

# AUCD Brand Guidelines

Winter 2024



Association of University Centers on Disabilities



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## **Our Brand**

The Association of University Centers on Disabilities (AUCD) is a membership organization that supports university-based Centers and Programs in their research, training, education, and service so that together, we can advance policies and practices that improve the quality of life, health, and well-being of people with disabilities and their families.

### **Research & Data**

AUCD's Network of UCEDD, LEND, and IDDRC members produce groundbreaking research and data related to the understanding and support of the disability community. This research provides the most up-to-date information related to understanding, treating, and advancing those with a disability.

### **Policy & Legislation**

AUCD works closely with policy makers and legislators to ensure they not only consider the needs of the disability community when creating new policies or practices, but also they do so informed by the latest in research and data from the Network members within AUCD.

### **Education & Training**

Beyond researchers and legislators, AUCD is committed to educating the public and training the next generation of professionals. The organization supports groups that equip professionals with the latest research and tools to continuously improve the services they provide.

## AUCD's Brand Promise

The essence of AUCD's brand is equity. We are striving to give an opportunity for those with a disability to move through the world with the same level of opportunity and quality of life for those that do not have a disability. We support the University Centers and Programs in the work that they do so that their research can help policy makers make informed legislative decisions that create meaningful change in the lives of those with a disability.

When we embody this brand promise:

- We celebrate and share our victories, because it's not a victory for a single community but one for our collective humanity.
- We understand that as society grows and changes, we too must always change and adapt to best support the needs of the people and communities we serve.
- We will always be here to support, and we are always open to support—the change we seek requires participation from all.

## Tagline Treatment

The tagline is in title case for maximum legibility.



new, title case



old, all caps

## Main Logos

### Main Logo



Association of University Centers on Disabilities

### Main Logo in White



Association of University Centers on Disabilities

### Main Logo in Black



Association of University Centers on Disabilities

### Main Logo Protected

*Please note: the border will not be visible when using*



Association of University Centers on Disabilities

## Alternative Logos

### Logo without Supporting Text



### Logo without Supporting Text in White



### Globe Alone



## Image Descriptions and Text

### Main Logo

Description: Image of a globe with a burst of lines.

Text: AUCD Association of University Centers on Disabilities.

### Logo without Supporting Text

Description: Image of a globe with a burst of lines. Text: AUCD

### Globe Alone

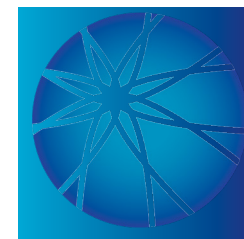
Description: Image of a globe with a burst of lines.

[Download logos here](#)



## Logo Guidelines

- Always position the logo for maximum impact and give it plenty of room to breathe. This will help to ensure our logo's visibility and legibility.
- Do not stretch or alter the relative size of any of the elements in the logo. It is important that the AUCD ball remain as a circle and not become an oval of any kind.
- Do not alter the spatial relationship of the elements to each other.
- Do not print the elements of the logo in different colors.
- Do not place the logo over a coarse screen or a pattern that interferes with the ability to read the signature.
- Do not use drop shadows with any of the logo elements.
- Do not screen any of the logo elements.
- Do not print the elements of the logo in any other fonts.



## Typography: Primary Brand Typeface

**Atkinson Hyperlegible** font is named after Braille Institute founder, J. Robert Atkinson. What makes it different from traditional typography design is that it focuses on letterform distinction to increase character recognition, ultimately improving readability. [Download font](#)

Atkinson Hyperlegible regular  
AaBbCcDd1234567890

*Atkinson Hyperlegible italic*  
*AaBbCcDd1234567890*

**Atkinson Hyperlegible bold**  
**AaBbCcDd1234567890**

***Atkinson Hyperlegible bold italic***  
***AaBbCcDd1234567890***

# Atkinson Hyperlegible bold, 36pt

Used for headlines, use at 30pt or larger and avoid all caps where possible

## Atkinson Hyperlegible, bold 18pt

Used for subheads, use at 18pt or larger and avoid all caps where possible

Atkinson Hyperlegible, regular 12pt

Used for body, blocks of content, use at 12pt for print, 16pt for web and avoid all caps where possible



## Typography: System Typeface

Use **Arial** for slide presentations, word-processed documents, spreadsheets, and email. This includes all documents created in PowerPoint, Word, Excel, and Outlook.

