

Embrace ASD

Autism logos
research & design

Research: autism logos

Some of the largest autism organisations:



As you will see in the following logos,
puzzle pieces constitute one of the
foremost representations and symbolism
of autism spectrum disorders (ASD)

Created in **1963** by a parent and board member for the **National Autistic Society** in London, the board believed autistic people suffered from a “puzzling” condition, hence it was adapted as their logo. Included with the puzzle piece was an image of a **weeping child**. The weeping child was used as a reminder that autistic people suffer from their condition.



Puzzle pieces



American
Autism Association



ARIZONA AUTISM
CHARTER SCHOOLS, INC.

Autism | 
East Midlands |
Quality of Life for People with Autism



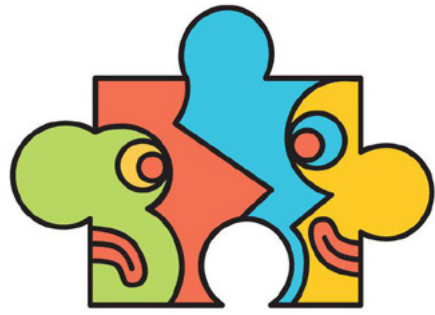
AUTISM REALITY
EXPERIENCE
PIECING THEIR WORLD TOGETHER



Autism Society
of NORTH CAROLINA



Puzzle pieces



THE CENTER FOR
**APPLIED DRAMA
AND AUTISM**



CHAMPION AUTISM NETWORK



Federación Autismo Castilla y León



AUTISM TRUST



College Autism Network
ADVOCACY | RESEARCH | TRAINING



FEAT of LOUISVILLE
FAMILIES for EFFECTIVE AUTISM TREATMENT



early autism projectSM



FortWayne
AUTISM CENTER



JSA
JACKSONVILLE SCHOOL FOR **AUTISM**



**MEET
the
POLICE**
*A National Autism Association
Safety Initiative*



PASS
Peninsula Autism
Specialist Services
Developing independence through innovative education

Puzzle pieces



...bringing the pieces together



Autism awareness leggings →



Connecting people



AUTISM HOPE



Holding hands



↑ holding hands & butterflies ↓
(note also the puzzle butterflies)

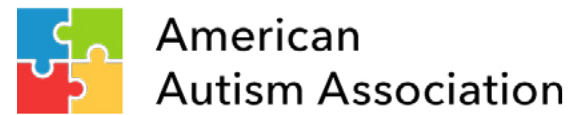


A lot of autism logos feature a wide **spectrum of colors** to denote the broadness of the autism spectrum, and the variety of expressions of autism within that spectrum

On the following pages is a selection of autism logos utilizing a broad spectrum of colors



Spectrum of colors



Connecting people



Few autism logos refrain from using common elements, and do one of the following:

- type treatment not specifically relating to autism
- a positive mood/atmosphere unrelated to autism
 - a focus on the lateral thinking and idea-generating aspect of autism
- a focus on the sensory stimulation of autism

See on the following page a selection of autism logos with a more original use of symbols

Less conventional logos



Common elements in autism logos:

- puzzle pieces
- connected people
- holding hands
- (wide) color spectrum

We thought we were being more original...



Embrace ASD



Above is our (old) logo, which we have used on Quora for about a year (since 2017).



EARLY AUTISM INTERVENTIONS

On the left is **Early Autism Interventions'** logo. Although the design year of the logo is unknown, the organization exists since 2011, so they were likely the first to use this design.

We were already in the process of developing a new logo, but finding EAI's logo made it even more salient that a change in logo is required.

Elements to avoid:

Puzzle pieces — The puzzle piece has a very negative history, which is not a good basis for a logo. Many autism organizations have used the puzzle piece because it had at that point already been established as an autism symbol, rather than that the symbol is truly representative of ASD. In actuality it is representative of how puzzling neurotypicals find us. The symbol as a representation of autism is ironically, puzzling, and should be avoided.

