



Different  
Shines.

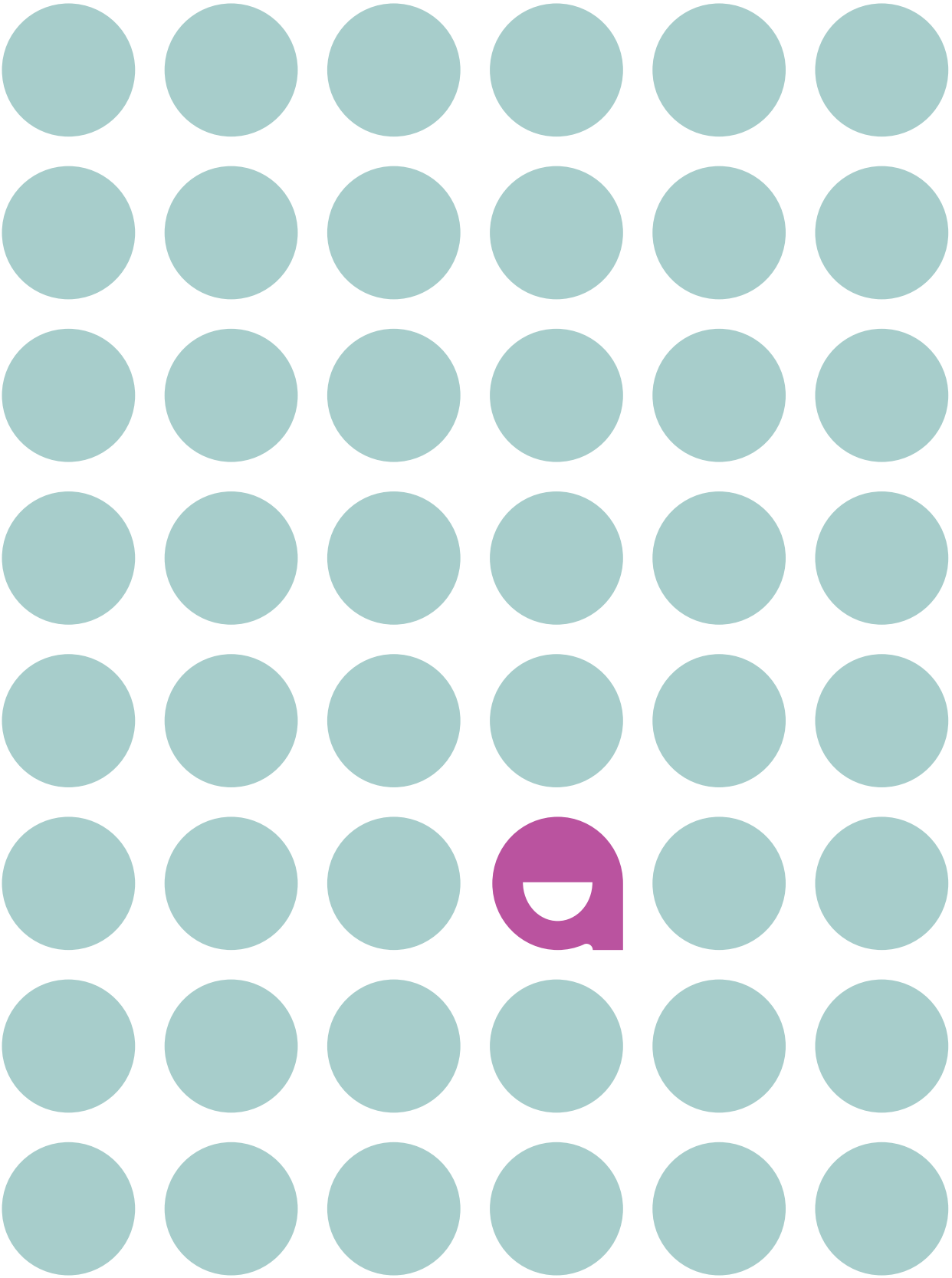
aces

Brand  
Guidelines

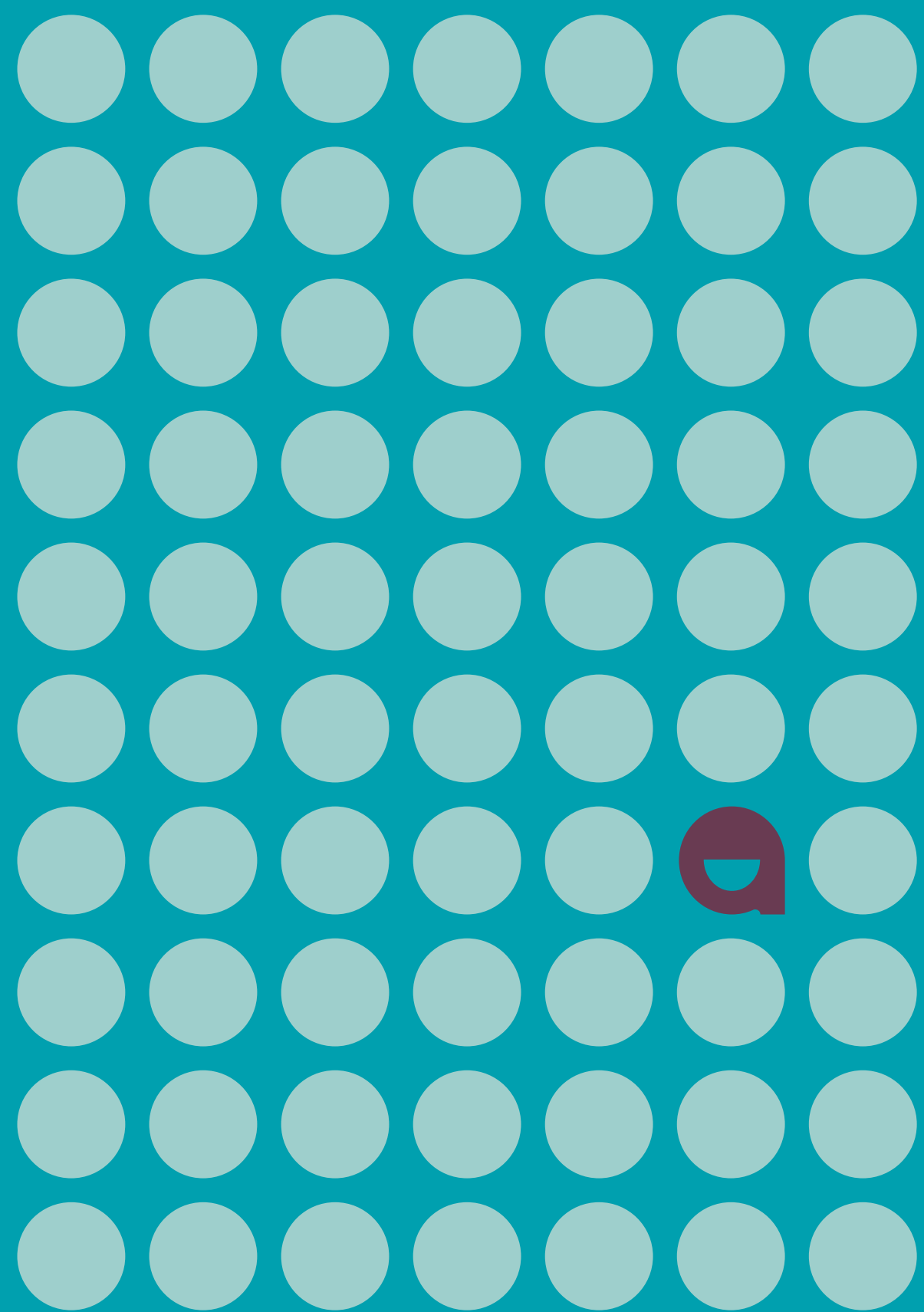
Version 1.0

# Table of Contents

- Brand Strategy .....3
- Brand Values .....5
- Audiences .....7
- Key Messaging .....8
- Creative Brand Platform .....9
- Tone of Voice ..... 14
- Visual Identity ..... 17
- The Logo ..... 18
- The Tagline ..... 21
- The Logo and Tagline Together ..... 24
- The Icon ..... 29
- Color Palette ..... 30
- Brand Font ..... 31
- Design Motif ..... 35
- Photography ..... 39
- Iconography ..... 41
- The Brand in Action ..... 42



# Brand Strategy



## Brand Positioning

For caregivers who want a trusted and committed partner to help their loved one live their best life, ACES is the industry leader in comprehensive autism care that provides engaging, whole-hearted support for every stage of life so that they achieve their full potential.

## Key Differentiators

We have nearly 30 years of experience offering time-proven, life-changing care, maintaining clinical excellence and a focus on client outcomes, providing committed care for clients of all ages, not just children; and partnering with families and caregivers on a plan that works for them.

### Vision

Become the household name for the highest quality autism care in America.

