



## AsI Am Autism-Friendly Town Award Brand Guidelines

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

All references to the award on front-facing materials should describe it as the “AsI Am Autism-Friendly Town Award”

All materials developed by AsI Am for use by Committees should not be altered without the prior permission of AsI Am. Publicity materials relating to the award should include the AsI Am logo and these materials should be submitted to AsI Am 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 AsI Am 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” or “Puzzle piece” 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.

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.

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 AsI Am logo is included within the toolkit provided to Committees