



BRAND STANDARDS GUIDE

July 2021

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Please refer to this short guide for information regarding the development and representation of our branded materials.



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Our Promise

COMPASSIONATE • RESPONSIVE • COMMITTED

Every day **Arizona Autism** makes promises to Therapists, Care Providers, and families living with developmental disorders in our communities. We believe that our community deserves a dedicated team of caring, responsive, and compassionate members from the moment we're called upon for help. We want to be the cure for daily stress, cultural apathy, and disharmony for parents, care professionals, and others seeking our support.

We are here for you!



CONTENTS

Please be kind to our brand!

Here is some quick information about our name and how it should be implemented in daily use cases.



CASING & SPACING

- | | |
|----------------------------|----------------------------|
| ✓ Arizona Autism | ✗ AUTISM NATION |
| ✗ ArizonaAutism | ✗ autism nation |
| ✗ AUTISM Nation | ✗ autismnation |
-

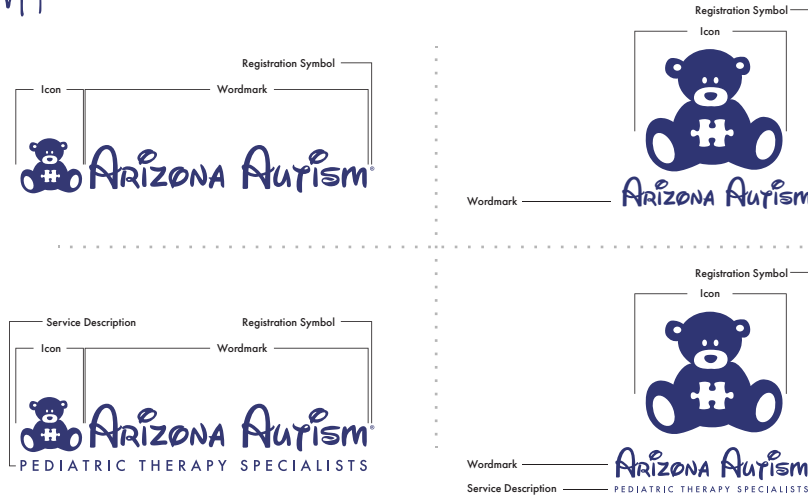
LINE BREAKS

- | | |
|--------------|--|
| ✓ | Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam Arizona Autism nonummy nibh euismod tincidunt ut laoreet. |
| ✗ | Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam tincidunt Autism Nation nonummy nibh euismod ut laoreet. |

LOGO

Please pay attention to the parts that make up our mark, how the parts are arranged, what kinds of backgrounds are allowed, and how much room should be given to the mark on assets.

ANATOMY



BACKGROUNDS



ROOM TO BREATHE

Whatever collateral you're developing, always give the logo an "A" worth of space! Please refer to the image on the right.



COLORS

The core color palette will cover the majority of your needs. It's intentionally limited in variety so as to not dilute the brand visuals, which adds confusion.



R197
G31
B48

CMYK
C0 M97 Y80 K20

Pantone
53-8 C

HEX
#C51F30

R55
G56
B115

CMYK
C0 M97 Y80 K20

Pantone
101-7 C

HEX
#373873

R239
G179
B33

CMYK
C6 M31 Y98 K0

Pantone
7409 C

HEX
#EFB321

R35
G31
B32

CMYK
C0 M0 Y0 K100

Pantone
Process Black C

HEX
#231F20

R255
G254
B249

CMYK
C0 M0 Y2 K0

Pantone
1-1 C

HEX
#FFFEF9



ELOPE

TYPOGRAPHY

This limited selection of fonts will make life easier when developing collateral materials.

Waltograph

Waltograph

Title, Large Heading

Waltograph Bold

Waltograph Bold

Large Heading, Subheading

Amatic SC

Amatic SC

Heading, Subheading,
Section, Callout

Futura Heavy

Futura Heavy

Heading, Subheading,
Callout, Button Text

Futura Medium

Futura Medium

Callout, Subheading,
Body Text

Futura Light

Futura Light

Subheading, Body Text,
Caption



DOCUMENT TITLE

SECTION HEADING

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut **Callout Body Text** dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis.

"...dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisi ut aliquip ex ea commodo consequat. Duis autem vel eum iriure..."

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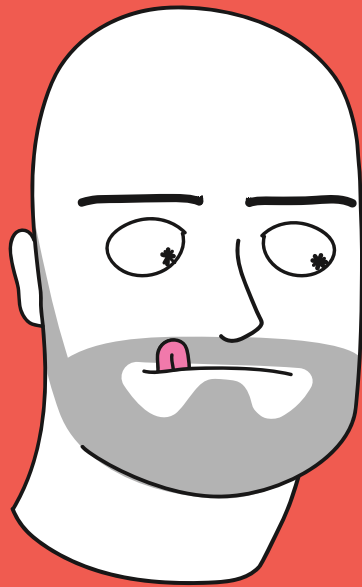
#Work4theBear



††
Joshua
24:15



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& Design

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