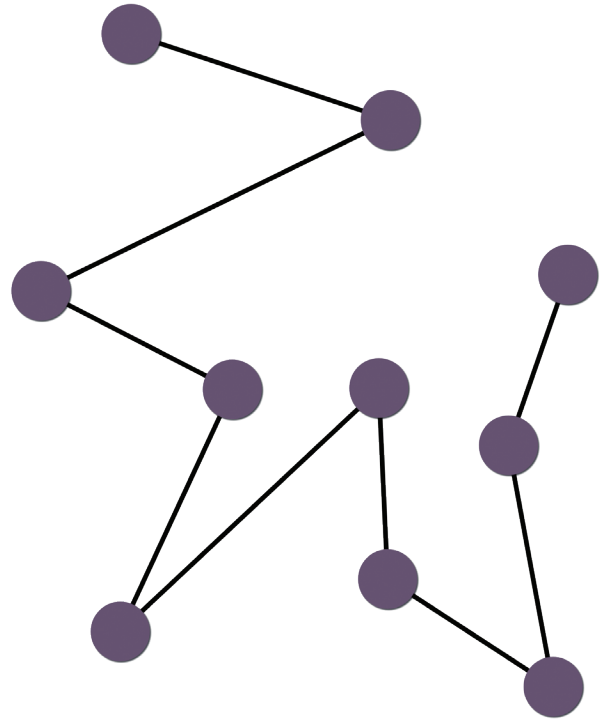




3. Brand Guidelines

same different



Brand Story

same different is a brand born out of need, a need to enable adults better access to autism diagnosis and support services. With waiting lists for assessments reaching nearly 5 years in some areas, and 80% of adults reporting challenges getting a referral from a GP, *same different* aims to empower people to take control of their own journey.

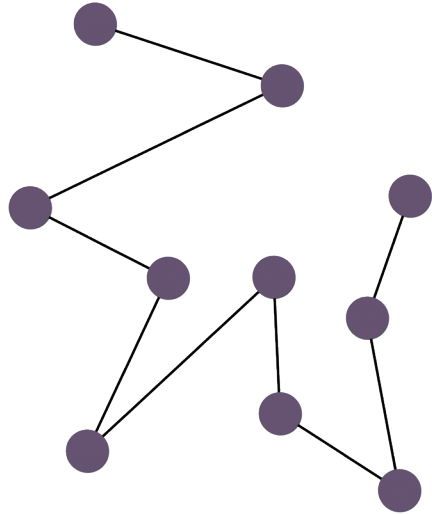
Offering the same scientifically validated tasks used by doctors and autism specialists, alongside a custom AI model, trained using data validated by experts. *same different* aims to take the best of human and artificial intelligence to provide faster more efficient triage decisions, allowing those who require an assessment the access they need.

Current methods often concentrate on a person's deficits, we aim to flip the page, focusing on a person's strengths, analysing findings from a positive perspective. We don't ignore the areas where people might struggle, we offer hints and tips to help people enhance their strengths and improve their weaknesses.

Diagnosis is complex and requires the nuanced knowledge of experts. Our aim is to collaborate with these specialists, enable them to reduce their administrative load and concentrate on offering the individualised assessments and support they excel at.

Our name defines the conundrum a lot of autistic adults face, on the surface similar to their neurotypical peers, resulting in them not being noticed through childhood, on the other hand struggling to fit into a world designed for neurotypical people. *same different* offers a journey of self-discovery that allows people to enhance their lives through understanding themselves, and seeking support where required.





Picture Mark

Our logo is based on our 10-step journey from initial screener questionnaire to diagnosis decision. However, while the tasks may be the same, the journey is always different.

Therefore each user that creates an account gets their own unique algorithmically generated picture mark to represent their pathway.