Connected people — Connected people represent the community spirit and the passion with which organizations try to help people, but says nothing about autism. As such, this element may be used as secondary to the main concept of the logo, but cannot function as the sole/main concept.

Holding hands — We initially incorporated the holding hands or helping hand because we aim to be that helping hand. We still aim to be that, but this aim should not be represented in our logo, as rather than empowering as the name Embrace ASD might be, it becomes a symbol of people in need. More positive symbolism should be incorporated.

Elements that can be used:

Super hero symbology — to emphasize the seemingly superhuman gifts that people with ASD present, the use of super hero symbology—like a shield, cape, or the iconic Superman emblem—might be appropriate, and urges one to focus on the positive aspects of ASD.

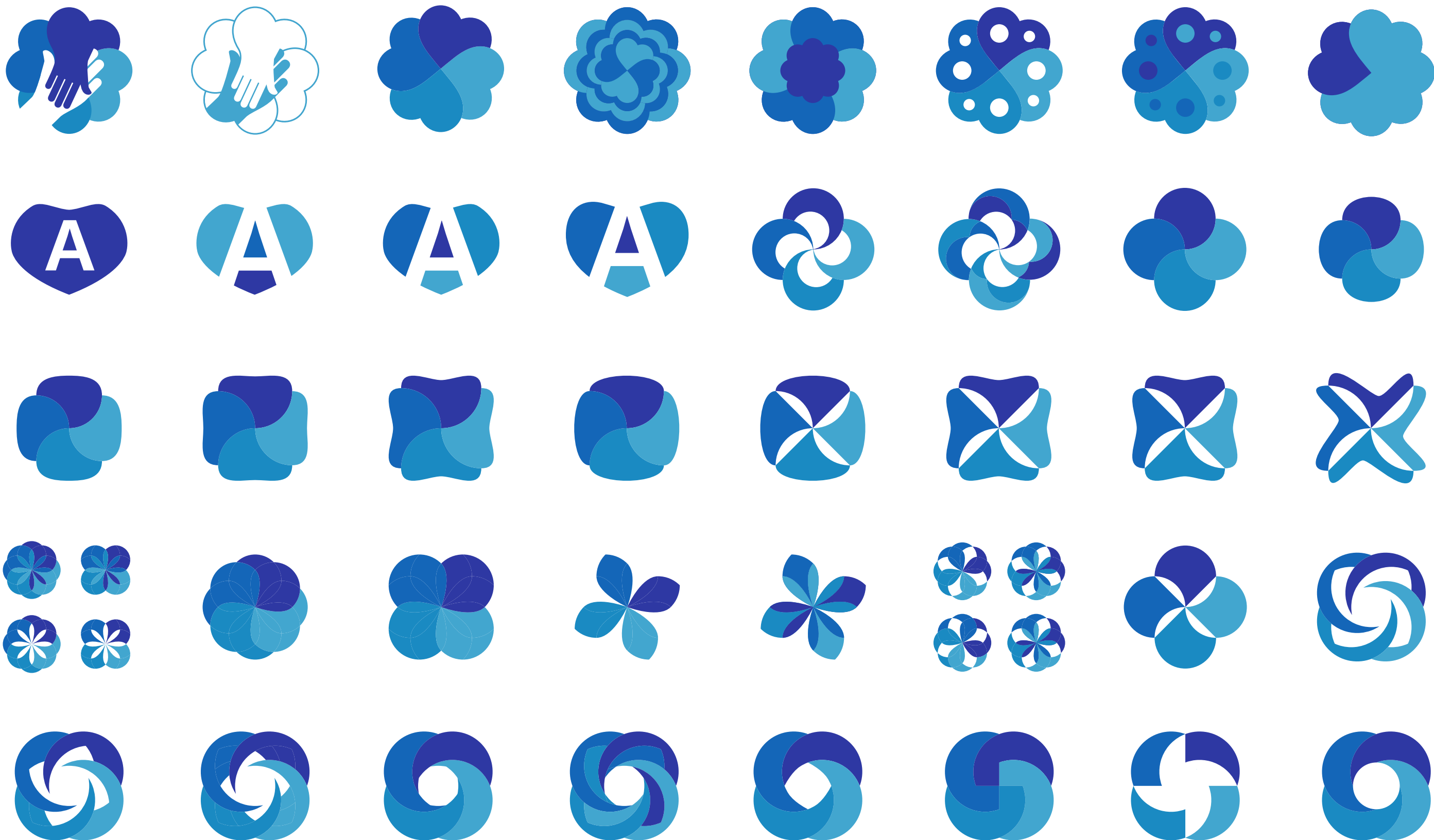
Interconnectivity — The autistic brain shows areas of hyperconnectivity and cross-activity, so this can also be an aspect to use, and a possible link can be made between neurological interconnectivity, and external connectivity in the form of people connecting/networking.

