

Chapter 5

Logo guidelines.

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Section 1:

Our Mark's Story

Our mark symbolizes many foundational values of the Autism Society.



A symbol for community, strength, equality, diversity, pathways and of course, connection.

The single threads of the Autism Society brand mark represent individuality and unique experiences that are simultaneously interconnected and woven to the greater community.

Section 1:

Mark

We always want to assure legibility for any of our logos, which is why establishing a good amount of clear space is so important.

When placing design elements such as photos or copy we don't want those elements to live too close to our logos. We also wouldn't want the logo to live too close to an edge of a page in case of cropping during printing and other variables. If you are ever wondering whether or not something is too close to our logo use these guides to assure it isn't.

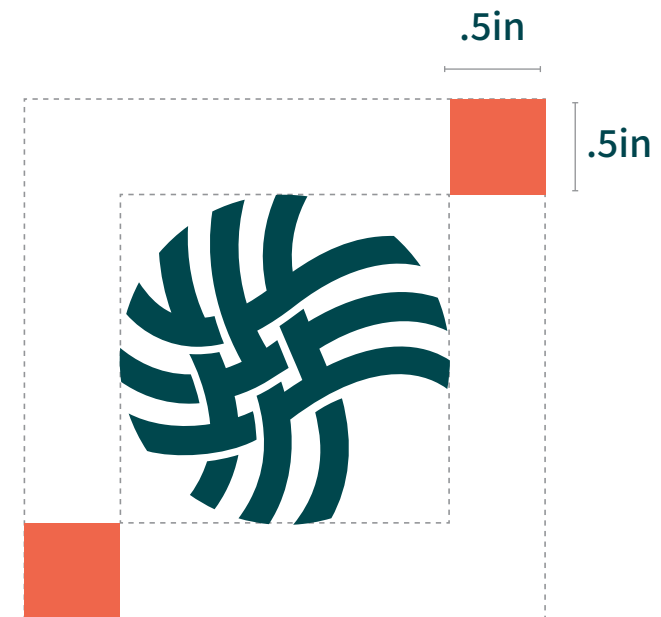


Clear space:

The minimum clear space around the mark should always be greater than .5in or 48px.

Scale:

For readability the mark should not be any smaller than 0.25in or 24px wide.



.25in / 24px

Section 2:
Horizontal Wordmark

We always want to assure legibility for any of our logos, which is why establishing a good amount of clear space is so important.

When placing design elements such as photos or copy we don't want those elements to live too close to our logos. We also wouldn't want the logo to live too close to an edge of a page in case of cropping during printing and other variables. If you are ever wondering whether or not something is too close to our logo use these guides to assure it isn't.

Autism Society

Clear space:

The minimum clear space around the horizontal wordmark should always be greater than .5in or 48px.



Scale:

For readability the wordmark should not be any smaller than 0.75in or 72px wide.



Section 2:

Vertical Wordmark

We always want to assure legibility for any of our logos, which is why establishing a good amount of clear space is so important.

When placing design elements such as photos or copy we don't want those elements to live too close to our logos. We also wouldn't want the logo to live too close to an edge of a page in case of cropping during printing and other variables. If you are ever wondering whether or not something is too close to our logo use these guides to assure it isn't.

Autism Society

Clear space:

The minimum clear space around the vertical wordmark should always be greater than .5in or 48px.

Scale:

For readability the wordmark should not be any smaller than 0.4in or 38px wide.



Section 3:

Horizontal Brandmark

We always want to assure legibility for any of our logos, which is why establishing a good amount of clear space is so important.

When placing design elements such as photos or copy we don't want those elements to live too close to our logos. We also wouldn't want the logo to live too close to an edge of a page in case of cropping during printing and other variables. If you are ever wondering whether or not something is too close to our logo use these guides to assure it isn't.



Clear space:

The minimum clear space around the horizontal brandmark should always be greater than .5in or 48px.



Scale:

For readability the logo should not be any smaller than 1in or 96px wide.



Section 3:

Vertical Brandmark

We always want to assure legibility for any of our logos, which is why establishing a good amount of clear space is so important.

When placing design elements such as photos or copy we don't want those elements to live too close to our logos. We also wouldn't want the logo to live too close to an edge of a page in case of cropping during printing and other variables. If you are ever wondering whether or not something is too close to our logo use these guides to assure it isn't.



Clear space:

The minimum clear space around the vertical brandmark should always be greater than .5in or 48px.

Scale:

For readability the logo should not be any smaller than 1.25in or 120px wide.



1.25in / 120px

Section 3:

Secondary Brandmark

Our secondary brandmark will not be used as often as our other logos. Please only use if space is tight and this option is the better choice for fit and legibility. See page 50 for more info.

We always want to assure legibility for any of our logos, which is why establishing a good amount of clear space is so important.

When placing design elements such as photos or copy we don't want those elements to live too close to our logos. We also wouldn't want the logo to live too close to an edge of a page in case of cropping during printing and other variables. If you are ever wondering whether or not something is too close to our logo use these guides to assure it isn't.