**same
different**

Wordmark

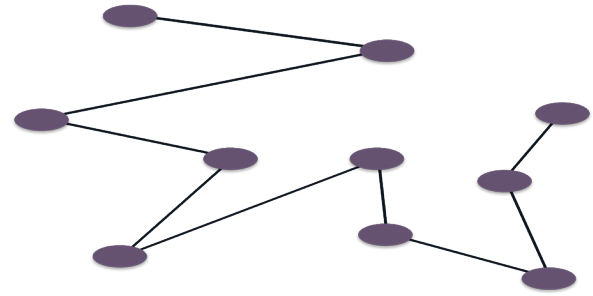
To give our brand marks a unique edge, we use two different families from the same typeface; the serif and sans-serif versions of Alegreya, and do not capitalise the initial letters as we do not want to give more emphasis to the same or the different.

Once a user has completed their journey with us their logo remains unique to them, we never reuse a logo.

Brand Mark - Don't

s a m e
d i f f e r e n t

Change the Kerning.



Alter the picture mark aspect ratio.

same
different

Change the Leading.



Change the placement of picture mark within combination mark.

same
different

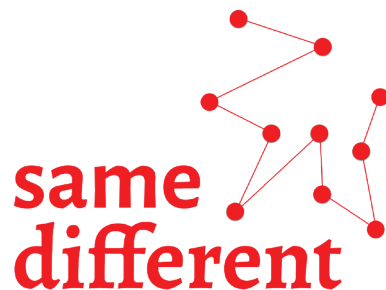
Use a single type family in the wordmark.



Use the wrong colour style.

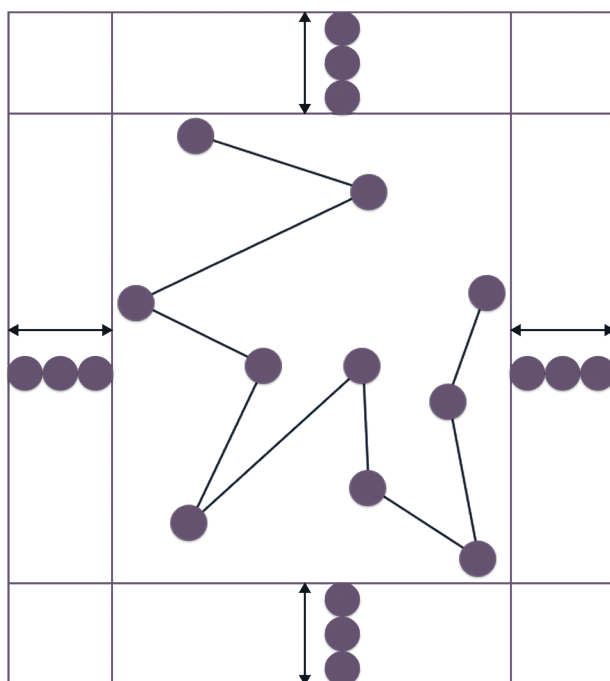
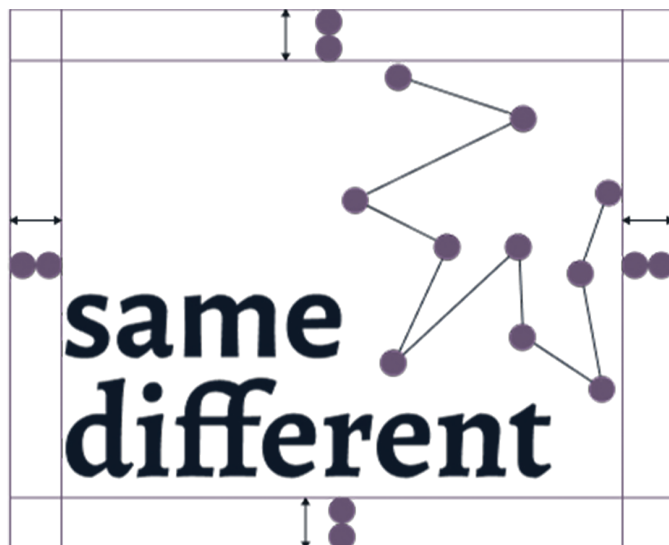
same different

Place the wordmark on a single line.



