BRANDING BOOK

AUTISM SPEAKS

By Lauren Flaumenhaft



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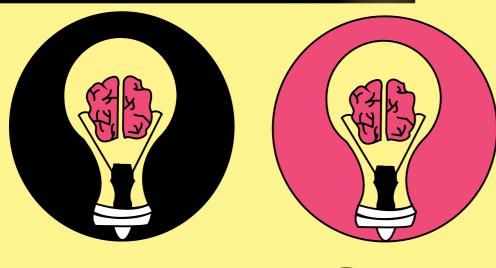
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AUTISM SPEAKS

Autism Speaks is an incredible organization that works to research Autism, a cure for Autism, and the ability to inform the public about the disorder. Autism Spectrum Disorder is a mental disorder that causes those diagnosed to think in a different way and can cause them to act in different ways than most others would. This organization is wonderful in each way with the exception of its logo. Unfortunately, the current Autism Speaks logo is considerably dull and features a blue puzzle piece next to the organization's name. The puzzle piece has long been considered a symbol for those with Autism Spectrum Disorder, as doctors first just described Autism as simply, "puzzling." Ever since, the puzzle piece has been associated with the spectrum disorder, even though most diagnosed with the disorder do not feel connected to the symbol whatsoever abd are looking for a change, and the rebranded logo design on the next page may be a solution.

Many Autistic citizens do not feel the puzzle piece represents them.





AUTISM SPEAKS

The rebranded logo is light and playful, and captures the idea of educating about

Autism by enlightening the brain as well as showing that Autism Speaks will help
those on the spectrum. Many people who are ignorant about Autism feel it is a
scary and mysterious condition that they feel in the dark about, and this is why the
illuminated lightbulb lights the way towards understanding, acceptance, and love.

These ideals under the three main adjectives of bright, playful, and knowledgable
are all seen in this logo, which makes it a perfect representation of this amazing
organization.

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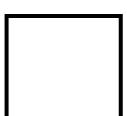


White:
Pantone+ CMYK Coated P
179-1 C
R: 255 G: 255 B: 255
C: 0% M: 0% Y: 0% K:0%
#ffffff

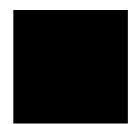


Black: Pantone+ Color Bridge Coated R: 0 G: 0 B: 0 C: 75% M: 68% Y: 67% K: 90% #000000

Pink: Pantone solid coated 1915 C R: 239 G: 75 B: 120 C: 0% M: 86% Y: 31% K: 0% #ef4b78



Yellow: Pantone+ Pastels & Neons Coated 910 U R: 255 G: 243 B: 142 C: 2% M: 1% G: 55% K: 0% #fff38e



KOMIX:

ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!?.,;

Headlines. Highlighting key words and phrases

Helvetica Neue:

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!?.,; "

Body copy

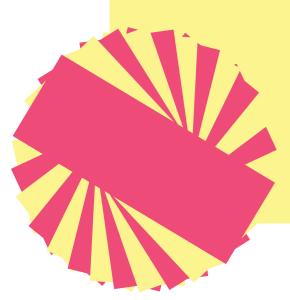
Helvetica Neue:

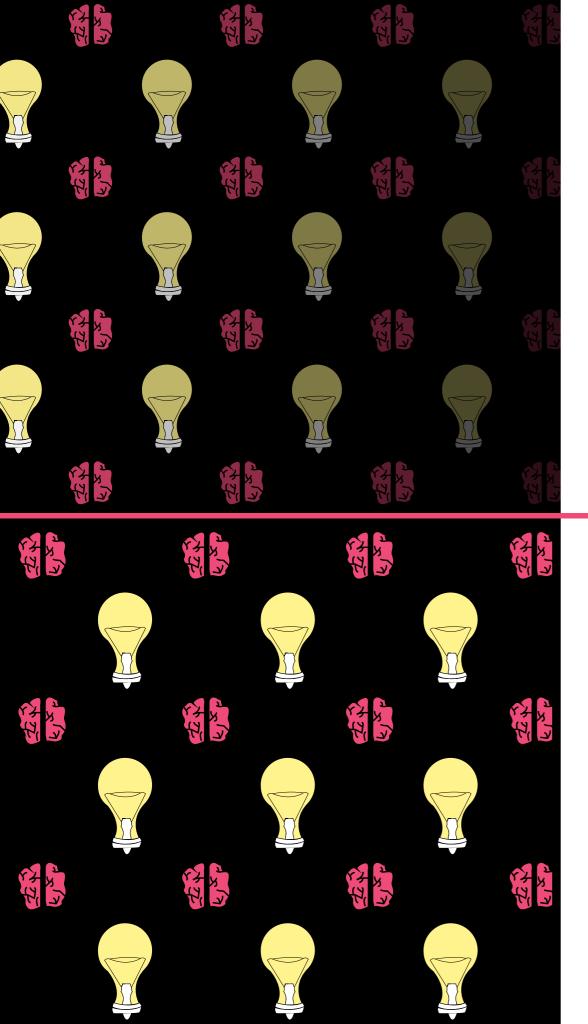
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!?.,; "

Only used for branding

Helvetica Neue:

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopgrstuvwxyz 1234567890!?.,; " Small text below 6pt





The pattern associated with the new branding is prevalent in most of its marketing and stationary, but must always be on a black background. It features brains and lightbulbs, emphasizing Autism Speak's specific goal of enlightening the public on the truth of Autism and how it affects the brain of those on the spectrum. The pattern may either be at full opacity or have a fade in opacity from either side to side or up and down. The increments in which the pattern fades should be consistant (10% decrease by line recommended but not enforced.)

ORIGINAL





COLOR OPTION









DO NOT:

ROTATE

INVERT

ADD EFFECTS









RESIZE INDIVIDUAL ELEMENTS

ALTER COLOR SCHEME





MINIMUM CLEAR SPACE AREA FOR LOGO

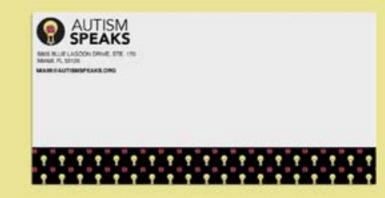


S U S RESTRICTIONS

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The rebranding asks that there is no rotation, inversion, effects, resizing of individual elements, or alternative color scheme to keep consistant branding and image across all medium. These conditions should be met along with that of the above graphic which shows the space that should not be tampered with surrounding the logo itself by the length of the pink lines. The space that should be left untouched on the top and bottom is equivalent to an uppercase "O" in Helvetica Neue, regular, 36 pt font. The space that should be left untouched on the sides is equivalent to an uppercase "O" in Helvetica Neue, regular, 27 pt font.



















LETTERHEAD

BUSINESS CARD

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To whom it may concern,

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Excepteur sinf occaseat cupidatel non protiferst, sunt in outpa qui officia descriunt motili anim sit est laborum. Sed ut perspiciatis unde omnis tele natus ennor sit voluptatem accusantium descrienque laudantium, totam rem apertam, coque joss quae ab lilo inventore ventetis et quaei anditimato le beader viter dicia sunt repricator. Nemo entre pain voluptatem quia voluptam sit appression aut odd set lagit, sed quia consequentur magni delores eos qui ratione voluptatem sequi nescunt. Neque pose quiaquam est, qui delorem ipaura quia dobr est arrest, consociatius, adiptaci veill, sed quia non numquam nius mod tempora indicunt ut labore et dobre migraam alliquam quaerosi voluptatem.

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Sincerety

Jonny Hillian

Sommy Hilliger, Board Member and Principal Designer



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Many promotional and informative marketing items have been mocked-up and are shown here. To inform our audience of the goals of Autism Speech and encourage them to donate we have a website and broschure. To promote the brand and get more volunteers involved, shirts, rubber bracelets, and hats will do the trick. These items will show a strong brand concept and get the public excited about the brand.





T-SHIRT RUBBER BRACELETS