

BRAND IDENTITY

Els for Autism Foundation®



Only first mentions need trademark symbols ®

LOGO MUST BE ON A SOLID BACKGROUND

Please use a circle or square behind the logo for use on top of patterns, graphics, and photographs

OUR NAME

Our name Always use the full name **Els for Autism Foundation®** on the first reference. On the second reference, **Els for Autism®** is appropriate. Any additional references to our name do not need the ®.

OUR VISION

WHERE POSSIBILITIES ARE ENDLESS
We envision a world of limitless possibilities for individuals with autism spectrum disorder (ASD) and their families.

COLOR PALETTE

PRIMARY #1F1961 CMYK: 100, 100, 10, 35 RGB: 32, 26, 98 PMS 2757	PRIMARY #0047BA CMYK: 98, 78, 0, 0 RGB: 12, 81, 163 PMS 2728	SECONDARY #0A8BD1 CMYK: 79, 35, 0, 0 RGB: 28, 139, 203	SECONDARY #01ACC3 CMYK: 75, 10, 21, 0 RGB: 1, 172, 195
#FFCA7B CMYK: 0, 21, 52, 0 RGB: 254, 205, 136	ACCENT	#E2E3E4 CMYK: 0, 0, 0, 12 RGB: 226, 227, 228	ACCENT

TYPEFACES

LATO

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890!@#\$%^&*

BITTER

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@#\$%^&*

PLAYLIST SCRIPT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1234567890!@#\$%^&*

IF LATO IS NOT AVAILABLE, CALIBRI IS AN ACCEPTABLE ALTERNATIVE

Questions? Please reach out to Marketing