Autism Society

Clear space:

The minimum clear space around the vertical brandmark should always be greater than .5in or 48px.

Scale:

For readability the secondary brandmark should not be any smaller than .4inches or 38px.



.4in / 38px

Section 4:

Horizontal Affiliate Lockup

We always want to assure legibility for any of our logos, which is why establishing a good amount of clear space is so important.

When placing design elements such as photos or copy we don't want those elements to live too close to our logos. We also wouldn't want the logo to live too close to an edge of a page in case of cropping during printing and other variables. If you are ever wondering whether or not something is too close to our logo use these guides to assure it isn't.



Clear space:

The minimum clear space around the horizontal affiliate lockup should always be greater than .5in or 48px.



Scale:

For readability the logo should not be any smaller than 2in or 192px wide.



Section 4:
Vertical Affiliate Lockup

We always want to assure legibility for any of our logos, which is why establishing a good amount of clear space is so important.

When placing design elements such as photos or copy we don't want those elements to live too close to our logos. We also wouldn't want the logo to live too close to an edge of a page in case of cropping during printing and other variables. If you are ever wondering whether or not something is too close to our logo use these guides to assure it isn't.



Clear space:

The minimum clear space around the vertical affiliate lockup should always be greater than .5in or 48px.



Scale:

For readability the logo should not be any smaller than 1.5in or 144px wide.



1.5in / 144px

Section 5:

Acceptable Color Usage

The full color version of our logos can **ONLY** be used on our brand color Warm White* and a pure white background.

All other brand colors used behind our full color logos pose visibility issues due to the wide range of colors found in this version of the logo.

*Please use Warm White rather than pure white whenever possible. It may be subtle but it creates a less harsh and more inviting environment, especially in digital platforms.

White background



Warm White background



Section 5:

Acceptable Color Usage

The full color version of our affiliate lockups can **ONLY** be used on our brand color Warm White* and a pure white background.

All other brand colors used behind our full color logos pose visibility issues due to the wide range of colors found in this version of the logo.

*Please use Warm White rather than pure white whenever possible. It may be subtle but it creates a less harsh and more inviting environment, especially in digital platforms.

White background



Warm White background



Section 5:
Acceptable Color Usage

When we need our logos to live over our brand color backgrounds, please reference this page to know which colors assure legibility for all users.

These color rules apply to ALL logos provided, affiliate logos included.

***Please use Warm White rather than pure white whenever possible. It may be subtle but it creates a less harsh and more inviting environment especially on digital platforms.**

<div></div> <div>Background: Warm White Logo Colors: Salmon, Plum, Deep Teal</div>	<div></div> <div>Background: Salmon Logo Colors: Warm White, Plum, Deep Teal</div>	<div></div> <div>Background: Seafoam Logo Colors: Plum, Deep Teal</div>	<div></div> <div>Background: Aqua Logo Colors: Plum, Deep Teal</div>
<div></div> <div>Background: Cream Logo Colors: Plum, Deep Teal</div>	<div></div> <div>Background: Gold Logo Colors: Plum, Deep Teal</div>	<div></div> <div>Background: Plum Logo Colors: Warm White, Cream, Salmon, Seafoam, Aqua, Gold</div>	<div></div> <div>Background: Deep Teal Logo Colors: Warm White, Cream, Salmon, Seafoam, Aqua, Gold</div>

Section 5:

Acceptable Color Usage

In the case where color printing is not an option you will have access to a set of black logos for b/w prints.

Black logos should ONLY be used when printing color isn't an option. For example a logo in black cannot be used on top of any of our brand colors.



Do not use over color.
Black and white prints only.



Section 6:

Swag Colors and Printing

For matching swag items to our brand colors please follow these general rules:

When creating swag items with an outside vendor please provide them with page 20 to assure all colors are accurately matched for either the item itself or for printing purposes. (This page has already been extracted from the guidelines and is located in your affiliate folder alongside your logos and other brand assets.)

For the instance where a vendor might not have the exact color for let's say a shirt we suggest choosing a white shirt, allowing the full color brandmark to be used while also avoiding any legibility issues.

In any case for swag items, white can always be used as a default if matching our brand colors becomes an issue.

Section 7:

Locking Up With Partner Logos

You will be provided a version of logos that have the dividing bar set in place. We only ask that you use these guides to establish the correct space for the partner logo.

Please make the distance from the dividing bar to the left edge of the partner logo the same distance that is between the Autism Society logo and the dividing bar.

The height of the partner logo should be about the same height of the Autism Society wordmark within the lockup.

Example of Lockup:



How to Execute:



Section 7:

Locking Up With Partner Logos

For the instance where multiple affiliates are working together and want to have their logos represented, we suggest using the same spacing guidelines shown on page 46.

We ask that a maximum of three affiliate logos be locked up. If more than three affiliates are involved please use the National Autism Society landmark.

