

Autism Hampshire Brand Guide



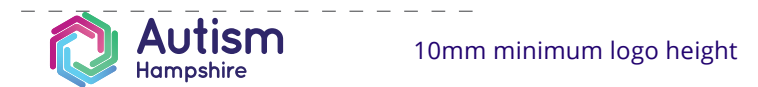


Autism
Hampshire

Welcome to the brand guide for Autism Hampshire. The following pages will explain how best to use the logo and the overall brand. It's not too complicated, but will ensure all our communications are consistent.

Logo Usage

Always give the logo a good amount of room to breathe, we'd recommend at least the width of the icon around the outside, although more room would good too.



Logo Usage

Please don't stretch, squash, rotate or make any other adaptations to the logo.



Logo Usage

The colours within the logo should not be changed, unless it's being used on a dark background, in which case it's best to use the white out version to ensure maximum legibility.



The Icon



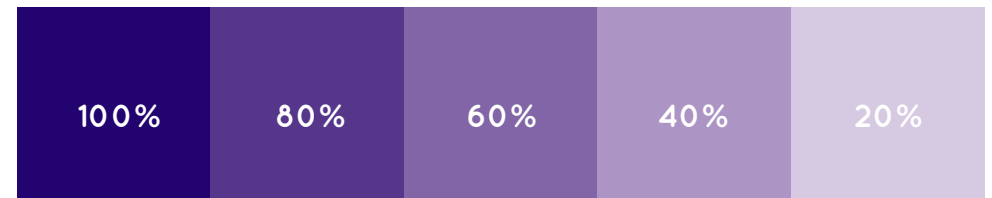
The icon is a symbol of safety and partnership with the shapes forming a bond by working closely together. This reflects the care and support Autism Hampshire give. The formation of the hexagonal shape builds a shield like structure to reflect the safety of Autism Hampshire but also communicates inclusion with the components which are used to form its shape. The icon is a fun, unique and recognisable shape which shows creativity and can be used as a clear visual identifier for Autism Hampshire.

The colours in the icon are bright and positive reflecting aspiration, whilst also illustrating the diversity of those on the autism spectrum.

Colours



Pantone 2685 C



Pantone 2685 C is our main brand colour, we'll use various tints of it across our marketing items meaning it can be soft and friendly, or strong and impactful. If the Pantone is unavailable please use one of the RGB or CMYK values below.

R	59	C	88
G	0	M	100
B	131	Y	0
#	3B0083	K	8

Secondary Colour

Our secondary colour is Pantone 2405 C, it's used to accentuate graphics or highlight information. Where possible use the Pantone reference for this colour, or the RGB, CMYK or Hex values.



R	164	C	38
G	0	M	100
B	132	Y	0
#	AA1580	K	0

White Space

White space is useful, we use it to create a relaxed atmosphere in our marketing and communications.

Don't be afraid to use it, be generous with margins and allow plenty of room between items in your layout.

