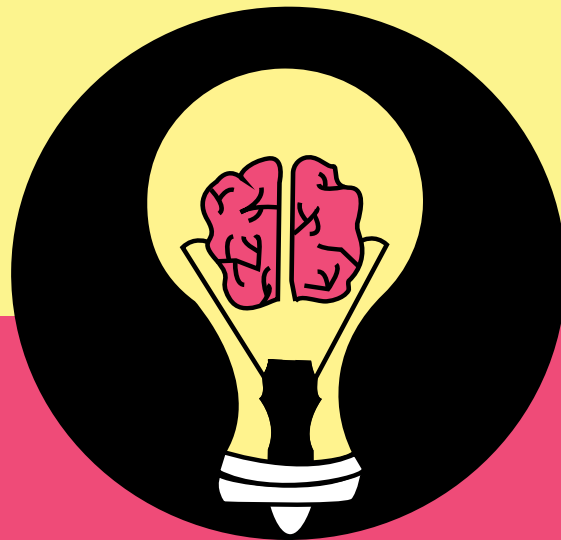


BRANDING BOOK

AUTISM SPEAKS

By Lauren Flaumenhaft



CONTENT

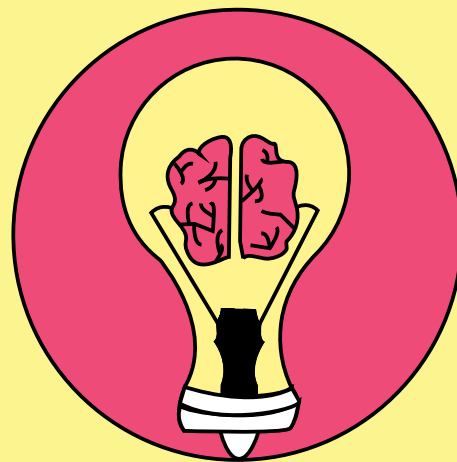
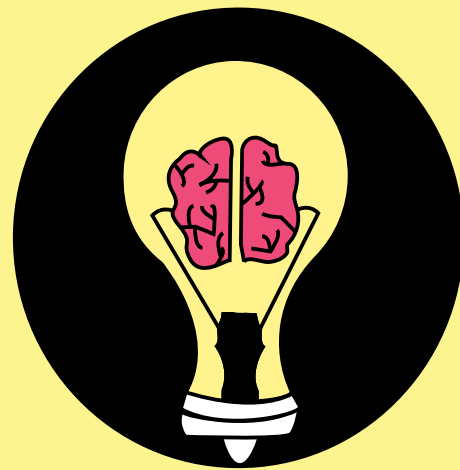
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AUTISM SPEAKS



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 and 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.

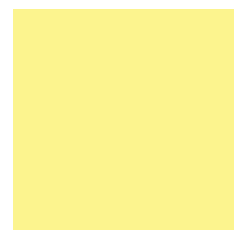


AUTISM SPEAKS

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 knowledgeable are all seen in this logo, which makes it a perfect representation of this amazing organization.

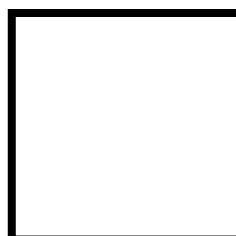


White:
Pantone+ CMYK Coated P
179-1 C
R: 255 G: 255 B: 255
C: 0% M: 0% Y: 0% K:0%
#ffffff



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:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! ? . , ;

Headlines. Highlighting key words and phrases

Helvetica Neue:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! ? . , ; ‘ “

Body copy

Helvetica Neue:

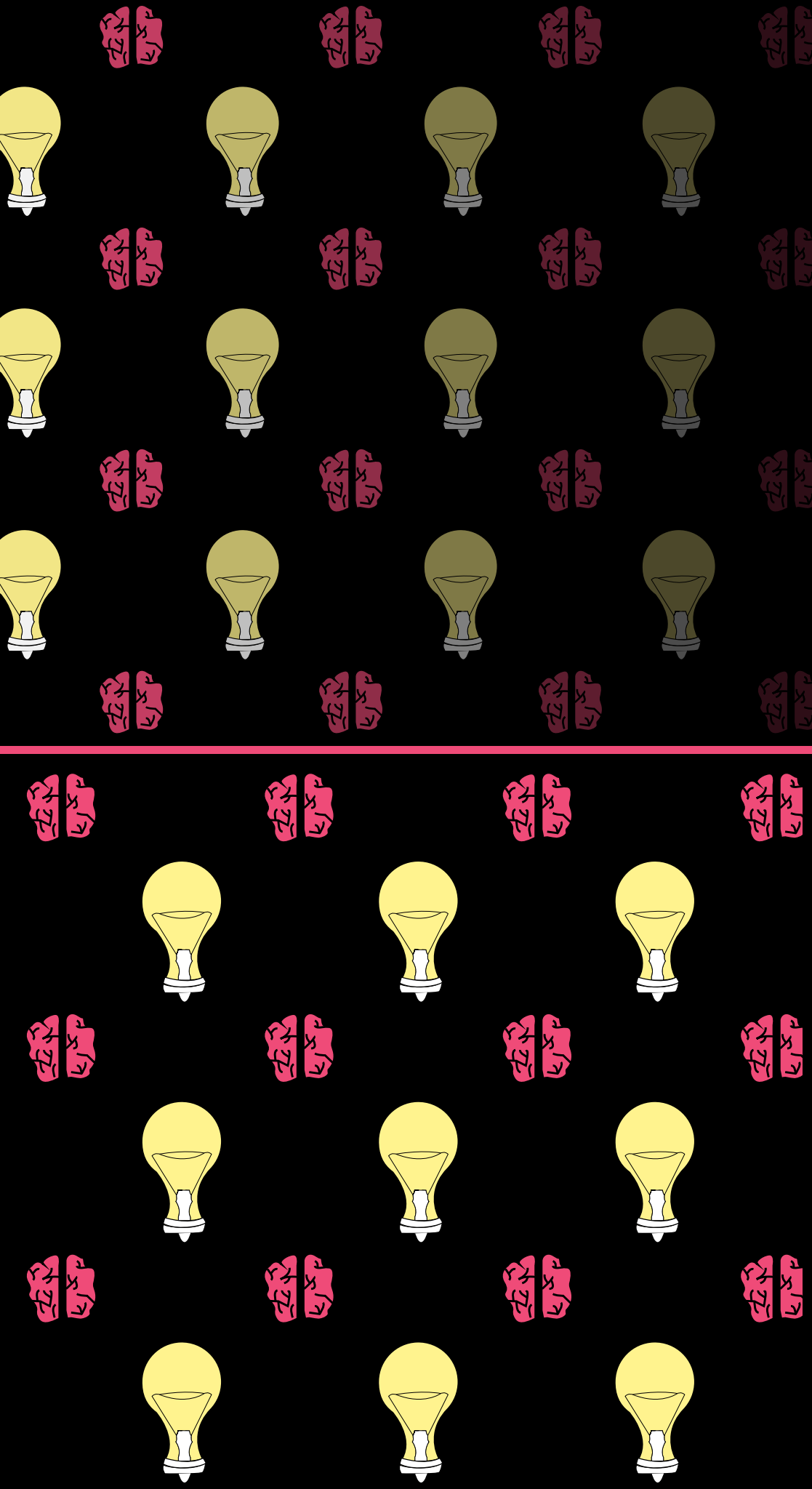
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! ? . , ; ‘ “

Only used for branding

Helvetica Neue:

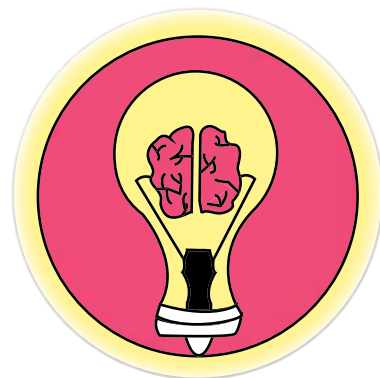
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! ? . , ; ‘ “

Small text below 6pt



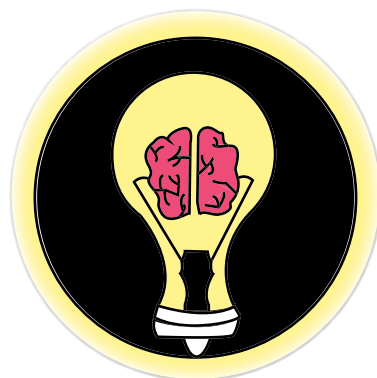
The pattern associated with the new branding is prevalent in most of its marketing and stationary, but must always be on a black background. It features brains and lightbulbs, emphasizing Autism Speak’s specific goal of enlightening the public on the truth of Autism and how it affects the brain of those 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



