

# ASPECT

# Brand Guidelines

March 2024 – Version 1.0



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Our brand has a visual language through which we communicate our purpose, beliefs, and personality. It encapsulates everything from the colours we use, the way we speak, to the kind of photography we use to represent us.

The Aspect brand has undergone an evolution developed with flexibility and longevity in mind.

These guidelines cover the nuts and bolts – exploring the big picture, and the nitty-gritty. By allowing them to guide you in all your communications, the more consistent our brand will be and the more well-known our brand will become.

#### AN IMPORTANT REMINDER ABOUT OUR BRAND:

It's important to remember that while internally, you may tire of using the same brand elements over time, externally, users are seeing a consistent, robust and successful brand in their various interactions.

# Brand Toolkit

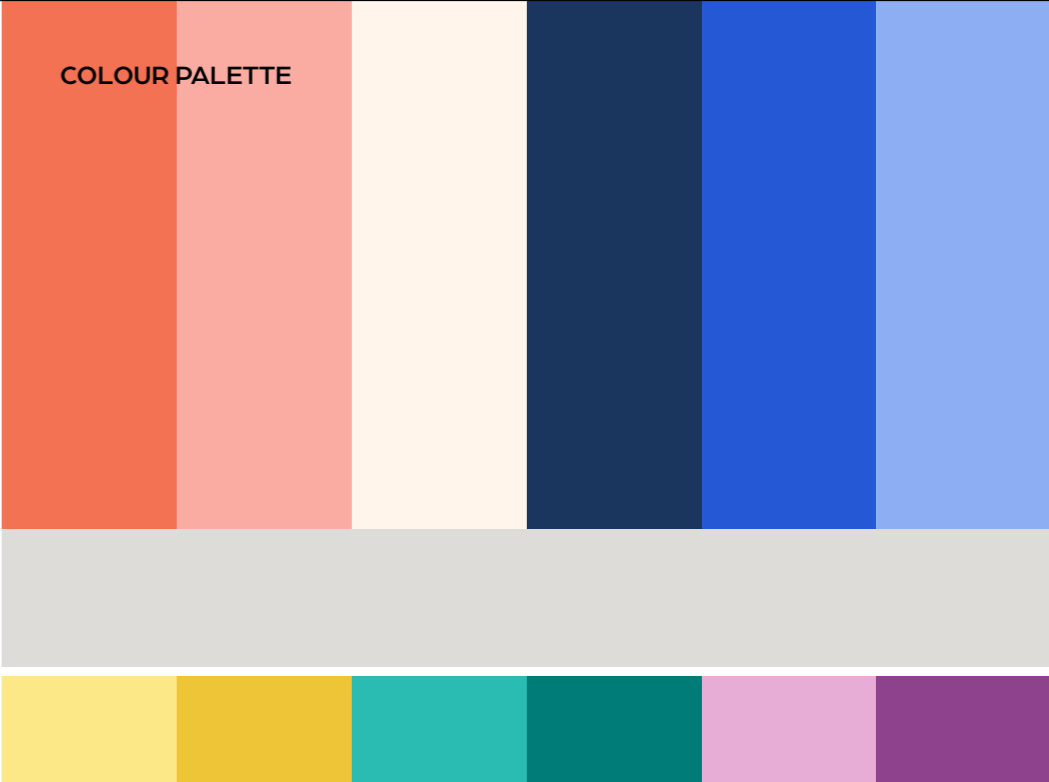
## LOGO



## TYPOGRAPHY

Ad  
Meet Arboria

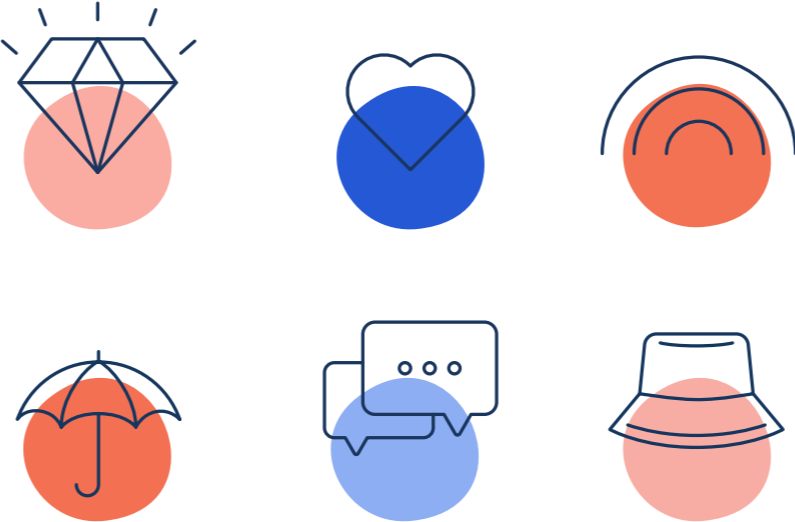
## COLOUR PALETTE



## GRAPHIC SHAPES



## ICONOGRAPHY



## PHOTOGRAPHY



## Brand Purpose

a different  
**brilliant**<sup>®</sup>

Understanding,  
engaging and celebrating  
the strengths, interests  
and aspirations of people  
on the autism spectrum.

# 01. Logo

# Logo

Welcome to our new chapter.

While our name transition has been in progress over a period of time, Aspect will be now be our official name – with Autism Spectrum Australia as support wording.

Aspect is bold, bright and proud. Instantly recognisable and clear.



# Logo

As our logo is used across an immense variety of materials, we have a series of lock-ups to suit all requirements.

These are:

## > MASTER LOGO

Our hero logo – the first choice for all applications.

## > STACKED LOGO

Available for use when space or location may not permit our master logo. Always a second choice.

## > SYMBOL

For use as support to our Master or Stacked logo. This may be used within a communication if the full logo has been used elsewhere – i.e. on the back of a flyer, within a brochure, or on social media (where the full logo is used on the profile image).

### MASTER LOGO



### STACKED LOGO



### SYMBOL





# Logo Usage Details

We're proud of our logo – and it's important that it's always used appropriately and clearly.

## > MINIMUM CLEARSPACE

Please note that the minimum clearspace does not indicate an appropriate size for margins, instead, it is a guide for how close the logo may be placed to other text and graphics at any time.

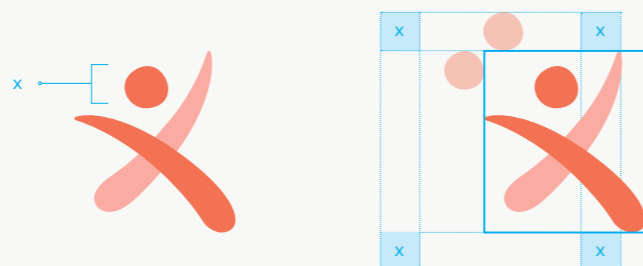
## > GENERAL LOGO SIZE

Below is a guide of some of the most common communications required, and suggested logo sizes.

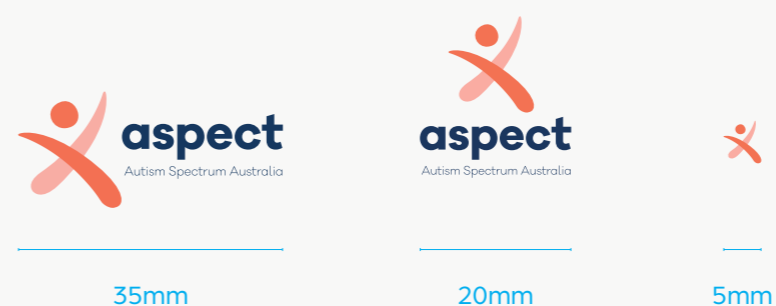
### MINIMUM CLEARSPACE – LOGO



### MINIMUM CLEARSPACE – SYMBOL



### MINIMUM SIZE



### SPECIAL CASE USAGE



In situations where the logo needs to be used at a size less than the recommended smallest size for legibility, the 'aspect' only version may be used, e.g. on pens and other small merchandise.

This logo is only available for use with the permission of the Marketing team.

## Logo Variations

The Aspect logo is available in full colour, white, reverse colour and mono (greyscale) versions.

### > FULL COLOUR

This is our hero, and should be used wherever possible.

### > WHITE

Our white logo is available for use on all colours, and over photography.

### > REVERSE COLOUR

This logo version is for limited use. It may be used on Navy and Brilliant Blue, and may also be used on certain darker photographs.

We recommend using this logo when a balance of brand colours is required – but this version should be used and distributed at the Marketing team's discretion.

### > BLACK / MONO

This logo is available for use on official materials only, where a coloured logo may not be used, and a white logo will not be legible. Please use sparingly.

### IMPORTANT

These logos should cover all requirements. Additional coloured or greyscale versions of the logo should not be created.

If you feel you require an additional logo version, please contact [comms@aspect.org.au](mailto:comms@aspect.org.au)

### FULL COLOUR



### REVERSE COLOUR – SPECIAL USE



### WHITE



### BLACK / MONO



# Logo Schools

Each Aspect school has a unique logo, for use on uniforms, signage, promotional and educational materials.

These logos should not be updated, or amended by the schools for any reason.



## MINIMUM SIZE – SCHOOLS



25mm

## MINIMUM CLEARSPACE – SCHOOLS



# Logo Services

Each Aspect service has its own logo, for use across service-specific communications.

**NOTE:**

To ensure maximum legibility at all times, there are two sizes of Service text used across the suite of service lock-ups. As such, it is important to pay close attention to the minimum size and clear space rules for all.



**MINIMUM SIZE – SERVICES**



30mm

**MINIMUM CLEARSPACE – SERVICES**



# Support Logos

Aspect is supported by generous people, companies and organisations across Australia.

To ensure we are always represented appropriately in these cases, we are able to provide official 'Supporting' and 'Fundraising' logos on request.

## HORIZONTAL

PROUDLY  
SUPPORTING



FUNDRAISING  
ON BEHALF OF



## STACKED

PROUDLY  
SUPPORTING

---



FUNDRAISING  
ON BEHALF OF

---



# Logo Usage guide

Our logo must always look it's best, so please consider the following at all times.

**DO NOT:**  
Change the colour of the logo.



**DO NOT:**  
Change the ratio of the symbol to the wordmark.



**DO NOT:**  
Use the logo on an angle.



**DO NOT:**  
Change the location of the symbol, or arrangement of the logo in any way.



**DO NOT:**  
Change the colour of the text within the logo OR the colour of the symbol.



**DO NOT:**  
Use the logo over a background that obscures it, or makes it illegible.



**DO NOT:**  
Use a version of the logo that cannot be seen on your application.



**DO NOT:**  
Change the weight of the text, or the font within the logo.



**DO NOT:**  
Change the colour of the symbol within the logo.



# Logo Placement

## MASTER LOGO

Our Master logo may be used in any corner of a publication – aligned to the margins and bounding box of the logo.

In some applications (i.e. on a back cover of a brochure, or the endframe of a video), it may be more appropriate to use the master logo centred as a sign-off.