Use unapproved colours.

Brand Mark - Spacing



Ensure suitable white space around each brandmark by using the spots from our picture mark as reference, use 2 for the combination mark, 3 for the picture mark. For the wordmark width of the serif letter “r” from different enables accurate spacing without access to the picture mark.

Colour Palette

Vintage Grape

#665372

R:102 G:83 B:114

C:11 Y:27 M:0

K:55

Tangerine Dream

#EF946C

R239 G148 B108

C0 Y38 M55 K6

Lavender Mist

#FCF5FF

R252 G245 B255

C1 Y4 M0 K0

Ink Black

#101820

R16 G24 B32

C50 Y25 M0 K87

Primary

Alongside our white and black shades, our primary palette leans into the warmth and optimism of orange. Justice is often associated with purple which is another key principle we represent. We ensure adherence to accessibility standards by ensuring adequate contrast, as well as visual balance across products.



Bubblegum Pink

#E76D83

R231 G109 B131

C0 Y53 M43 K9

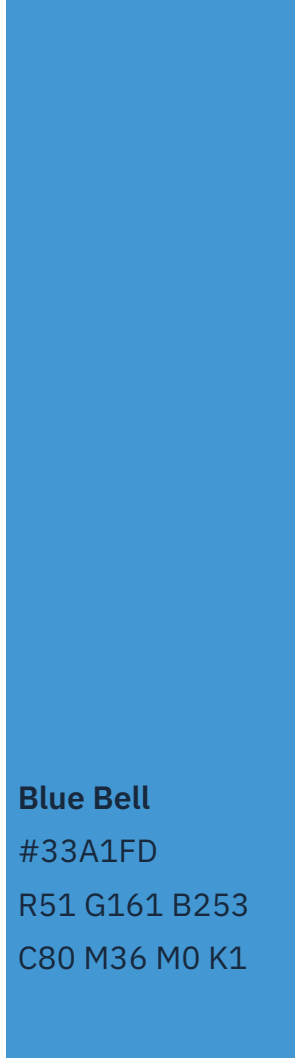


Ocean Mist

#15B097

R21 G176 B151

C88 Y0 M14 K31



Blue Bell

#33A1FD

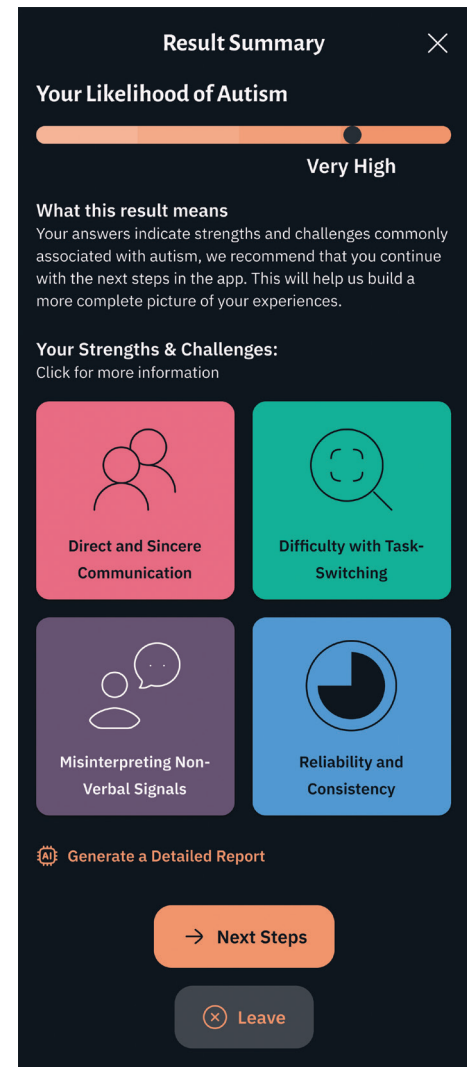
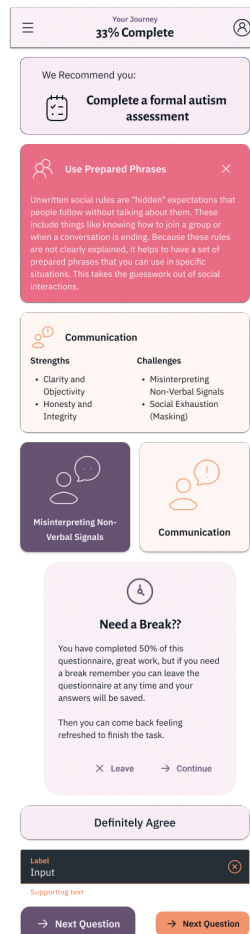
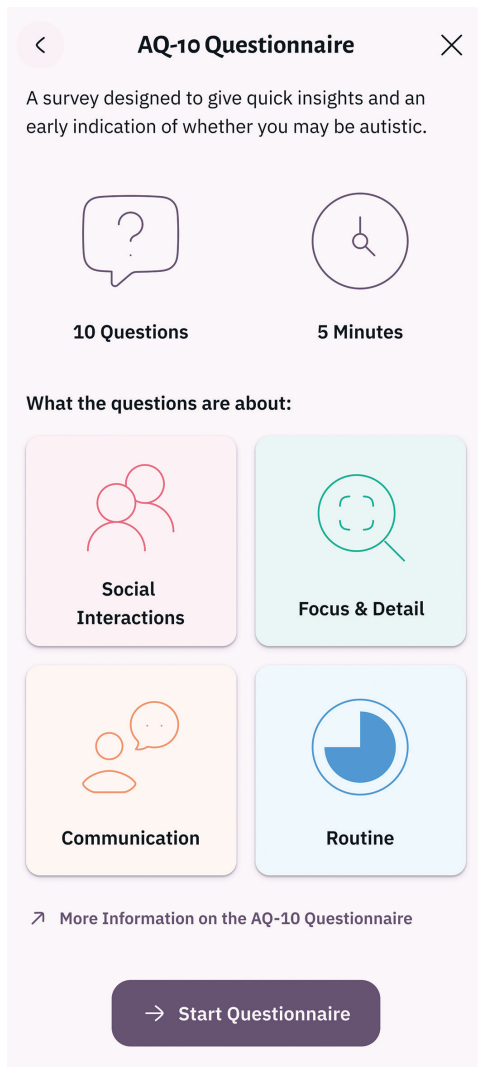
R51 G161 B253

C80 M36 M0 K1

Secondary

Our secondary palette complements our primary brand colours, offering additional highlights of colour throughout the product UI.

Design System



To ensure consistency across our product, we use a design system. This design system contains stock components, spacing rules, and an icon set. We have page templates to ensure the layout of common pages remains the same, so our users become familiar with our product.

Our components are based on Google Material Design 3, so if new components are required, start by looking at what they have available, and using these as a base.

You can access our design system library on Figma, we ask that it is added to, and used in all design files.

Typography

We have two brand typefaces, Alegreya for our logo, display and top-level headings. With IBM Plex Sans for sub-headings and body text.

Alegreya is a typeface that allows us to lean into our brand name by offering both serif and sans-serif fonts. This allows us to combine the two, while maintaining a visual balance and compatibility that both fonts belonging to a single type family offers.

IBM Plex Sans is designed to be versatile, it offers excellent readability and a huge variety of styles for every use case. It fits with all accessibility guidelines regarding a typeface for body copy and ensures the text within our UI is clear and easy to understand.

We use the Major Second (1.12) type scale to offer a range of sizes for all our requirements.