### Purpose

To create a more inclusive society for people with autism, so that everyone has the opportunity to live their best life.

### Mission

Elevate the standards in autism care.



# Our Values

Service

Inclusion

Respect

Fun

Collaboration

Results

Innovation

Passion



## Value Prop

We're committed to providing hope & delighting our clients and their families with engaging, individualized autism solutions for every stage of life.

For nearly 30 years, we've partnered with our individuals and their families to offer personalized, time-proven care to change the lives of clients of all ages.



# Audiences

*Primary*

## Caregivers

They're looking for a committed, trusted partner to help their loved one live their best life. They want guidance, clarity, and hope in this process.

*Secondary*

## Team Members

They're looking for a community of like-minded people who are all trying to make an impact through their work. They want access to opportunities and growth from their employer.

*Secondary*

## Third-Party Payers

They're looking to work with companies that are transparent, reliable, and great at what they do. They want to understand what we do and how we do it.

# Key Messaging

	Caregivers	Team Members	Third-Party Payers
Needs	<ul style="list-style-type: none"> <li>Trust</li> <li>Hope</li> <li>Guidance</li> <li>Commitment</li> <li>Outcomes/Progress</li> <li>Clarity</li> <li>Respect</li> </ul>	<ul style="list-style-type: none"> <li>Trust</li> <li>Stability</li> <li>Impact</li> <li>Opportunities</li> <li>Digital capabilities</li> <li>Development</li> <li>Community</li> </ul>	<ul style="list-style-type: none"> <li>Trust</li> <li>Clarity</li> <li>Affordability</li> <li>Predictability</li> <li>Transparency</li> <li>Outcomes</li> <li>Quality</li> </ul>

**Primary Message**

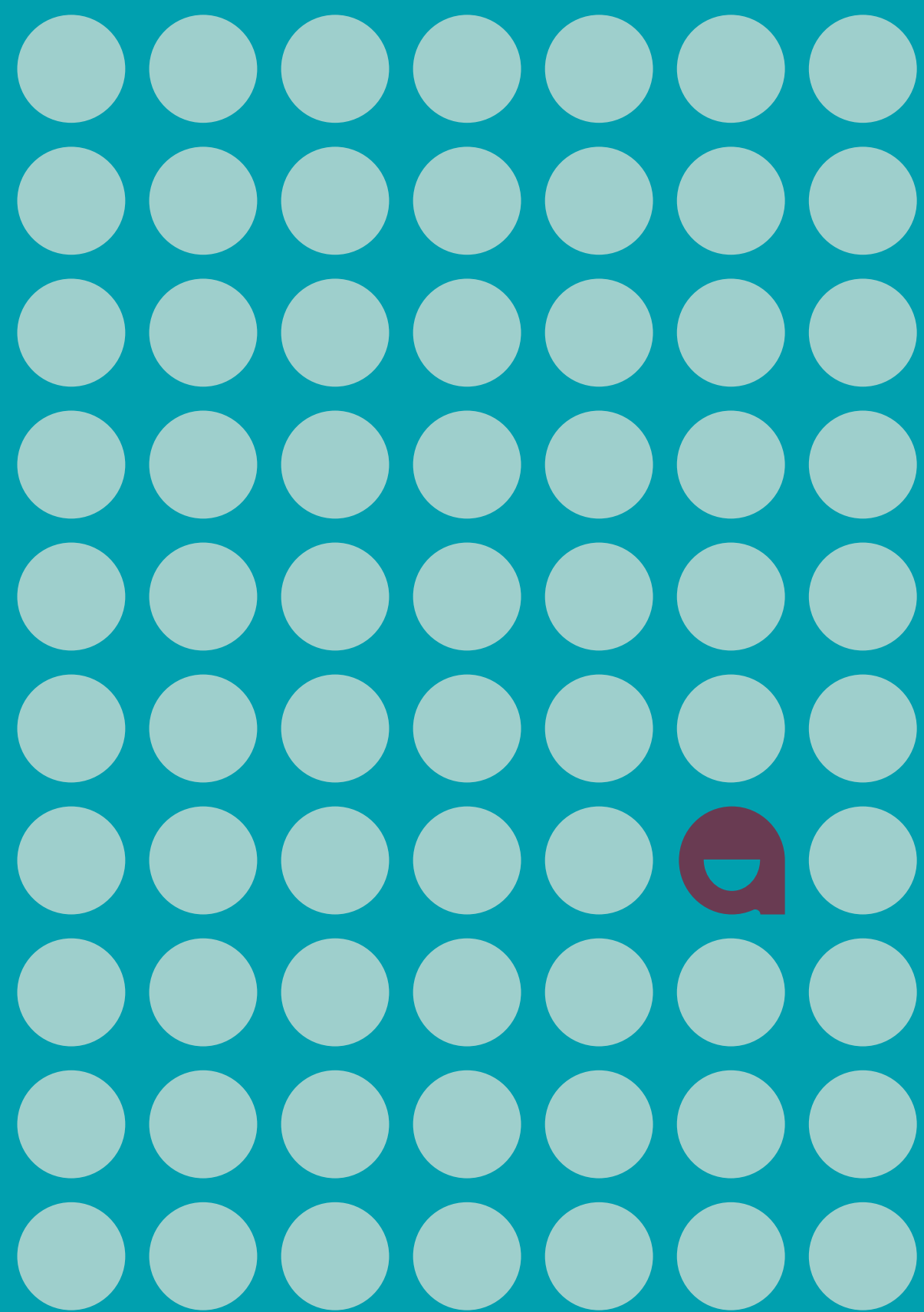
**We're committed to providing hope & delighting our clients and their families with engaging, individualized autism solutions for every stage of life.**

**Proof Points**

<p><b>History of Success.</b> We have more than 25 years of clinical excellence</p> <p><b>Committed Partner.</b> We work with clients and caregivers through every life stage.</p> <p><b>Person-centered Support.</b> We provide care that gives the client and caregivers a say in how their therapy is provided.</p>	<p><b>Opportunity.</b> We're an established innovator that trains our team on all methodologies, leverages digital technology to make work easier, and provides growth opportunities.</p> <p><b>Impact.</b> We give hope to people with autism and help them achieve their full potential throughout life.</p> <p><b>Community.</b> We're a group of like-minded, passionate people who want to do good in the world.</p>	<p><b>Reliable.</b> We're a stable presence and proven pioneer in the industry.</p> <p><b>Transparent.</b> We do what we say we're going to do, and we communicate that clearly to our partners.</p> <p><b>Value-based care.</b> We seek out and create mutually beneficial partnerships.</p>
--	---	---



# Creative Brand Platform





**Insight**

**There's not one  
type of autism.**

## Visual Direction

The autistic community has moved away from the puzzle piece and sliding scale representation of the autism spectrum. Because of this, we wanted to reflect this important change in our new brand.

To celebrate what makes those with autism uniquely complete, we'll use closed circles to represent the transition from a sliding scale to wheel while still referencing the entire individual.



## Creative Brand Platform

### Different Shines

To shine, you need a spark.  
That spark turns into a sparkle.

Sparkles turn into shines that beam in unity.  
Not uniformity.

They beam from a place of love, care, and most importantly, respect.

A place like ACES, when differences shine how they're supposed to:  
Differently.

No two people who walk through our doors are alike.

We want to celebrate that fact  
As we provide amazing care  
With the utmost compassion.

Here, you'll find your spark,  
Lit by a team to cheer on those differences.



## Voice Persona

Our persona is an attitude and personality that helps us demonstrate and articulate our voice. Think Kristen Bell. She's honest, self-confident, and funny. She lights up the room with her humor and clear, friendly, and familiar voice.

She is a devoted mother and wife as well as a career actor who is constantly taking on new and different roles. She has a passion for the things she loves and believes in.



## Tone of Voice

### A Lighthouse's Beam

Autism is like an ocean, full of both unknowns and unlimited potential. There are so many incredible individualities hidden just beneath the surface. The waters sailed are the same; journeys just take place in different boats. Rough seas happen, but ACES is a lighthouse, standing tall on the coast, illuminating possibilities and offering guidance to those caught in rough waters.

Whether it's a tsunami, a change in the tide, or something in between—ACES shines brightly, teaching how to ride the waves, instead of fight the current. There will always be the possibility of a storm, but there will always be guiding lights too.

### Inspiration: Starfish Story

Tone: Aspirational and overflowing with positivity, this tone focuses on finding the good in every situation. In the copy, this would come through with optimistic language and wrapping on a positive note.





