

## PRIMARY LOGO



AUTISM  
HOME  
BASE

The minimum size of the logo must be no smaller than 67 x 41 px wide, or 2.38 x 1.4 cm on printed materials. A clear space of .65 cm around the logo should be used.

### Do not:

- Reconfigure the logo.
- Stretch the logo.
- Change the colour from the approved versions.

## COLOURS



### Green

CMYK (full colour printing)  
C: 48 M: 0 Y: 100 K: 1

RGB (digital/on screen)  
R: 132 G: 189 B: 0

PMS (spot colour printing)  
Pantone 376C

HEX/HTML (Web)  
84BD00



### Black

CMYK (full colour printing)  
C: 40 M: 0 Y: 0 K: 100

RGB (digital/on screen)  
R: 0 G: 0 B: 0

PMS (spot colour printing)  
Pantone Black 6

HEX/HTML (Web)  
000000



### Charcoal Grey

CMYK (full colour printing)  
C: 0 M: 0 Y: 0 K: 1

RGB (digital/on screen)  
R: 132 G: 189 B: 0

PMS (spot colour printing)  
Pantone Cool Gray 11C

HEX/HTML (Web)  
53565A

## LOGO VARIATIONS



Use horizontal version whenever it offers the best use of space.



Full colour icon is used for all social media and online profile pictures.



## TYPOGRAPHY (PROMOTIONAL ASSETS / PUBLICATIONS)

### PT Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### PT Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

### NOVECEN TO WIDE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### **NOVECEN TO WIDE**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**