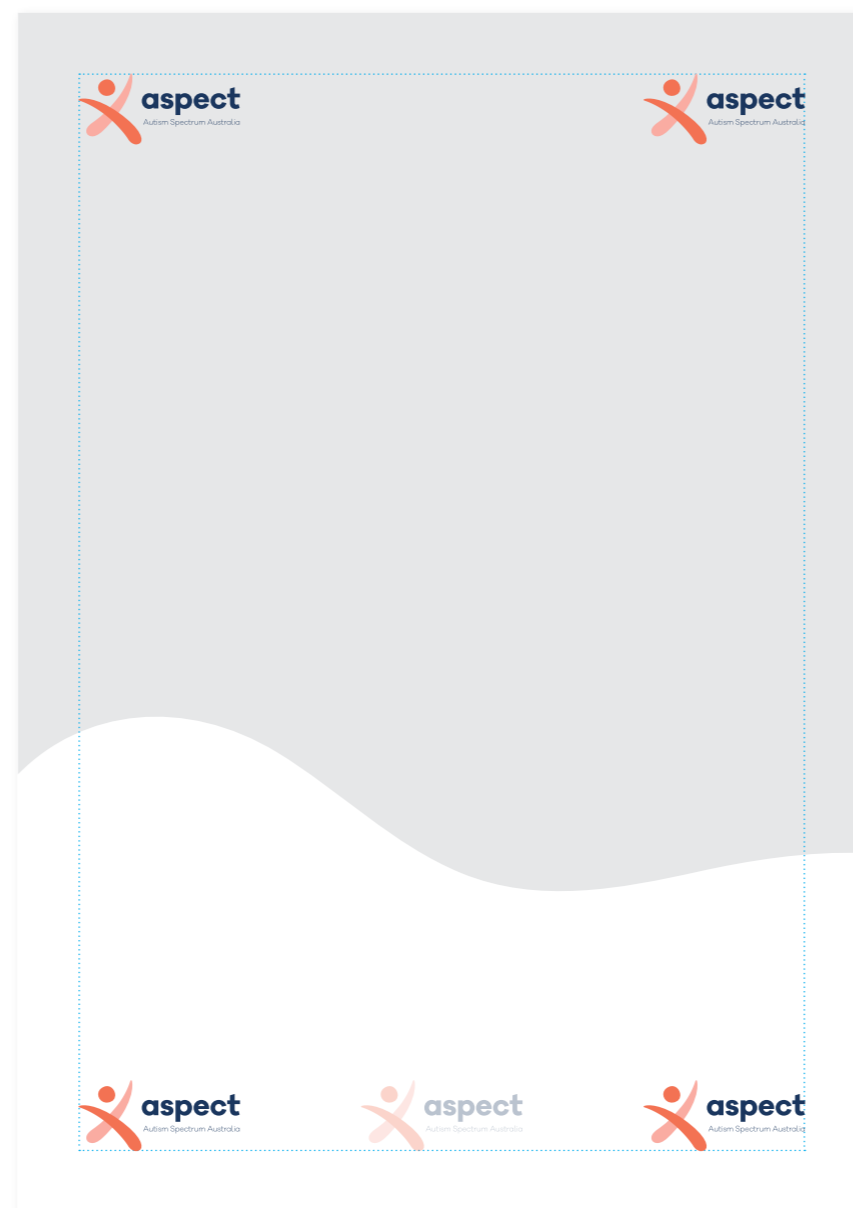
## STACKED LOGO

The Stacked logo is always used as a second choice to the Master logo.

When used, it may be used in either the top right or left corners – the bounding box of the logo aligned to the page margins.

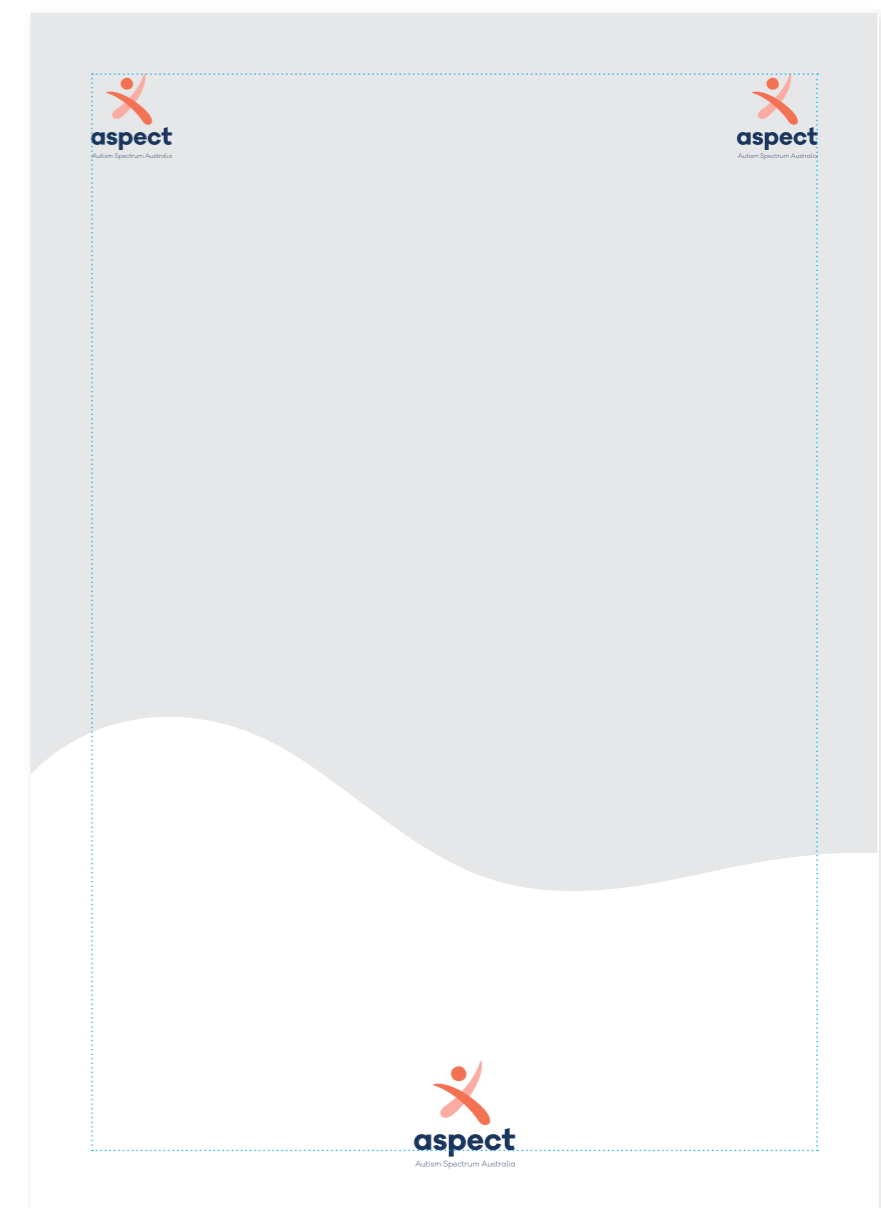
The Stacked logo may be centred in a footer for the back cover of a brochure.

## PLACEMENT – MASTER LOGO



Centre placement available for back covers only.

## PLACEMENT – STACKED LOGO



Centre placement available for back covers only.

# 02. Typography



## Typeface overview

We use one font family across our brand.

**Arboria** is open, clear, and easy to read.

Our brand uses two main cuts of Arboria (Medium and Book), however, there are more options available, should the need arise. Please refer to the following pages for usage details.

### > Sentence Case vs UPPERCASE

We use sentence case across our communications, for maximum legibility and clarity.

There are times when uppercase may be used for shorter sub-headings and in some signage situations, to create hierarchy.

### > Aspect in writing

Whilst our logo uses lowercase, when in written form (in documents or other text based materials), Aspect must always use a capital 'A'.

### DOWNLOAD:

Arboria is an **Adobe font** and may be activated and accessed through any adobe program

Alternately, Arboria may be purchased here: <https://www.myfonts.com/collections/arboria-font-type-o-tones?tab=individualStyles>

# Headlines: Arboria Medium

## Headings + Subheadings: Arboria Medium

### Body Text: Arboria Book

# Typeface application

We aim to keep our communications as consistent and clear as possible. To do so, we have a some general guides we adhere to for all text styling.

## HERO BRAND FONT SCHEME

### > Page Headlines

Arboria Medium

### > Intro Headings + Subheadings

Arboria Medium

### > Intro Text *(when required)*

Arboria Book

### > CTA / Pullout

Arboria Medium

### > Body Copy

Arboria Book

### > Minor highlights within body or extended intros within body copy

Arboria Bold

### > Contact Details

Arboria Medium

Arboria Book

*(Determined as needed to offer hierarchy)*

## NOTE

Arboria is our hero brand font and best-case-scenario. All instances of Arboria may be substituted for Century Gothic, when and if required.

**aspect**  
Autism Spectrum Australia

**PAGE HEADLINE**

# Understanding autism

**INTRO HEADING**

## What is Autism?

**INTRO TEXT**

Autism can be tricky to define. Autism is a developmental condition that affects how a person learns and interacts with the world. Autism has many different characteristics, no two people on the spectrum are alike. Every Autistic person is different to every other. This is why autism is described as a 'spectrum'.

**INTRO HEADING**

## Aspect describes autism as a different brilliant®

**BODY SUBHEADING**

### How many people are on the autism spectrum?

**BODY COPY**

The current research suggests that an estimated 1 in 70 people in Australia on the autism spectrum. The characteristics of autism may appear in early childhood, but sometimes they can go unrecognised until later in life.

**BODY SUBHEADING**

### What are the misunderstandings about characteristics of autism?

There are lots of myths and misunderstandings about autism but while many Autistic people experience difficulties, with the right support Autistic people can achieve a great quality of life.

There is also a misconception that the autism spectrum is linear. In fact, Autistic people can display a wide range of characteristics in their strengths, communications, social interactions, leisure and play.

**PULLOUT**

**Our purpose a different brilliant®**

Understanding, engaging & celebrating the strengths, interests & aspirations of people on the autism spectrum.

INFORMATION SHEET: Understanding autism [aspect.org.au](http://aspect.org.au) | 1800 277 328

**aspect**  
Autism Spectrum Australia

**PAGE HEADLINE**

# We are committed to making life better for people on the spectrum.

**INTRO HEADING**

## Useful Resources

**INTRO HEADING**

### Books

**Spectrum Women: Talking to the Beat of Autism**  
edited by Barb Cook & Dr Michelle Garnett. 2018, Jessica Kingsley Publishers, London.

**Women and Girls with Autism Spectrum Disorder – Understanding Life Experiences from Early Childhood to Old Age** by Sarah Hendrickx. 2015, Jessica Kingsley Publishers, London.

