WideSprout

PRESS KIT · OCTOBER 2026

Press & media kit

Everything you need to write about WideSprout: who we are, our logos and colours, and who to talk to.

Press contact: thewidesprout@gmail.com

BOILERPLATE

About WideSprout

WideSprout is a family of independent publications for curious people. It began as a travel notebook kept in a van and has grown into four brands: WideSprout Travel, slow-travel guides from three years on the road; WideSprout Stories, myths, legends and folk tales from around the world, each with a narrated video; WideSprout Español, a Spanish course in 60-second lessons from A1 to C2; and WideSprout Recipe, home cooking from the places we've been.

Every WideSprout brand shares the same values: honest over polished, small steady steps, and open about how the work is made.

Free to use as-is. Please spell it "WideSprout", one word, capital W and S.

FAST FACTS

Founded	**2026**
Based	**Spain**
Brands	**4 and growing**
Spanish lessons	**268**
Story worlds	**8**
Regions on the road	**6**

OUR BRANDS

WideSprout Travel

travel.widesprout.com

Slow-travel guides, real itineraries and van-life video for readers planning their next long trip.

BEST FOR: Brands and tourism boards

WideSprout Stories

stories.widesprout.com

Myths, legends and history retold for readers of every age, in writing and narrated video.

BEST FOR: Cultural institutions and publishers

WideSprout Español

espanol.widesprout.com

A structured A1–C2 Spanish course in 60-second lessons with Lucía, built around the CEFR.

BEST FOR: Schools and language partners

WideSprout Recipe

recipes.widesprout.com

Home-cooking recipes from the road, with Pequeños Sabores on YouTube.

BEST FOR: Food brands and producers

FOUNDER

Zara

Founder & Editor-in-Chief

Zara started WideSprout as a battered paper notebook kept in a decade-old panel van, with no five-year plan and a lot of road ahead. That notebook became WideSprout Travel, and the writing grew into a family of four brands. Today she edits across WideSprout, still writes about gear, van builds and the practical side of life on the road, and looks after the standards every brand follows.

COLOURS & TYPE

Brand colours

Forest 900	Forest 700	Leaf 500	Sage 200	Bark 700	Clay 500	Sand 200
#12332A	#1F5A45	#5E8C4A	#CFDCC7	#6B4430	#A86A45	#E9D7BC

Parchment 50	Gold 400	Ink 900	Travel	Stories	Español	Recipe
#F6F0E4	#C8A15A	#1C1B18	#D9773C	#B8924A	#16324F	#B23A2E

Headings

Cormorant

Garamond

Body & interface

DM Sans

LOGOS

Logo downloads

Primary logo · on light

/wp-content/uploads/press/widesprout-logo-light.svg · .png

Primary logo · on dark

/wp-content/uploads/press/widesprout-logo-dark.svg · .png

WideSprout Travel logo pack

widesprout.com/wp-content/uploads/press/widesprout-travel-logo-pack.zip

WideSprout Stories logo pack

widesprout.com/wp-content/uploads/press/widesprout-stories-logo-pack.zip

WideSprout Español logo pack

widesprout.com/wp-content/uploads/press/widesprout-espanol-logo-pack.zip

WideSprout Recipe logo pack

widesprout.com/wp-content/uploads/press/widesprout-recipe-logo-pack.zip

Please don't stretch, recolour or redraw the logos. Leave clear space around them equal to the height of the sprout.

Press contact

For interviews, quotes and image requests: **thewidesprout@gmail.com**. We reply within 3 working days.