Heading 1

Alegreya Sans Bold 22pt

Heading 2

IBM Plex Sans Medium 18pt

Heading 3

IBM Plex Sans Semi-Bold 16pt

Heading 4

IBM Plex Sans Regular 16pt

Body Emphasis

IBM Plex Sans Semi-Bold 14pt

Body Text

IBM Plex Sans Regular 14pt

Body Small

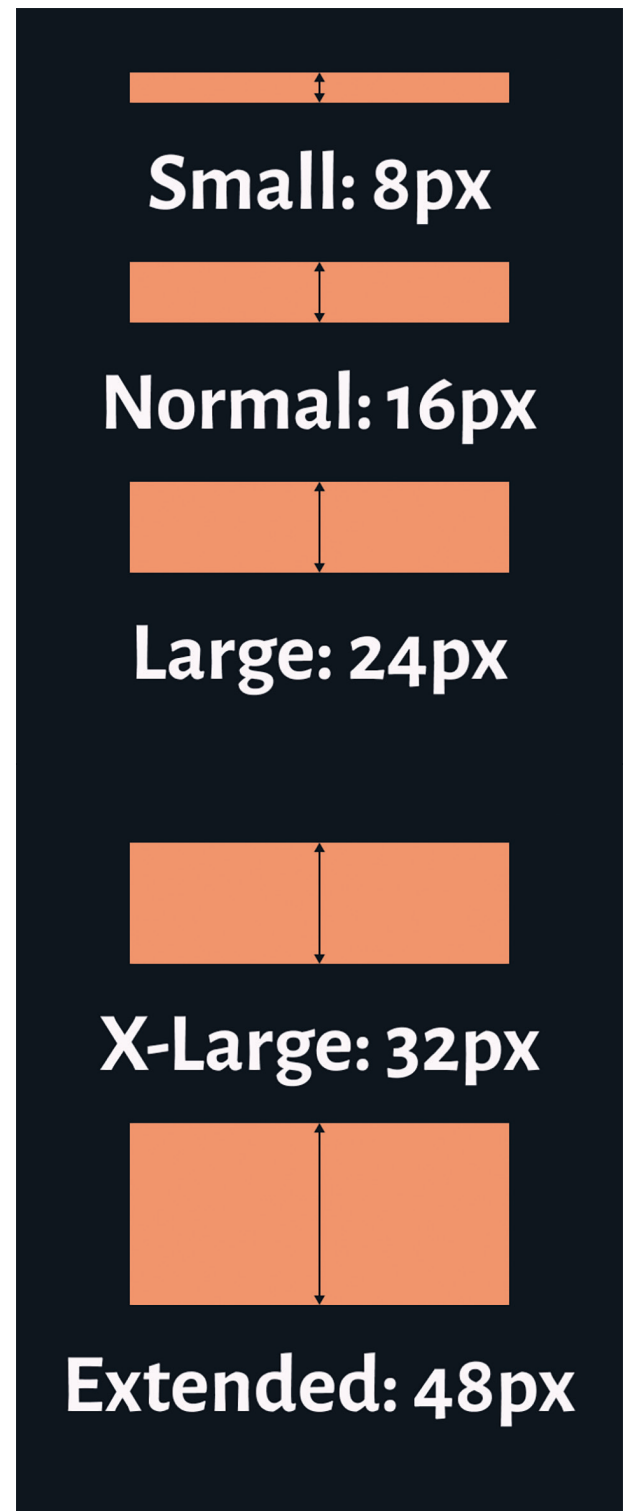
IBM Plex Sans Semi-Bold 12pt

Spacing

We have defined rules for how we space elements in our UI, this ensures each element has adequate white space around it, and the overall interface does not become overcrowded.

We use a spacing scale based on multiples of 8, as this is a scale is recognised to provide good visual balance and comfortable use.

A cluttered and overly complex interface layout can cause difficulties for people who are neurodiverse. By using the defined spacing scale and design system components you can avoid this being a problem for us.



Icon Set

We use icons from hugeicons.com, rounded stroke set, we have a wide range of icons available via our Figma Library.

If a new icon is required, find one you believe is suitable on hugeicons.com and send it to a lead designer for approval.