**Life on the Autism Spectrum – A Guide** by Karen H. 2015, Jessica Kingsley Publishers, London.

**Camouflage: The Hidden Lives of Autistic Women** by Sarah Bargiela. 2019, Jessica Kingsley Publishers, London.

**Pretending to be Normal: Living with Asperger's Syndrome (Autism Spectrum Disorder)** by Liane Holliday Willey (Foreword by Tony Attwood). 2014, Jessica Kingsley Publishers, London.

**Asperger's and Girls** by Tony Attwood (Edited by Temple Grandin). 2006, Future Horizons Incorporated, Arlington, US.

**Been There. Done That. Try this! : An Aspie's Guide to Life on Earth** edited by Graig Evans, Anita Lesko & Tony Attwood. 2014, Jessica Kingsley Publishers, London.

**Web**

Autistic Self-Advocacy Network (ASAN) [www.autisticadvocacy.org](http://www.autisticadvocacy.org)

I Can Network (for teens and adults) [www.icannetwork.com.au](http://www.icannetwork.com.au)

**PULLOUT**

"Women and girls on the autism spectrum are better able to camouflage or mask their challenges through social imitation which results in them not receiving a diagnosis."

INFORMATION SHEET: Understanding autism [aspect.org.au](http://aspect.org.au) | 1800 277 328

## Typeface substitution

There may be times when Arboria cannot be used, and in these instances, we have alternatives, to ensure the brand remains as consistent as possible.

### > GOOGLE FONT

For google applications, and online use (when the Arboria font cannot be used), we use Poppins.

### > MICROSOFT FONT

For Microsoft Office applications, such as Word and PowerPoint we use Century Gothic, which is available as a default font in these programs.

### GOOGLE FONT ALTERNATE:

**Headlines: Poppins Semibold**

**Subheadings: Poppins Medium**

Body Text: Poppins Regular

### MICROSOFT OFFICE FONT ALTERNATE:

**Headlines + Subheadings:  
Century Gothic Bold**

Body Text: Century Gothic Regular

## Headline guidance

Our headline style is not complicated, but it does need to be considered, and treated with consistency.

**Our headlines are left aligned, in Arboria Medium**

Do not use fonts other than Arboria *for headlines*

DO NOT USE UPPERCASE IN HEADLINES

Do not **mix** font sizes

Do not right align headlines or text

Do not indent words or lines in headlines

Do not centre your headlines

Do not mix up **weights within headlines**

# Headline guidance

Every headline is different, and while we cannot anticipate every circumstance, this overview should cover most requirements.

## CASE + PUNCTUATION

Our headlines...

- > Use sentence case
- > Do not use full stops at the end
- > Do not use more than two colours

## CONTENT

- > The word 'aspect' may be incorporated into headlines for brochures, or campaign materials. This should only be attempted if it can be done without feeling 'forced'.
- > Factsheets and information heavy comms should use direct, specific headlines.

## Brief headlines

Are sometimes all that's required. Where possible, these are used across two lines.

## Headlines are sometimes quite long and wordy

In these cases, we stack them in a block, rather than running them in very long lines of text. Also, where possible, we use 'and' rather than '&'.

## You can highlight words with colour

If it works for your communication, a word may be highlighted in your headline. (See next page)

## BIG PICTURE

Overarching brand, sector or school communications may use headlines that incorporate 'aspect', where appropriate to the content.

## For every aspect of life on the spectrum

## Every aspect of our school

## For every aspect of your education

## TOPIC SPECIFIC

For our information heavy communications, we keep things as clear as possible:

## Social Worker Supports

## Speech Pathology

## Understanding autism

## Girls and women on the autism spectrum

# Typography

## Colours

While we keep our body copy simple in navy and white, colour can be introduced to Headlines, Headings and subheadings, to add emphasis.

### BODY COPY

Body text for Aspect communications should be navy or white – whichever is more legible on your chosen background.

### HEADLINES

Headlines can be:

- One colour
- All White
- Two colour (*base colour + highlight*)
- Your headline colour selection should be determined by the background of your text (colour, photography, light, dark, etc).

### SUB-HEADINGS + INTRO TEXT:

- All Navy
- All White
- One colour
- If using colour, your selection should work harmoniously with the colours of your communication, or section/ spread within your communication.

### NOTE:

Even though we are a vibrant, colourful brand, as a general rule, we suggest sticking to a maximum of three colours per layout/ section or spread.

### BODY COPY – Light background

Body text for Aspect communications should be black on light backgrounds – either lighter colours in our colour palette, or lighter photographs.

### BODY COPY – Dark background

Body text for Aspect communications should be white on dark backgrounds – either darker colours in our colour palette, or dark photographs.

### SUB-HEADINGS + INTRO TEXT

Sub-Headings and intro text can be white, navy, or in a colour from the palette complementary to your layout.

### HEADLINE COLOUR-USE EXAMPLES

For every  
**aspect**  
of life on the  
spectrum

For every  
**aspect**  
of your  
future

Every **aspect**  
of our school

Every **aspect**  
of our school

For every  
**aspect**  
of your  
education

For every  
**aspect** of  
life on the  
spectrum

Every **aspect**  
of our school

Every **aspect**  
of our school

# Typography Design Elements

As every communication is different, our brand has a library of design elements to borrow from to ensure clarity and structure for each and every communication.

## QUOTES

**Quote text:**  
Arboria Regular Italic.

**Attribution/name text:**  
Arboria Regular Italic > UPPERCASE

## QUOTES MAY:

- Be denoted by a 2pt vertical line to the left of the text. This line is to align to the margin of the communication.
- Be held within one of our Aspect brand shapes.
- Float freely over a photograph

*“The transition was unbelievable. They came and did a home visit. Aspect was just so incredibly holistic and supportive from the get-go. We shared with them some of our experiences and some of the things that we were feeling uncomfortable about, and how they would manage my son’s needs and behaviour. And they just reassured us every step of the way.” – PARENT*

*We run coffee mornings, run parent groups, grandparent groups and things like that so they can support each other. We’ve had parents connect as Facebook groups and do little plays.”*

– STAFF MEMBER

**NOTE:**  
Even though we are a vibrant, colourful brand, as a general rule, we suggest sticking to a maximum of three colours per layout/section or spread.

## SUBHEADING / INTRO COLOUR USE

Subheading and introductory text may match or contrast to body copy colour, and should always be selected to balance to colour palette of your spread or section.

To add levels of hierarchy within a page or section, two subheading colours may be introduced. A maximum of three colours per layout/section or spread are recommended.



## DIVIDER LINES

**Line width:** 0.5 points

– We use dividing lines throughout all our communications. While generally used in White or Navy, lines may be used in each of our main brand colours, to suit the colour scheme of a publication.

**Length:**

- Divider lines can extend off the side of a page to begin a section within a brochure.
- Within sections, lines extend within margins or columns.
- Footer lines sit within margins.



# 03. Colour



# Colour Palette

Our colour palette is a nod to our history, and a step into the future. We are bright and bold – and as confident as the colours we choose to showcase.

## COLOUR USE

- Our Primary colours are used for all consumer facing touchpoints, e.g. brochures, factsheets, flyers/ advertisements, website, etc.

## COLOUR ALLOCATION

- We do not allocate particular colours to areas or segments of our business. Instead, our brand embraces all it's colours, using the most appropriate for any given communication.
- If colours are used within a document or online to denote certain sections, please be sure to be consistent within the same medium or communication, to limit any confusion.

## COLOUR TINTS

- STONE may be tinted to percentages of 75/50/25 for use in limited circumstances, to add differentiation in forms, tables, and in some online settings.
- We DO NOT use tints of any other Aspect colours.

## PRIMARY PALETTE

|  |   |   |  |  |  |
|--|---|---|--|--|--|
| <p><b>CORAL</b><br/>         CMYK 0 / 70 / 70 / 0<br/>         RGB 243 / 114 / 83<br/>         HEX #F37253</p> | <p><b>PEACH</b><br/>         CMYK 0 / 39 / 27 / 0<br/>         RGB 250 / 172 / 162<br/>         HEX #FAACA2</p> | <p><b>APRICOT</b><br/>         CMYK 0 / 3 / 6 / 0<br/>         RGB 255 / 245 / 235<br/>         HEX #FFF5EB</p> | <p><b>NAVY</b><br/>         CMYK 100 / 83 / 36 / 27<br/>         RGB 26 / 54 / 94<br/>         HEX #1A365E</p> | <p><b>BRILLIANT BLUE</b><br/>         CMYK 84 / 68 / 0 / 0<br/>         RGB 37 / 88 / 213<br/>         HEX #2558D5</p> | <p><b>SKY BLUE</b><br/>         CMYK 40 / 30 / 0 / 0<br/>         RGB 141 / 174 / 243<br/>         HEX #8DAEF3</p> |
|--|---|---|--|--|--|

|  |  |
|--|--|
| <p><b>STONE</b><br/>         CMYK 10 / 8 / 8 / 2<br/>         RGB 221 / 220 / 217<br/>         HEX #DDDCD9</p> | <p><b>STONE TINTS</b><br/>         75%    50%    25%</p> |
|--|--|

# Colour Palette

We have an extended palette of secondary colours, however the following must be adhered to for use:

## SECONDARY COLOURS:

- Are used sparingly, and their use requires sign-off from Marketing.
- May be considered for use as highlight colours in diagrams or longer form documentation when all other primary colours have been used already, and even then, these should be used in lesser amounts.
- Should not be used decoratively, or for a 'change'. Our primary palette is our hero, and it's important to remember that while a palette of 7 hero colours may become repetitive on a daily level, a consumer will only ever see one or two branded items at a time. Brand recognition requires time to take hold, and a firm boundary around colour use must be set (and held) to create this.

## SECONDARY PALETTE

|   |   |  |   |   |  |
|---|---|--|---|---|--|
| <b>SUNSHINE</b><br>CMYK 2 / 5 / 55 / 00<br>RGB 253 / 232 / 136<br>HEX #FDE888 | <b>BRIGHT YELLOW</b><br>CMYK 7 / 20 / 92 / 0<br>RGB 238 / 197 / 54<br>HEX #EEC536 | <b>AQUA</b><br>CMYK 70 / 0 / 37 / 0<br>RGB 42 / 188 / 178<br>HEX #2ABCB2 | <b>EMERALD</b><br>CMYK 88 / 33 / 53 / 9<br>RGB 0 / 124 / 120<br>HEX #007C78 | <b>LILAC</b><br>CMYK 9 / 35 / 0 / 0<br>RGB 232 / 173 / 214<br>HEX #E8ADD6 | <b>VIOLET</b><br>CMYK 51 / 90 / 0 / 0<br>RGB 142 / 65 / 141<br>HEX #8E418D |
|---|---|--|---|---|--|

# Colour Logo Matrix

To achieve maximum visibility and clarity for our logo at all times, we must ensure we use the appropriate logo over each brand colour.



# Colour

## Text on colour

When using text over colour, we have a series of combinations available.

The following combinations ensure text will remain clear at all times.

