



Brand Guidelines

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Table of contents

01 Neurodiversity Overview

02 Accessibility

03 Tone of Voice

04 Core Values

05 Logo Design

06 Typography

07 Colour Scheme

08 Thank you



Neurodiversity Overview



What is Neurodiversity?

Neurodiversity is a term originally coined by sociologist, Judy Singer, in the late 1990s.

Someone who is neurodivergent behaves, thinks and learns differently compared to those who are neurotypical. This term can be used to describe an individual whose brain functions differently to what we consider “normal”. This includes people with autism, ADHD, Tourette’s, dyslexia and a range of other neurodiverse conditions.

Neurodiversity is an approach to education and ability that supports the fact that various neurological conditions are the effect of normal changes and variations in the human genome.



Accessibility



Meeting user needs

Accessibility features to make the user have a seamless experience

Typography

It's essential to keep in mind that writing in more simple terms doesn't make the project sound less professional, it actually helps make the writing more accessible, as it considers a part of the audience that's usually not included. A language that's helpful for people with dyslexia, ADHD, and other types of neurodiversity is also friendly for all readers.



Language

Someone who is neurodivergent behaves, thinks and learns differently compared to those who are neurotypical. This term can be used to describe an individual whose brain functions differently to what we consider "normal". This includes people with autism, ADHD, Tourette's, dyslexia and a range of other neurodiverse conditions.

Sensory Stimulation

While users on the autism spectrum have heightened sensory awareness, people with ADHD will be looking for more stimulation. Keeping the right balance here can be challenging, yet there is a set of general rules to go by such as being cautious with animations. Too much stimulation can actually induce anxiety in people on the autism spectrum, which may even lead to physical pain, withdrawal, or meltdown.

Visual cues, hierarchy, and consistency

Someone who is neurodivergent behaves, thinks and learns differently compared to those who are neurotypical. This term can be used to describe an individual whose brain functions differently to what we consider "normal". This includes people with autism, ADHD, Tourette's, dyslexia and a range of other neurodiverse conditions.

Tone of Voice



03 Tone of voice

How the brand convey's itself

The tone of voice for the brand has been made to show trust, safety and calming tones.

Trustworthy

Reliable, dependability, credibility.

Calming

Relaxed, soothing, comforting

Safety

Secure, protected, assured

Friendly

Warm, gracious, approachable



Values



How the brand is portrayed

Accessibility features to make the user have a seamless experience

The core brand values are defined as the beliefs that Orbit stands for. We ensure confidence for our users behind the wheel and provide advanced accessibility options and features that will ultimately coincide with the users needs allowing them to drive confidently and independently anywhere, anytime.



Logo Design



The logo groundwork

The idea behind the word-mark and logo were to represent orbiting around with your thoughts and mind and adjusting that to make it suitable for yourself. I also found that adding the line between the 'O' and the 'l' created a roof shape, similar to what you might see in a car, which again correlates with the journey and reaching your destination core values. This then further got me thinking that the circles represent wheels, and how we're always constantly moving or on the go and I wanted the user to see that and view that and just merely consider it when going along with their day-to-day activities.



Typography



Typography overview

Aa

Bold

Aa

Medium

Inter was chosen as the primary typeface as it's a modern sans-serif font and using big bold sans-serif typefaces actually makes neurodiverse users more engaged and focused on the task at hand



Colour Scheme



Colour Overview

Neurodivergent individuals tend to prefer muted and pastel hues and neutral tones. Studies show that neurodivergent users particularly favour tranquil greens and blues. With this in mind I decided to keep it simple and monochrome to prevent any form of distraction or discomfort to the user whilst driving.

#FFFFFF

#141414



Thank you