Arial regular

AaBbCcDd1234567890

*Arial italic*

*AaBbCcDd1234567890*

**Arial bold**

**AaBbCcDd1234567890**

***Arial bold***

***AaBbCcDd1234567890***

# Arial bold, 36pt

Used for headlines, use at 30pt or larger

## Arial, bold 18pt

Used for subheads, use at 18pt or larger

Arial, regular 12pt

Used for body, blocks of content, use at 12pt for print, 16pt for web

## Color Palette

AUCD's main colors are Blue and Aqua.

### AUCD Blue

**PMS** #2747

**CMYK** 100, 95, 0, 16

**RGB** 0, 26, 114

**HEX** 001a72

### AUCD Aqua

**PMS** #313

**CMYK** 100, 0, 11, 2

**RGB** 0, 146, 188

**HEX** 0092bc

### Light Blue

**CMYK** 24, 0, 4, 0

**RGB** 189, 229, 240

**HEX** BDE5F0

### Dark Blue

**CMYK** 100, 92, 38, 45

**RGB** 7, 29, 73

**HEX** 071D49

### White

**CMYK** 0, 0, 0, 0

**RGB** 255, 255, 255

**HEX** FFFFFFFF

### Black

**CMYK** 0, 0, 0, 0

**RGB** 255, 255, 255

**HEX** FFFFFFFF

## Color Palette with Existing Subbrand Colors

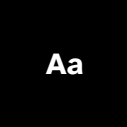
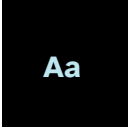



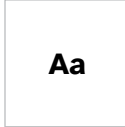
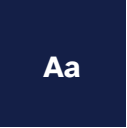


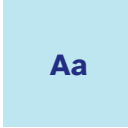
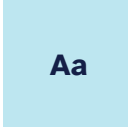
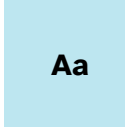
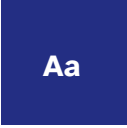
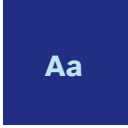


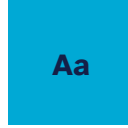
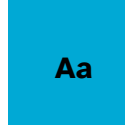
AUCD's main colors paired with existing subbrand colors from the Emerging Leaders Community, and the Community Inclusion and Maternal and Child Health Engagement Teams.

<b>AUCD Blue</b> PMS #2747 CMYK 100, 95, 0, 16 RGB 0, 26, 114 HEX 001a72	<b>AUCD Aqua</b> PMS #313 CMYK 100, 0, 11, 2 RGB 0, 146, 188 HEX 0092bc	<b>Light Blue</b> CMYK 24, 0, 4, 0 RGB 189, 229, 240 HEX BDE5F0
<b>White</b> CMYK 0, 0, 0, 0 RGB 255, 255, 255 HEX FFFFFFFF	<b>Black</b> CMYK 0, 0, 0, 0 RGB 255, 255, 255 HEX FFFFFFFF	<b>Dark Blue</b> CMYK 100, 92, 38, 45 RGB 7, 29, 73 HEX 071D49
<b>Orange</b> CYMKY 0, 50, 100, 0 RGB 244, 147, 2 HEX F49302	<b>Purple</b> CYMKY 40, 100, 0, 20 RGB 153, 16, 143 HEX 99108f	<b>Green</b> CYMKY 75, 0, 100, 0 RGB 57, 184, 18 HEX 39b812





# Accessible Color Combinations

We use the WCAG standards for text readability. The baseline contrast ratio for readable text is a minimum of 4.5:1. The contrast ratios for colorblindness vulnerabilities use the WCAG standard for graphical user interfaces, which is 3.1:1.

## Combination for text smaller than 18 pt

White text	Light Blue text	AUCD Aqua text	AUCD Blue text	Dark Blue text	Black text
					
Black background			White background		
					
Dark Blue background			Light Blue background		
					
AUCD Blue background			AUCD Aqua background		

## Additional combinations for text larger than 18 pt or 14+ pt

-  AUCD Aqua background White text
-  AUCD Aqua background AUCD Blue text
-  AUCD Blue background AUCD Aqua text
-  White background AUCD Aqua text

## Accessibility

**In terms of font accessibility, there are a number of principles to keep in mind:**

- Use AUCD's Atkinson Hyperlegible or Arial recommended fonts for basic, simple, easily readable fonts.
- Avoid small font sizes. Avoid a font size smaller than 12pt.
- Use a limited number of fonts. Recommended to only use two different font types and only three different font sizes.
- Ensure enough contrast between the text and the background. Use this tool to check: <https://webaim.org/resources/contrastchecker>.
- Largely keep body paragraph texts at 12pt or above.
- Use real text rather than text within graphics.
- Give fonts plenty of room to breathe (set up line spacing, white space for margins, space between sections.)
- Limit the use of font variations such as bold, italics, and ALL CAPITAL LETTERS.
- Don't rely only on the appearance of the font (color, shape, font variation, placement, etc.) to convey meaning.
- Avoid blinking or moving text.