Imagery



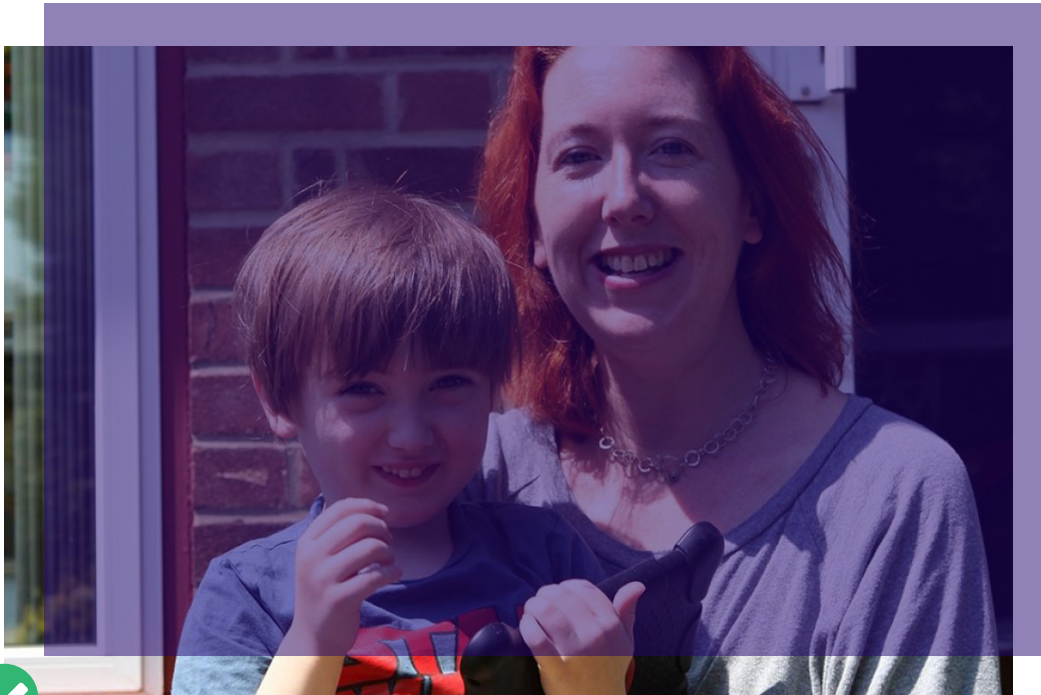
Content

Imagery should be focused on positive content, not dwell on things that could have negative connotations, or clichéd, stock imagery.



Colour Overlay

When needing to use a tint over images, it should always be using our brand colour **Pantone 2685 C**, or the CMYK or RGB equivalent, set at **50% transparency**.



Typography



Headline Font

Quicksand

a b c d e f g h i

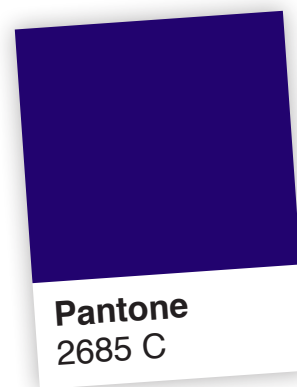
j k l m n o p q r

s t u v w x y z

0 1 2 3 4 5 6 7 8 9

@ ! ? £ + = % * >

Our headline font is quite bold, so to keep it not too overpowering it needs a lot of room around it on all sides. Headlines should also be kept as short and friendly as possible.



R	59	C	88
G	0	M	100
B	131	Y	0
#	3B0083	K	8

Quicksand is available to download for free from [Google Fonts](#)

Headline Overlay

Overlaid headlines should always be used with images that are tinted with our brand colour (see the imagery section of this guide), and should be white out of the image.

Overlaid headlines need to make use of the image's empty space so as not to get too cluttered or imposing. If an adequate amount of white space is not available, text should be added to a white box to sit over an image in order to ensure legibility.

A photograph of a man and a woman walking outdoors. The man is on the right, wearing a dark jacket and glasses, and the woman is on the left, wearing a dark puffer jacket. They are both smiling. The image is tinted with a light purple color. The text "A Second Example" is overlaid in white text inside a white rectangular box in the upper left corner.

A Second
Example

Body Copy Font

Open Sans

a b c d e f g h i

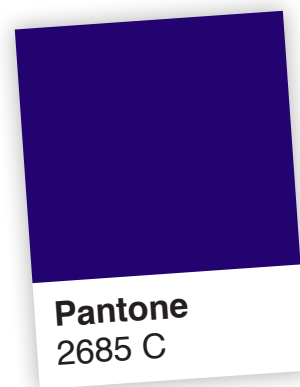
j k l m n o p q r

s t u v w x y z

0 1 2 3 4 5 6 7 8 9

@ € ? £ + = % * >

As with the rest of our graphic approach the copy style needs to be roomy, with a comfy amount of line height and tracking.



R	59	C	88
G	0	M	100
B	131	Y	0
#	3B0083	K	8

Open Sans is available to download for free from [Google Fonts](#)

Alternative Body Copy Font

Arial

Arial is used as our alternative system body copy font to be used as a back up if open sans is not available.

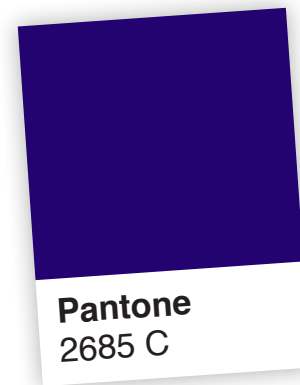
a b c d e f g h i

j k l m n o p q r

s t u v w x y z

0 1 2 3 4 5 6 7 8 9

@ € ? £ + = % * >



R	59
G	0
B	131
#	3B0083

C	88
M	100
Y	0
K	8

Typographic Rules

To ensure legibility and readability, headlines, sub headlines, body copy and any other forms of text should be kept left aligned at all points. This is the easiest layout of text for users to read as user's eyes don't have to work as hard to find where the line starts each time.



Thanks

Thanks for reading and taking this on board.
If you've got any questions please don't hesitate
to get in touch;

info@autismhampshire.org.uk