



Center for Suicide Awareness

BRAND STANDARD GUIDE

UPDATED MARCH 2018

BRAND ESSENCE

The Center for Suicide Awareness is a non-profit organization focused on preventing suicide through education, resources, and support. We are based in Kaukauna, but provide support statewide.

HOPELINE:

We are the creators of HOPELINE, the first Emotional Support Text Line in the State of Wisconsin. HOPELINE is a text-in (versus call-in) service that provides support for the entire state. HOPELINE is completely free and offers assistance 24/7, 365 days a year for anyone needing emotional support. The tagline associated with HOPELINE is *hope and help is a just a text away.*™

PROJECT REST:

We are also the creators of Project Rest, an initiative designed to remind those struggling that life is purposeful and to continue onward. Project Rest is based off the “quarter rest” music note and is designed to remind individuals to pause, breathe, and then keep on “making music” in the symphony of life. We accomplish this goal by teaching on various ways to both physically and emotionally rest, and through the sale of items featuring the Project Rest symbol.

INITIATIVES:

We create and run an initiative called Sock it to Suicide™ that aims to put a pair of Superhero socks that contain the number to HOPELINE in the hands of those struggling. For every pair purchased, a second pair will be donated to someone in need of hope and support in their own life.

EVENTS:

We host various events each year that work to promote awareness and resources surrounding suicide prevention. Some of our annual events include Taking Strides to End Suicide, Bash for the Brave, Lip Sync for Lives, Ride to End Suicide, Put the Freeze on Suicide, and Chipping Away at Stigma.

EDUCATION:

We provide education at no charge to schools and countless other groups, with the belief that awareness is key in preventing suicide. One example of this is the Critical Incident Stress Management (CISM) training we offer to Law Enforcement Officers and First Responders.

SUPPORT:

We offer support groups for both young people and adults. Our focus is on teaching coping skills, discussing the stages of grief, and simply giving the gift of presence — to be available when needed. We also offer peer-to-peer support through the use of dedicated and trained volunteers. Lastly, we provide specialized support for Veterans by providing them with HOPELINE challenge coins as well as specific resources for their demographic.

MISSION STATEMENT

We are a 501(c)(3) non-profit organization dedicated to preventing suicide through proactive education, training, emotional support, collaboration, and intervention.



VISION STATEMENT

Our vision is compassion, readily accessible, barrier free, and sustained support for any individual or entity in need while free of any mental health stigma.

TAGLINE

A Suicide Prevention & Resource Center

SOCIAL MEDIA

FACEBOOK: @centerforsuicideawareness

INSTAGRAM: @cntr4suicide

SOCIAL MEDIA HASHTAGS

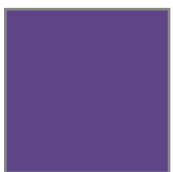
#centerforsuicideawareness

#projectrest

BRANDED COLORS

For the Center for Suicide Awareness brand, the primary set up is CMYK. When necessary, the PMS color alternatives are listed below.

PANTONES (PMS)

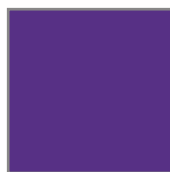


PMS MEDIUM
PURPLE U



PMS 312 U

DIGITAL USE (RGB)



R G B
88 48 132

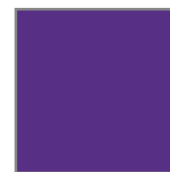
HEX #583084



R G B
0 173 216

HEX #00add8

PRINT USE (CMYK)



C M Y K
82 98 11 2



C M Y K
73 11 7 0



FONTS

LOGO FONTS

Artifiki Regular

Helvetica Condensed

WEB FONTS

Artifika Regular

Barlow Condensed (all weights)

For marketing materials, the sans serif font “Helvetica” should first be considered for all paragraph text. All weights of this font are acceptable. Please use a leading that is 4-6 points greater than the font size within all paragraph text.

LOGO USAGE

The Center for Suicide Awareness acknowledges one official logo, as well as one alternative logo. The brand symbol may be used as a watermark when necessary. The Center for Suicide Awareness also acknowledges three additional logos associated with their brand identity.

The official logo should be used whenever possible. The alternate logo may be used in situations where the official logo may not visually fit well or in marketing materials that are already text heavy.

The official and alternate logos have been supplied in the brand colors, all black, and all white. A brand logo should be used in full color on any white background. The all white logo may be used on a background color or image that is darker than 50% black in nature. The all black logo may be used on a background color or image that is lighter than 50% white in nature but is NOT white.

