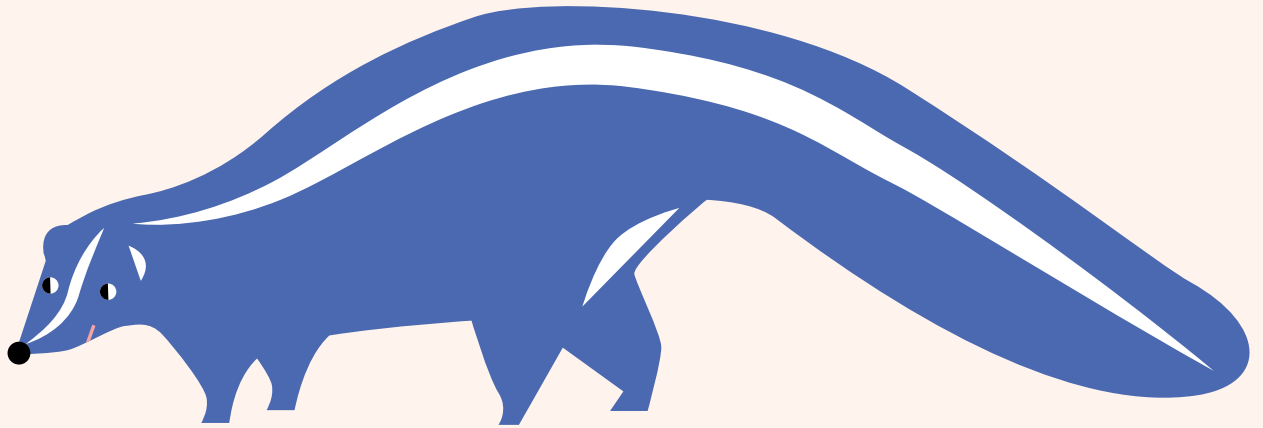
Introduces the regional territory page, privileged by its aerial perspective. Animals know no borders, thus directing the children to grow an open mind towards other cultures.

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Curiosity:  
Acuile also watches over the personal data processing page.

## **Pufe**

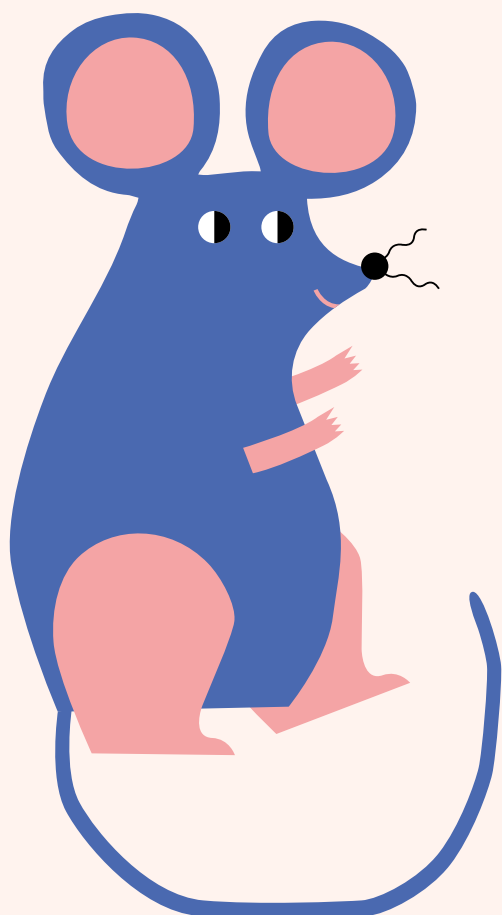
The skunk represents the game and family-friendly family fun.



## **Bolp**

The fox tells stories, and always knows new ones.





### Surîs

It is the kitchen guide and narrates about traditional Friulian dishes and cuisine