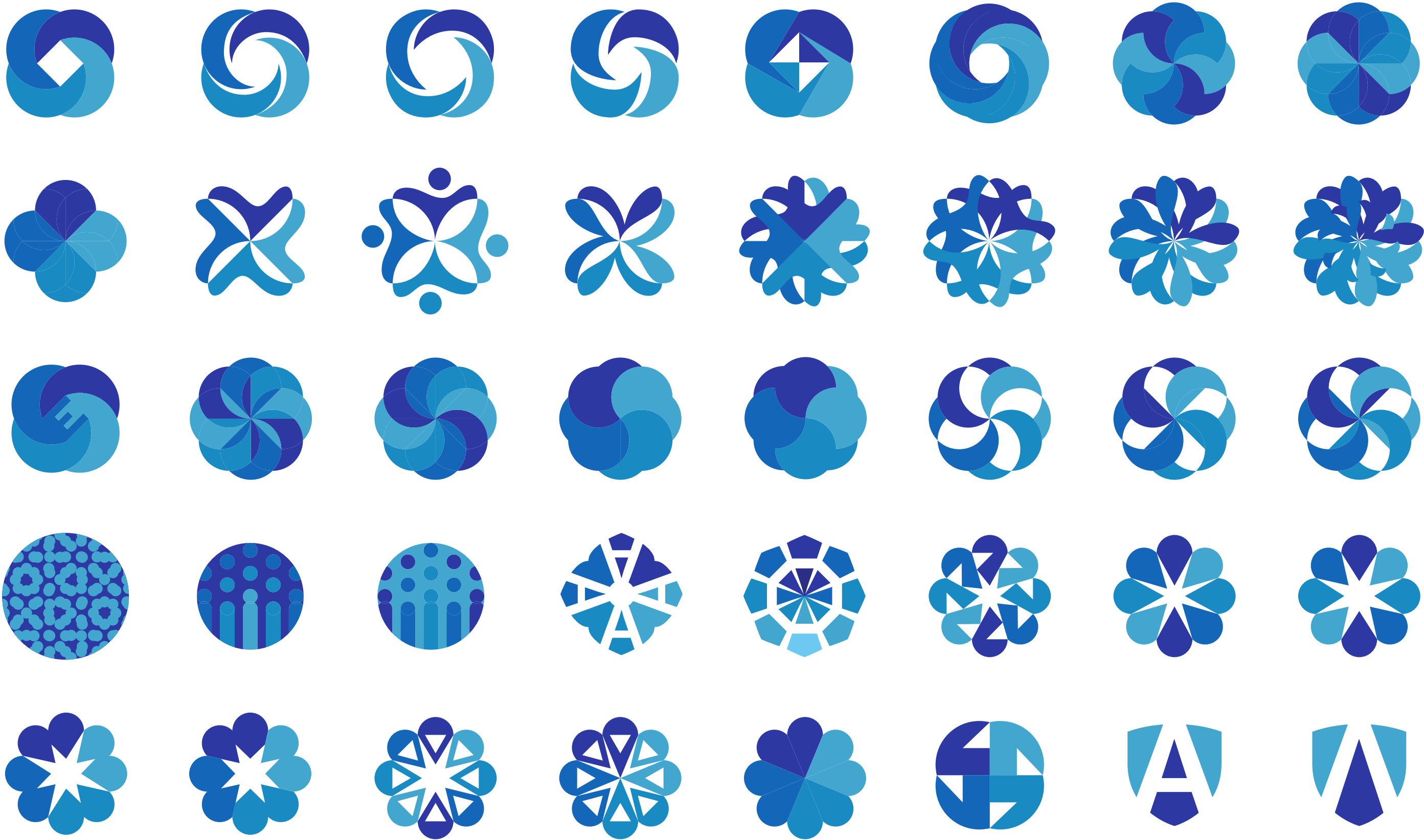
Systemizing — People with ASD are hypersystemizers, meaning they have a high drive to analyze or construct systems, and excel at identifying patterns. This can serve as another avenue to represent ASD, though will probably not work as the main concept due to a lack of familiarity.