Arrows

-  arrow-left-01
-  arrow-right-01
-  arrow-down
-  arrow-right-02
-  arrow-left-02
-  arrow-up-right
-  arrow-reload
-  checkmark-circle
-  tick

Add/Remove/Delete

-  add
-  cancel
-  remove-circle
-  add-circle
-  cancel-circle
-  eraser
-  delete
-  save

Help/Info/Alert

-  help-circle
-  information-circle
-  alert-02
-  notification-01

Upload/Download

-  upload
-  upload-circle
-  download
-  download-circle
-  file
-  file-add
-  cloud-upload
-  folder

Functional

-  menu
-  menu-collapse
-  settings
-  login
-  logout
-  user-circle
-  location
-  edit
-  new user
-  social-situation
-  complete
-  dark-mode
-  light-mode

Miscellaneous

-  award
-  artificial-intelligence
-  complaint
-  question
-  Email
-  camera
-  accessibility
-  questionnaire
-  assessment
-  focus
-  child
-  school report
-  report
-  dataset
-  academic
-  legal
-  analytics
-  assessment
-  journey
-  generative

Time/Date

-  time
-  calendar
-  calendar-02
-  calendar-add
-  appointment
-  date-time
-  coming-soon
-  progress

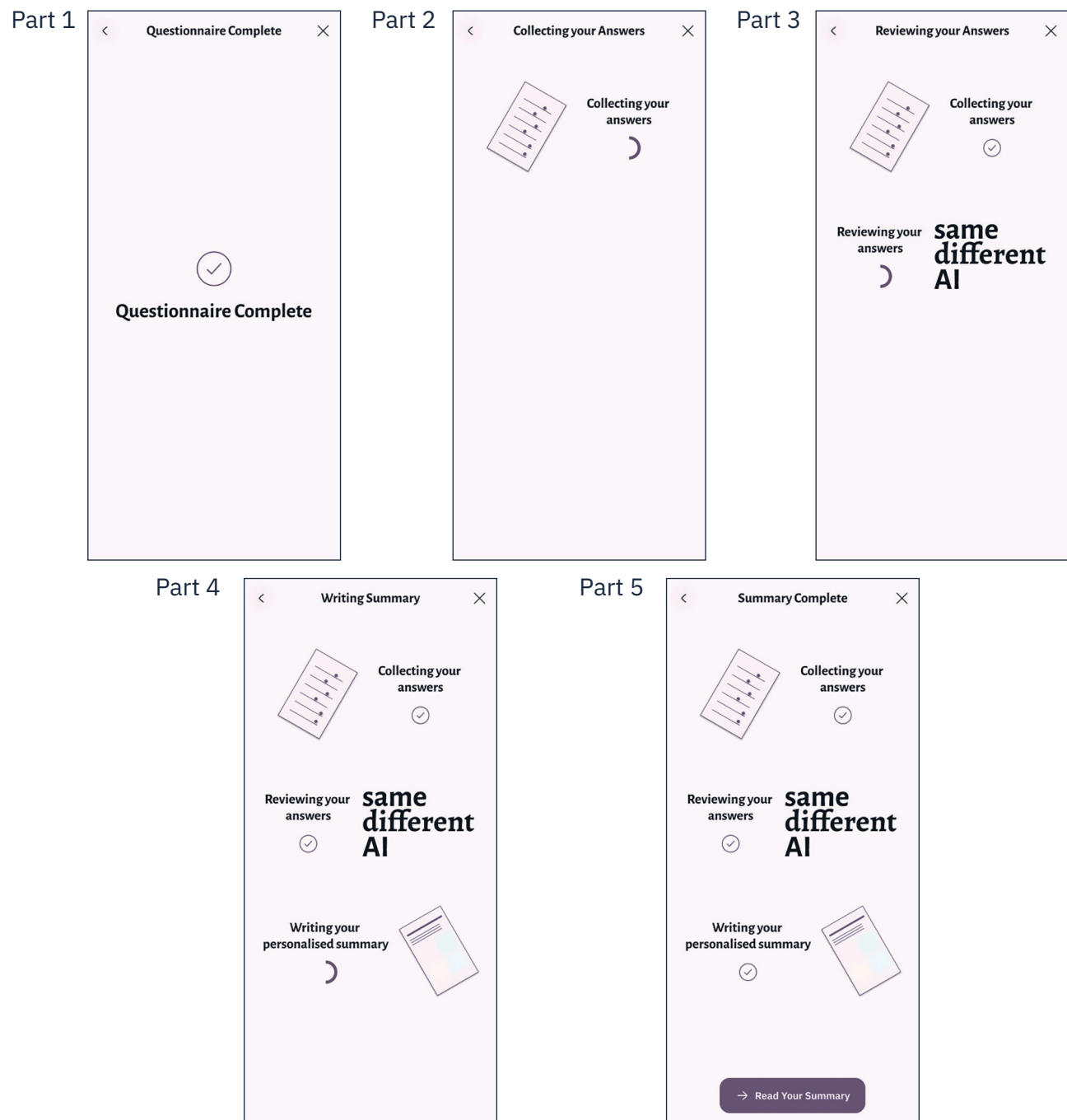
Third Party Apps

-  microsoft
-  zoom
-  google
-  apple
-  google-drive
-  icloud
-  onedrive

Animation

We use animation within our product to inform users what is happening as our AI model does its work. This is in-line with the well-established usability heuristic of visibility of system status.

Our Animation style is simplistic, using vector shapes, and simple transitions to not overwhelm users, especially as some of our users will be neurodivergent and may struggle with sensory sensitivity to certain animations.



Brand Values

Honest

Being honest is key to *same different*, people need to be able to trust our service, and the only way they can do that is if they know we are honest and transparent with them. Using AI can cause some people to worry. By being honest about where and how we use AI, we can provide people the information they need to make informed decisions.

Empower

When discussing a diagnosis, it is often something that happens to a person, but with autism being intrinsically linked to a person's sense of self, we need to flip the page and give every individual the ability to control their own journey, whether that is the pace that they complete tasks or if they want a formal assessment. *same different* empowers our users to discover themselves and make their own decisions based on what is best for them.

Innovate

