

# Mosaic Autism Services

**CLIENT**  
Mosaic Autism Services

**CHALLENGE**  
Create a brand identity and style guidelines for a consulting service that serves parents with children who have autism.

**DELIVERABLES**  
Identity Standards Manuals  
Visual Identity Design  
Creative Consulting



## Mosaic Autism Services

Identity and Style Reference





The initial concept was a modern take on a mosaic. The company brings support and comfort to families already experiencing a world that can be complicated and emotionally exhausting.

The identity shown depicted a family (the main diamond) being led by Mosaic. The consultancy partners and comes along side families as they navigate the twist and turns of having children with autism.

The initial concept was rejected because the client felt the mark didn't communicate clear enough that their services were for families who have children with autism.





What Is  
Autism?

Help &  
Information

Our Work

Get  
Involved

Que es el  
autismo?

Donate ▶

# A Brighter Life on the Spectrum

A new campaign inspired by the vast and diverse autism community, featuring stories of people with autism across the spectrum and throughout the life span. Together, we can create a brighter life on the spectrum.

Learn More



Autism speaks is the leading advocate for people with autism and their families. Their logo anthropomorphizes a puzzle piece.

Puzzle pieces are one of the more common ways organizations who service people with autism and their families ground their identity.





# Final Logo



**Mosaic Autism Services**



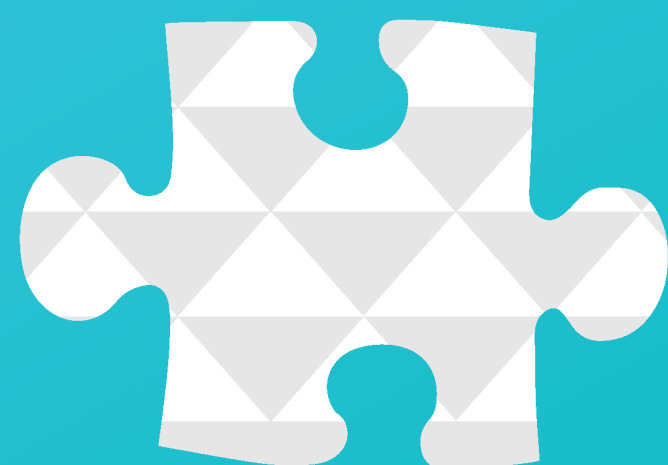




Full Color Logo



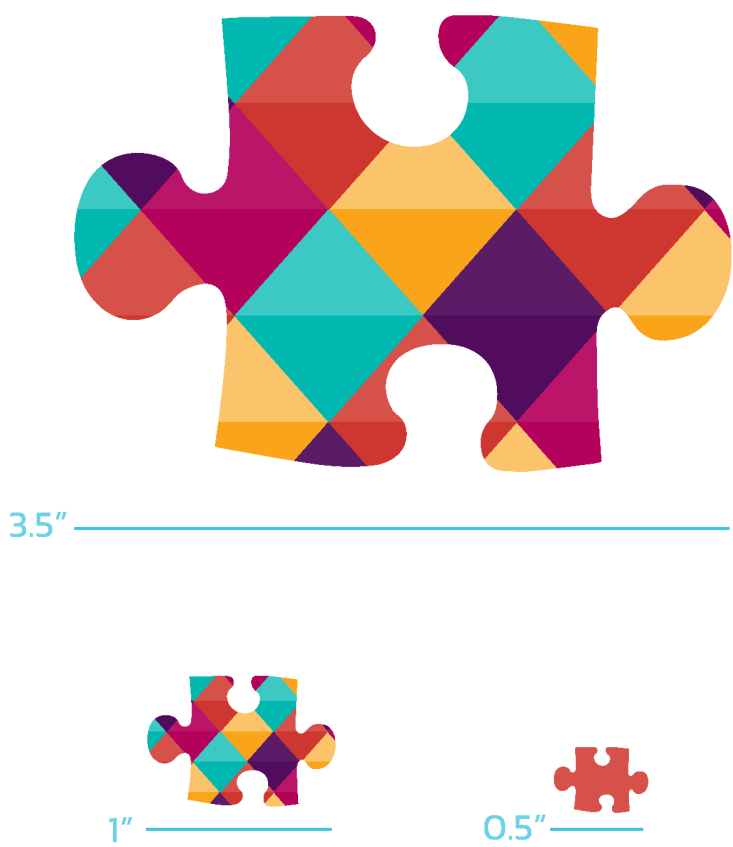
Grey Scale Logo



Gradient from bright color to shade of same color  
-60° Angle

Scaling

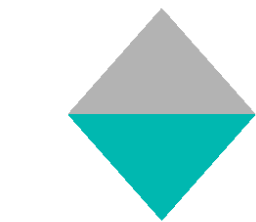
The logo identity can scale down to an inch for reproduction. Under one inch please use the puzzle piece with the primary and secondary colors





# Color Palette

The color palatte is divided between bold and muted colors. Bolder colors are usded for the bottom of the mosaic diamonds. The muted colors are used for the top.



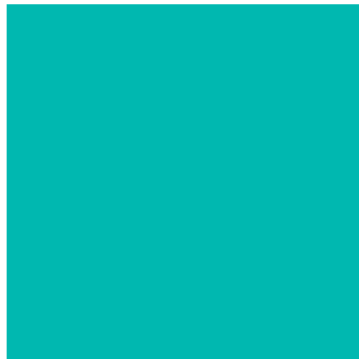
Bottom of Diamonds



HEX #ce372f  
CMYK 13 | 93 | 93 | 3



HEX #faa41a  
CMYK 0 | 44 | 99 | 0



HEX #00b8b0  
CMYK 74 | 1 | 38 | 0



HEX #b4015c  
CMYK 25 | 100 | 42 | 6



HEX #510c5d  
CMYK 74 | 100 | 28 | 26



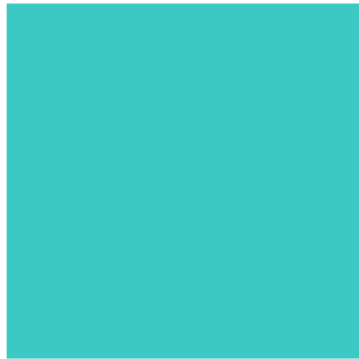
Top of Diamonds



HEX #d5514a  
CMYK 11 | 83 | 73 | 1



HEX #fcc46a  
CMYK 0 | 24 | 67 | 0



HEX #3dc9c3  
CMYK 64 | 0 | 30 | 0



HEX #ba1569  
CMYK 25 | 100 | 33 | 2



HEX #5c1b67  
CMYK 74 | 100 | 27 | 16

Hex values can be used in most presentation to display accurate color. CMYK values are referenced for designers and printers to get a consistent product.



# Typography

Kanit is a free Google font Typeface that can be downloaded. It is also accessible in Google Drive and Typekit.



## Kanit Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

## Kanit Light

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

## Kanit Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

## Kanit Black

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz



## The Client

Mosaic was a company formed to help parents better understand how to navigate having a child with autism. They aid parents in finding the best educational and emotional services for their child.

The business was looking for a way to stand out from other services. They also want to be empowered to extend their brand into their own presentations and documents.

## Project Story

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DO NOT DISTRIBUTE. FOR REFERENCE ONLY.

Brand and Style Guidelines Manual  
Visual Identity  
Business Cards

## Deliverables

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