If a colour combination is not shown here, it is not an available option.

|   |  |  |  |   |  |  |  |  |  |  |  |
|---|--|--|--|---|--|--|--|--|--|--|--|
| <p><b>Navy Brilliant Blue</b><br/><b>Coral</b></p>      |  | <p><b>Peach Sky Blue</b><br/><del>Apricot</del><br/><del>Stone</del></p> |  | <p><b>White Brilliant Blue</b><br/><b>Coral</b></p> |  | <p><b>Peach Sky Blue</b><br/><b>Apricot</b><br/><b>Stone</b></p> |  | <p><b>Navy Brilliant Blue</b><br/><b>White</b></p>     |  | <p><b>Peach Sky Blue</b><br/><del>Apricot</del><br/><del>Stone</del></p> |  |
| <small>WHITE AND LIGHT PHOTOGRAPHIC BACKGROUNDS</small> |  |  |  |   |  |  |  |  |  |  |  |
| <p><b>Navy White</b><br/><b>Coral</b></p>               |  | <p><b>Peach Sky Blue</b><br/><b>Apricot</b><br/><b>Stone</b></p>         |  | <p><b>Navy Brilliant Blue</b><br/><b>Coral</b></p>  |  | <p><b>Peach White</b><br/><b>Apricot</b><br/><b>Stone</b></p>    |  | <p><b>Navy Brilliant Blue</b><br/><del>Coral</del></p> |  | <p><b>White Sky Blue</b><br/><b>Apricot</b><br/><b>Stone</b></p>         |  |
| <p><b>Navy Brilliant Blue</b><br/><b>Coral</b></p>      |  | <p><b>Peach Sky Blue</b><br/><del>White</del><br/><del>Stone</del></p>   |  | <p><b>Navy Brilliant Blue</b><br/><b>Coral</b></p>  |  | <p><b>Peach Sky Blue</b><br/><b>Apricot</b><br/><b>White</b></p> |  | <p><b>White Brilliant Blue</b><br/><b>Coral</b></p>    |  | <p><b>Peach Sky Blue</b><br/><b>Apricot</b><br/><b>Stone</b></p>         |  |
| <small>DARK PHOTOGRAPHIC BACKGROUNDS</small>            |  |  |  |   |  |  |  |  |  |  |  |

### SECONDARY PALETTE

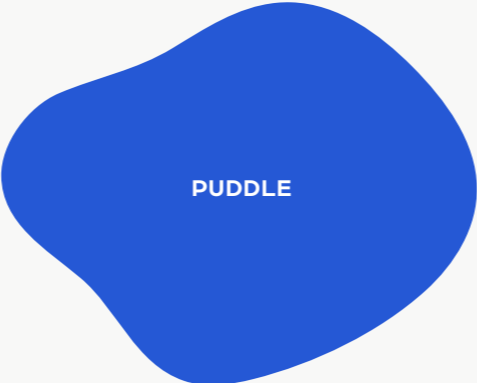
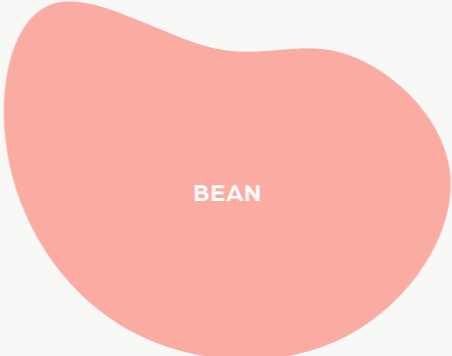
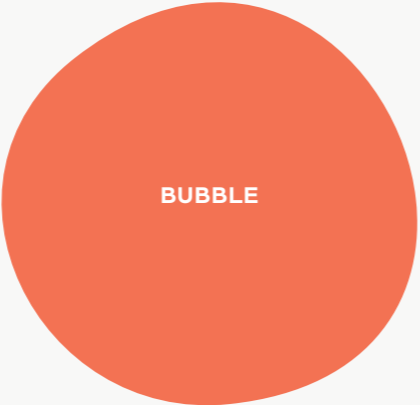
|  |  |   |  |  |  |   |  |   |  |  |  |
|--|--|---|--|--|--|---|--|---|--|--|--|
| <p><b>Navy</b><br/><del>White</del><br/><b>Bright Yellow</b></p> |  | <p><b>Navy</b><br/><b>White</b><br/><b>Sunshine</b></p> |  | <p><b>Navy</b><br/><b>White</b><br/><b>Emerald</b></p> |  | <p><del>Navy</del><br/><b>White</b><br/><b>Aqua</b></p> |  | <p><b>Navy</b><br/><b>White</b><br/><b>Violet</b></p> |  | <p><del>Navy</del><br/><b>White</b><br/><b>Lilac</b></p> |  |
|--|--|---|--|--|--|---|--|---|--|--|--|

# 04. Graphic Shapes

# Shapes

Inspired by the organic form of our brand symbol's 'head', we use a suite of shapes across our brand.

These can hold text, imagery, or simply add emphasis across our communications.



# Shapes

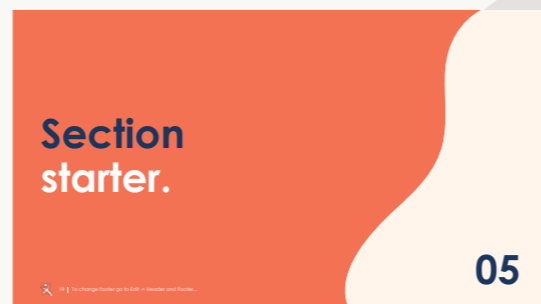
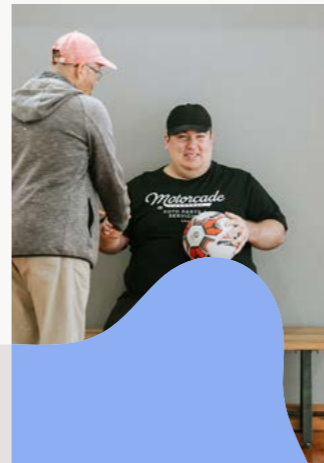
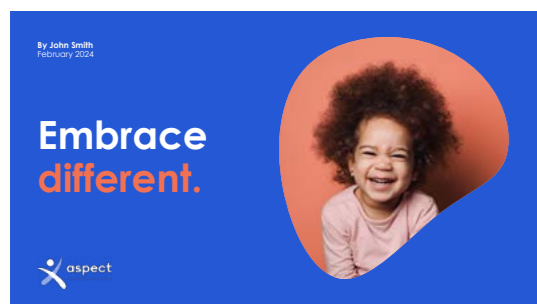
## Holding device

Our shapes may be used to hold colour, text or image across our communications.

The examples shown here demonstrate the flexibility of these shapes.

### SHAPES IN USE

- Shapes may be enlarged, rotated, flipped and cropped to suit your layout.
- Shapes should not be squashed or reshaped in any way.
- Uncropped shapes may also be used to hold imagery (see below) and text (see next page).



# Shapes

## Design element

Our shapes may also be treated as a feature across our communications.

### SHAPES MAY:

- Hold a hero photo (see *previous page*)
- Introduce our Aspect brand idea
- Feature quotes from our clients and people.
- Emphasise key information.
- Include a 'call to action'.

### TEXT HOLDING DEVICE

**a different brilliant®**  
Understanding, engaging and celebrating the strengths, interests and aspirations of people on the autism spectrum.

**our vision**  
The best opportunities for people on the autism spectrum.

**our mission**  
We work with people of all ages on the autism spectrum, delivering evidence-informed solutions that are person-centred, family focused and customer driven.

**our values**  
We are passionate about people, about being positive, and about what's possible.

### SUPPORTING DEVICE

## How our enrolment works:

- 1. Come to a school info session.**  
Give us a call on (08) 7326 0200 to find out when the next one will be held.
- 2. Join the wait list.**  
To register a student, just fill out a registration form (you can either get this at the info session, or by contacting Aspect Treetop School).
- 3. A spot opens up.**  
When a position becomes available at the school, the School Enrolment Committee considers all the students on the waitlist. This decision is made based on a number of factors – it's not simply on a 'first come, first served' basis.
- 4. Family interview.**  
Before a student is officially offered a place, they may be invited to meet with our team (together with family or carers).
- 5. Enrolment offer.**  
Once there's a place available, we'll send a formal letter of offer and an Enrolment Contract to the student's parents or guardians. You'll need to accept the offer by signing and returning the Enrolment Contract and paying the non-refundable enrolment fee.

### IMAGE HOLDER

(For headshots, etc)



### QUOTATION DEVICE

*"The teachers communicate with me whenever something happens, both positive and negative. I have found that its been really good. It made me realise that I have made the right decision."*  
– PARENT

### CALL TO ACTION

Reach out, or check out our website to learn more about Aspect Schools.  
**We'd love to chat!**



# 05. Photography

# Photography

## Portraits

We use studio portraits as the hero imagery for our brand.

### WHY PORTRAITURE?

- Offers longevity to the communication
- Stands out in market.
- A singular approach to hero photography builds a strong link to the Aspect brand

### PORTRAITS ARE USED:

- on covers
- as hero images

### OUR PORTRAITS SHOULD:

- Feature individuals caught in joy. Laughing, joking, celebrating, smiling – our portraits capture positivity.
- Use the colours of our brand in their backgrounds. Rather than deep-etch our people, backgrounds can include texture and shadow, tonally matching the brand colours.
- Hero the whole spectrum of age, ethnicity and gender.



# Photography

## Lifestyle

### SUPPORTING IMAGERY

We use our people as supporting imagery across our brand.

### WHY SUPPORTING IMAGERY?

- Lifestyle imagery is the norm across the care industry and does not provide as much cut-through as our portraiture
- These may need to be replaced regularly (should a person revoke usage rights)

### LIFESTYLE IMAGES ARE USED:

- Within brochures (rather than on covers), as a secondary image on a fact-sheet, and as supporting imagery on our website.
- On socials and online for promotional materials.

### LIFESTYLE IMAGERY SHOULD:

- Show our people engaged in life, not staged. People are caught in a moment, living their best life, supported by Aspect.
- Be caught and curated with intent. While we use 'real' people, in 'real' situations, we never use happy snaps or iphone pics.

### NOTE:

Existing lifestyle photography may be treated/brightened, in order to fit within the suite.



# Photography

## Do Not

To truly embrace our new brand, it is important that we don't fall into old habits.

While across our company, we have a great deal of 'legacy' photography on file, it is important to consider the following when selecting imagery.

