



Autism Nova Scotia

Brand Guidelines

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Understanding

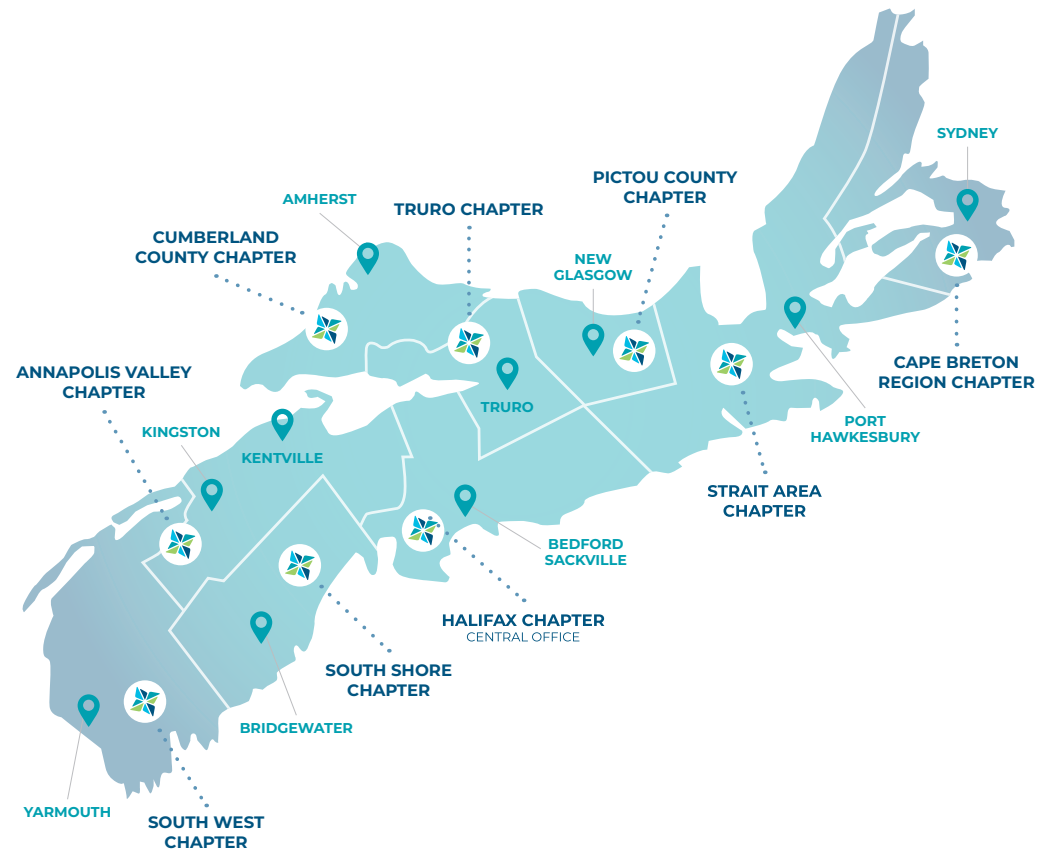
Autism Nova Scotia's Brand

Autism Nova Scotia is a national leader in providing social, educational, and employment supports for Autistics/individuals on the autism spectrum, their families, caregivers, and professionals.

As a community-based organization, our vision, principles, and goals have been driven by our collective desire to meet the needs of Autistic individuals and their families by creating a society where they can thrive and live life to its fullest.

Our vision is a world where autism is understood, accepted, and everyone is living their lives fully. This vision informs our day-to-day operations and provides a philosophy that revolves around person-focused supports, strength-based approaches, and community-oriented learning opportunities.

Autism Nova Scotia delivers programming in Halifax and in nine communities across Nova Scotia through our Regional Autism Centres.



Understanding

Autism Nova Scotia's Brand



Our Vision

A world where autism is understood, accepted, and everyone is living their lives fully.



Our Mission

We are a community-based organization that builds understanding, acceptance, and inclusion for Autistics/individuals on the autism spectrum and their families through leadership, advocacy, education, training, and programming across the lifespan.



Core Values

INCLUSION • RESPECT • COLLABORATION • COURAGE • ACCEPTANCE



Strategic Pillars



Delivering Innovative
Education & Training



Advocating with the
Autism Community



Building Capacity in
Our Communities



Programming
Excellence



Legacy
Planning

Our Brandmark

Branding goes way beyond just a logo or graphic element. When we think about our brand, we want to think about how an individual or family interacts with our organization—whether it is with our website, our forms, documents, or our appearance in the community. We want to ensure that each person walks away with a positive, inclusive experience when engaging with Autism Nova Scotia.



