



Brand Guidelines

Our Mission

The mission of ACT – Autism Community Training Society is to provide evidence-based information, resources, and training that benefits autistic people as well as their families, professionals and other community partners, to enable autistic people, to live productive, satisfying lives.

Our Vision

To be one of the world's leading producers and providers of evidence-based information to enable autistic people to live productive, satisfying lives.

Logo

ACT's logo is inspired by the vibrant Rainbow Infinity symbol, widely recognized by autistic self-advocates and beautifully represents the unity and connection within our community. The spectrum of colors reflects the rich diversity of individuals on the Autism Spectrum, and abstractly conveys community through the multi-colored drop shapes facing each other in a circle.

It's recommended to use the tagline version in most circumstances, but at smaller sizes you may opt to use the version without the tagline if the text is not legible.



Knowledge That Makes a Difference

Icons and small wordmark

These logo variations can be used when the primary logo doesn't fit or if it needs to be smaller than 150px wide, such as icons for social media or profile pictures.



Space around logo

Leave blank space equivalent to the height of "community training" on each side of the logo.

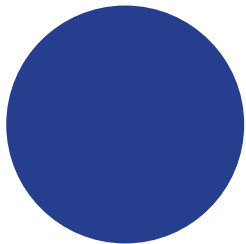


Colours

The rich colours of the primary purple, and the secondary green, yellow, orange, and red can be used in different shades.



These secondary colours, found in the “fan” shape of the logo, should be used to accentuate graphics and design elements.



RGB: 101 78 163
HEX: #654EA3

Purple Shades



RGB: 108 194 74
HEX: #6CC24A



RGB: 236 232 26
HEX: #ECE81A

Use this yellow to compliment the primary purple. Can be used in gradients and as a secondary color (in small doses).



RGB: 244 175 35
HEX: #F4AF23



RGB: 238 39 55
HEX: #EE2737

Typography

For print and in graphics, we use Museo Sans Rounded.

Use Merriweather if Museo is not available, and Inter for body text, or Segoe UI if Inter is not available.

On the web, we use Merriweather for headings and Segoe UI for body text

Museo Sans Rounded

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345677890*!>@#&

Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345677890*!>@#&

Merriweather

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345677890*!>@#&