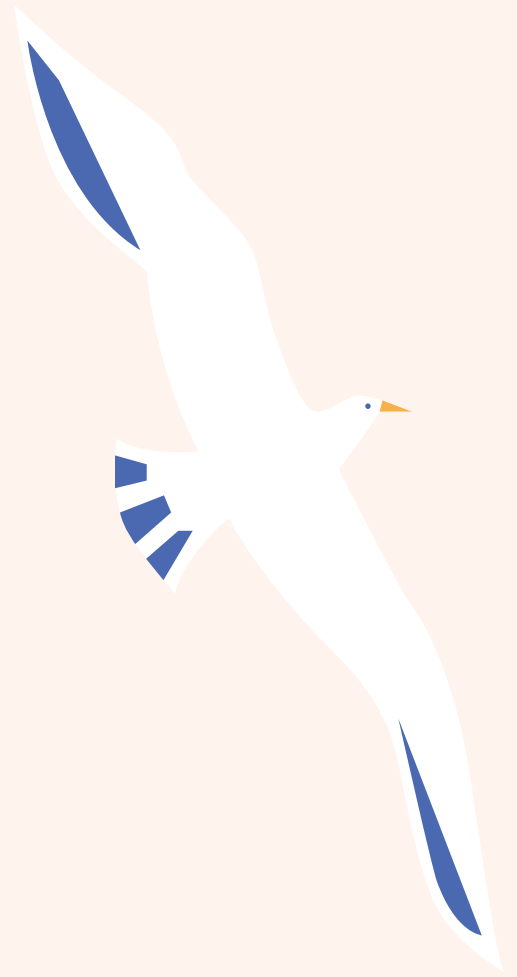
### Sghirate

The squirrel, in the version with a postman's bag, brings news and new ideas



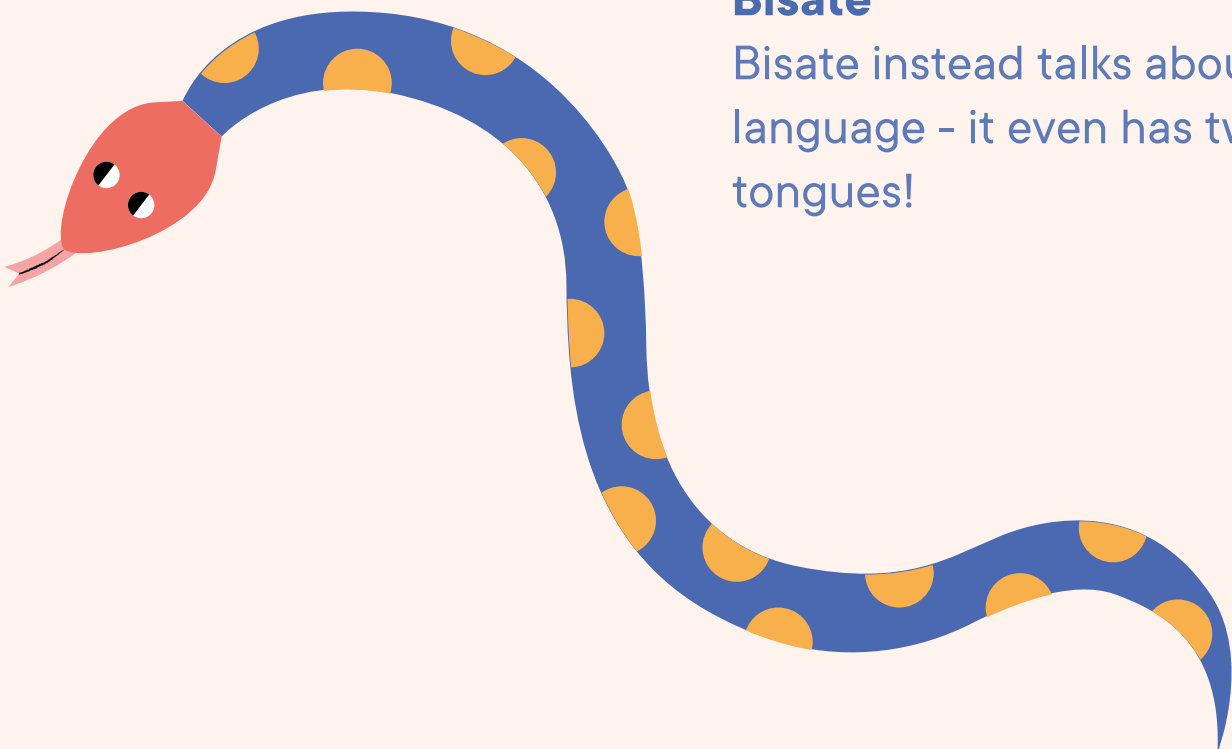
## **Cocâl**

Cocâl, with Acuile, narrates its territory

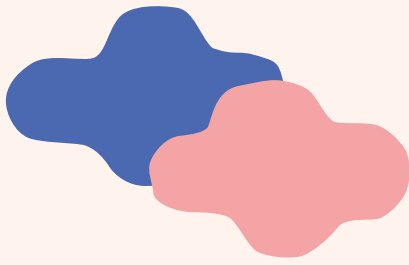


## **Bisate**

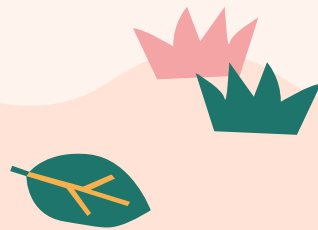
Bisate instead talks about language - it even has two tongues!