Preferred Brandmark

Whenever possible, please use the full colour version of our logo on a white background (see left).

Important Tip

When choosing between a JPG or PNG file format of our logo: It is generally recommended to use PNG because it has a transparent background.



What our logo represents

The different colours and pieces represent the uniqueness of the spectrum, as well as the colours of Nova Scotia's land and sea. The shapes come together representing different communities and unity across the province. The pathways are symbolic of each person's individual journey in life with a focal point in the middle representing a guiding light or beacon at the heart of the community if, and when, needed.

Our Brandmark

Size and Clear Space

Minimum Size for Print

The preferred minimum size when using our logo in printed materials is **1.25" wide**.

The clear space around all sides of our logo is equal to the **height of the "a"** from the Autism Nova Scotia print wordmark (as shown on the right).



Minimum Size for Digital

The preferred minimum size when using our logo in works published digitally is **60 pixels wide**.

The clear space around all sides of our logo is equal to the **height of the "a"** from the Autism Nova Scotia digital wordmark (as shown on the right).



Do not position any text, graphic elements or other logos inside the clear space margin.

What is Clear Space?

Clear space is the preferred minimum amount of space that the logo must have on all sides, no matter where it is used. It is also the minimum distance between the logo and the edge of a document.

Important Tips

- **Always surround the Autism Nova Scotia logo with an adequate amount of clear space to ensure that it is clearly visible and legible wherever it appears.**
- **Whenever possible, the logo should always be used at a larger size than the minimum size (EPS logo files may be scaled to any size, however JPG or PNG files should never be scaled up, to avoid pixelization).**
- **Always maintain the logo's aspect ratio when scaling.**

Logo Usage

& Brand Colours

Colour is a powerful branding tool. As mentioned previously, it is recommended to use the full coloured version of the Autism Nova Scotia logo on a white background whenever possible.



Primary Colours



Pantone 302 C
CMYK: 100C 25M 0Y 50K
RGB: 0R 85G 129B
HEX #: 005581



Pantone 306 C
CMYK: 75C 0M 7Y 0K
RGB: 0R 188G 228B
HEX #: 00bce4

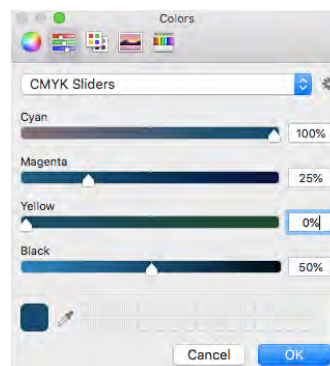


Pantone 320 C
CMYK: 100C 0M 31Y 7K
RGB: 0R 160G 175B
HEX #: 00a0af

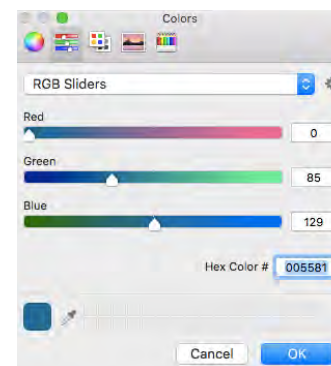


Pantone 375 C
CMYK: 41C 0M 78Y 0K
RGB: 160R 207G 103B
HEX #: a0cf67

Changing **CMYK** values in Microsoft Word:



Changing **RGB** and **HEX** values in Microsoft Word:



Logo Usage

& Brand Colours

Important Tips

- Do not use default colours from software programs that resemble these colours. Please use only the brand colours we have listed.
- Do not alter any of the colour settings including tint and opacity without prior approval.
- It is strongly recommended to use only CMYK or Pantone for print materials.
- For Online/Digital and Social Media: it is recommended to use RGB or the Hexadecimal code.

Reverse Application



Please Note:

In circumstances where it is not possible to use the full colour Autism Nova Scotia logo, you may use a reversed (white) logo. It is preferable to use the reversed logo on a solid background.



You may also use the solid black logo if the reversed (white) logo does not show up clearly against the background.

