

A different way of thinking.

Building an identity that wouldn't create tension in an autistic audience.

A bit of background...

Siobhan Timmins is a qualified doctor in developmental paediatrics. Following her son's diagnosis of autism aged two years, she left clinical practice to spend more time with him and help the family adapt and flourish. She has been writing Social Stories™ for 25 years and is a published author. She has more than a decade of experience in teaching social understanding in autism to parents and professionals, delivering workshops in Social Stories™ nationally and internationally.

What was the challenge?

Siobhan is an internationally renowned expert in the field of Social Stories™. She needed to be able to create a single repository for all the information people would need about her and what she was doing. It needed to be both useful for autistic and for non-autistic, 'typical' people.

Our thinking and solution?

The first step was to understand more about what Siobhan did, who her audience was and the challenges we needed to overcome to build a useful branding solution.

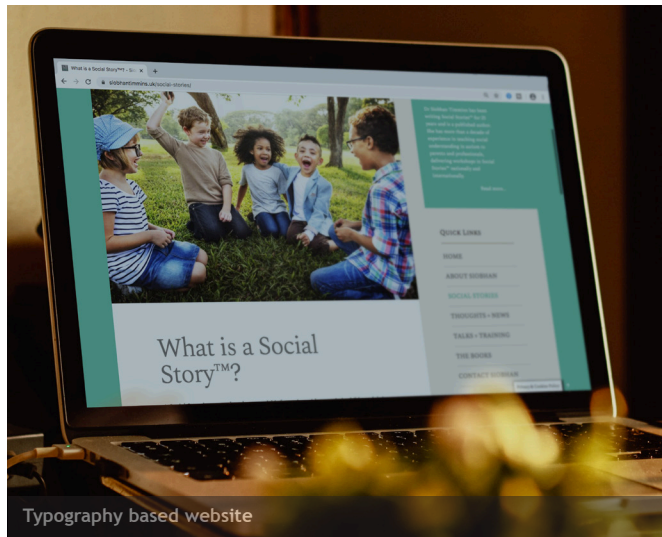
Imagery needed to be very immediate, in this case showing a spade when talking about spades, was very important. With this in mind, the solution we took was one very much based around typography.

A bright uplifting colour scheme taken across all touch points would hold all the elements together. Swathes of teal are used to frame applications, to build a recognisable language across both print and digital items.

A straightforward structure across the website was also key, ensuring that information could be found quickly. Strong headings and bold bright images completed this effective, optimistic identity.

What we did

- branding
- digital development
- planning
- website



Typography based website



A simple identity