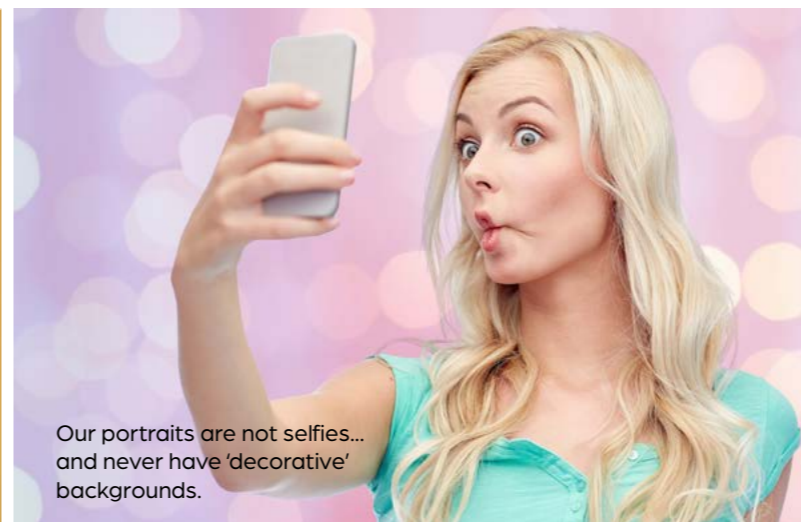
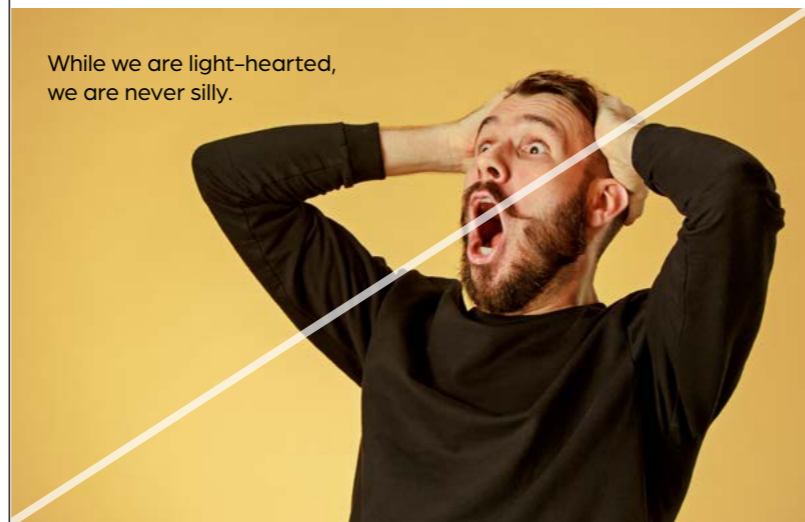
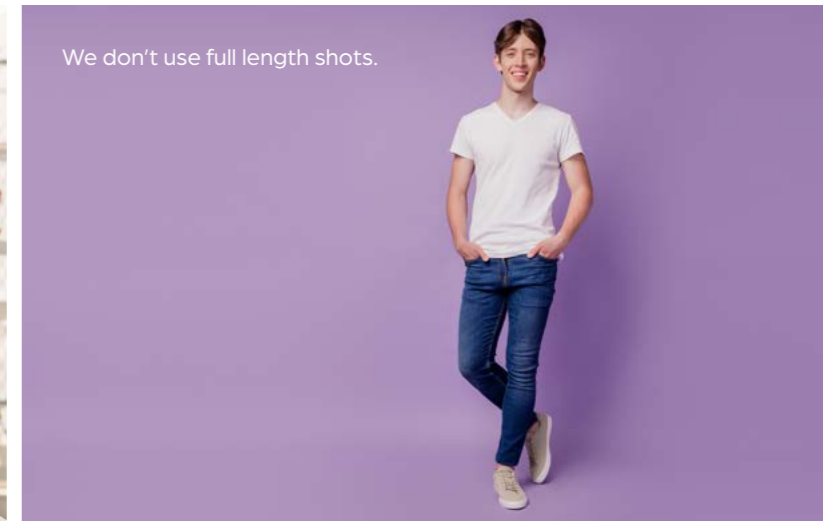
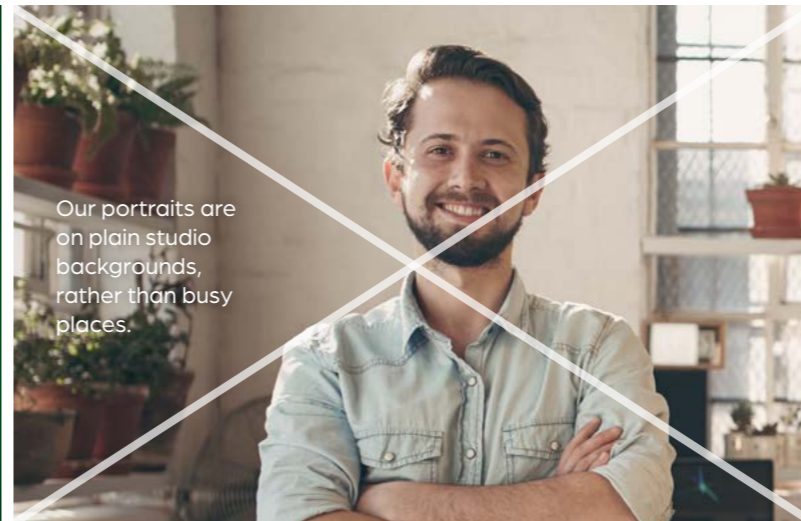
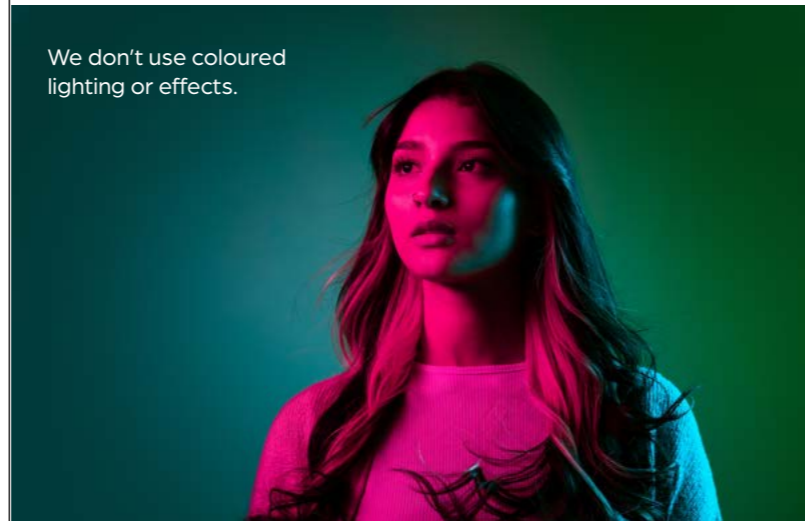
### WHAT TO AVOID IN PORTRAITS...

Photography should not:

- Feel staged or 'modeled',
- Be conceptual or clichéd.
- Be black and white or use any colour 'treatment' or effect.

### NOTE:

Even if certain photos or styles have been used in the past, it does not mean they should continue to be used into the future.



# Photography

## Do Not

To truly embrace our new brand, it is important that we don't fall into old habits.

While across our company, we have a great deal of 'legacy' photography on file, it is important to consider the following when selecting imagery.

### WHAT TO AVOID IN LIFESTYLE SHOTS...

Photography should not:

- Be smiling directly at camera, posed.
- Be portraiture
- Feel staged or 'modeled',
- Be conceptual or clichéd.
- Be black and white or use any colour 'treatment' or effect.

### NOTE:

Even if certain photos or styles have been used in the past, it does not mean they should continue to be used into the future.



We are candid, rather than posed.



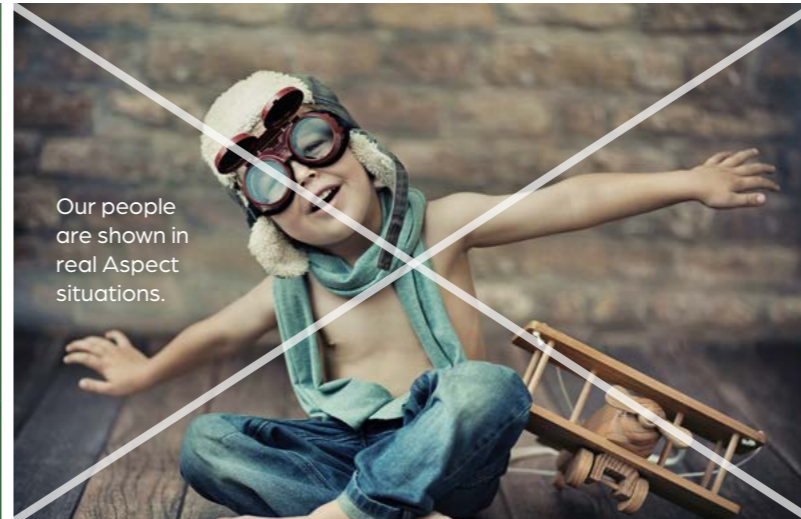
Our photos are always in colour.



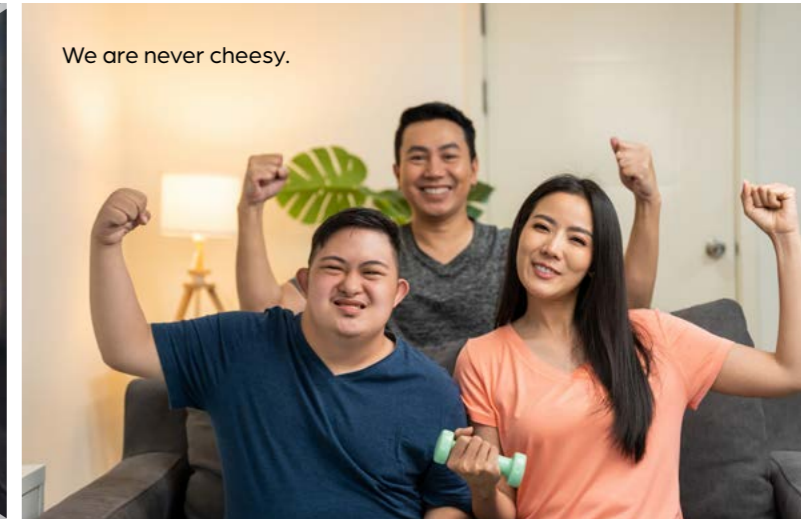
We capture real life, rather than concepts...



We are candid, rather than posed.



Our people are shown in real Aspect situations.



We are never cheesy.



We capture real life, rather than concepts...



Our lifestyle images are captured in the real world, not a studio.



We aim for real, rather than staged.

