

Aspect Logo and Imagery Guidelines for partners

Oct 2026 – Version 1.0

Logo

Welcome to our new chapter.

While our name transition has been in progress over a period of time, Aspect will be now be our official name – with Autism Spectrum Australia as support wording.

Aspect is bold, bright and proud. Instantly recognisable and clear.



aspect
Autism Spectrum Australia

Logo

As our logo is used across an immense variety of materials, we have a series of lock-ups to suit all requirements.

These are:

> **MASTER LOGO**

Our hero logo – the first choice for all applications.

> **STACKED LOGO**

Available for use when space or location may not permit our master logo. Always a second choice.

> **SYMBOL**

For use a support to our Master or Stacked logo. This may be used within a communication if the full logo has been used elsewhere – i.e. on the back of a flyer, within a brochure, or on social media (where the full logo is used on the profile image).

MASTER LOGO



STACKED LOGO



SYMBOL



Logo Usage Details

We're proud of our logo – and it's important that it's always used appropriately and clearly.

> MINIMUM CLEARSPACE

Please note that the minimum clearspace does not indicate an appropriate size for margins, instead, it is a guide for how close the logo may be placed to other text and graphics at any time.

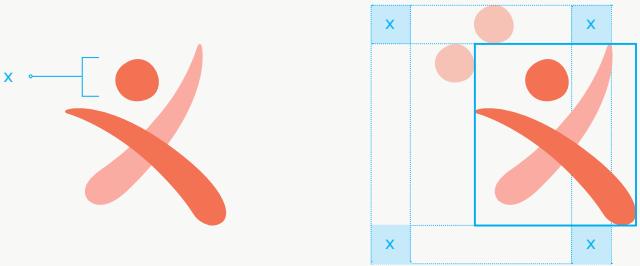
> GENERAL LOGO SIZE

Below is a guide of some of the most common communications required, and suggested logo sizes.

MINIMUM CLEARSPACE – LOGO



MINIMUM CLEARSPACE – SYMBOL



MINIMUM SIZE



SPECIAL CASE USAGE



In situations where the logo needs to be used at a size less than the recommended smallest size for legibility, the 'aspect' only version may be used, e.g. on pens and other small merchandise.

This logo is only available for use with the permission of the Marketing team.

Logo

Variations

The Aspect logo is available in full colour, white, reverse colour and mono (greyscale) versions.

> **FULL COLOUR**

This is our hero, and should be used wherever possible.

> **WHITE**

Our white logo is available for use on all colours, and over photography.

> **REVERSE COLOUR**

This logo version is for limited use. It may be used on Navy and Brilliant Blue, and may also be used on certain darker photographs.

We recommend using this logo when a balance of brand colours is required – but this version should be used and distributed at the Marketing team’s discretion.

> **BLACK / MONO**

This logo is available for use on official materials only, where a coloured logo may not be used, and a white logo will not be legible. Please use sparingly.

IMPORTANT

These logos should cover all requirements. Additional coloured or greyscale versions of the logo should not be created.

If you feel you require an additional logo version, please contact comms@aspect.org.au

FULL COLOUR



REVERSE COLOUR – SPECIAL USE



WHITE



BLACK / MONO



Logo Usage guide

Our logo must always look it's best, so please consider the following at all times.

DO NOT:
Change the colour of the logo.



DO NOT:
Change the ratio of the symbol to the wordmark.



DO NOT:
Use the logo on an angle.



DO NOT:
Change the location of the symbol, or arrangement of the logo in any way.



DO NOT:
Change the colour of the text within the logo OR the colour of the symbol.



DO NOT:
Use the logo over a background that obscures it, or makes it illegible.



DO NOT:
Use a version of the logo that cannot be seen on your application.



DO NOT:
Change the weight of the text, or the font within the logo.



DO NOT:
Change the colour of the symbol within the logo.



Photography

Portraits

We use studio portraits as the hero imagery for our brand.

WHY PORTRAITURE?

- Offers longevity to the communication
- Stands out in market.
- A singular approach to hero photography builds a strong link to the Aspect brand

PORTRAITS ARE USED:

- on covers
- as hero images

OUR PORTRAITS SHOULD:

- Feature individuals caught in joy. Laughing, joking, celebrating, smiling – our portraits capture positivity.
- Use the colours of our brand in their backgrounds. Rather than deep-etch our people, backgrounds can include texture and shadow, tonally matching the brand colours.
- Hero the whole spectrum of age, ethnicity and gender.



Photography

Lifestyle

SUPPORTING IMAGERY

We use our people as supporting imagery across our brand.

WHY SUPPORTING IMAGERY?

