



AsIAM Autism-Friendly Town Award – Brand Guidelines

Each committee is responsible for their own approach to communications. As an AsIAM funded award process there are some key requirements:

- All references to the award on front-facing materials should describe it as the “AsIAM Autism-Friendly Town Award”
- All materials developed by AsIAM for use by Committees should not be altered without the prior permission of AsIAM
- Publicity materials relating to the award should include the AsIAM logo and these materials should be submitted to AsIAM for approval prior to publication
- Should you wish to add the logo of any other charity, bar the committee itself or its local sponsor charity, prior permission should be sought from AsIAM in advance
- No promotional materials should include jigsaw puzzles/ribbons
- Blue can be used as a colour within materials but no “Go blue for Autism” or “Light it up blue” activities or materials should be promoted
- Identity first language should be used in all front-facing materials associated with the project
- The tone of publicity materials should highlight the barriers in society and not stigmatise Autism or being Autistic
- Whilst engagement with local politicians and faith groups may be important for the success of a Committee, Committees should not promote or affiliate with any one political or faith group
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- Sponsorship is permitted but Committees are advised to avoid endorsing or promoting any one product or service associated with Autism
- A high resolution version of the AsIAM logo is included within the toolkit provided to Committees