

## **MEDIA RELEASE**

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### **ASPECT UNVEILS NEW BRAND IDENTITY**

**Sydney, Australia:** One of Australia's leading providers of autism-specific services and education, Aspect (Autism Spectrum Australia) has revitalised its branding to reflect the organisation's significant growth and evolution during the last decade.

The brand update includes the development of a new logo, featuring the shortened 'Aspect' brand name, a vibrant new colour scheme and thematic elements. The new-look will span the organisation's website, social media assets, communications, and signage that will be introduced in stages across Aspect's locations and schools.

Robyn Eicker, Aspect's Chief Marketing Officer, said the adoption of Aspect as the predominant brand name is the result of an overwhelmingly positive response during concept testing.

"The transition to 'Aspect' represents a meaningful shift from the traditionally emphasised name of Autism Spectrum Australia," said Eicker.

"While both brand names are powerful and recognisable and will form part of the new branding, the single word Aspect resonated strongly with participants, students, families and staff. It reflects the breadth of our services and the exceptional work we do with the Autistic community, while respecting the heritage of this much-respected organisation."

The organisation's purpose, *A Different Brilliant®*, will remain as a key component of the branding, embodying the community it serves.

"The refreshed brand is not merely cosmetic," says Eicker. "It reflects a 58-year journey that began with a small autism-specific school in Forestville, Sydney. The new branding signifies a deep commitment to our core values of empowering Autistic individuals and their families, through reliability, leadership, trust, expertise, collaboration and innovation."

Since the introduction of the National Disability Insurance Scheme (NDIS) the disability sector has evolved significantly, with an influx of new services and providers, along with a shift in participant and family expectations.

“The landscape of the disability sector has certainly progressed, with staff, participants and families seeking contemporary, innovative and relevant organisations to work in partnership with. Branding is becoming a far more important factor within this customer-led market,” said Eicker.

“Driving differentiation in a crowded sector is important. A revitalised identity shows Aspect is innovating, growing and evolving to ensure individuals on the autism spectrum and their families receive the support and resources they deserve.”

Aspect CEO Jacqui Borland said, “We’re excited to embark on this new chapter with our revitalised brand identity. It’s a celebration of who we are, where we’ve come from and where we are headed, signalling we are poised to continue our journey of excellence and impact.”

The new branding was developed with design agency, ET Collective.

**For more information:**

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**About Aspect**

Aspect is Australia’s largest autism-specific service provider, with one of the world’s biggest autism-specific schools programs. A not-for-profit organisation, we work in partnership with people of all ages on the autism spectrum and their families to deliver distinct services, practices and research that recognise a *different brilliant® - understanding, engaging and celebrating the strengths and interests of people on the autism spectrum.*