Sensory experience — Since people with ASD show heightened senses and are prone to sensory overstimulation, this is a prominent and more familiar element to represent ASD with. If a sensory experience is to be represented using patterns of some kind, it can in principle function as a representation of systemizing as well.

A logo for Embrace ASD

On the following two pages you can see
a myriad of logo designs—exploring the
concepts outlined on the previous page





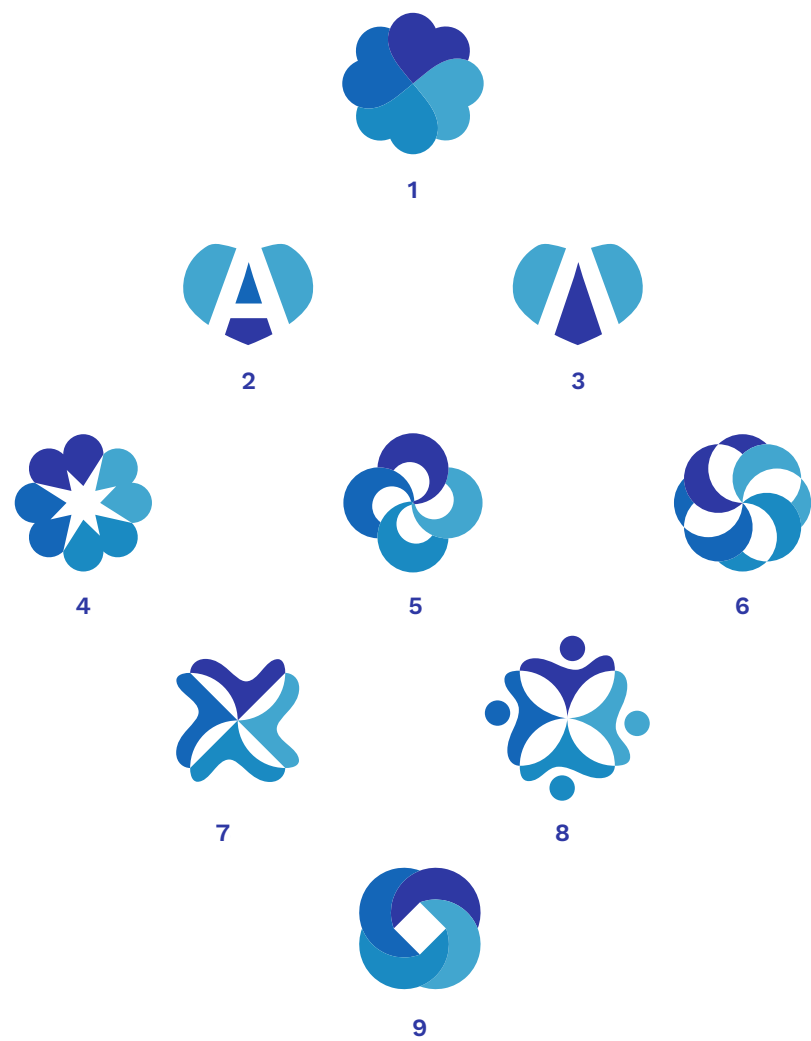
Engage the community

We made a selection of logos, which had to be:

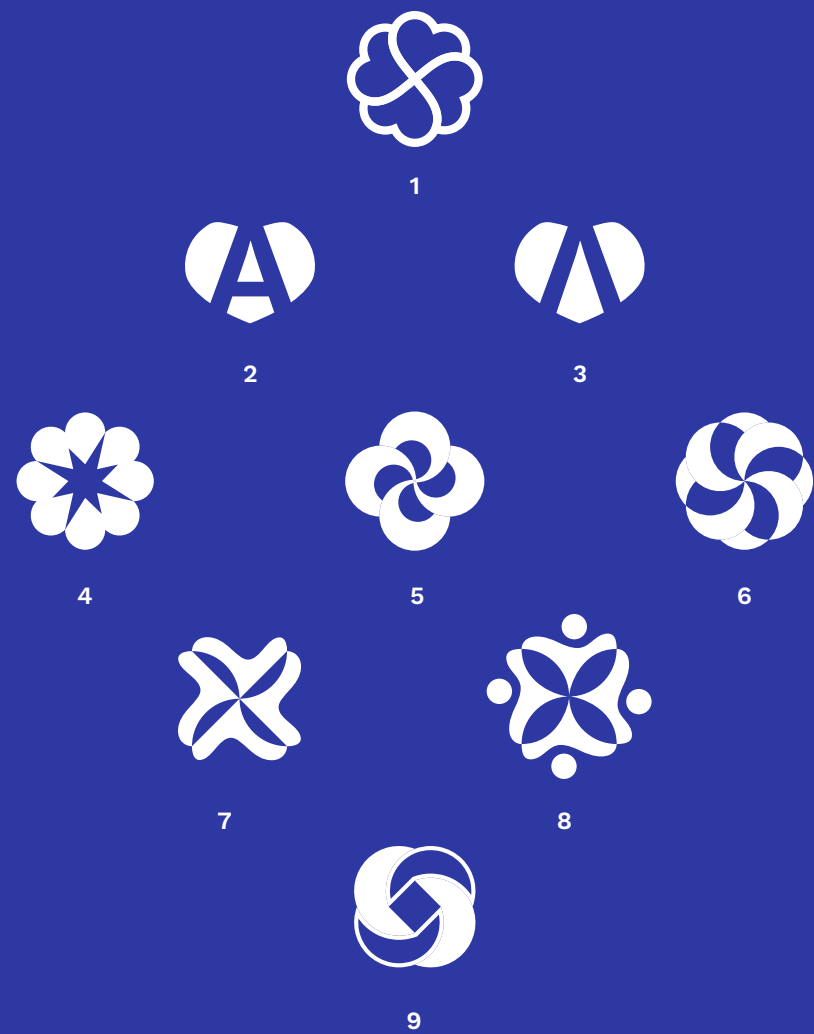
- Compatible with style website & illustrations
- Usable at small sizes & in silhouette

We also invited the autistic community to vote for which logo best represents autism, which is most aesthetically pleasing, and which best represents Embrace ASD.