# Our Tone

## Is

Caring

Knowledgeable

Optimistic

Nurturing

Empowering

Honest

## Isn't

Patronizing

Clinical

Forced

Monotonous

Pitying

Sugar-coated



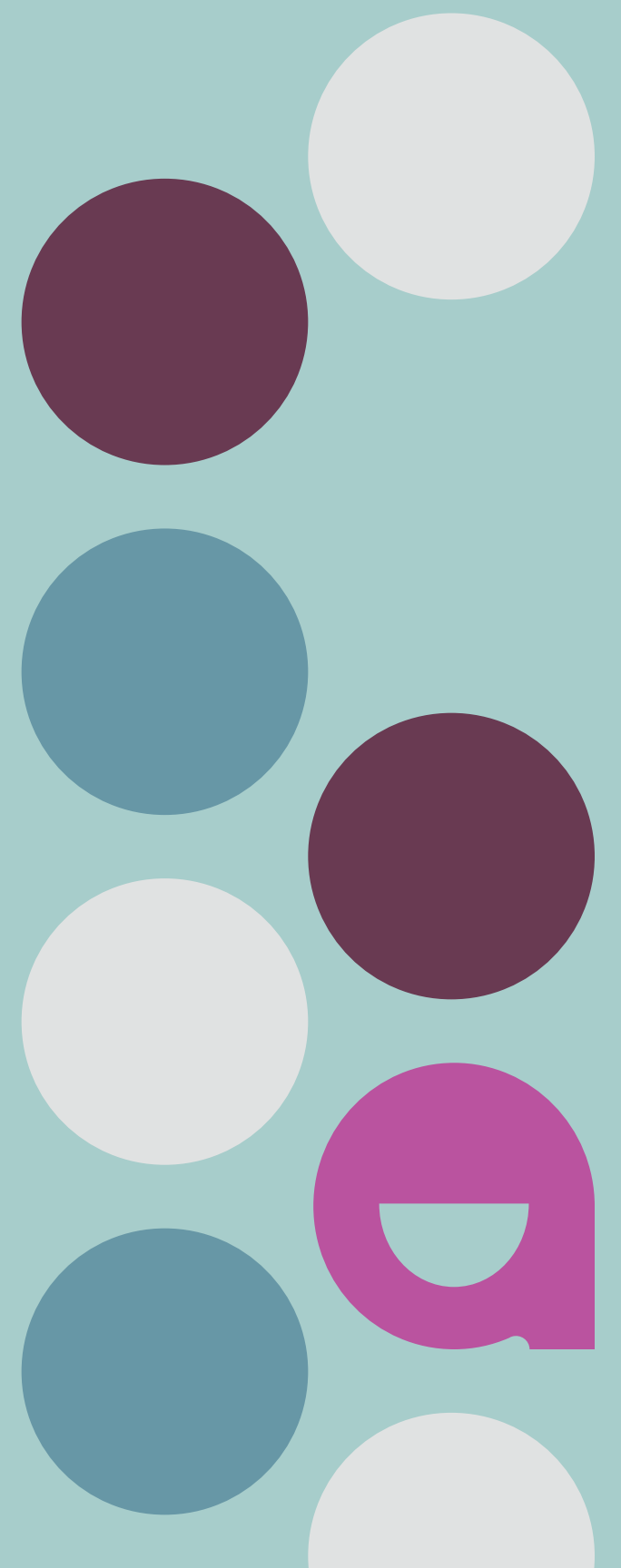
# Words & Phrases

## We Use

Clients  
Diagnosed with autism  
Care  
Differences  
Improving  
Challenges

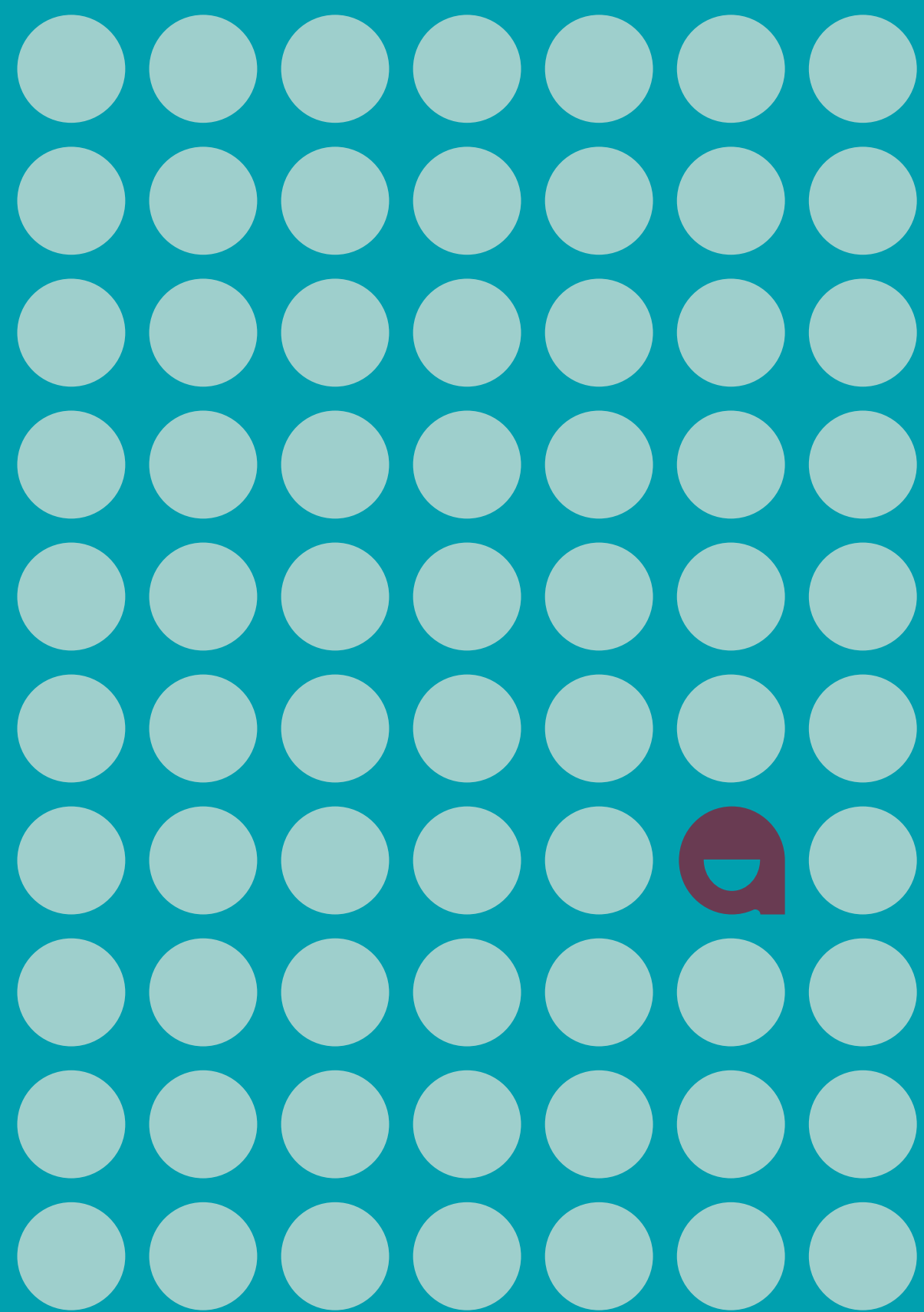
## We Don't Use

Patients  
Dealing with autism  
Cure  
Disabilities  
Fixing  
Issues/problems





# Visual Identity



## The Logo

Smiling, our logo represents the positive attitude our organization embodies.



aces

## The Logo / Clear Space

Always maintain a clear space around the logo that equals the size of the “smile” in the “a.”



## The Logo

Our logo can be used in any combination of brand colors as long as good contrast is maintained.

The “a” does not always need to be a separate color.



aces



aces



aces



aces



aces



aces



aces



aces



aces

### The Tagline

This line speaks to the power of being not like anyone else. It can be interpreted as each individual's "sparkle" or the way being different lets you shine.

Always use supplied logo art. Do not cut up the tagline, or use live type to create the stacked tagline.



Different  
Shines.

## The Tagline

It works stacked, horizontal, or centered, depending on the usage.

Different Shines.

### The Tagline

Our Tagline can be used in any combination of brand colors as long as good contrast is maintained.

Different  
Shines.

Different  
Shines.

Different  
Shines.

Different  
Shines.

Different  
Shines.

Different  
Shines.

Different  
Shines.

Different  
Shines.

Different  
Shines.

## The Logo and Tagline Together

The modular brand look supports a separation of the logo and the tagline, but sometimes they need to stay together. For full color usage, this combination is recommended.

Always use supplied artwork for the logo and tagline when they are together. Do not try to create your own.



Stacked Logo



Horizontal Logo



## The Logo and Tagline Together / Clear Space

Always maintain a clear space around the logo and tagline that equals the size of the “smile” in the “a.”



Stacked Logo



Horizontal Logo

## The Logo and Tagline Together / Reversed

When printing the logo lockup in color on a dark background, this color combination is recommended.



Stacked Logo



Horizontal Logo

## The Logo and Tagline Together / One Color

When only one color is available for printing, the logo looks like this.

It can be used in black, white, or any of the brand colors.