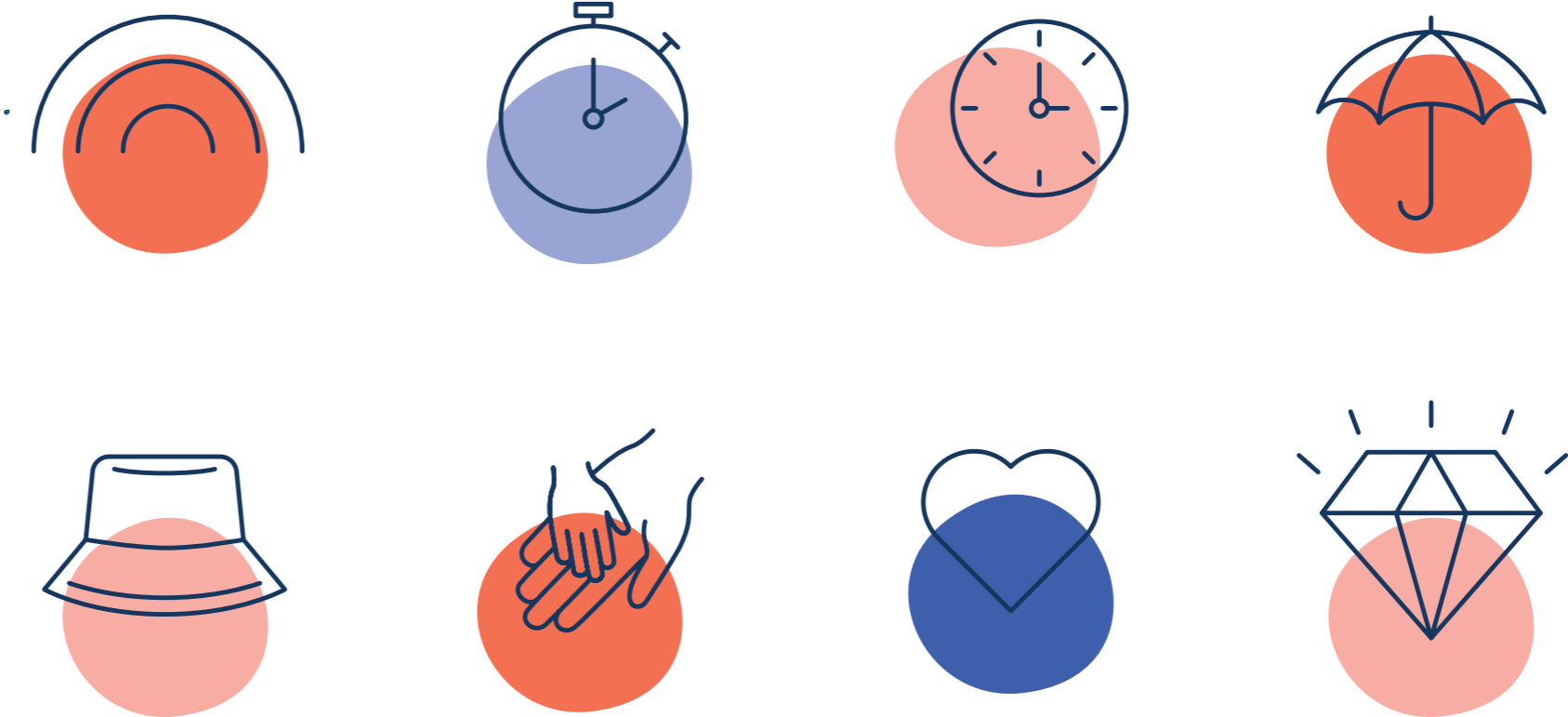
# 06. Iconography

# Iconography

We communicate a broad range of messages to a vast audience, and often, the best way to reinforce this message is through iconography.

### ABOUT OUR ICONS

- Navy line icons, each supported by an offset, coloured 'bubble' from our shape suite.
- Simple, clear and with limited detail.
- Everyday items, depicted in a friendly, familiar way.
- Icons should only be used in this style, across all media/applications, to ensure a consistent communication style for our brand.



**PLEASE NOTE:**  
For small use, in information-heavy communications, or when simply not appropriate, the Aspect icons may be used without their coloured support bubble. In these cases, please ensure the brand colours are represented elsewhere in the communication.



# Iconography

## In use

Icons should be used in the following manner across all media/applications, to ensure a consistent communication style for our brand.

### ICONS IN USE

- Our icons are used to highlight information.
- Icons should be a visual cue, representative of the text they support.

### ICONS SHOULD NOT:

- Be used as a hero image on a page
- Be treated as an illustration. They are a support device to text, rather than a decoration.



### autism friendly

#### Inclusion in the community

At Aspect, we believe we can be more inclusive of all disabilities simply by becoming more aware of the different and diverse ways each of us engages with our world. This understanding allows us to make small adjustments that recognise, and are inclusive of, those differences. Every individual on the autism spectrum has the right to be an active participant in the community and to make choices about things that matter to them.

Aspect's Autism Friendly team partner with organisations to create environments which genuinely support and include Autistic people. We believe that understanding an event or business from an Autistic perspective is critical to creating a truly inclusive environment, which is why our team includes people with lived experience.



### aspect research centre for autism practice (ARCAP)

#### Supports and services backed by research

At Aspect, we're continually working to evaluate and improve our services and approach to supporting people on the autism spectrum and their families. To help us do this, we have our own dedicated team of researchers at the Aspect Research Centre for Autism Practice. The team works with Autistic people and their families as well as practitioners to identify real-world issues and conduct research to accelerate timely solutions that improve the everyday lives of people on the autism spectrum.



### autism workshops

Aspect offers a broad range of workshops and webinars for parents, carers, organisations, educators and health professionals. These workshops and webinars are part of our national initiative to improve the lives of people on the autism spectrum across Australia.

#### Our workshops are:

- Co-designed – Each autism workshop has been developed in partnership with Autistic individuals with lived experience.
- Based on evidence-based practice – We know what works and will help you understand what that looks like in actual practice.
- Focussed on the practical – Our trained and experienced allied health specialists will talk you through the what, how, where, when and who of best practice autism support.

## Your need-to-knows



### School hours

Official school hours are 9:00am to 2:50pm. Students arrive at school in the morning between 8:50am – 9:10am and depart between 2:50pm – 3:00pm.



### Wet weather days

In the event of wet weather, students will work and play inside their classroom or the gym, supervised at all times by Aspect staff.



### Timetable

Each term parents will receive a copy of the class timetable as well as a term overview.



### Parent info and meetings

IP meetings are held with the teacher in Term 1 and a review meeting in Term 3.

Teachers, Student Support Officers and families have the opportunity to meet with each other in the first two days of the school year. During this time, the Five Point Star is discussed.



### What to wear

Aspect students are encouraged to wear the full Aspect Treetop School uniform at all times. Please contact the school directly regarding uniforms.



### Drop off and pick up

Students are dropped off and picked up from school by parents.



### Staying in touch

The See-Saw app is used as the communication method for students and families at Aspect Treetop School. The teacher will correspond via the app approximately three times per week. Administrative information is communicated via TASS which is Aspect's school management system. If there is an urgent matter, please call the school office on (08) 7326 0200.



# 07. Brand in use

# Brand in use Factsheets

EXAMPLE : SINGLE PAGE FACT SHEETS



**Social Worker Supports**

Did you know that we can support you with your talents and interests to achieve your goals? We're here to help.

Aspect is an established, autism-specific organisation leading the way through research-informed, evidence-based practices to support and work in partnership with people on the autism spectrum and their families/carers.

Our Social Workers provide a range of services, including:

- Individual employment support
- Supporting life stage transitions
- Helping carers access support services
- Building social connections and support networks
- Working with family/carers

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- Helping carers access support services
- Building social connections and support networks
- Working with family/carers



**Speech Pathology**

Supporting all aspects of life. We have capacity to take on new participants in Adelaide.

Aspect is Australia's largest autism-specific organisation providing person-centred, family focused services which are flexible, responsive and evidence informed.

Our services provide people on the autism spectrum with the opportunity to develop their unique talents, as well as providing much-needed support for their parents, carers, families, and networks.

We can provide supports at home, in early childhood or school settings, or in the community.

Aspect's vision is to provide the best possible opportunities for people on the autism spectrum.

Referrals also accepted for:

- Occupational Therapists
- Positive Behaviour Support (PBS)-registered practitioners

EXAMPLE : 2 PAGE FACT SHEETS



**Girls & women on the autism spectrum**

More boys and men have a diagnosis of autism than girls and women.

Diagnosis means a medical professional has identified that a person has behaviours that show they are on the autism spectrum. This fact sheet looks at why there is a difference. It also explains why the difference might be smaller than we think.

Autism can look different in girls and women.

Girls and women might:

- Be more interested in social activities
- Be more comfortable showing many different emotions
- Have special interests that are more common
- Not show some emotions and behaviours

Strategies to support the wellbeing of girls and women on the autism spectrum

- Provide support and education, especially regarding safety
- Create a space where people talk openly about anything
- Provide structure, structure, and work together on strategies to help them to cope with life
- Understand and acknowledge strengths
- Recognise and appreciate the challenges of being female on the autism spectrum. This can be very difficult
- Consider seeking professional support for stress, anxiety, difficulties or cognitive behavioural therapy (CBT)



**We are committed to making life better for people on the spectrum.**

Girls and women on the autism spectrum are often overlooked in research and services. This fact sheet looks at why there is a difference. It also explains why the difference might be smaller than we think.

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EXAMPLE : FOUR PAGE FACT SHEETS



**Understanding autism**

What is Autism?

Autism can be tricky to define. Autism is a developmental condition that affects how a person learns and interacts with the world around them. Because autism has many different characteristics, no two people on the spectrum are alike. Every autistic person is different to every other. This is why autism is described as a 'spectrum'.

Aspect describes autism as a different brilliant®

How many people are on the autism spectrum?

The current research suggests that an estimated 1 in 100 people in Australia are on the autism spectrum. Autism can be diagnosed from birth or later in life. The characteristics of autism may appear or vary throughout life. Sometimes they can go unrecognised and lead to life.

What are the myths and misunderstandings about characteristics of autism?

There are a lot of myths and misunderstandings about autism but what many autistic people experience difficulties with the right support. Autistic people can have a great quality of life. There is a wide range of abilities that the autism spectrum is made of. In fact, autistic people can display a wide range of characteristics in their personality, communication, social interactions, leisure and play.

Our purpose a different brilliant®

Understanding, engaging, responsive and inclusive. We're here to help you be the best you can be on the autism spectrum.

**Some of the characteristics of autism:**

**Strengths and Interests**

- Areas of strength vary but include logic or visual thinking, persistence, and the ability to learn with technology, memory for facts and figures
- Very strong focus on specific interests
- Development in logical topics such as problem, sport, design or more on abstract topics e.g. art, conditions or life
- Up to 20% of autistic people have exceptional or above average skills in one or more areas such as reading, maths, art, mechanics, music, memory etc.

**Social Interactions**

- Using eye contact, gestures and pictures to communicate instead of spoken words
- Strong eye-line or peripheral vision information
- Discomfort in busy complex social situations
- Might prefer to play alone or meet others more than with them
- An ability to play intensely without making eye contact
- Change or requirements to help manage differences
- Social interactions are often misunderstood by neurotypical people

**Communication**

- Communication is not directly
- A dislike or difficulty with small talk, sarcasm or abstract or figurative language
- Repeating words or phrases in a way that can seem out of context
- Not using or understanding puns like the pointing

**Leisure and Play**

- Preference for leisure based on passions
- Non-traditional play such as repetitive learning by rote
- Preference to do things in the same way
- Comfortable watching through technology such as games, video conferencing or online chats and games

Our purpose a different brilliant®

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**Girls and women on the autism spectrum.**

More boys and men have a diagnosis of autism than girls and women.