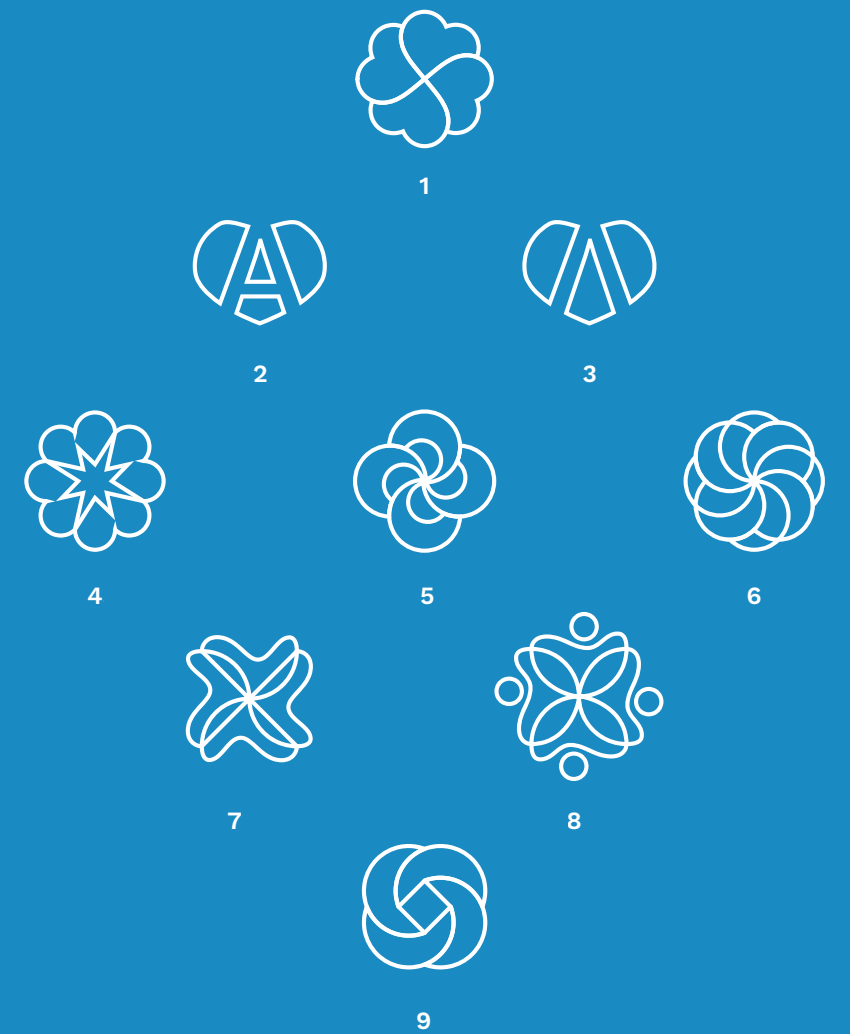
The selection



Primary



Silhouette



Outline

Survey results

We had a lot of responses and feedback—most of them anonymously.

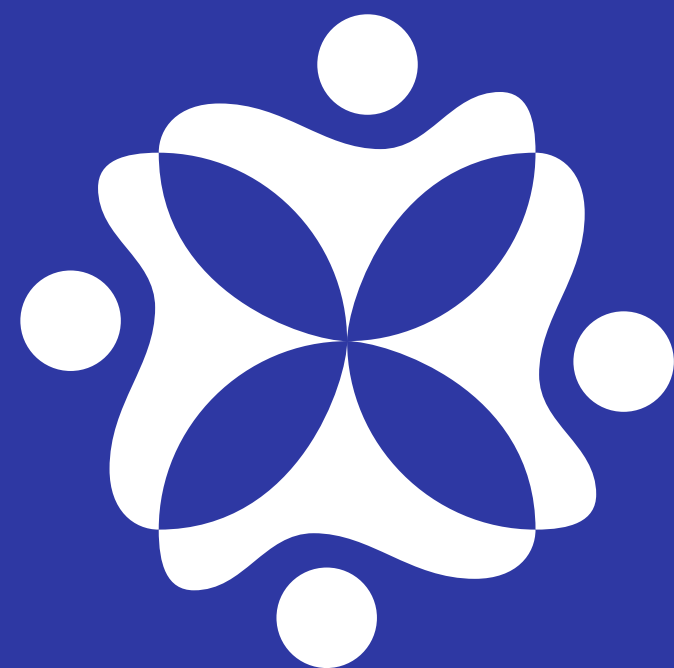
#9 followed by **#8** were clear favorites of the community. People also liked **#2** and **#5**, but insisted **#2** should be more shield-shaped than heart-shaped.

#9 looked more like a superhero symbol than **#8**, whereas **#8** emphasized **interconnectivity, sensory experience, and connecting people.**

Both logos were tried out in the context of the website, but **#8** seemed a much better fit to the website and the style of illustrations, it looks friendlier, and makes better use of negative space which gives a double interpretation of the shapes involved. This lends itself better for the conceptual interpretation, and will remain interesting from a visual perspective.



Embrace ASD



Embrace ASD