ACEing Autism **Brand Guidelines**

These guidelines are designed to strengthen the ACEing Autism look and feel and consistency across the organization. Specific logo versions, colore values, and guidelines are available for appropriate usage application in every medium.

ACEing Autism **Logo**

Square Original (Main Logo)

White/blue background

Blue/white background

Black/white background

White/black background

ACEing Autism **Logo**

Extended Original ("Connecting kids through tennis" removed)

White/blue background

Blue/white background

Black/white background

White/black background

ACEing Autism **Color Palette**

This ACEing Autism color palette is inspired by the tennis court color palette. ACEing Autism Blue (AA Blue), serves as the primary color in the designs with ACEing Autism Black (AA Black) and ACEing Autism White (AA White) being alternative neutral colors mainly used for text.

AA Blue	**AA White**	**AA Black**
PRINT USE C96 M73 Y2 K0	**PRINT USE** C0 M0 Y0 K0	**PRINT USE** C70 M50 Y30 K100
WEB USE R10 G86 B164	**WEB USE** R255 G255 B255	**WEB USE** R0 G0 B0
#0a56a4	#FFFFFF	#000000

Safe Area

For visual impact, please allow a clear area around the logo. This area is know as the "exclusion zone" and is defined by the height of the racquet.

Minimum Size

To ensure legibility, the minimum width of the logo, should never be less than .75 inches (print) or 54 pixels (screen).

ACEing Autism **Typeface**

The ACEing Autism typeface is derived from the official ACEing Autism brand for consistency purposes.

AA Primary Typeface

Montserrat
Light, Regular, **Bold**

ACEing Autism **Look and Feel**

Standardized ACEing Autism events such as The Racquet Run, cannot be outsourced. The ACEing Autism brand has a standardized look and templates to use across all official ACEing Autism events. All standardized materials and templates are available, please contact the main office by emailing: **info@aceingautism.org**. For additional materials, please send an email to submit your request. The ACEing Autism National office will be more than happy to assist you.

ACEing Autism **Additonal Guidelines**

Alternate colors other than the ones provided, stretching, altering, distorting or any other reinterpretation of the ACEing Autism logo versions is NOT ALLOWED.

ACEing Autism **Photography**

The ACEing Autism brand collateral is created with event photography received from all ACEing Autism events. Photos used are approved for reproduction both based on content and quality. Low resolution and reduced web-based photos cannot be used for printed items. The content of the imagery is representative of our mission of connecting individuals with autism through tennis.