Access all Autism Nova Scotia logo versions [here](#) 

Improper Usage of Logo



Proper Use



Improper Use

Usage with Photographs

Proper Logo Use:

- Place the logo on photos or backgrounds that have good contrast to ensure that it's clearly visible.
- Place the full colour logo on the area of a photo that is lighter or white.
- Use your best judgement and play around with placement of both the full colour and reversed (white) logo on the photo. If the logo does not stand out, you might want to consider a different photo or choose not to place the logo over the photo at all.

Improper Logo Use:

- Avoid placing the logo on an image background that is too detailed or complicated.
- Avoid placing the full colour logo on photo backgrounds that are too light or too dark.
- Avoid placing the reversed (white) logo on photo backgrounds that are too light.

Improper Usage of Logo

Consistent and proper usage of our brandmark is essential to maintaining the integrity of the Autism Nova Scotia brand. The following examples illustrate unacceptable logo and brandmark usage.



Preferred Logo



DO NOT stretch, condense or distort



DO NOT rearrange the position of elements



DO NOT alter the size of elements



DO NOT rotate or skew



DO NOT apply graphic effects (drop shadow, strokes, gradients)



DO NOT violate the clear space



DO NOT remove any elements



DO NOT add any elements



DO NOT change the opacity or use as a watermark



DO NOT change the colours, unless with approval

Chapter Logos

Vertical Version

Our Chapter logos are an extension of Autism Nova Scotia that directly support and further the organization's mission and growth and reinforce the brand.

Important Tips

- The same rules that apply to the Autism Nova Scotia logo on the previous pages apply to all vertical and horizontal versions of the Chapter logos.
- As always, use your best judgement when placing the horizontal or vertical Chapter logos in both digital and print documents.
- In circumstances where it is not possible to use the full colour Chapter logo, you may use a reversed (white) logo. It is preferable to use the reversed logo on a solid background.



ANNAPOLIS VALLEY



BEDFORD-SACKVILLE



CAPE BRETON REGION



CUMBERLAND COUNTY



PICTOU COUNTY



SOUTH SHORE



SOUTH WEST



STRAIT AREA



TRURO

Chapter Logos

Horizontal Version



**ANNAPOLIS
VALLEY**



**BEDFORD-
SACKVILLE**



**CAPE BRETON
REGION**



**CUMBERLAND
COUNTY**



**PICTOU
COUNTY**



SOUTH SHORE



SOUTH WEST



STRAIT AREA



TRURO

Access all Chapter logo versions [here](#) 

Chapter Logos

Brandmark Usage

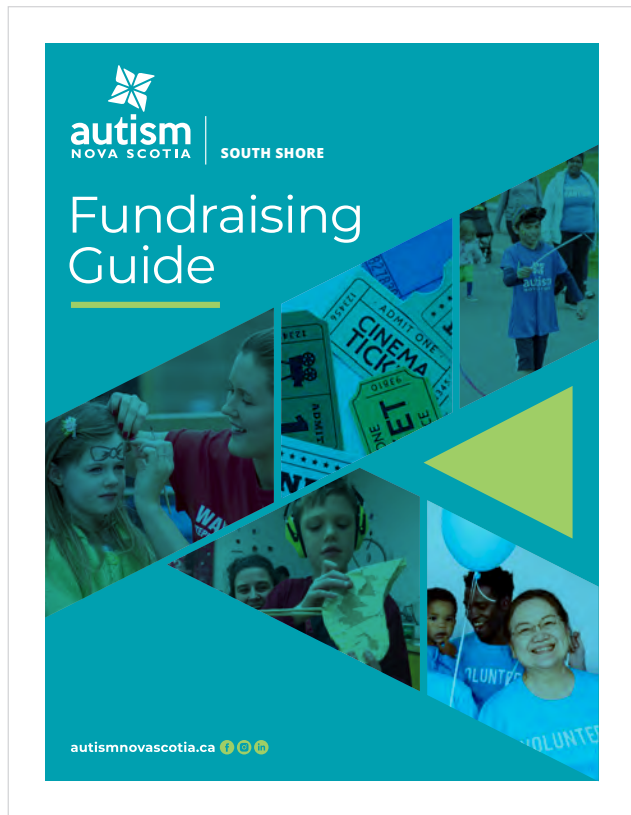
Chapter Logos in Digital Action



Chapter Logos

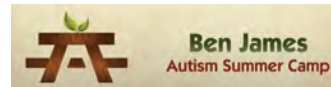
Brandmark Usage

Chapter Logos in Print Action



Secondary Brand Logos

Programs/Services



Access all secondary brand logos [here](#) 

Typography

& Brand Fonts

The way we use type is crucial for making our communications material look consistent and professional. Our chosen typefaces play an important role in setting the tone for the brand.