The brand logo must never be modified to use an alternative typeface or color palette. The logo must never be stretched or distorted (changing the aspect ratio) and the text within the logo must always be easily readable from a distance of 18 inches away.

OFFICIAL LOGO



ALTERNATE LOGO



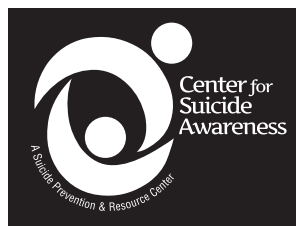
SYMBOL

Please note that the brand symbol can also function as a watermark when used at 30% opacity.



APPROVED COLOR VARIATIONS

Please note that the black square behind the white logos is for visualization only of the all white logo and would not be used in a final design.



LOGO PLACEMENT AND TREATMENT

An allowance the height of the Center Title within the logo must be left around all four sides of the logo on any digital or print document. This means that the amount of space the Center Title takes up must also be left as a margin all around the logo within the design. No text or other elements should be designed within this space. See the mock up below for clarification.



SUB-BRAND LOGOS



Project Rest Logo



Walk for Suicide Awareness Logo



Ride to End Suicide Logo



GRAPHIC GUIDELINES

Photographs should always be used over cartoons or illustrations within branded materials. Complex, 3D images should always be used over flat, 2D objects or patterns. The feel of these images should not be dark and should involve some sort of visible emotion such as hope-filled graphics. The overall coloring of the image should lean more towards darker vs. lighter tones, although white space is encouraged — do not feel the need to fill negative space.

If the image includes people, the individuals should be general enough to be relatable across varying gender, age, race, and sexual orientation. If that is not possible, the usage and placement of the particular piece should be considered, and an image that appeals to all individuals within that demographic should be selected. Images that include people should focus in on their face, being mainly head-shots and upper body compositions.

Whenever possible, the brand logo should be placed toward the bottom right corner of the piece. When this placement is not attainable, it's acceptable to include the logo somewhere of prominence that makes sense visually.

HOPELINE:

Whenever the text number and information for HOPELINE is shared, it **MUST** be accompanied by the brand logo. In a multiple page document, the brand logo must be included on the same page as the HOPELINE information.

TONE OF VOICE

The tone of all brand correspondence should be that of a professional nature to respect the serious nature of the subject matter. Abbreviations commonly used in texting and social media culture, as well as slang terminology, should be completely avoided. The tone used in all brand copy should be hopeful, inclusive, and informative. Spelling and grammatical correctness is critical in building a positive and trustworthy reputation within the community.

APPROPRIATE LANGUAGE

The following word choices should be used in place of its counterpart.

DIED BY SUICIDE vs. Committed Suicide or Successful Suicide

ATTEMPTED SUICIDE vs. Unsuccessful Attempt

 vs. Victim

SURVIVOR: *a person who has lost someone to suicide*

ATTEMPTER: *a person who has attempted suicide*



TEXT FORMATTING

In order to provide consistency across platforms, please use the following text styling in all digital, print, web, and social media publications.

DATES

Dates should be formatted in order of Day, Month (shortened), date, and year (if necessary).

Sunday, Mar. 31, 2018

BRAND WORDS

HOPELINE must always be written in all caps

HOPELINE information should be shared as “text HOPELINE to 741741”

The Center for Suicide Awareness will always be written with a capital C, S, and A.

The Center for Suicide Awareness should never be abbreviated as CSA.

Doctor shall be abbreviated as Dr.

TIMES

Times should be written AFTER the date with the joining word “at” and always include minute placeholders as well as an AM/PM indicator.

11: 00 AM

Sunday, Mar. 31, 2018 at 11:00 AM

CONTACT INFORMATION

centerforsuicideawareness.org (no https://www.)

(920) 475-4748 (not 920.475.4748)

The Center for Suicide Awareness does not condone any brand representation outside of the guidelines outlined in this Brand Standard Guide. For questions regarding the usage of The Center for Suicide Awareness brand identity, please contact Lynn Stinski using the contact information available at the end of this guide.





CENTER FOR SUICIDE AWARENESS

(920) 475-4748

info@centerforsuicideawareness.org

3rd Floor St. Paul Elder Services
316 East 14th Street
Kaukauna, WI 54130

OFFICE HOURS:
office hours vary, please call