### **Large Text as Accessibility Accommodation**

- Use letter (portrait) orientation, unless a visual element requires landscape orientation, to achieve maximum visibility.
- Keep a one-inch margin on all sides.
- Left justify all paragraphs and do not use columns.
- Use 18-point font for all text, including body text, footers, page numbers, references, disclaimers, and labels.
- Larger fonts may be used for headings. Individual users may request fonts larger than 18-point as an accommodation.
- Use a minimum of 1.5 line spacing; use double spacing when possible.
- Do not use small caps, italics, or all caps for text. Use initial caps and lower case for titles and text.
- Use underlining for emphasis instead of italics.
- Delete decorative graphics that do not contribute to the meaning of the information being presented.
- Large print should be printed on single-sided 8.5" by 11" paper and stapled at the top left corner.

## Images

AUCD images and photography should inspire and motivate our diverse audience.

Goal: capture and show how advocacy, research connects our communities and Network:

- To the extent possible include images, graphics and visual aids that both incorporate people with disabilities and display reflection of culturally and ethnically diverse groups and the communities in which they live.

### Image Descriptions

Image descriptions provide textual information about non-text content that appears on your website, allowing it to be presented auditorily, as visual text, or in any other form that is best for the user.

### Image Resolution

Print images: 300 dpi

Online images: 72 dpi

### ALT (“Alternative”) Text for an Image

One of the main purposes of ALT tags is for the benefit of visually impaired users who use screen readers when browsing. The alt tag is the most basic form of image description, and it should be included on all images. The language will depend on the purpose of the image: If it’s a creative photo or supports a story, describe the image in detail in a brief caption.

If the image is serving a specific function, describe what’s inside the image in detail. People who don’t see the image should come away with the same information as if they had.

If you’re sharing a chart or graph, include the data in the alt text so people have all the important information.

Supplement images with standard captions when possible.



## Language

AUCD language should define quality writing across all points, as well as convey the best of AUCD work to the world. Know the background of your audience: What is their preferred language? At what literacy level do they best communicate?

### **Language Guidelines**

Preference for plain language: (also called plain writing or plain English) is communication your audience can understand the first time they read or hear it.

Use identity- or person-first language as appropriate.

#### **People-first language**

Disability is a natural part of the human experience, an aspect of human diversity like other areas of human variation, and most people do not like to be labeled. Therefore, it is preferable to use people-first language. People-first language places the emphasis on the person instead of on the disability when discussing most intellectual and developmental disabilities. For example, instead of saying “Down syndrome person,” it is preferable to say, “person with Down syndrome.”

#### **Identity-first language**

Some disability self-advocates prefer identity-first language. Identity-first language emphasizes that the disability plays a role in who the person is and reinforces disability as a positive cultural identifier. Identity-first language is generally preferred by self-advocates in the autistic, deaf, and blind communities. It is important to note that whether a person with a disability prefers people-first or identity-first language is not universal.

## **Plain Language Guidelines**

Depending on the audience, please consider using plain language (also called plain writing or plain English). Plain language is writing designed to ensure the reader understands as quickly, easily, and completely as possible. Plain language strives to be easy to read, understand, and use. It avoids convoluted language and jargon.

- Know the background of your audience: What is their preferred language? At what literacy level do they best communicate?
- Acronyms must be spelled out with each first usage.
- Do use sequential commas (the comma before the and in a list of three, often called the “Oxford comma”).
- Degrees do not use periods (PhD, not Ph.D.).
- Limit hyphens as feasible.

## **AUCD’s Commitment to Language and Communications Access**

Communication is how people understand each other. AUCD wants to make sure that everyone knows what is being talked about, either by speaking or writing so all people can be included. AUCD works with people with disabilities, their families, and others around the world, some who prefer to communicate in a different way. This can be people with different abilities to speak and understand English, who do not speak English, who have different reading levels, who learn differently, and who are not familiar with the disability community.

## **Plain Language and Easy Read Tools**

- [AUCD Plain Language Toolkit](#)
- [ABCs of Plain Language](#)
- [ABCs of Plain Language \(Short\)](#)
- [One Idea Per Line: A Guide to Making Easy Read Resources](#)

## Style

We aim to use Associated Press (AP) Style in our external communications. For AUCD-specific language guidelines and a list of exceptions, please refer to the following guidelines. Please note that some exceptions are made for accessibility purposes.