Our primary typeface is Montserrat font family and can be used for headers and body text.

Our secondary typeface is Open Sans font family, which may be used for body and caption text, or if there is very limited space.

Montserrat (Headings and Body Text)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Open Sans (Body Text)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Important Tip

Montserrat and Open Sans appear in several different font weights (ex. thin, regular, italic, bold etc.). All font weights are acceptable, however the use of italics should only be used when emphasizing content within body text, such as publication titles.

Typography

Using Type

The Importance of Type

The way we use type makes a big difference in ensuring that our designs look professional and consistent with our brand.

What is Line Spacing?

Line spacing, also known as “leading”, is the spacing between multiple lines of type. To make the type flow and easy to read for the viewer, line spacing (leading) should be close, but not too close.

The images on the right provide examples of improper and proper usage of type.



Proper Use
Text spacing is just right



Improper Use
Text spacing is too loose



Improper Use
Text spacing is too tight

Our Brand in Action

Campaign Taglines

We have specific campaign taglines that help build a stronger impact for certain initiatives and events.

Ex: Annual General Meetings, Walk YOUR Way For Autism, and Best of Local.

They are created to help certain projects stand out on their own and to bring greater awareness to the campaign itself.

All new campaign taglines and standalone brand assets must be pre-approved before they can be used.



Our Brand in Action

Positioning Our Logo

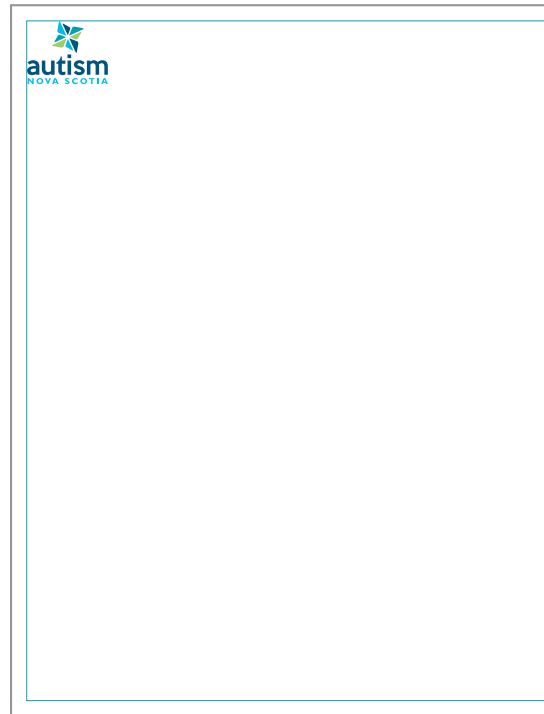
Preferred Logo Position

It is preferred that the Autism Nova Scotia logo be placed in the top left corner of all print materials.

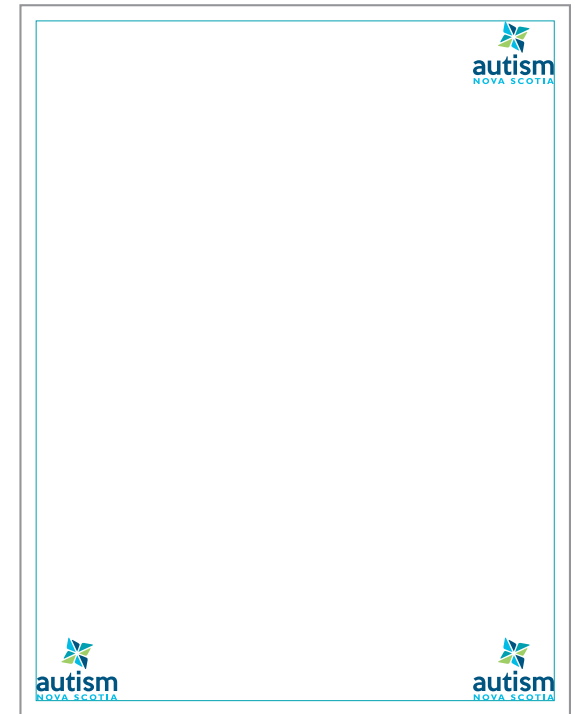
The distance from the edge of the document to the logo must be equal to the minimum clear space requirement (see page 5), which is equal to the **height of the “a”** from the Autism Nova Scotia logo, as shown on the right.