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This fact sheet looks at why there is a difference. It also explains why the difference might be smaller than we think.

Autism can look different in girls and women.

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- Be more interested in social activities
- Be more comfortable showing many different emotions
- Have special interests that are more common
- Not show some emotions and behaviours

Strategies to support the wellbeing of girls and women on the autism spectrum

- Provide support and education, especially regarding safety
- Create a space where you can talk openly about anything
- Provide structure and routine, and work together on strategies to help them to cope with life
- Understand and acknowledge strengths
- Recognise and appreciate the challenges of being female on the autism spectrum. This can be very difficult
- Consider seeking professional support for stress, anxiety, difficulties or cognitive behavioural therapy (CBT)

Mental health of girls and women on the autism spectrum

It is important to recognise that girls and women on the autism spectrum may face unique challenges that may have an impact on their mental health. Some of these experiences could include:

- Feeling unheard or misunderstood due to misperceptions or not receiving the support needed
- Stress, exhaustion and anxiety from camouflaging and masking, and the sense of being forced to be something you are not
- Strong feelings of needing to suppress or hide certain emotions to fit in
- Uncertainty in understanding due to misunderstanding emotions
- Feeling behind due to being discriminated against in the workplace
- Feeling embarrassed that not knowing that it is okay to have time alone
- There are mental health professionals that can provide support for stress, anxiety and help you to develop strategies to help manage these challenges and facilitate coping. Your GP is a good place to start. They can provide a referral to an appropriate mental health professional.

Our purpose a different brilliant®

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**We are committed to making life better for people on the spectrum.**

Girls and women on the autism spectrum are often overlooked in research and services. This fact sheet looks at why there is a difference. It also explains why the difference might be smaller than we think.

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- Consider seeking professional support for stress, anxiety, difficulties or cognitive behavioural therapy (CBT)

Useful Resources

**Books**

**Spectrum Women: Working to the Best of Autism** edited by Beth Cook & Heidi Cullen 2018, Jessica Kingsley Publishers, London

**Women and Girls with Autism Spectrum Disorder - Understanding Life Experiences from Early Childhood to the Age of Young Adulthood** 2015, Jessica Kingsley Publishers, London

**Life on the Autism Spectrum - A Guide for Girls and Women** by Sarah Bevan 2018, Jessica Kingsley Publishers, London

**Camouflaging: The Hidden Lives of Autistic Women** by Sarah Bevan 2018, Jessica Kingsley Publishers, London

**Preventing to be Normal: Living with Asperger's Syndrome** by Lynne Hildrey 2019, Jessica Kingsley Publishers, London

**Asperger's and Girls** by Terry Atwood Edited by Terence Crane 2006, Future Network International, Longwood, US

**Bevan There, Done That, Try This! An Autistic's Guide to Life on the Spectrum** edited by Sarah Bevan, Anita Lewis & Terry Atwood 2016, Jessica Kingsley Publishers, London

**Web**

Autistic Self-Advocacy Network (ASAN) [www.autisticselfadvocacy.org](http://www.autisticselfadvocacy.org)

ICAN Network for teens and adults [www.icannetwork.com.au](http://www.icannetwork.com.au)

We are committed to making life better for people on the spectrum.

# Brand in use PPT Template

We have a robust and flexible Powerpoint template for use across all parts of the business.

The master template includes multiple layouts for cover and divider pages, and options to use our full Aspect colour palette throughout.

By John Smith  
February 2024

## Embrace different.

aspect

By John Smith  
February 2024

## Embrace different.

aspect

Aspect acknowledges the traditions, customs and traditions of Country throughout Australia and recognizes their continuing connection to the lands, seas, waterways and community. We pay our respects to them and their cultures, past and present. We welcome all Aboriginal and Torres Strait Islander people here with us today.

### State of inclusion.

Everybody is welcome here. We want you to feel it is OK to be authentically yourself. Please let us know if there is anything we can do that helps to include you in the hearing/meeting. Everyone is welcome to use their own strategies to help them feel relaxed.

### Our purpose a different brilliant®

Understanding, engaging & celebrating the strengths, interests & aspirations of people on the autism spectrum.

### How we work.

At Aspect, we exist to support and empower our participants to live the best life possible.

**We work through solutions together.**

**We are dynamic, flexible and reliable.**

**We collaborate, respect and trust.**

### Everybody is welcome here.

We want you to feel it is OK to be authentically yourself. Please let us know if there is anything we can do that helps to include you in the hearing/meeting. Everyone is welcome to use their own strategies to help them feel relaxed.

### Highlight text to go here.

At Aspect, we exist to support and empower our participants to live the best life possible. Voluptatem. Oboluptatibus natusque voluptatem ut esse dem dolutatibus volut dte es dolutatibus, natusque.

Ebulla pas in utecipe ligentiam occu.

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### Graphs

Sales

Chart Title

### Table

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### Text and Graph

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- Level 2: Bullet 1.1
- Level 3: Bullet 1.2
- Level 4: Bullet 1.3
- Level 5: Bullet 1.4

## Section starter.

01

## Section starter.

02

## Section starter.

03

## Section starter.

04

## Section starter.

05

## Section starter.

06

## Section starter.

07

## Section starter.

08

# Brand in use

## Brochureware

**aspect**

### For every aspect of life on the spectrum

**Our services**

**a different**  
Understanding, embracing & celebrating the strengths, interests & aspirations of people on the autism spectrum

**our vision**  
The best opportunities for people on the autism spectrum

**our mission**  
We work with people of all ages on the autism spectrum, delivering evidence-informed solutions that are person-centred, family-focused and customer-driven.

**our values**  
We are passionate about people, about being positive, and about what's possible.

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- Support Coordination 11
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- Aspect Comprehensive Approach 15
- Aspect Research Centre for Autism Practice 15

**aspect education**

Aspect schools offer dynamic, individualised learning for students with a caring and nurturing approach. As leaders in education for students on the autism spectrum, Aspect has over 50 years' experience in providing autism-specific schooling in Australia.

**a spectrum of choice**

Aspect Education offers:

- Nine independent autism-specific schools across Australia, with an additional two new campuses being offered from 2024.
- Over 100 specialist classes based in mainstream primary and high school settings.
- Education to more than 1200 autistic children, aged 4-17 years, in our schools every year.
- Quality teaching through the unique combination of the Aspect Comprehensive Approach (ACA) and the Australian Curriculum.
- Small class sizes with a high teacher to student ratio, and a teacher aide.
- Classroom environments that are purpose built and carefully structured, with clearly defined workstations and autism-specific supports and strategies – such as calming spaces, low-visits and established routines.
- Aspect is also innovative and unique in our approach with distance education schooling for students on the autism spectrum. This program allows students to learn from home by connecting them to a teacher via a range of digital learning tools with an annual face-to-face component delivered via our Aspect Hunter School.

**aspect education**

We understand autism like no other school. Our students benefit from decades of experience and research into how best to support people on the autism spectrum. Our evidence-informed approach aims to give students the best opportunities possible.

**Our students get a great education, tailored to them.** Our schools are registered and accredited with highly trained, capable teachers who are passionate about what they do. We follow the NSW Curriculum and Australian Curriculum (in SA) and we carefully adapt learning based on each individual student's strengths, interests and needs.

**A community where our students feel right at home.** Our schools are more than just schools. We're a close-knit, caring community of families and carers with similar experiences. Together, we share experiences and advice, and celebrate milestones and achievements.

**Focusing on transitions.** The primary focus of Aspect schools is to help students develop the skills to become as independent as possible and to enable them to succeed in the wider community.

**Our schools offer information sessions and open days throughout the year. Contact the school directly to learn more.**

**ASPECT CENTRAL COAST SCHOOL**  
(Taringa NSW)  
Ph: 02 4822 8850  
centralcoast@aspect.org.au

**ASPECT HUNTER SCHOOL**  
(Thornhill NSW)  
Ph: 02 4822 3800  
hunter@aspect.org.au

**ASPECT MACARTHUR SCHOOL**  
(Canberr NSW)  
Ph: 02 4451 3000  
macarthur@aspect.org.au

**ASPECT WESTERN SYDNEY SCHOOL**  
(Newport Park NSW)  
Ph: 02 8766 3000  
westsyd@aspect.org.au

**ASPECT SOUTH EAST SYDNEY SCHOOL**  
(Prestons NSW)  
Ph: 02 9589 6200  
se@aspect.org.au

**ASPECT TRETTON SCHOOL**  
(Ardara NSW)  
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tretton@aspect.org.au

**ASPECT VERN BARNETT SCHOOL**  
(Prestons NSW)  
Ph: 02 9443 4500  
vb@aspect.org.au

**ASPECT WESTERN SYDNEY SCHOOL**  
(Newport Park NSW)  
Ph: 02 8766 3000  
westsyd@aspect.org.au

**Information sessions and open days**

**Aspect's services are designed to provide autistic people with opportunities to realise their own unique potential, while also providing much needed support to their network of families, carers, friends & colleagues.**

**For every aspect of life on the spectrum**

**Our services are funded under the National Disability Insurance Scheme (NDIS) and focus on:**

- Pursuing their goals, objectives and aspirations
- Increasing their independence
- Increasing social and economic participation
- Developing their capacity to actively take part in the community

We work in partnership with you to achieve your life goals by planning and delivering individualised programs that maximise the impact of your funding.

**Aspect Therapy: Creating tailored services and therapy**

We aim to support and empower individuals on the autism spectrum and their families creating functional goals. To accomplish those goals, our experienced team work in partnership with the individual and their support network to identify strengths and needs, and develop support strategies that meet their interests, capabilities and cultural beliefs.

**Our therapy services include:**

- Early childhood support
- Speech pathology
- Occupational therapy
- Psychology
- Positive Behaviour Support
- Telehealth services
- Parent training
- Allied Health

**Aspect Community Services (ACS)**

A place where everyone belongs. We all need a place where we feel good, and that helps us to thrive and grow in our own time and space. Our community centres offer a broad variety of activities and fun day programs for autistic adults based on their interests and goals. Our adult participants feel comfortable and safe being in a group environment that very quickly becomes their home-away-from-home.

Working in partnership, we build individual independence, emotional resilience and physical wellbeing, providing community and centre-based activities to extend an individual's network and foster positive community connections.

