

Beat: Health

The Picto handicap made in USA finally lands in Europe

Representing the Users of Wheelchairs

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USPA NEWS - Students at Gordon College near Boston, who are sensitive to the cause of disability, have embarked on a challenge that is now taking a new turn. The goal is to evolve the pictogram representing the Users of Wheelchairs (UFR) more often associated in France with the PMR People with Reduced Mobility,

Students at Gordon College near Boston, who are sensitive to the cause of disability, have embarked on a challenge that is now taking a new turn. The goal is to evolve the pictogram representing the Users of Wheelchairs (UFR) more often associated in France with the PMR People with Reduced Mobility, by redrawing a brand new logo symbolizing the dynamism.

THIS NEW PICTO WINS THE BET AND THIS IS REVEALED ON SEVERAL PARTS-----

“☺ the head leaning forward, representing a movement and symbolizing the dynamic side of people with reduced mobility

“☺ the position of the arms demonstrates the propelling effect and thus the will

“☺ the two-spoke wheels enhance the impression of speed

“☺ Legs look like they're moving forward

These elements clearly illustrate the ability for a person with a disability to be mobile, which was not suggested by the old UFR logo. And when we know the importance of symbols, we can say that this new pictogram can change many a priori ...

The history of this dynamic logo continues, and after Gordon College, it is the vicinity of Boston that has adopted this new representation of motor handicap. The city of Boston officially adopted this pictogram, before the city of New York made the same decision some time ago.

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