Secondary Logo Position

In circumstances when the preferred logo position isn't possible or doesn't flow well with the layout, the logo may be positioned in any of the other four corners of the document (top right, bottom right and bottom left), as shown on the right.



Preferred Logo Position



Secondary Logo Position

Our Brand in Action

Co-Branding with Partners

Single Partner Co-Branding

When co-branding with single partners, there should be a vertical line separating the Autism Nova Scotia logo and the partner's logo. The distance of space between the line and the two logos should match the minimum clear space explained on page 5 (as shown on the right).

Multiple Partner Co-Branding

In works published by Autism Nova Scotia, our logo should appear first when co-branding with multiple partners. If space is limited, the logos must be separated by a vertical line (as shown on the right).

Important Tips

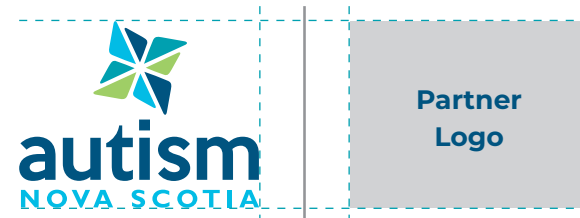
- When branding for equal partnerships, the logos should be the same size.
- If there are major and minor partners, the logo size should be scaled to reflect this. For example, major partner logos should be visually larger than minor partner logos.

Third Party Fundraising

For third party fundraising events, please share our “IN SUPPORT OF” Autism Nova Scotia logo and “IN SUPPORT OF” Chapters logo with our fundraising partners. (See example on the right).

Access all Chapter “In Support Of” logos [here](#) 

Single Partner



Multiple Partners



“In Support Of” Logo for Fund Development



Our Brand Making a Difference

Print - Stationary

The following pages showcase examples of our brand in various forms of media. These examples will provide a better understanding of the Autism Nova Scotia brand and demonstrate how to incorporate visual consistency using all the elements within our brand guidelines.



Letterhead



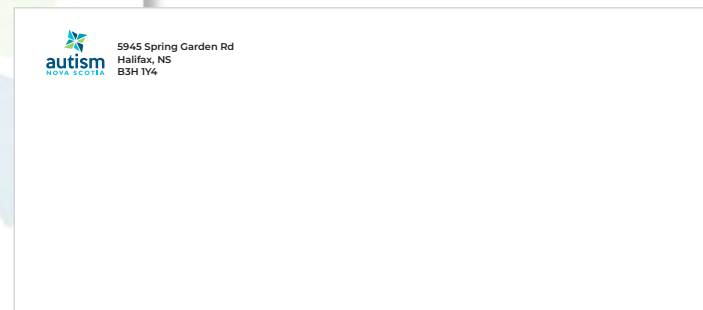
Business Card

Front



Business Card (Chapters)

Front



Envelope



Business Card

Back

Our Brand Making a Difference

Print - Posters

Posters can be an effective marketing tool used to communicate information to various publics from in-house team members to the community at large. Posters can be designed in three sizes: 8.5" x 11" (letter), 8.5"x14" (legal) and 11"x17" (tabloid), as shown below.

All poster sizes can be either portrait or landscape format. Generally, portrait format is recommended/preferred.

Important Tip

- Unless you are printing your poster through a professional service, it's highly recommended to design a white border (at least .25") around your content to avoid any text or graphics being cut off by the printer's pre-set margins. The white border also helps to keep the content centred when printing.



8.5"x11" (Letter)



8.5"x14" (Legal)



11"x17" (Tabloid)

Our Brand Making a Difference

Print - Brochures/Flyers

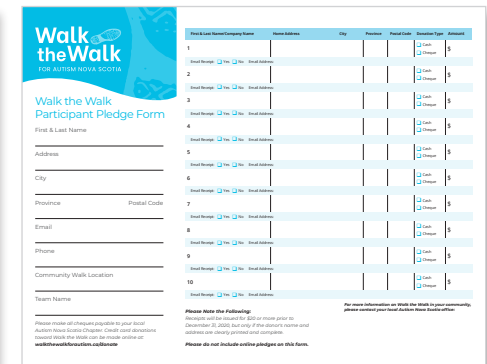
Brochures are one of the most common ways to share information about a program or campaign. Brochures can be designed in the below two formats: standard tri-fold with six panels (8.5"x11"), or bi-fold flyer with four 8.5"x11" panels/pages (11"x17" folded in half).