**Aspect Assessments: Providing diagnosis for individuals across their lifespan**

Our comprehensive assessments can identify developmental difficulties and determine what strategies and supports will assist a person to achieve their goals and reach their full potential. Our assessment services are delivered by clinical psychologists or neuropsychologists, with experience and post-graduate training in the assessment and diagnosis of autism. We follow the 'National Guidelines for the Assessment and Diagnosis of Autism Spectrum Disorder' and use gold standard assessment tools, such as the Autism Diagnostic Observation Schedule – Second Edition (ADOS-2) and the Autism Diagnostic Interview – Revised (ADI-R). A comprehensive report is provided following the assessment.

**Support Coordination**

Support in managing your NDIS plan. Our Support Coordination team can provide support to NDIS funded participants who need to understand different budgets, how to start using their plan and how the plan is managed.

**Positive Behaviour Support (PBS)**

Behaviour is a form of communication. Sometimes there's a mismatch between supports, environments and the needs of a person on the autism spectrum. When this happens, concerning behaviours may arise. Our PBS Practitioners aim to understand why behaviours of concern occur and work with the individual and their families/support network. We use a person-centred, evidence-informed approach that is respectful and ethical and supports a person's dignity. Through this approach, we can improve an individual's daily living and relationships.

**aspect services**

**aspect for life**

Every individual on the autism spectrum has the right to be an active participant in the community and to make choices about things that matter to them.

**autism friendly**

Inclusion in the community. At Aspect, we believe we can be more inclusive of all disabilities simply by becoming more aware of the different and diverse ways each of us engages with our world. This understanding allows us to make small adjustments that recognise, and are inclusive of, those differences. Every individual on the autism spectrum has the right to be an active participant in the community and to make choices about things that matter to them. Aspect's Autism Friendly team partner with organisations to create environments which genuinely support and include autistic people. We believe that understanding an event or business from an autistic perspective is critical to creating a truly inclusive environment, which is why our team includes people with lived experience.

**autism workshops**

Aspect offers a broad range of workshops and webinars for parents, carers, organisations, educators and health professionals. These workshops and webinars are part of our national initiative to improve the lives of people on the autism spectrum across Australia.

**Our workshops are:**

- Co-designed – Each autism workshop has been developed in partnership with autistic individuals with lived experience.
- Based on evidence-based practice – We know what works and will help you understand what that looks like in actual practice.
- Focused on the practical – Our trained and experienced allied health specialists will talk you through the what, how, where, when and who of best practice autism support.

**aspect comprehensive approach (ACA)**

We know autism. Our goal is to provide the best opportunities across all of our services through evidence-informed practices that are person-centred and family focused. The Aspect Comprehensive Approach is our commitment to a consistent evidence-informed approach to education and service delivery. It recognises the importance of Positive Behaviour Support through environmental accommodations, structured supports, transition planning, transdisciplinary expertise, family involvement and professional learning for staff.

**aspect research centre for autism practice (ARCAP)**

Supports and services backed by research. At Aspect, we're continually working to evaluate and improve our services and approach to supporting people on the autism spectrum and their families. To help us do this, we have our own dedicated team of researchers at the Aspect Research Centre for Autism Practice. The team works with autistic people and their families as well as practitioners to identify real-world issues and conduct research to accelerate timely solutions that improve the everyday lives of people on the autism spectrum.

# Brand in use School Prospectus and Reporting



**aspect**  
Treetop School

Aspect Treetop School  
27 Ainslie Tce  
Ainslie SA 5035  
Phone: (08) 7328 8200

a different  
**brilliant™**  
Understanding, engaging & celebrating the strengths, interests & aspirations of people on the autism spectrum.

**Every aspect of our school**



**Reinforcement of Country**  
Autism Spectrum Australia (Aspect) acknowledges the Traditional Custodians of the lands on which we work and live. We pay our respect to their Elders past, present and emerging.

**Welcome to Aspect Treetops**  
We understand the uniqueness of every child, value their individual strengths, interests and aspirations and we celebrate the 'different brilliant' of every child.

**Meet our Principal**

Aspect Treetop School is proud to be the only purpose-built school for students from the spectrum in Year 10 Adelaide. We celebrate the uniqueness of every child, value their individual strengths, interests and aspirations and we celebrate the 'different brilliant' of every child.

Our highly skilled staff are committed to continued professional development and are supported by a range of professional development opportunities. We work closely with our staff to ensure they have the resources and training they need to provide the best possible learning environment for our students. Our purpose-built gym, learning facilities and purpose-built play areas ensure our students to participate with peers in their community and in the future.

Our principal and executive team are committed to the success of every student and are supported by a range of professional development opportunities. We work closely with our staff to ensure they have the resources and training they need to provide the best possible learning environment for our students. Our purpose-built gym, learning facilities and purpose-built play areas ensure our students to participate with peers in their community and in the future.

**About Treetop School**

Aspect Treetop School in Ainslie, SA was established in 2016 and provides purpose-built, individualised learning for students on the autism spectrum with a focus on their learning approach.

**Our main campus proudly offers 14 classes for students from Year 5 to Year 10, with current students' age ranging from 5 to 19 years.**

Our highly skilled staff are committed to continued professional development and are supported by a range of professional development opportunities. We work closely with our staff to ensure they have the resources and training they need to provide the best possible learning environment for our students. Our purpose-built gym, learning facilities and purpose-built play areas ensure our students to participate with peers in their community and in the future.

**Focus on transitions**

Our focus is on providing a safe and supportive environment for our students to learn and grow. We work closely with our staff to ensure they have the resources and training they need to provide the best possible learning environment for our students. Our purpose-built gym, learning facilities and purpose-built play areas ensure our students to participate with peers in their community and in the future.


**Individualised learning**

Our highly skilled staff are committed to continued professional development and are supported by a range of professional development opportunities. We work closely with our staff to ensure they have the resources and training they need to provide the best possible learning environment for our students. Our purpose-built gym, learning facilities and purpose-built play areas ensure our students to participate with peers in their community and in the future.

**Inside our classrooms**

Typically, classes are small, with around 10 students to ensure each student receives individual support.

Aspect Treetop School has recently upgraded their facilities, including classrooms with newly installed air conditioning and soundproofing. Our classrooms are bright, airy and equipped with the latest technology to support our students' learning and development.



**Your need-to-knows**

**School hours**  
Official school hours are 9:30am to 3:30pm. Students arrive at school at 9:00am and depart between 3:00pm - 3:30pm.

**Parent info and meetings**  
All meetings are held with the parent and the school. Meetings are held on Tuesdays, Thursdays and Fridays. Meetings are held at 10:00am, 12:00pm and 2:00pm.

**Drop off and pick up**  
Students are dropped off and picked up from school by parents.

**Staying in touch**  
The school uses a range of communication methods to stay in touch with parents. This includes email, phone calls, and the school website.

**What to wear**  
Aspect students are encouraged to wear the school uniform at all times. Please contact the school directly regarding uniforms.

**Timetable**  
Each term parents will receive a copy of the school timetable as well as a term calendar.



**How our enrolment works:**

- 1. Come to a school info session.**  
Come to a school info session to find out more about our school and enrolment process.
- 2. Join the wait list.**  
To register on the wait list, please contact the school directly.
- 3. A spot opens up.**  
When a position becomes available at the school, we will contact the parent on the wait list.
- 4. Family interview.**  
Before a student is officially enrolled, we will conduct a family interview to ensure we can meet the student's needs.
- 5. Enrolment offer.**  
Once a student is enrolled, we will send a formal enrolment offer to the parent.

**Our approach**

**Aspect Comprehensive Approach (ACA)**

Aspect uses a range of communication methods to stay in touch with parents. This includes email, phone calls, and the school website.

**The Five Point Star**

Our highly skilled staff are committed to continued professional development and are supported by a range of professional development opportunities. We work closely with our staff to ensure they have the resources and training they need to provide the best possible learning environment for our students. Our purpose-built gym, learning facilities and purpose-built play areas ensure our students to participate with peers in their community and in the future.



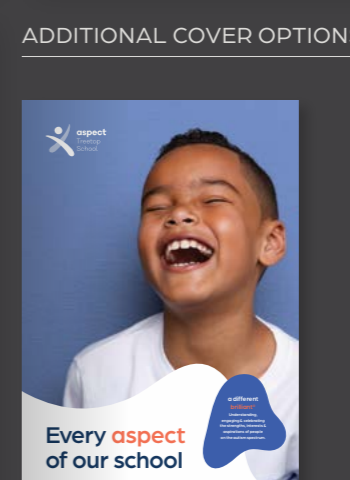
**Why choose our school?**

**We understand autism**  
Autism Spectrum Australia (Aspect) has been helping the community for over 40 years. We understand the unique needs of every child and provide a safe and supportive environment for them to learn and grow.

**Get a great education tailored to you**  
Aspect is a registered and accredited school with highly trained, specialist teachers who use a range of teaching strategies to ensure every student receives a high-quality education.

**A community where you'll feel right at home**  
We have a strong sense of community and work together to support our students and their families. We are a caring and supportive community where every child is valued and supported.

**ADDITIONAL COVER OPTIONS**



**Every aspect of our school**

**For every aspect of your education**

# Brand in use

## Sign-off

As a brand that relies heavily on documentation to communicate, it is important to have a consistent approach to brand sign-off.

### CENTRED SIGN-OFF

Low-level detail required, for use across brochureware and general comms.



aspect.org.au | 1800 277 328 | customerservice@aspect.org.au

### RIGHT-ALIGNED SIGN-OFF

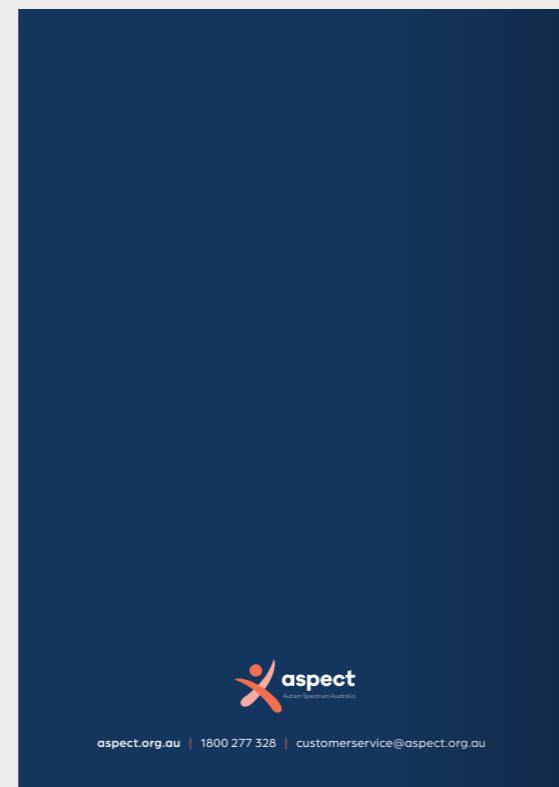
Full contact details, with the option to communicate from the parent brand, and a service or school.



aspect.org.au  
+61 1800 277 328  
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Aspect Treetop School  
87 Anzac Hwy, Ashford SA 5035  
(08) 7326 0200

### GENERAL



### CONTENT HEAVY



### CONTENT LITE