The world doesn't stand still, new technology, advanced research, fresh ideas all change how things are perceived and done on a daily basis. At *same different* we follow these advancements to bring the very latest and best methods and knowledge to our users.

Collaborate

same different do not work alone, we collaborate both with users and world-leading experts to improve our product and brand. We believe that individuals can achieve great things, but great collaborative teams can achieve even more.

Empathy

Founded on personal experience, we understand the challenges of navigating a world designed for the *same*, not *different*. We know the difference understanding yourself can make, and that being autistic is not automatically a deficit. We also understand that our experience is not the only experience and spend time to understand alternative perspectives, we believe this allows us to bring products that can work for everyone.

**To innovate
using the latest
technology
alongside human
expertise to offer
timely diagnosis
and support for
autistic adults.**

To bring together the best of **human expertise and technology** within a **single service** that supports autistic adults from initial concerns through to diagnosis. Treating **people as individuals**, and **removing hurdles** to accessing support are key facets of the service. **Collaborative design** and iteration based on **user feedback** are essential aspects from the beginning and will **ensure accessibility** across all aspects of the service. Ensuring people can **understand and question** how our **technology is used** will keep us on track and lead us to **maximise our positive impact** for everyone.

Tone of Voice

- ✓ **Reliable**
- ✓ **Friendly**
- ✓ **Supportive**
- ✓ **Clear**
- ✓ **Transparent**

- ✗ **Complex**
- ✗ **Clinical**
- ✗ **Ambiguous**
- ✗ **Cold**
- ✗ **Formal**

At *same different*, our tone of voice is friendly and reliable. This allows us to help our users navigate and use our platform, without excessive formality or complexity.

We need to be a trusted partner in our users' journey, so informal, colloquial language is not appropriate. However, we don't want to use excessive complex or formal language common in scientific and medical literature.

We also must consider challenges reported by neurodiverse people around unclear phrases, anecdotes, metaphors and words that have more than one meaning. Any use of these communication methods, should be carefully considered, and only used if the meaning in context is unambiguous.