**Acronyms must be spelled out with each first usage. After spelling out a name on the first instance, use an acronym at all other times.**

- Association of University Centers on Disabilities (AUCD)
- University Centers for Excellence in Developmental Disabilities Education, Research, and Service (UCEDD)
- Leadership Education in Neurodevelopmental and Related Disabilities (LEND) Programs
- Intellectual and Developmental Disabilities Research Centers (IDDRC)

### **AUCD-Specific Style and Frequent AP Style Tips**

- When referring to a Center and/or Program within the AUCD Network, always capitalize Center/Program.
- When referring to the AUCD Network, capitalize Network.
- When referring to the annual AUCD Conference, capitalize Conference. The Conference name should always be AUCD YEAR Conference.
- When referring to “Tuesdays with Liz: Disability Policy for All” YouTube series, use quotes. Always spell out “with.” Do not capitalize “All.” Quotes do not need to be used in headlines and on graphics, but always within a body of text.
- Do use the sequential commas (also called the “Oxford comma”) before the and in a list of three.
- Use periods in the abbreviation of United States (U.S.) in body text. In headlines, it’s US (no periods).
- Use periods in the abbreviation of District of Columbia (D.C.) in body text. In headlines, it’s DC (no periods).

### **Exceptions to AP Style**

- Do not use periods in Degrees. For example, PhD not Ph.D.
- Capitalize and do not use periods in AM or PM. For example, AM not A.M. or a.m.

## How to Promote the AUCD Brand

1. Use the AUCD logo in your publications as university and institutional policies allow.
2. Place the AUCD logo on your website with a link to [www.aucd.org](http://www.aucd.org).
3. Incorporate the statement below on your website, brochures and other publications as appropriate:
  - “[Name of Center or Program] is a member of the Association of University Centers on Disabilities (AUCD). AUCD is a national Network of interdisciplinary centers advancing policy and practice through leadership, advocacy, research, education, and services for and with individuals with developmental and other disabilities, their families, and communities.”
4. Make sure that all staff and trainees are familiar with AUCD, its roles and functions, and your center or program’s participation in the national Network. A good place to start is the AUCD website at [www.aucd.org](http://www.aucd.org), and AUCD’s Network explainer videos.
5. Make sure that members of your consumer advisory councils, board and other governance groups understand your center or program’s participation in the national Network and the role AUCD plays in cross-Network collaboration.
6. Incorporate the language “national Network” and “Association of University Centers on Disabilities” in your publications.
7. Hand out AUCD brochures at your workshops and conferences. Visit the AUCD Marketplace to get free downloads or order multiple print copies to give out to new staff, incoming trainees, or at meetings and appointments with partners or legislators.
8. Include a brief statement about your center or program’s relationship with AUCD and the national Network in grant proposals. For example, a few short sentences in the section on organizational capacity and the section on dissemination of funding may help you leverage the national Network and improve your score on a proposal.
9. Include a short article about your center or program’s relationship to the national Network and what AUCD does in your newsletters.
10. For sample language, use the following descriptions of AUCD:
  - AUCD Description (Long)  
The Association of University Centers on Disabilities (AUCD), located in Silver Spring, MD, promotes and supports a national Network of interdisciplinary centers on disabilities. The members of AUCD represent

every U.S. state and territory and include 67 University Centers for Excellence in Developmental Disabilities (UCEDD), 60 Interdisciplinary Leadership Education in Neurodevelopmental and Related Disabilities (LEND) Programs and 16 Intellectual and Developmental Disabilities Research Centers (IDDRC). Together, these organizations advance policies and practices that improve the health, education, social, and economic well-being of people with developmental and other disabilities, their families, and their communities, in support of independence, productivity, and healthy and satisfying quality of life.

- AUCD Description (Short)

The Association of University Centers on Disabilities, located in Silver Spring, MD, is a national, nonprofit organization that promotes and supports the national Network of interdisciplinary centers advancing policy and practice through research, education, leadership, and services for and with individuals with developmental and other disabilities, their families, and communities.

11. Contact the AUCD National Office more information about AUCD branding initiatives and assistance in using the logo graphics.

# Questions?

**If you have questions about the AUCD  
Brand Guidelines, please contact the AUCD  
Communications Team at [aucdinfo@aucd.org](mailto:aucdinfo@aucd.org).**