The logo consists of the word "aces" in a bold, lowercase, sans-serif font, with the letter "a" being significantly larger than the other letters. Below "aces" is the tagline "Different Shines." in a smaller, bold, uppercase, sans-serif font. Both elements are rendered in black.

Stacked Logo

The logo consists of the word "aces" in a bold, lowercase, sans-serif font, with the letter "a" being significantly larger than the other letters. To the right of "aces" is the tagline "Different Shines." in a smaller, bold, uppercase, sans-serif font. Both elements are rendered in black.

Horizontal Logo

## Logo Don'ts

To maintain the integrity of the brand, always use supplied art files and watch out for these common mistakes.



Don't rotate or flip the logo



Don't add drop shadows



Don't use colors that are not in the color palette



Don't create your own logo and tagline option



Don't distort the logo



Don't choose a color that won't show up on your background



Don't use the logo over complex images



Don't add glows or 3D effects



Don't use gradations

## The Icon

The “a” in our logo may be used as a design element. Its round edges work well with the circular shapes and patterns. It should never replace the logo, but can be used in addition to it. Use it in all the brand colors or fill it with our design motif crayon drawings (see page 28).



## Color Palette

Our colors work together harmoniously. They should remain balanced, with no one color dominating the look of the brand. Magenta is the only exception to this rule and should be used strategically for directional purposes, a pop of color, or a call to action.

### Medium Blue

PMS 7459  
CMYK: 62 30 30 1  
RGB: 103 151 166

### Dark Blue

PMS 539  
CMYK: 81 60 53 40  
RGB: 47 68 76

### Light Blue

PMS 630  
CMYK: 35 8 19 0  
RGB: 167 205 203

### Bright Cyan

PMS 7467  
CMYK: 79 17 30 0  
RGB: 0 160 175

### Red Purple

PMS 5125  
CMYK: 52 81 45 30  
RGB: 105 58 82

### Light Gray

PMS COOL GRAY 1  
CMYK: 11 7 8 0  
RGB: 224 226 226

### White

CMYK: 0 0 0 0  
RGB: 255 255 255

### Magenta

PMS 674  
CMYK: 27 81 0 0  
RGB: 186 83 159

## Brand Font #1

Our primary font, Proxima Nova, is both modern and friendly. It was chosen for its readability in consideration of the autistic community. Its round periods and dots on the “i’s” and “j’s” lend well to the brand look.

# Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890&@?!/+(.,:;)

# Proxima Nova Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890&@?!/+(.,:;)

# Proxima Nova Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890&@?!/+(.,:;)

# Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890&@?!/+(.,:;)

## Brand Font #2

Our secondary font is Proxima Nova Condensed, which works nicely when less space is available.

# Proxima Nova Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890&@?!/+(.,:;)

# Proxima Nova Condensed Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890&@?!/+(.,:;)

# Proxima Nova Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890&@?!/+(.,:;)

# Proxima Nova Condensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890&@?!/+(.,:;)



## Font Usage

Consistent use of the brand font helps create a uniform look across all media.

### Headlines

Proxima Nova Bold

Always use sentence case. Use a period when the headline is a complete sentence or thought. A colored period may be used.

### Subheads

Proxima Nova Condensed Semibold  
(17/20 is shown here)

### Body copy

Proxima Nova Condensed Regular  
Keep leading wide and add some space between paragraphs.  
(15/20 is shown here)

**Note:** Other font weights may be used if the size of media requires better readability. Use discretion when doing so.

**Headlines should look like this.**

**Headlines can also look like this.**

### Subheads should look like this

Body copy should look like this. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur commodo est et justo scelerisque maximus. Vestibulum eu ullamcorper orci. Ut lacinia eu quam non rutrum. Sed suscipit viverra congue. Aenean hendrerit efficitur posuere. Suspendisse a egestas eros. Pellentesque a lectus in augue efficitur placerat et at sapien.

Donec ac porttitor nunc, vitae cursus lectus. Proin scelerisque nulla nec lorem rutrum, in ornare elit rutrum. Morbi ut congue nisl. Donec velit leo, vehicula vitae sem at, molestie interdum metus. Interdum et malesuada fames ac ante ipsum primis in faucibus. Nullam pulvinar aliquet dui, id porta leo elementum id. Donec hendrerit luctus nulla, nec bibendum neque malesuada at.

## PowerPoint-Safe Font

PowerPoint doesn't support a lot of fonts, including our brand font. When creating presentations, use the PowerPoint-safe font Avenir Next LT Pro. It has multiple weights and makes a wise substitute to avoid ugly font defaults.

## Avenir Next LT Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890&@?!/+(.,:;)

## Avenir Next LT Pro Demi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890&@?!/+(.,:;)

## Avenir Next LT Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890&@?!/+(.,:;)

## Avenir Next LT Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890&@?!/+(.,:;)

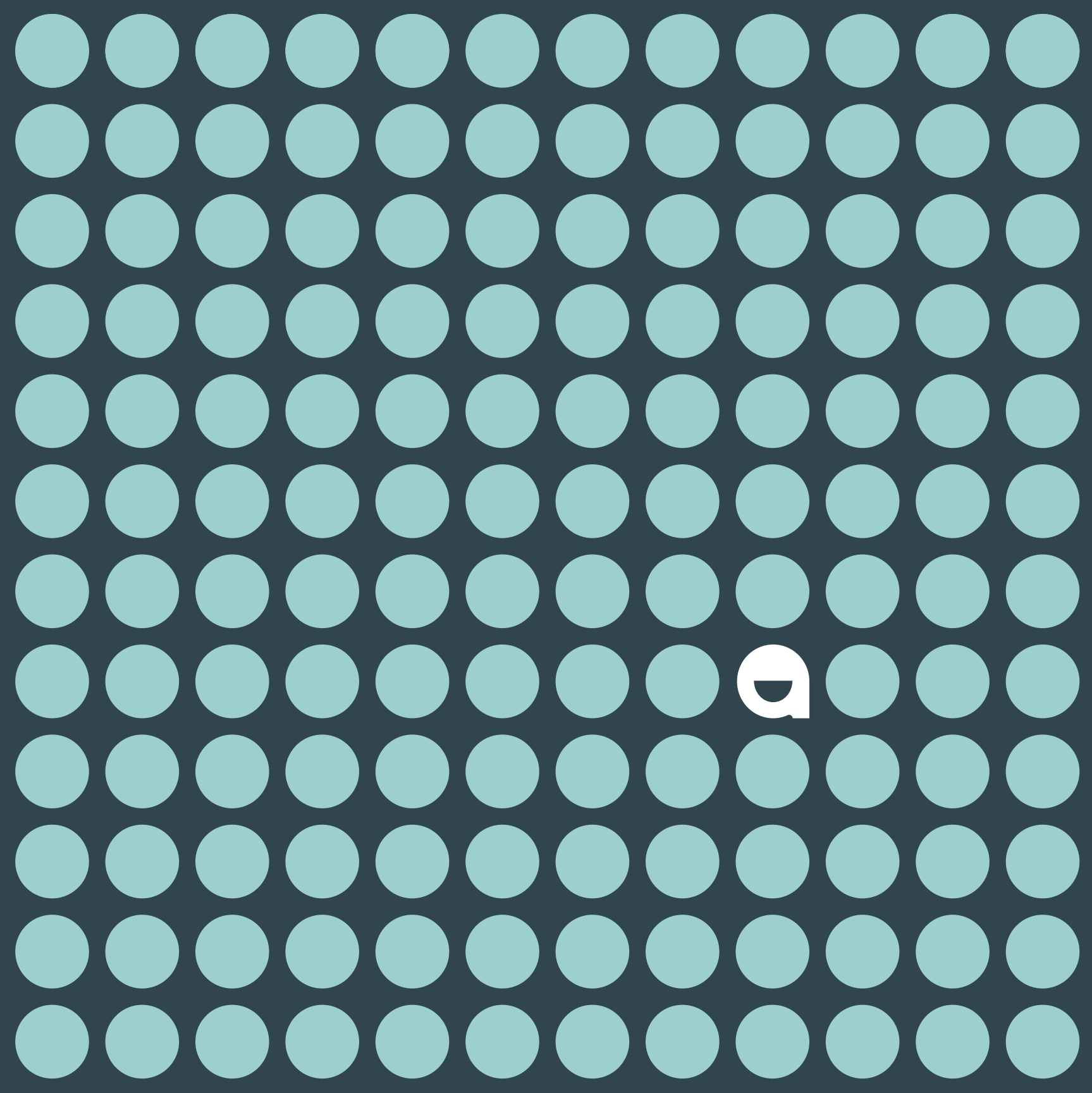
## Design Motif 1 / Graphic Shapes

Our brand design aims to celebrate what makes those with autism uniquely complete. We use closed circles to represent the transition from a sliding scale to wheel, while still referencing the entire individual. Colorful circles stand alone and overlap, creating movement and texture. The circular shapes also work well with the “a” in our logo.



## Design Motif 2 / Circle Pattern

Another variation on circles and the individual uniqueness of each person with autism. This pattern really speaks to our tagline: Different Shines.