Example of two affiliates:



Example of three affiliates (max number to be locked up):



Please use if there are more than three affiliates needing to be represented:



Section 8: Incorrect Usage

Our logos should never be changed in ANY way, unless specifically stated in this document. Here are some specific examples on what not to do with our logos:

- 1: Do not create a lockup with text. This includes all added affiliate names in any position surrounding the logo. Only use the lockups provided to you by the Autism Society.
- 2: Do not add any color to logo outside of what is shown on the previous pages.
- 3: Do not add any effects to the logo.
- 4: Do not tilt or skew the logo.
- 5: Do not stretch or adjust the logo proportions in any way.
- 6: Do not change the typeface or font style of any part of the logo.
- 7: Do not put the mark inside any state shapes.
- 8: Do not rearrange the logo in any way.



Section 9:

Tips on What Logo to Use

Out of all of the logo options provided we encourage everyone to use the Horizontal and/or Vertical Brandmarks whenever possible, preferably in full color.

We will gain brand equity over time by using the full brandmark consistently. After people are familiar with our logo we can start to use the mark on it's own.

For now, using the mark on it's own should only happen when the Autism Society wordmark or name is prominent within the same application. For example on Facebook "Autism Society" is prominent as the profile name and the mark alone could be used as the profile picture.

In some cases the mark can be used alone in smaller swag instances like stickers or pins for example.



Please use our full color brandmarks whenever possible, while making sure to adhere to the rules within this document on how to do so properly.

Autism Society

Autism
Society



Section 9:
Tips on What Logo to Use

All designs will vary for where the logo will be placed exactly, but when selecting which logo to use these examples may help decide what is the best fit.

Use your best judgment with the amount of space you have for the logo.

If space is limited use the vertical versions of the brandmark to allow "Autism Society" to be as large and as legible as possible. If space isn't an issue the Horizontal Brandmark can be used, or the Vertical Brandmark if preferred.

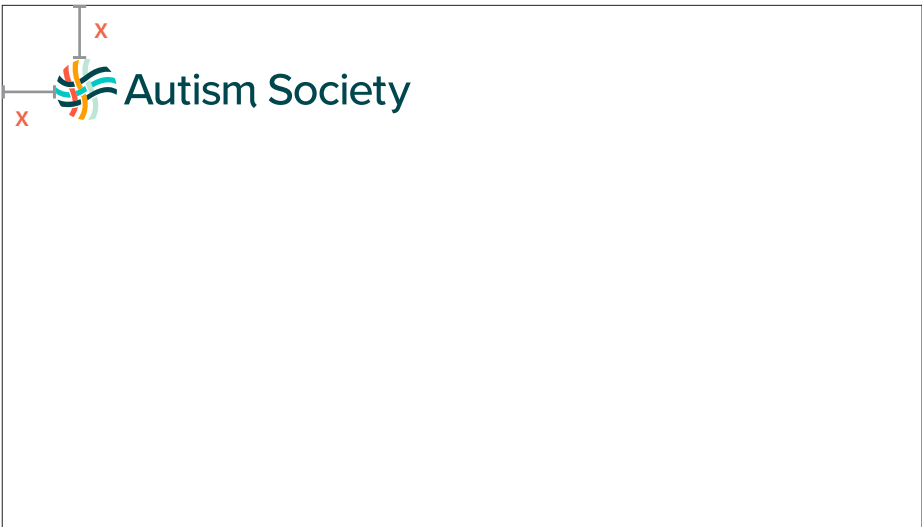
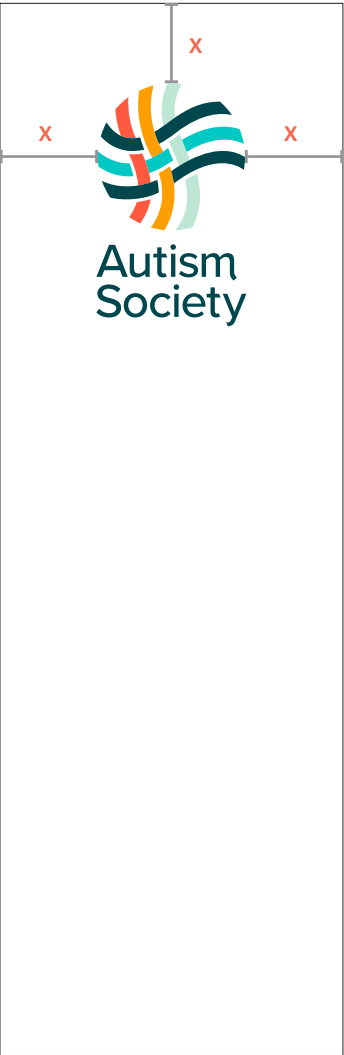
In general use these tips, while knowing every layout will be different and may not align to these rules exactly:

Horizontal page = Horizontal Logos

Vertical page = Vertical Logos

If placing a logo in the corner of a design, generally the upper left or upper right is preferred.

Please make sure that the distances from the page sides are equal to the nearest sides of the logo.



For digital ads that have more extreme vertical dimensions, the secondary brandmark would be a great option to ensure our brandmark has prominent visibility.