



Frequently Asked Questions

1. Why is the brand refresh happening?

There are a number of reasons for the brand refresh

a. Brand name

The organisation currently operates under the Autism Spectrum Australia brand name which is then abbreviated to Aspect. Many of the current services use the shorthand version to describe the service such as Aspect Schools, Aspect Therapy, Aspect Autism Friendly.

Anecdotal evidence suggests that there is confusion between the two names ranging from a misunderstanding that they are in fact the same organisation through to a lack of awareness of either one of these names (i.e. people may know Aspect but not Autism Spectrum Australia and vice versa).

b. Changing market conditions

We are operating in a dynamic market. Over the past 10 years, a lot has changed. The NDIS has significantly shifted the expectations of participants and their families. We are operating within a customer-led market where brand awareness and equity are becoming increasingly important.

For Education, we operate within a diverse landscape. As pioneers in delivering autism-specific education, we stand as leaders in our sector. Therefore, our brand must embody this leadership both in the eyes of students and families seeking our services and from the perspective of our dedicated workforce. It is not merely a matter of presence; it is about projecting the unmistakable competence and commitment to delivering a quality education that defines our Aspect schools.

c. Consistency across the whole organisation

Our brand needs to align with what we do as an organisation, how we behave, what we say, what we stand for and how people feel about us. A consistent look and feel across all services that form part of Aspect is imperative to building a strong and stable reputation within the Autistic and autism community.

2. Why are we spending money on a brand relaunch?

It is understandable that people may think that spending valuable resources on a brand relaunch is irresponsible. However, our brand is one of our most valuable assets. A strategic brand refresh is a responsible and forward-thinking decision for several reasons.

Staying relevant: Markets and customer preferences evolve over time. A brand refresh allows us to stay relevant, ensuring that our image aligns with the current expectations and trends within our sector.

Stand out: A refreshed brand will help us stand out in a crowded market. It allows us to differentiate ourselves.

Adaptation to change: Businesses undergo changes, whether in products/services, markets or strategic direction. A brand refresh is a way to communicate these changes and signal our adaptability to our audience.

Employee morale and engagement: A refreshed brand can rejuvenate the employee morale and foster a sense of pride and excitement among employees. This can positively impact productivity and overall workplace culture.

Customer perception: The way students, participants and families perceive our brand is crucial to our success. A well-executed brand refresh can enhance our image, build trust, and create a positive perception among our target audience.

We acknowledge the importance of responsible resource allocation and assure you that our decision to undergo a brand refresh is rooted in a strategic vision for the future of Aspect. We have taken all necessary steps to ensure the financial impact is minimised and that the investment we make is maximised.

3. What aspects of the brand are changing?

- a. **Logo:** We have redesigned our logo to be more modern and visually appealing whilst maintaining a strong connection to our heritage and history.
- b. **Colour palette:** We have introduced a new colour palette that reflects our dynamic and vibrant culture. These colours will be used consistently across all our marketing materials and digital platforms.
- c. **Typography:** We have selected a new font that enhances readability and adds a touch of sophistication to our brand.
- d. **Iconography:** We have introduced a new simplified approach to brand icons to improve consistency and align with the new look and feel.
- e. **Visual elements:** We have introduced new visual elements that will be used in our marketing materials, presentations and website. These elements will help us create a cohesive and memorable brand experience.

4. How does the brand refresh align with Aspect's strategy and values?

- a. A well-defined brand has the power to build emotional connections with our stakeholders, fostering loyalty and ensuring a consistent experience. Beyond that, it serves as a differentiator in a crowded marketplace, influencing the choices our customers make. A strong brand elevates our reputation, enabling us to attract and retain top talent, a crucial asset for our continued success.
- b. Aspect operates on four meticulously outlined strategic initiatives, each intricately intertwined with our brand identity. The pursuit of delivering quality services, forging lasting partnerships, increasing community understanding, and fostering innovation all relies on the bedrock of a well-crafted brand.
- c. Our enablers are no exception. A robust employer brand is paramount for attracting and retaining exceptional staff. Furthermore, our brand represents an invaluable asset, and when effectively nurtured, it emerges as the driving force

behind sustained growth in fundraising efforts. From the perspective of business development, our brand is instrumental in establishing our presence and reputation within the market and enables us to create lasting impact.

5. What is the timeline for the brand refresh rollout?

- a. The new brand is available to use from 5 March. All new materials created after this date will use the new branding elements.
- b. Some elements may take longer to roll through into market such as signage or school uniforms.

6. Is Aspect the new business name?

Whilst we are moving to the shortened Aspect name for our externally facing brand, the legal business name remains Autism Spectrum Australia which means that any legal documents, contracts, agreements, donations will need to continue to use the full Autism Spectrum Australia (Aspect) name.

7. Who do I make donations out to from now?

Autism Spectrum Australia

8. How will the new domain change affect me?

We will be moving away from "autismspectrum.org.au" to "aspect.org.au".

Website: When visiting the Aspect website, you can now use the shorter "aspect.org.au" address. Any existing links and shortcuts to "autismspectrum.org.au", **will continue to work** and these links will still take you to your destination

Email: From 5 March 2024, you will no longer need to type the full "@autismspectrum.org.au" email address for Aspect emails. You can now use "@aspect.org.au". The old "@autismspectrum.org.au" email address **will continue to work**. Any emails sent to "@autismspectrum.org.au" **will still arrive in the recipient's inbox**.

Existing Aspect emails and newsletters: Going forward, Aspect newsletters and organisational emails (such as our "a different brilliant" newsletter, Principal's newsletter and ARCAP newsletter) will come from the new "@aspect.org.au" address. Subscribers should not have to change any of their settings to continue to receive these emails.