### Design Motif 3 / Drawings

These colorful crayon drawings add texture and playfulness. They can be used behind text, within the circle shapes, or inside the “a” when it is used as a design element.



### Design Motif 3 / Drawings

The drawings on this page were created by adults with autism. They represent examples of the type of artwork that can be used in backgrounds and also in the “a” icon.

**NOTE:** These images have not been purchased/granted permission for use from the artists.



## Photography / Portraits

### Candid

Photography selected should be as candid and natural as possible. Nothing overly posed or stiff feeling. Subjects should be showing genuine emotion. They may be looking at the camera or elsewhere.

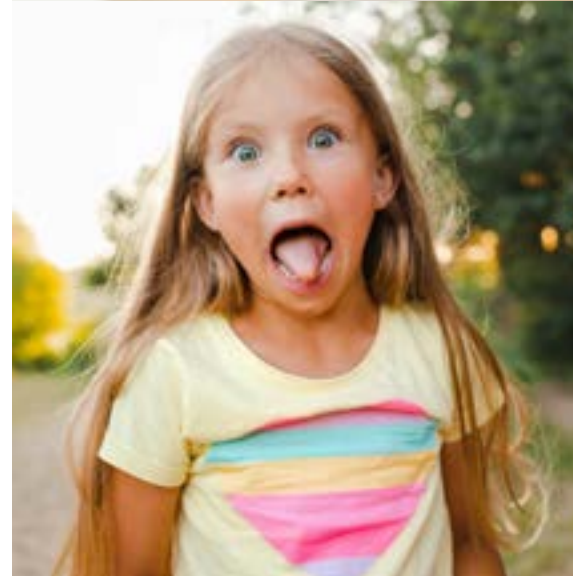
### Clean Backgrounds

Photography should have simple backgrounds without too many distractions. People can also be silhouetted and placed on a solid brand color.

### Quality

Images should have rich color tones with good contrast.

**NOTE:** These images have not been purchased for use.



## Photography / Interactions

### Casual Scenarios

This is a candid day in the life. People should be showing genuine emotion and engaged in activity. They should not look like they are posing for the camera.

**NOTE:** These images have not been purchased for use.





## Iconography

Our iconography leans into the round shapes and playful colors of our brand. It is unique and thoughtful but most importantly—different.