Important Tip

- Before designing a tri or bi-fold brochure, it often helps to create a mock-up (at scale) to get a better idea of where the content will appear in relation to the folds.



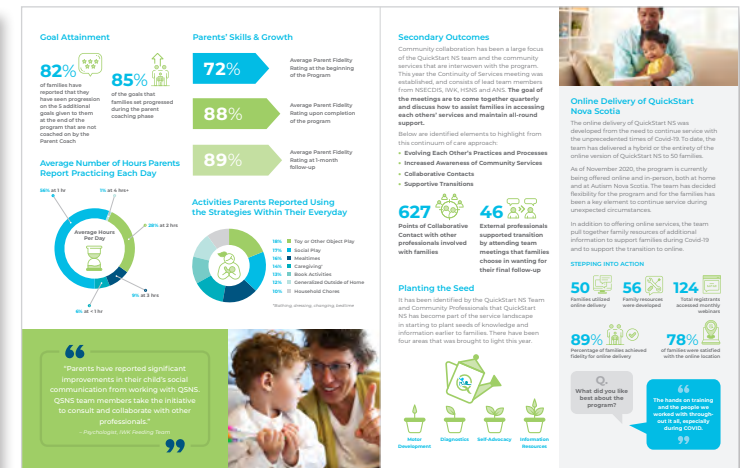
Tri-Fold Brochure
Outside Panels



Tri-Fold Brochure
Inside Panels



Bi-Fold Brochure
Outside Pages



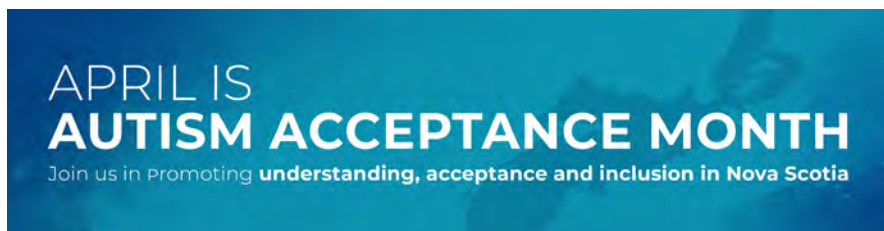
Bi-Fold Brochure
Inside Pages

Our Brand Making a Difference

Digital - Website

The Autism Nova Scotia website (www.autismnovascotia.ca) is our primary online communication tool and so it's imperative that our website and social media platforms reflect our brand identity.

Web banners, displayed on the rotating banner on the home-page of the Autism Nova Scotia website, are a highly effective way to communicate information about programs and upcoming events. **All web banners must be 1100x281 pixels.**



1100x281 Web Banners



Important Tips

- All web banners should include simple, easy to read headers and/or sub-headers, vibrant images, brand HEX colors (see page 6) and call-to-action buttons - whenever possible.
- If no imagery is used, content should be large and bolded.

Our Brand Making a Difference

Digital - Social Media

Social media graphics should be simple, to the point, and visually engaging. As your audience can find more information within the caption of each post, it is best to keep words to a minimum on the graphic itself.

Important Tips

- All graphics or photos used must follow brand guidelines.
- Use proper logo placement (see pages 5 and 8).
- Use proper pixel dimensions for whichever platform you are using (see dimensions shown on the right).



1200x1200 Facebook Graphic



1200x1200 Facebook Graphic



1080x1080 Instagram Graphic



851x315 Facebook Cover Image

Our Brand Making a Difference

Photography

Photography is one of the most powerful tools used to portray our brand and what it represents. Images should be bright and vibrant, featuring moments that are authentic and natural.

Important Tips

- **Whenever possible, use photos of real people in actual settings. Staged photos can lack authenticity.**
- **In most cases, a single photo of one or two subjects will deliver a more powerful impact than a collage of multiple photos.**
- **When selecting photos, try to represent individuals from diverse backgrounds. Consider demographics such as: disability, age, race, ethnicity, cultural background, and gender identity/expression.**
- **Photos should be in focus and high-resolution quality.**
- **Close-up or cropped photos can help to enhance the composition and visual impact.**
- **Only include photos or videos that subjects have given Autism Nova Scotia the permission to use.**





For more information please contact:

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