- Lifestyle imagery is the norm across the care industry and does not provide as much cut-through as our portraiture
- These may need to be replaced regularly (should a person revoke usage rights)

LIFESTYLE IMAGES ARE USED:

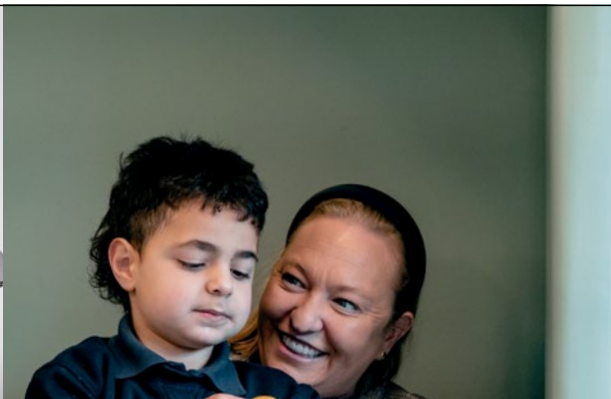
- Within brochures (rather than on covers), as a secondary image on a fact-sheet, and as supporting imagery on our website.
- On socials and online for promotional materials.

LIFESTYLE IMAGERY SHOULD:

- Show our people engaged in life, not staged. People are caught in a moment, living their best life, supported by Aspect.
- Be caught and curated with intent. While we use 'real' people, in 'real' situations, we never use happy snaps or iphone pics.

NOTE:

Existing lifestyle photography may be treated/brightened, in order to fit within the suite.



Photography

Do Not

To truly embrace our new brand, it is important that we don't fall into old habits.

