



# COACHES FOR AUTISM AWARENESS

benefiting  autism speaks

Thank you for supporting the mission through the **COACHES FOR AUTISM AWARENESS (formerly Coaches Powering Forward)** campaign. Here's your easy access to our brand guidelines, logos, colors and talking points.

## ABOUT COACHES FOR AUTISM AWARENESS

Coaches for Autism Awareness is an annual initiative bringing the NCAA and High School Basketball communities together to champion the mission of Autism Speaks. This refreshed name reflects feedback from participants and supporters, clarifying the purpose of the program while continuing to celebrate its impact. Since 2014, Autism Speaks has distributed over 9,000 puzzle piece pins to more than 450 colleges and high schools, giving coaches, staff, and broadcasters a way to promote inclusivity at games. The inspiring Coaches Pat Skerry of the Towson Tigers men's basketball team and Colleen Mullen of the UAlbany Great Danes women's basketball team continue to lead the program, united by their personal experiences of having children on the spectrum.

## ABOUT AUTISM

Autism, or autism spectrum disorder, refers to a broad range of conditions characterized by challenges with social skills, repetitive behaviors, speech and nonverbal communication. We know that there is not one autism but many subtypes, and each person with autism can have unique strengths and challenges. A combination of genetic and environmental factors influences the development of autism, and autism is often accompanied by medical issues such as gastrointestinal disorders, seizures and sleep disturbances. **Autism affects 1 in 31 children in the U.S. and 1 in 45 adults.**

## OUR MISSION

Autism Speaks is dedicated to creating an inclusive world for all people with autism throughout their lifespan. We do this through advocacy, services, supports, research and innovation, and advances in care for autistic individuals and their families.

## OUR GOAL

Increase lifespan of our nation's autistic adults by 8 years over the next two decades. **Help us redefine possible for autistic people.**

## COMPLETE BRAND GUIDE

[CLICK HERE](#) to download logo usage guidelines



## PRIMARY COLORS AND SHADES

<b>AS Blue</b> RGB 46 134 239 #2e86ef  Pantone 285C CMYK 90 47 0 0	<b>AS Deep Blue</b> RGB 7 46 153 #072e99  Pantone 288C CMYK 100 79 0 37	<b>AS Pink</b> RGB 247 79 156 #f74f9c  Pantone 219C CMYK 0 95 0 0	<b>AS Deep Pink</b> RGB 142 26 86 #8e1a56  Pantone 228C CMYK 17 100 0 33
<b>AS Mango</b> RGB 252 194 36 #fcc224  Pantone 143C CMYK 0 27 85 0	<b>AS Orange</b> RGB 234 124 21 #ea7c15  Pantone 4010C CMYK 0 63 69 0	<b>AS Purple</b> RGB 185 109 252 #b96dfc  Pantone 265C CMYK 54 67 0 0	<b>AS Deep Purple</b> RGB 93 55 126 #5d377e  Pantone 2685C CMYK 97 100 0 19
<b>AS Teal</b> RGB 51 214 226 #33d6e2  Pantone 3115C CMYK 70 0 13 0	<b>AS Deep Teal</b> RGB 0 119 119 #007777  Pantone 3155C CMYK 100 0 25 47		

**FEB 21 THRU  
FEB 28, 2026**

### Quick links:

[Why I support Autism Speaks](#)

[About Autism Speaks and About Autism](#)

[Social Posts](#)

**At your game:**

[Arena Scripts](#)

[PSA & Videos](#)

### IMAGE UPLOAD LINK

[Share images with us!](#)

**Questions? Email:**

[coaches@autismspeaks.org](mailto:coaches@autismspeaks.org)

*Do you have a personal connection to autism and want to share your story?*

**Contact us:**

[Christen.Gelfand@autismspeaks.org](mailto:Christen.Gelfand@autismspeaks.org)

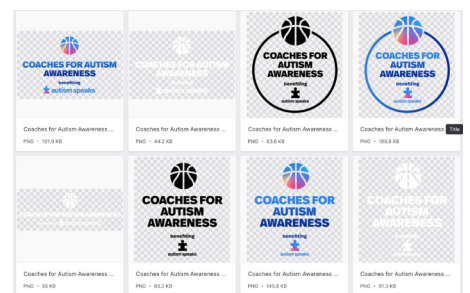


[Check out Autism Fit, the first fitness series for autistic people, by autistic people](#)

[autismspeaks.org/autismfit](https://autismspeaks.org/autismfit)

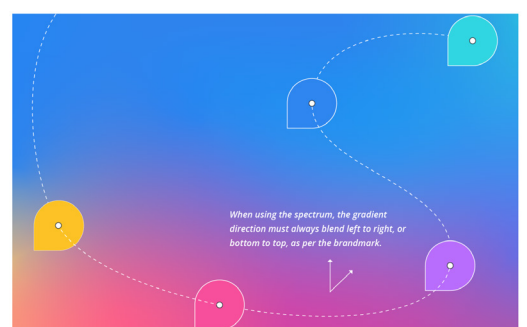
[CLICK HERE](#) to download logos (rgb)

[CLICK HERE](#) to download logos for print (cmyk)



[CLICK HERE](#) for autismspeaks.org QR code

## SPECTRUM BACKGROUND



When using the spectrum, the gradient direction must always blend left to right, or bottom to top, as per the brandmark.

[CLICK HERE](#) to download