Branding Standards

988 SUICIDE & CRISIS LIFELINE

The 988 brand embodies the 988 Suicide & Crisis Lifeline's ideals and goals.

Built on a concept of connecting with those who are experiencing suicidal or mental health crises, the 988 Suicide & Crisis Lifeline brand primarily seeks to offer a sense of hope. We want that hope to encourage people to call, chat or text 988 if they or a loved one are in a suicidal or mental health-related crisis.

Used as intended, the 988 brand provides a cohesive look and feel across 988 materials
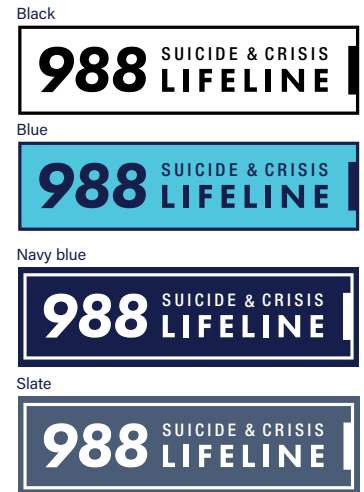
Brand Elements

988 Lockup Mark

The clean geometry and typographic design of the lockup provide *balance*, *sensitivity*, and *strength*. The '988' and 'Lifeline' elements are boldest; they advance in space and project an instant message of hope.

In both horizontal and square forms, the lockup is designed to mark 988 communications with the assurance of support. The lockup must be used without modification to maintain brand integrity and consistency. Care should be taken to provide enough contrast for lockup legibility.

SQUARE

Black
Blue
Navy blue
Slate

988 SUICIDE & CRISIS LIFELINE

HORIZONTAL

Black
Blue
Navy blue
Slate

988 SUICIDE & CRISIS LIFELINE

Color Palette

The 988 color palette offers complementary colors that speak of *hope, calm,* and *reassurance*. The interplay between contrasting cool and warm colors hints at natural emotional rhythms. In addition, each hue is presented with two lighter tints for use when a color's full strength is not needed.

NOTE: Text color-contrast ratios should always comply with Section 508 guidelines.

PRIMARY

| HEX: #001A4E CMYK: 100,93,34,43 RGB: 0,26,78 | HEX: #0082AF CMYK: 85,39,16,0 RGB: 0,130,175 | HEX: #137F6A CMYK: 86,29,66,11 RGB: 19,127,106 | HEX: #6D0A64 CMYK: 63,100,28,18 RGB: 109,10,100 | HEX: #D6097A CMYK: 12,100,17,0 RGB: 214,9,122 | HEX: #FF786E CMYK: 0,67,51,0 RGB: 255,120,110 | HEX: #6D686B CMYK: 57,52,48,17 RGB: 109,104,107 | HEX: #4A5C77 CMYK: 77,61,35,15 RGB: 74,92,119 |

SECONDARY

| HEX: #3A64A3 CMYK: 85,64,8,0 RGB: 58,100,163 | HEX: #4FC5DE CMYK: 60,0,11,0 RGB: 79,197,222 | HEX: #68A384 CMYK: 63,18,57,1 RGB: 104,163,132 | HEX: #A53499 CMYK: 39,93,0,0 RGB: 165,52,153 | HEX: #F454AC CMYK: 0,97,3,0 RGB: 244,11,139 | HEX: #FFA88D CMYK: 0,42,40,0 RGB: 25,168,141 | HEX: #B3AEAA CMYK: 31,27,29,0 RGB: 179,174,170 | HEX: #8798AD CMYK: 50,34,22,0 RGB: 135,152,173 |

TERTIARY

| HEX: #729DDB CMYK: 55,31,0,0 RGB: 114,157,219 | HEX: #ACE3ED CMYK: 30,0,7,0 RGB: 172,227,237 | HEX: #BAE2CE CMYK: 27,0,23,0 RGB: 186,226,206 | HEX: #D08ACC CMYK: 19,53,0,0 RGB: 208,138,204 | HEX: #F69FCD CMYK: 1,47,0,0 RGB: 246,159,205 | HEX: #FBCCBE CMYK: O,23,20,0 RGB: 251,204,190 | HEX: #D1CFCC CMYK: 17,14,16,0 RGB: 209,207,204 | HEX: #C3D4E2 CMYK: 22,9,5,0 RGB: 195,212,226 |

Typography

These typographic options give a fresh and authentic tone to 988 messaging.

- **Futura** (and its stylistic variation, Futura PT Heavy) is a classic geometric typeface that delivers an inviting sense of structure for content titles and primary headings.
- **Acumin**, an equally modern, narrower sans serif face, provides a clean and consistent feel for body text.
- **Daniel Black** is a handwritten-style typeface that conveys sincerity, especially when used for key messaging.

When producing materials, use the typefaces suggested if available to you; if they are not available to you, we suggest **Arial** as a standard default, as it is generally platform-agnostic.

Futura PT Heavy H1
Titles only

**ACUMIN PRO CONDENSED BLACK H2
FUTURA PT HEAVY H2**

Acumin Pro Regular body copy, the goal of suicide prevention is to reduce factors that increase risk and increase factors that promote resilience. Quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.

Arial
Use when Acumin is unavailable

Daniel Black
Key messages

Futura PT Heavy H1
Titles only

**ACUMIN PRO CONDENSED BLACK H2
FUTURA PT HEAVY H2**

Acumin Pro Regular body copy, the goal of suicide prevention is to reduce factors that increase risk and increase factors that promote resilience. Quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.

Arial
Use when Acumin is unavailable

Daniel Black
Key messages

Photography

Images for 988 materials should portray real people, living day-to-day, reflective and hopeful at the same time, without going too far in either direction. Photos should be people-focused, with limited background distractions. For example, images showing people using mobile devices concentrate focus on the individual interactions with the 988 Suicide and Crisis Lifeline.

In selecting photography, **strive for diverse representations of age, race, and gender fluidity, and avoid the use of black and white imagery, which can feel too heavy given the subject matter.**

Icons

With a warm, minimalist illustration approach, icons in the 988 identity communicate concepts wordlessly. The icons can be used in a variety of sizes in any 988 product and add a touch of visual interest.
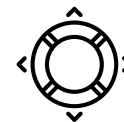
Icon-word pairing

Combining visuals with text helps with comprehension. A clean icon style and color accents direct attention to points of interest in a web page, fact sheet, slide deck, and other materials. These pairings can be effective tools for drawing focus to specific aspects of a message.

There is hope.

Talk with us.

Share your thoughts.

Be the lifeline.

Messaging

988 messaging powers the brand's impact. Please visit www.samhsa.gov/988 to find the key messages and FAQs available. Use these as the foundation from which to build your audience-specific 988 communication messages and materials.