



Autism World Travel



Brand Guide



Autism World Travel

September, 16, 2019

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Primary Logo

This is the primary logo for “Autism World Travel”. It will be used across primary brand applications. The concept is the autism awareness ribbon forming the shape of a plane. The logo symbolizes the freedom of being able to travel with out any stresses. The plane represents the travelling, fun aspect of the brand, while the ribbon represents the more medical side.

**To ensure proper use of this logo, it is highly advised that all uses of this identity conform to the principles and policies documented in the manual.*

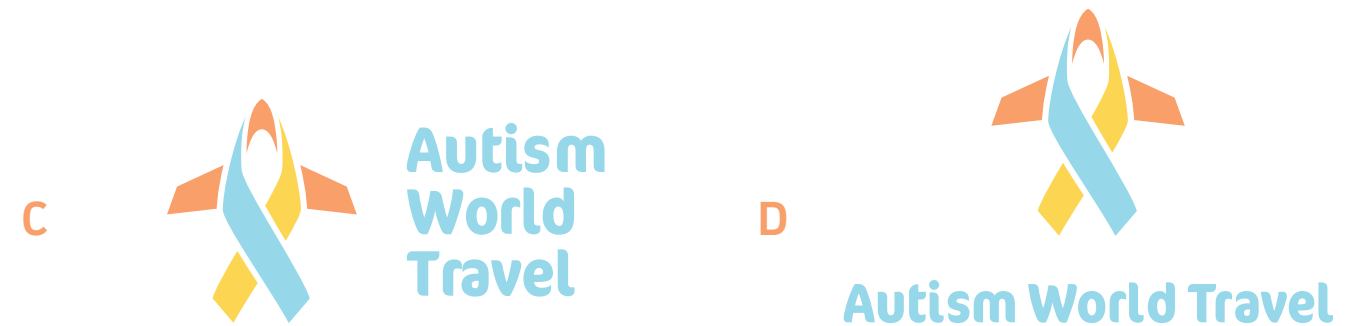


Secondary Logos

These are all of **Autism World Travel's** secondary logos. These logo variations have the exact same colours, font and icons; the difference between them is the text placement, and when to use each version. Some logos fit better than others. For example, the horizontal logos are best suited for horizontal mediums, such as horizontal posters, and footers. The vertical logos are best suited for vertical mediums such as vertical web banners, or narrow promotional material.

***It is also advised not to use both the primary and a secondary together. It is best to keep the brand consistent, in order to avoid confusion.**

- A) Long Horizontal
- B) Horizontal
- C) Horizontal Stacked
- D) Vertical with Horizontal text



Colour Swatches

These colours were chosen to best reflect the brand's mood. The blue is a calm, relaxing and airy colour which gives off the feel of freedom. Blue is also a trusting colour, and ties in to the medical aspect of the brand. The orange is a more vibrant, exciting colour which emphasizes the 'adventure' and 'exotic' nature of travelling. Yellow is an energetic, warm and happy colour, which reflects the mood of a vacation.

*Below are the colour swatches used for the primary colours. Secondary colours/background examples are on the next page.