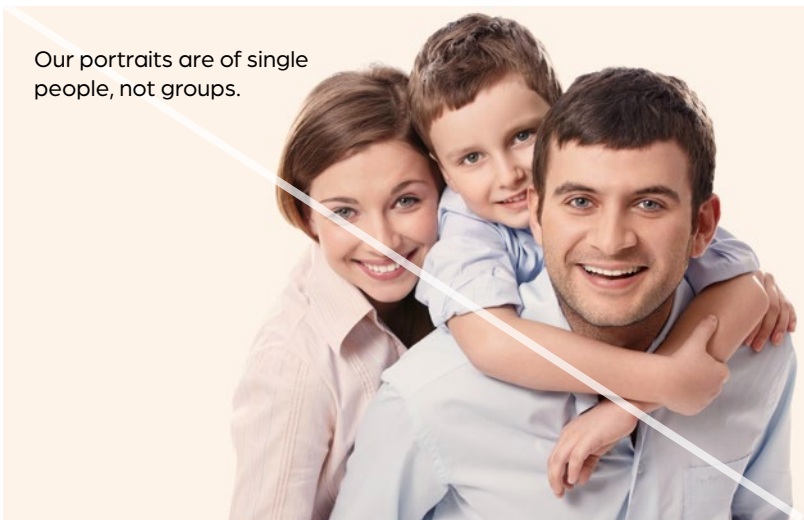
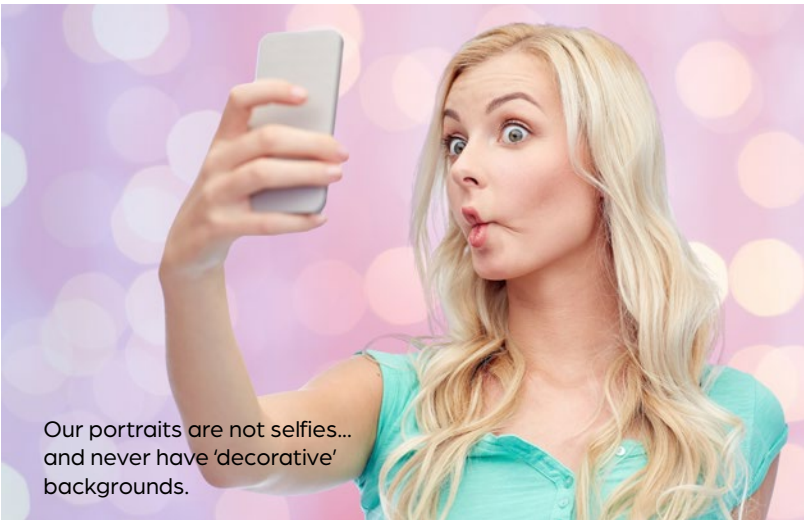
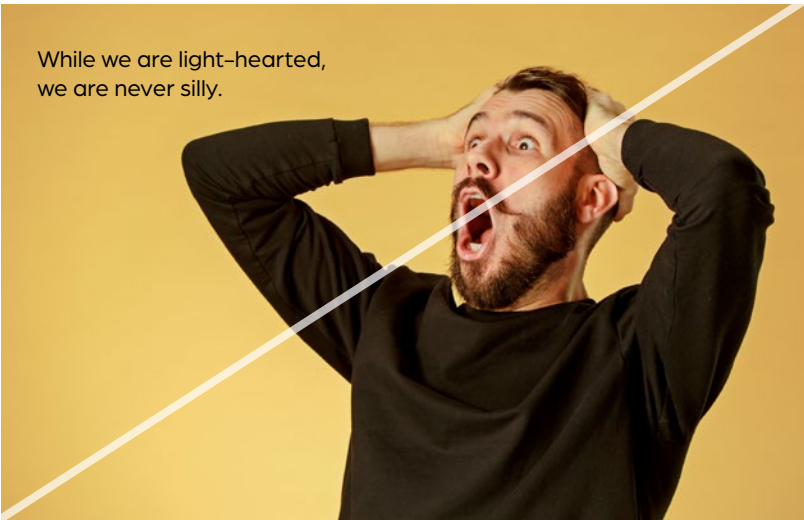
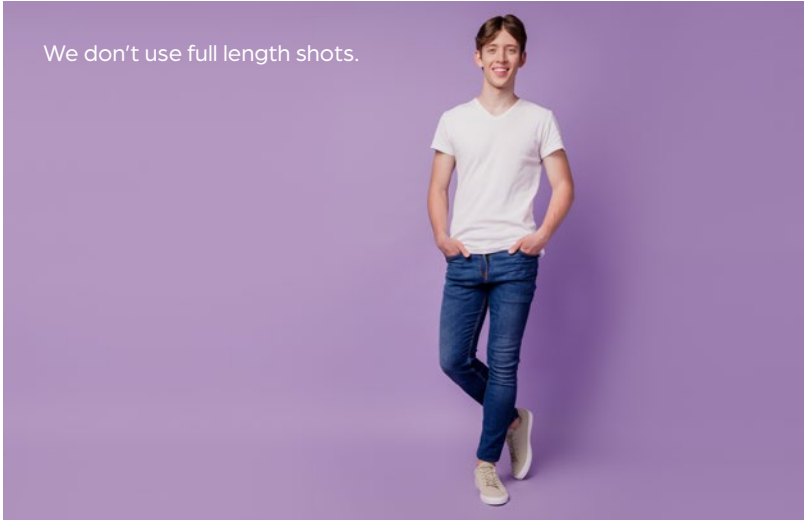
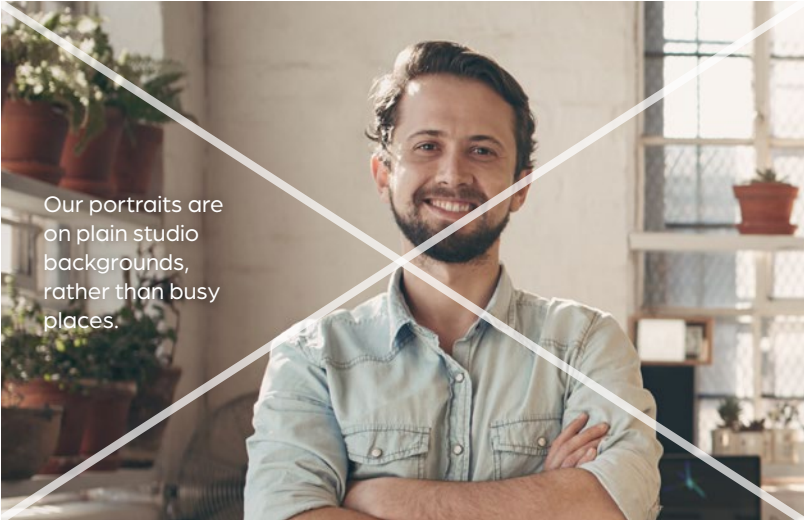
While across our company, we have a great deal of 'legacy' photography on file, it is important to consider the following when selecting imagery.

WHAT TO AVOID IN PORTRAITS...

Photography should not:

- Feel staged or 'modeled',
- Be conceptual or clichéd.
- Be black and white or use any colour 'treatment' or effect.

NOTE:
Even if certain photos or styles have been used in the past, it does not mean they should continue to be used into the future.



Photography

Do Not

To truly embrace our new brand, it is important that we don't fall into old habits.

While across our company, we have a great deal of 'legacy' photography on file, it is important to consider the following when selecting imagery.

WHAT TO AVOID IN LIFESTYLE SHOTS...

Photography should not:

- Be smiling directly at camera, posed.
- Be portraiture
- Feel staged or 'modeled',
- Be conceptual or clichéd.
- Be black and white or use any colour 'treatment' or effect.

NOTE:
Even if certain photos or styles have been used in the past, it does not mean they should continue to be used into the future.

