

OUR BRAND

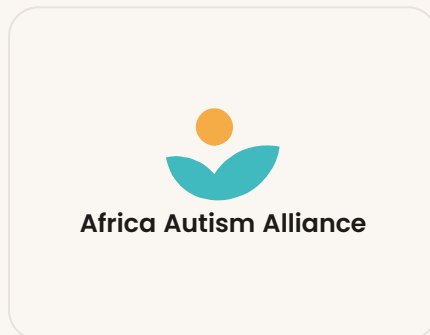
Our brand, *used well*

These pages show how to use the Africa Autism Alliance name, logo, colours and certified badge, so everything we share looks and sounds like one movement.



THE LOGO

Use the files in the **07 Logos and badge** folder. Never retype the name next to the mark.



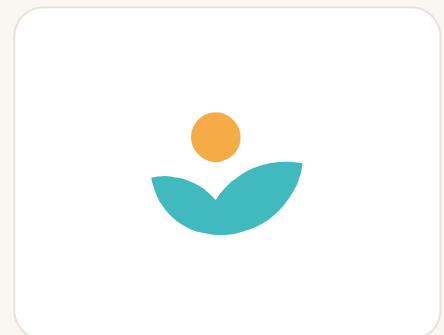
Main logo

On cream, white and light backgrounds.



On dark backgrounds

White lettering on navy, teal or dark photos.



The mark alone

For small spaces: social profile pictures, app icons, stamps.

Space and size

- ✓ Keep clear space around the logo at least as big as the orange circle.
- ✓ Print the full logo at least 25 mm wide, or 120 pixels on screen.
- ✓ Below that, use the mark alone.

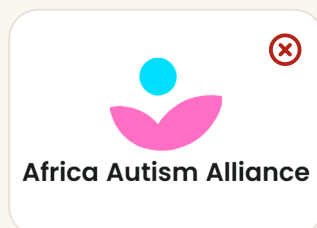
The name

- ✓ Write it in full the first time: **Africa Autism Alliance**.
- ✓ After that, **AAA** or **the Alliance** is fine.
- ✓ Our programme is the **Africa Autism Inclusion Training Program**.

PLEASE DON'T



Stretch or squash it



Change its colours



Rotate it or add effects



Put it on a busy background

COLOURS

Calm teal, deep navy, *warm cream*

For print, ask your printer to match these HEX values as closely as their press allows.



Teal

HEX #2C8085 · RGB 44 128 133

Our main colour: buttons, links, labels, highlights.



Navy

HEX #132E3A · RGB 19 46 58

Dark bands, footers, the italic word in a headline.



Bright teal

HEX #3DBABE · RGB 61 186 190

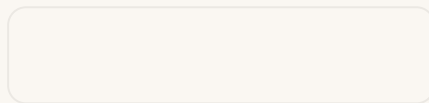
Accents on dark backgrounds. Too light for small text on white.



Orange

HEX #F5AB46 · RGB 245 171 70

The sun in the logo. Use sparingly.



Cream

HEX #FAF7F2 · RGB 250 247 242

Page backgrounds, instead of plain white.



Ink

HEX #1C1B1A · RGB 28 27 26

Body text.

TYPEFACE

Advancing autism *inclusion*

We use **Poppins** for everything. It's free to download from Google Fonts.

HOW TO SET IT

- **Headlines** in Poppins Light, with one key word in *light italic navy*.
- **Body text** in Poppins Regular.
- **Labels** in Poppins SemiBold capitals, spaced out, in teal.

HOW WE SOUND

WE ARE

Warm, never pitying

WE SAY

"Autistic children thrive with the right support."

WE DON'T SAY

"Poor children suffering from autism."

Plain, not clinical

"Loud noise can overwhelm some autistic people."

"Sensory processing dysregulation in ASD."

Hopeful and practical

"Here are three things your clinic can change this week."

"Autism is a growing crisis."

Photos and images

Show autistic people as active, valued participants – learning, working, playing – never only in distress. Use photos only if you have the rights to them, and get written consent from a parent or carer before photographing any child.



THE CERTIFIED BADGE

The Autism-Inclusive Organisation *badge*

The badge tells every customer, patient, pupil and family that this place has been trained and assessed by the Africa Autism Alliance. It only means something if it is used honestly.

Who may use it

Only organisations that have completed the Africa Autism Inclusion Training Program and hold a current **Certification of Inclusion Excellence**.

- ✓ Show it only at the sites or branches named on the certificate.
- ✓ Stop using it when the certificate's "valid until" date passes, unless it has been renewed.
- ✓ Don't use it on products, or to suggest the Alliance endorses something it hasn't assessed.

Where to show it

- ✓ On the entrance door or window: the 150 mm window sticker.
- ✓ At reception, beside the framed certificate.
- ✓ On your website: the live badge from your certificate page, which links to your verification.
- ✓ In email signatures and on social media profiles.
- ✓ In annual and CSR reports.

Keep it as it is

Use only the files the Alliance sends you. Don't redraw the badge, change its colours or wording, crop it, or add your own logo inside it. Keep clear space around it of at least a quarter of its width.

Anyone can check it

Every certificate has its own number and QR code. Anyone can confirm it's genuine and current at africaautismalliance.org/verify. The website badge links there too, and shows when a certificate has expired.

NOT CERTIFIED YET?

Train your team, meet the standard, and earn the badge.



Join the Alliance

Sign up your organisation for the Africa Autism Inclusion Training Program.
africaautismalliance.org/the-alliance/join