Group Skills



Success Stories



Start Services



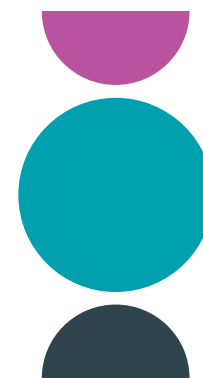
Careers



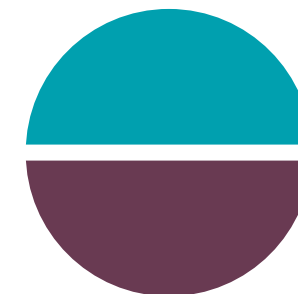
Activities



Therapy



Occupational Therapy

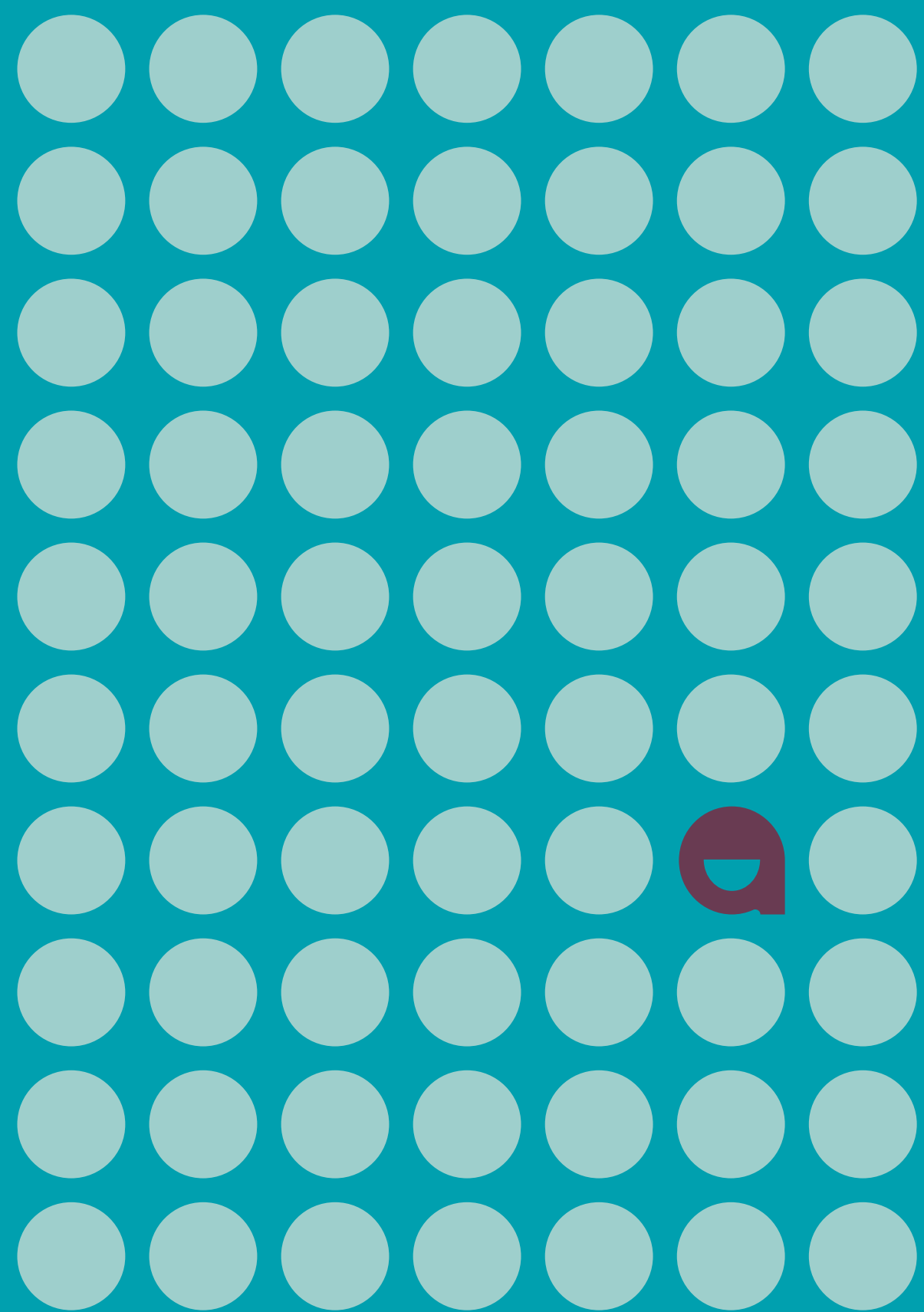


Parent Programs



Speech Therapy

# The Brand In Action



## The Brand in Action



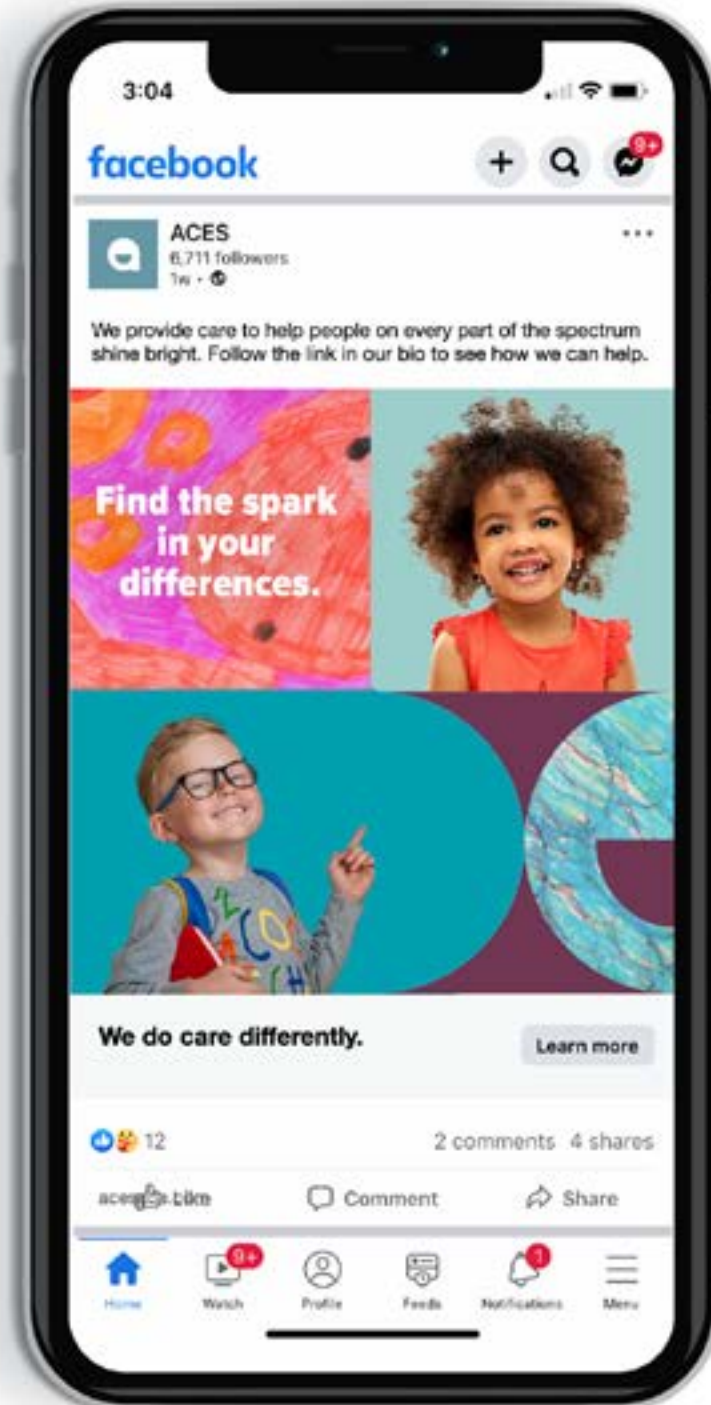
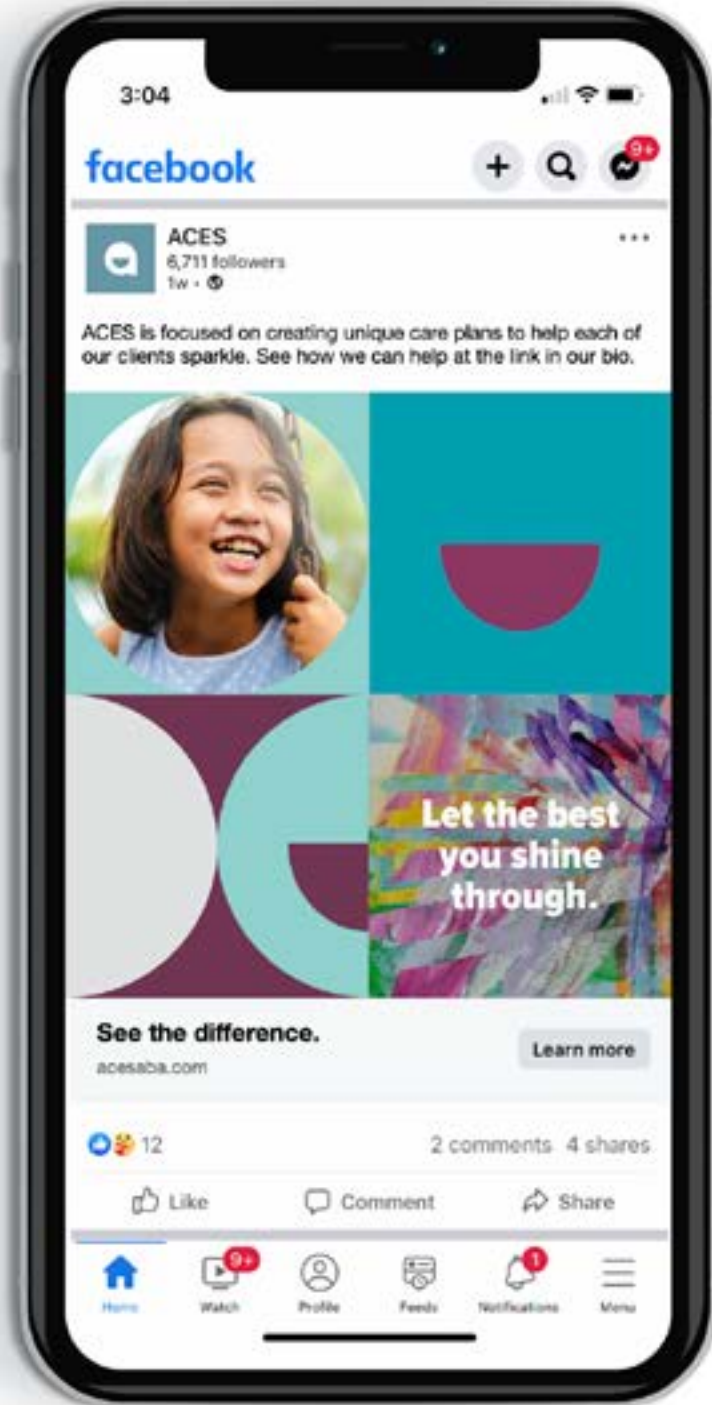
## The Brand in Action