PANTONE
Pantone 304 C

CMYK
C: 37% M: 0% Y: 7% K: 0%

RGB
R: 153 G: 218 B: 232

HEXADECIMAL
#99DAE8

PANTONE
Pantone 121 C

CMYK
C: 1% M: 14% Y: 78% K: 0%

RGB
R: 252 G: 213 B: 97

HEXADECIMAL
#FCD561

PANTONE
Pantone 1565 C

CMYK
C: 0% M: 45% Y: 62% K: 0%

RGB
R: 255 G: 161 B: 110

HEXADECIMAL
#FFA16E



**Autism
World Travel**



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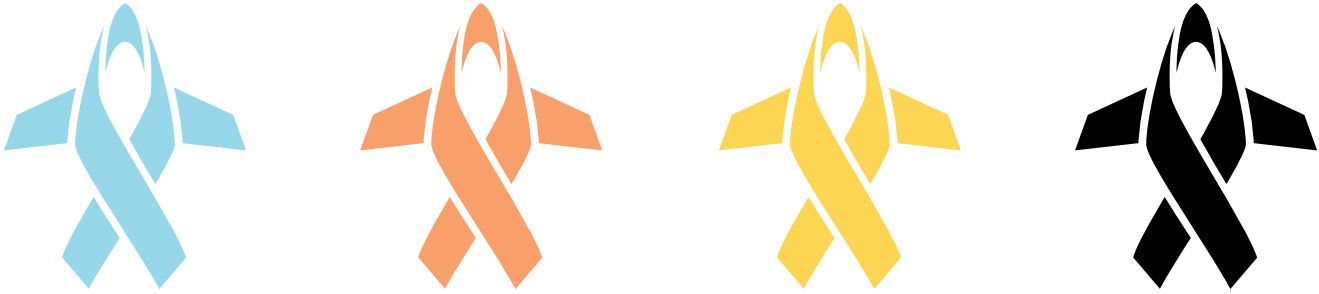
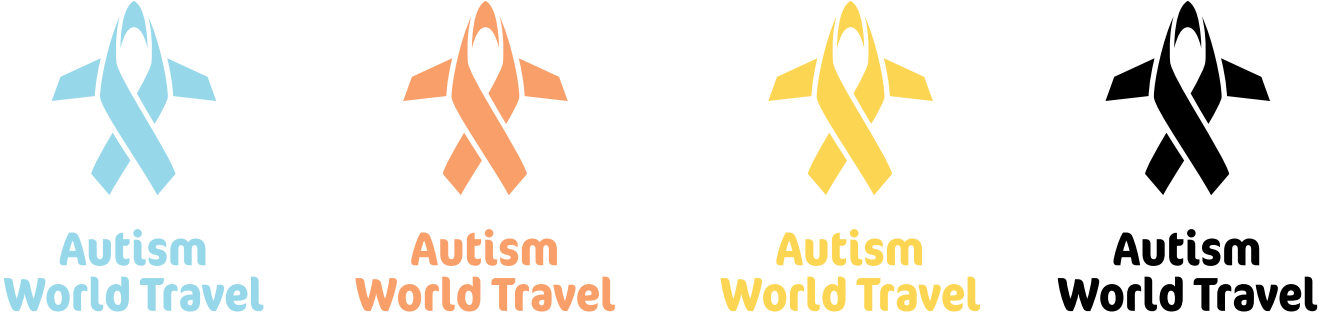


**Autism
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Colour Specifications

This logo can be reversed into the brand's 3 main brand colours. These colours are: blue, orange & yellow. There is also an all black and all white version of the logo. The white logo can be used on dark/coloured backgrounds, while the black can be used on lighter/white backgrounds.

**It is important to uses certain colours (especially yellow) with caution. The logo should be able to read clearly and stand out. If the logo is placed on a colour that provides a low contrast with the design, the logo may become illegible.*



Typography

The primary typeface that is used for the logo is Cocon Pro (Bold Condensed). For print, Cocon Pro (Regular/Bold Compressed) can be used for headings. Facit (Semibold) can be used for sub-headings, and Facit (Regular) for body.

For secondary fonts, Baloo and Lato are used. Baloo is used for headings, while Lato (Bold) is used for sub-headings and Lato (Regular) for body copy. Baloo and Lato are also web-friendly.

***It is best to use secondary/web fonts for non-promotional material only. Baloo and Lato can both be found on Google Fonts, and are free to download.**

Primary Fonts

Headings - CoconPro (Bold/Regular Condensed)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Sub-Headings - Facit (Semibold)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Body Copy - Facit (Regular)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Secondary Fonts

Headings - Baloo (Regular)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Sub-Headings - Lato (Bold)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

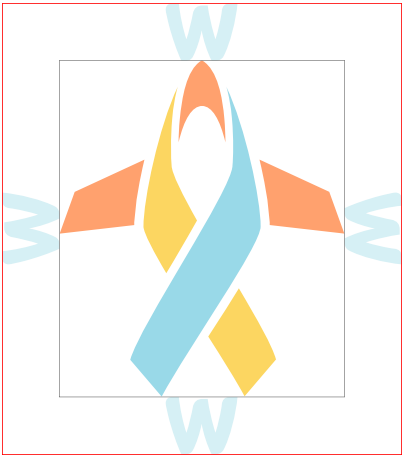
Body Copy - Lato (Regular)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Clear Space

The clear space is the area around the logo where no other elements are allowed to enter. This space is determined by the letter 'W', which is included in the brand's name. The size of the W is the same size as the W in the tagline. The W is also scaled with the logo proportionally, for the sake of consistency.

***NOTHING** should enter this space. There needs to be enough breathing room for the logo in order to avoid clutter and messy branding. It keeps the brand clean, consistent and legible.



Minimum Size

To ensure that the AWT identity is always legible and accurately reproduced, minimum size guidelines have been determined. Never reproduce the logo and signature at sizes less than what is shown below. As illustrated below, the minimum size is determined by the length and height of the AWT identity

***For applications that require the logo to be smaller than minimum size, do not reduce the identity smaller than 0.84 inches for print or 60 pixels for web.**



The minimum size of this logo should be 1" wide. For web, the logo should be at least 72 pixels wide.



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Logo Restrictions

These are examples of what **NOT** to do to the logo. It cannot be emphasized enough just how important it is to keep the brand consistent, clear, and legible.

*Autism World Travel's logo is a structural design. It should not be distorted or messed with under any circumstances ever.

- A) DO NOT squish/stretch logo
- B) DO NOT outline the logo
- C) DO NOT use a low contrast colour
- D) DO NOT use a busy background
- E) DO NOT change brand colours
- F) DO NOT rotate logo