**AUTISM
SPEAKS**

COLOR OPTION



**AUTISM
SPEAKS**

BLACK AND WHITE



**AUTISM
SPEAKS**

COLOR OPTION



DO NOT:

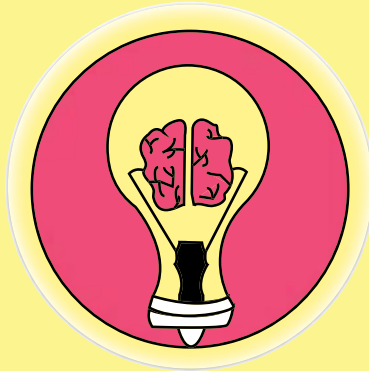
ROTATE



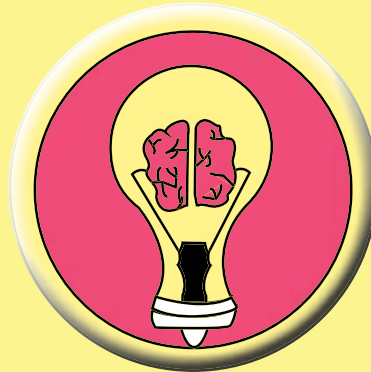
AUTISM
SPEAKS

INVERT

AUTISM
SPEAKS

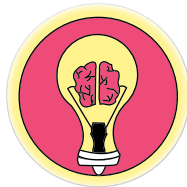


ADD EFFECTS



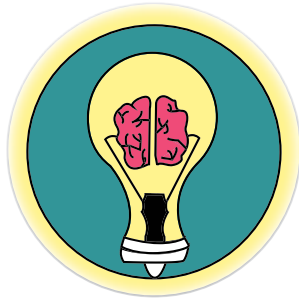
AUTISM
SPEAKS

RESIZE INDIVIDUAL
ELEMENTS



AUTISM
SPEAKS

ALTER COLOR
SCHEME



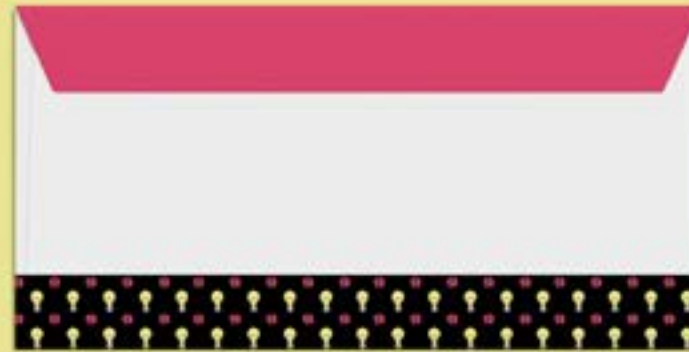
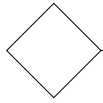
AUTISM
SPEAKS

MINIMUM CLEAR SPACE
AREA FOR LOGO



AUTISM SPEAKS RESTRICTIONS

The rebranding asks that there is no rotation, inversion, effects, resizing of individual elements, or alternative color scheme to keep consistent 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.

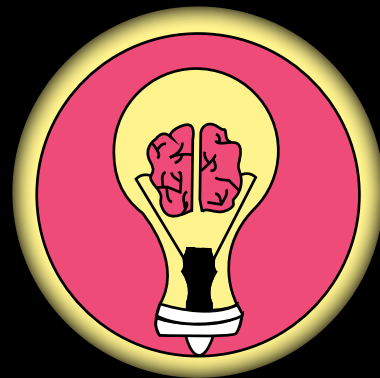


BUSINESS CARD

Carolina Lizarralde
Executive Director

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carolina.lizarralde@autismspeaks.org

5805 Blue Lagoon Drive, Ste. 170 Miami, FL 33126



**AUTISM
SPEAKS**

LETTERHEAD



**AUTISM
SPEAKS**

T: (786) 255-1165
F: (312) 252-8070

5805 Blue Lagoon Drive, Suite 170
Miami, FL 33126
miami@autismspeaks.org

To whom it may concern,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

Sincerely,

Tommy Hilgner

Tommy Hilgner, Board Member and Principal Designer

ENVELOPE



WEBSITE

AUTISM SPEAKS
INFORMATIVE MARKETING





BASEBALL CAP

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 brochure. 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