### Merchandise



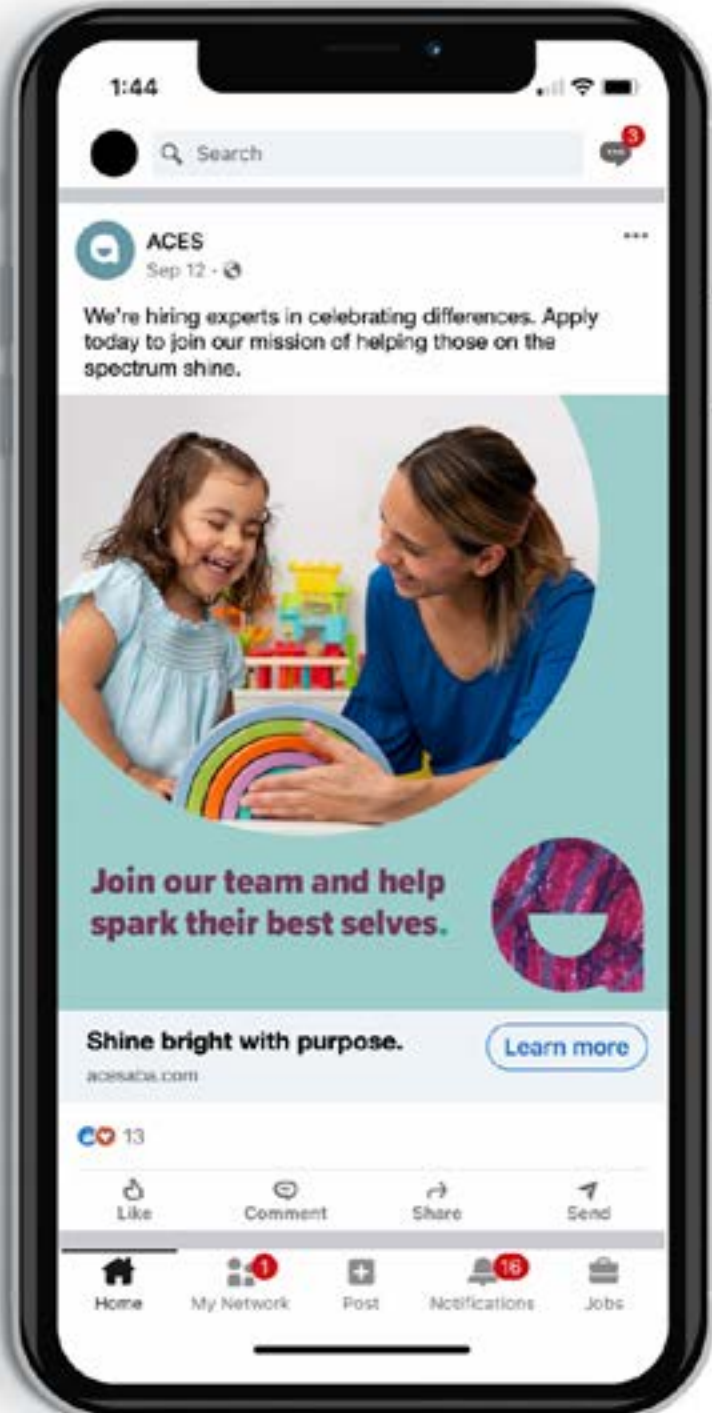
### The Brand in Action

Paid Facebook Posts  
Clients / Their Caregivers



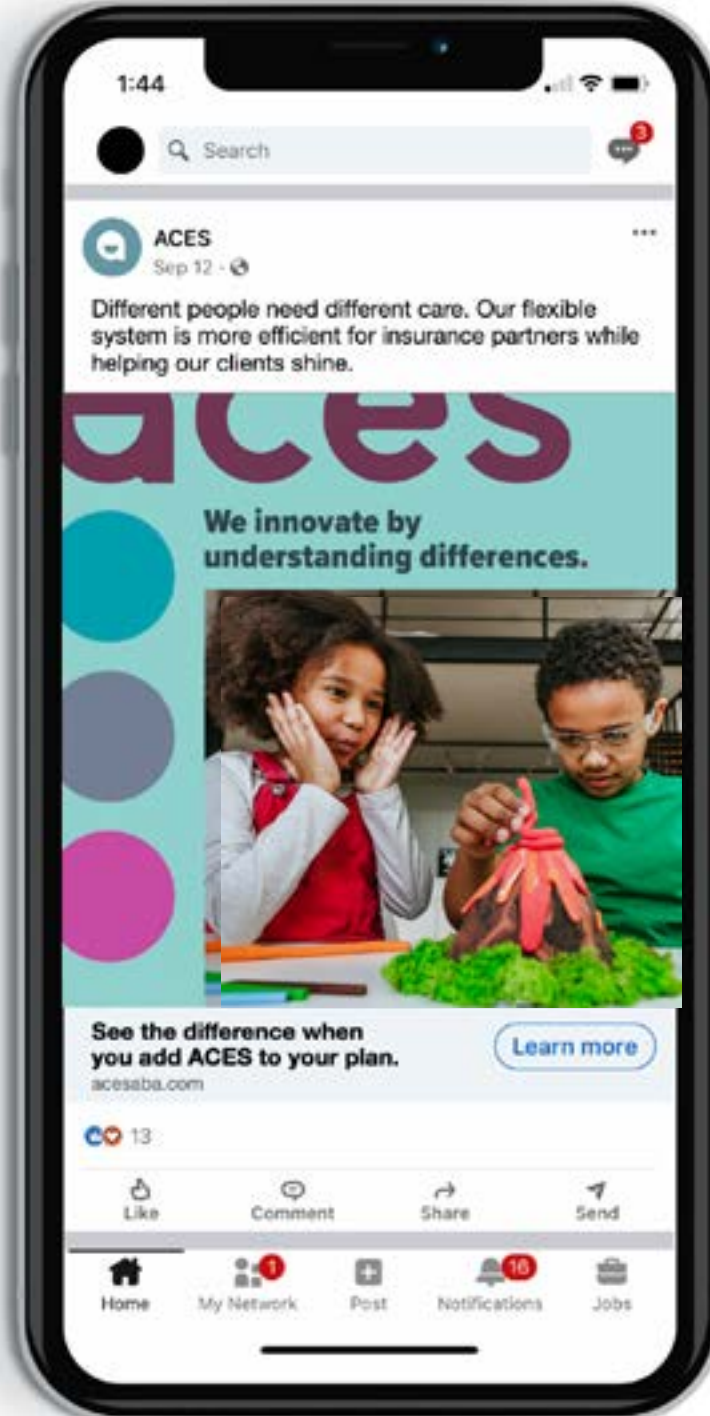
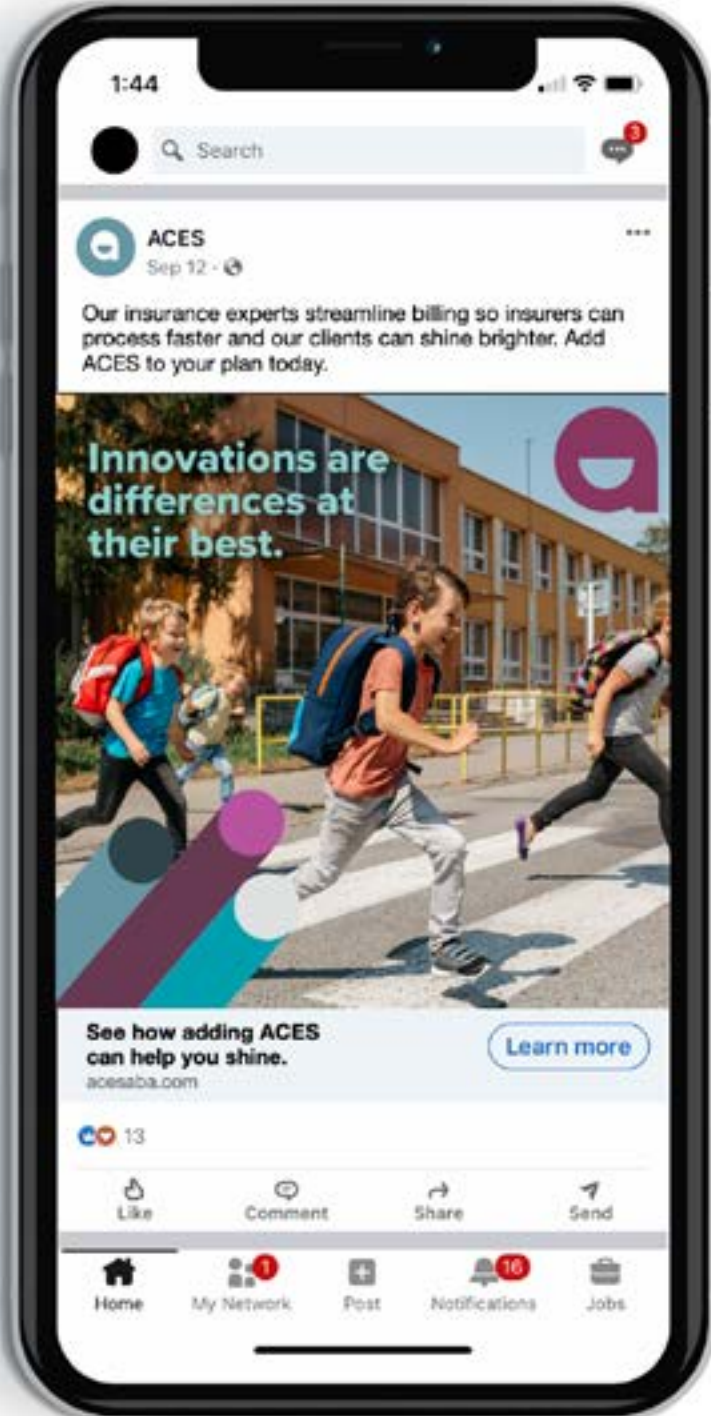
### The Brand in Action