# Desktop + mobile screens



# Home

desktop  
version

mobile  
version

**GHITI:**

Pai grancj

**Cartons animâts**

RITE E CJOSSUL

PIMPA

OMENUTS

TUI E TUIE

+ Mostra altri cartoni

**Zûcs**

BONBONS

MALDALMODON

ZUIE

+ Mostra altri giochi

**GHITI:**

Pai grancj

**Cartons animâts**

RITE E CJOSSUL

PIMPA

OMENUTS

+ Mostra altri cartoni

**Zûcs**

BONBONS

MALDALMODON

ZUIE

+ Mostra altri giochi

## Menu

desktop  
version



mobile  
version

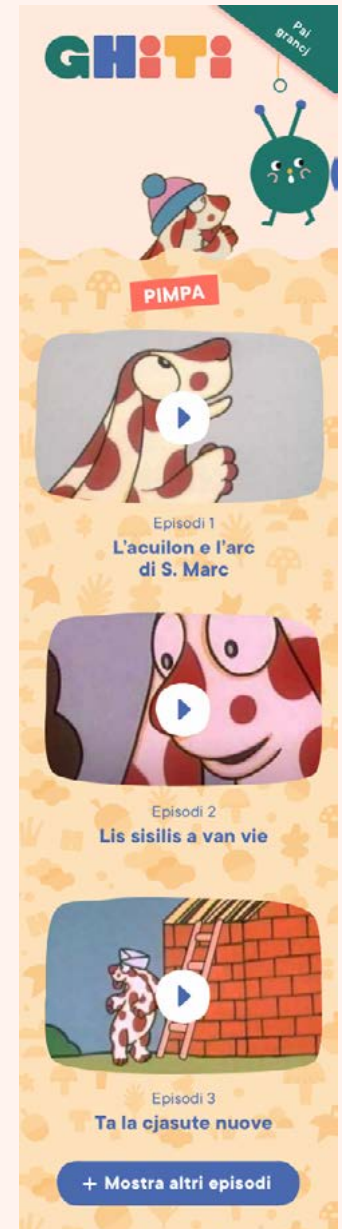


## Cartoons - series

desktop  
version



mobile  
version



# Cuisine

desktop  
version

**GHITI** Pai grancj

Stella adora stare in cucina; profumi di ogni sorta, buoni, intensi, golosi.

Ogni tanto si siede in un angolo e guarda gli zii cucinare, cercando di indovinare quale sia l'ingrediente che dà quel profumo. Ogni tanto la zia le permette di dare una mano a preparare le pietanze. Stella è curiosa e golosa e le fa mille domande. Qualche volta inzuppa un dito e assaggia il cibo senza farsi vedere. Che buonoooooo!

Nella credenza ci abita un ospite speciale; Suris, un topolino che conosce tutti i piatti e le ricette della nostra regione.

“  
In Friuli ci sono il mare, la pianura, le colline, e le montagne...  
”

dice lisciando i grandi ba’.

E continua:  
fiMille gusti e mille sapori,  
uno per paese, uno per cucinaffi

Dalle montagne i cjarsons, forti e delicati insieme. Dalla pianura il frico, con il formaggio e le patate. Dal mare le sarde e i calamari. E gli strucchi, e l’ajvar, e la brovade, e la polenta, le castagne, gli asparagi: quante leccornie da provare!

Ogni volta Suris mi sorprende raccontandomi una storia con una nuova pietanza.

Vuol aiutare anche tu Suris insegnandole qualche bella ricetta del tuo paese?

+ Scopri la ricetta

mobile  
version

**GHITI** Pai grancj

Stella adora stare in cucina; profumi di ogni sorta, buoni, intensi, golosi.

Ogni tanto si siede in un angolo e guarda gli zii cucinare, cercando di indovinare quale sia l'ingrediente che dà quel profumo. Ogni tanto la zia le permette di dare una mano a preparare le pietanze. Stella è curiosa e golosa e le fa mille domande. Qualche volta inzuppa un dito e assaggia il cibo senza farsi vedere. Che buonoooooo!

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## Fairytales and legends

desktop  
version



mobile  
version



# Get to know us

desktop  
version



mobile  
version



# Language

desktop  
version



mobile  
version



# Territory

desktop  
version



mobile  
version



# GHITI

~~~~~  
Thank you!