Paid LinkedIn Posts  
Job Opening

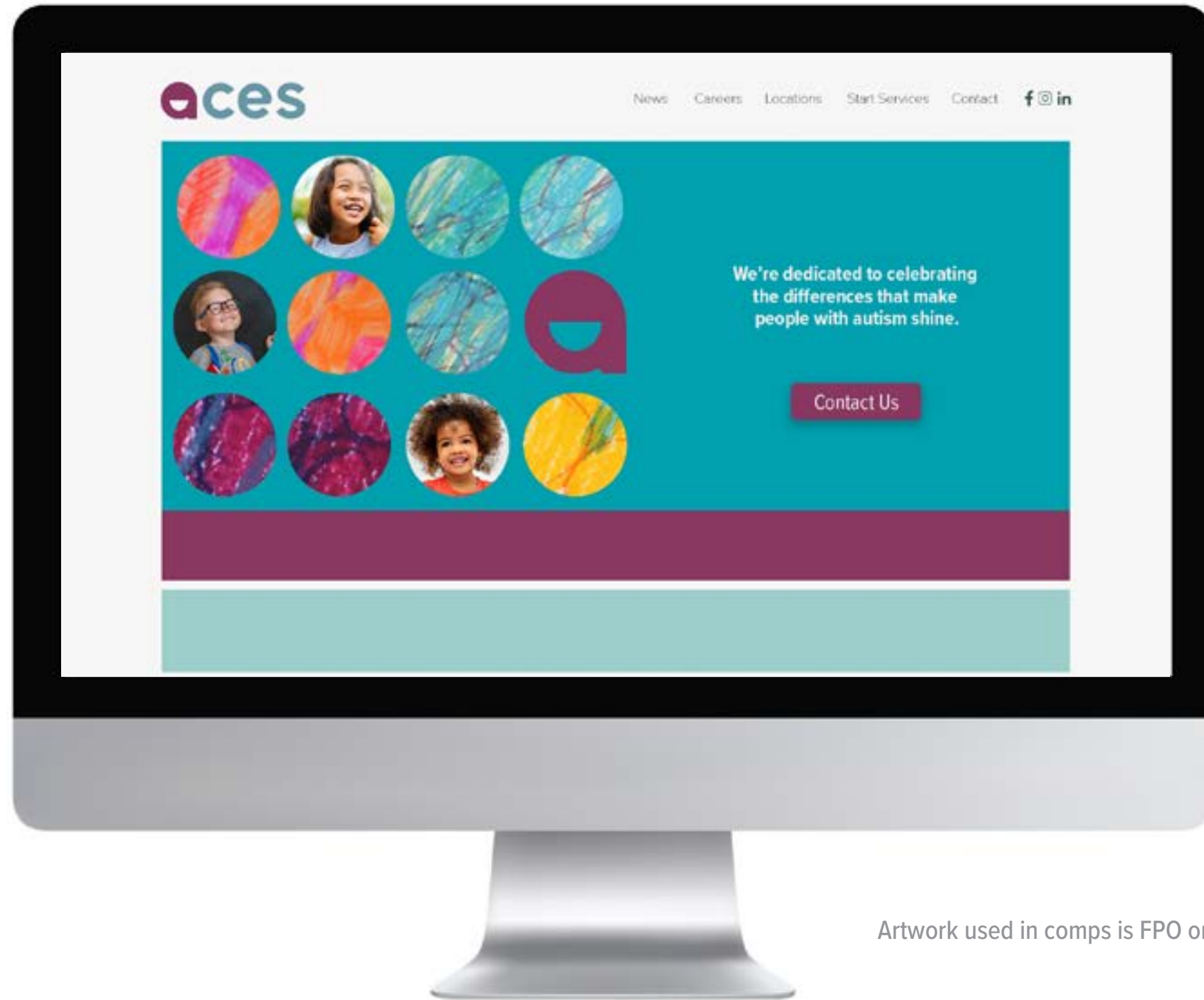


### The Brand in Action

Paid LinkedIn Posts  
Insurance Providers



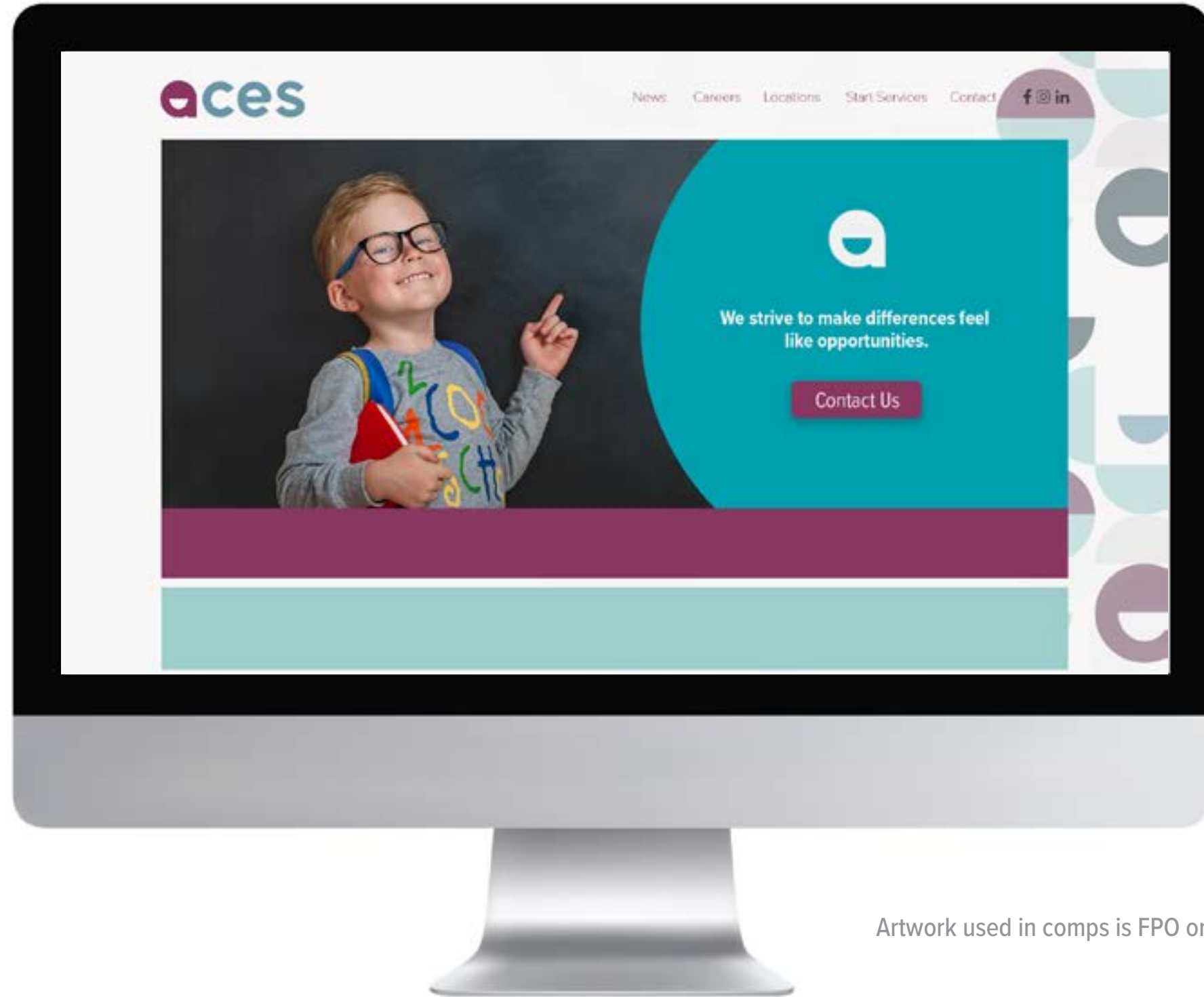
**The Brand in Action**  
Website / Caregiver



Artwork used in comps is FPO only



**The Brand in Action**  
Website / Client

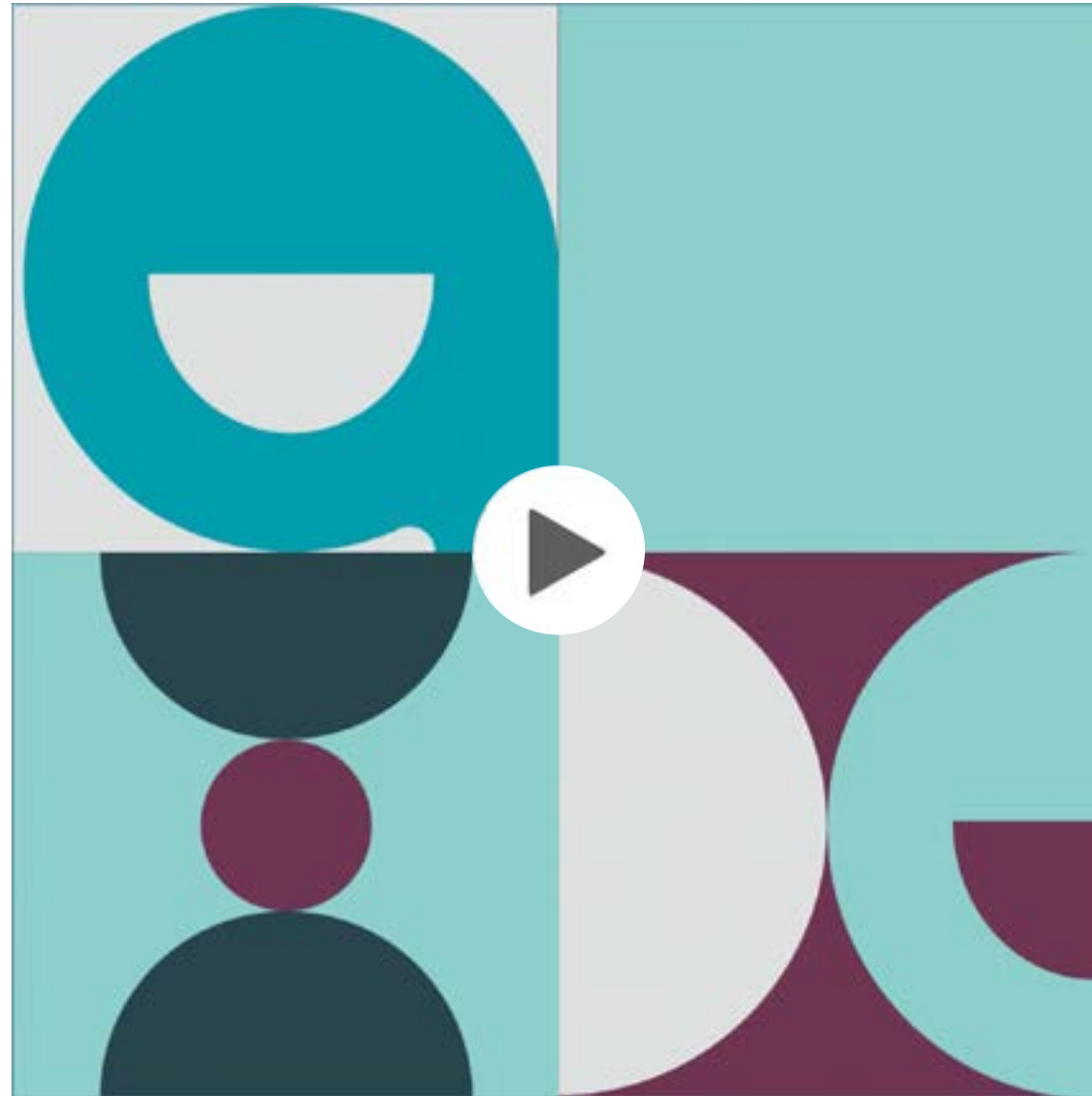


Artwork used in comps is FPO only

## The Brand in Action

Animation

**NOTE:** To view, find the mp4 provided with the source files.



The Brand in Action  
Interior Design



# Thank You



For additional support, please contact us.

e. [marketing@aces.com](mailto:marketing@aces.com)

p. XXX-XXX-XXXX

