



Brand 988 Lifeline Guidelines

About 988

988 is a three-digit lifeline that connects callers to the national Suicide & Crisis Lifeline. All calls, texts, or online chats are answered by trained lifeline specialists who provide compassionate, non-judgmental support. The Lifeline provides free support to people who are experiencing suicidal thoughts or emotional distress— or are worried about a loved one who is.

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Copy

"988 Lifeline"

The 988 tone of voice is what brings our brand to life. It reflects our personality and creates emotion around our words. It helps us establish trust and connection with our audience.

VOICE AND TONE

- Our voice is warm and approachable. We speak with care and compassion. We deliver our message in a human, heartfelt way.
- Our tone is personal and inclusive to speak to everyone, not only those in a crisis or emotional distress. We use words that are hopeful, supportive, and reassuring.

EXAMPLES OF CAMPAIGN HEADLINES

- Whenever & wherever you need someone who cares, we'll be there.
- Feelings show up anytime, any place. So do we.

DO'S AND DON'TS

- Do:
988 Lifeline
Mental Health Support 24/7
- Don't:
988 Suicide & Crisis Lifeline

Logo

988 Lifeline

Mental Health Support 24/7

Variations

The horizontal lockup is our primary logo. The vertical lockup can be used if the horizontal will not be readable. Use black for print only. [Download 988 logos for print or web use.](#)



988 Lifeline
Mental Health Support 24/7



**988
Lifeline**
Mental Health
Support 24/7



988 Lifeline
Mental Health Support 24/7



**988
Lifeline**
Mental Health
Support 24/7

Safety

Maintain a safety zone equal to the height of the number "8" around all sides of the logo.



Alt languages

The 988 logo is available in multiple languages. [Download logos in English, Haitian Creole, Portuguese, and Spanish.](#)

SPANISH

988 Lifeline
Apoyo a la salud mental 24/7

**988
Lifeline**
Apoyo a la salud
mental 24/7

PORTUGUESE

988 Lifeline
Atendimento 24h para a sua saúde mental

**988
Lifeline**
Atendimento
24h para a sua
saúde mental

HAITIAN CREOLE

988 Lifeline
Ed pou sante mantal chak jou, 24 trè sou 24

**988
Lifeline**
Ed pou sante
mantal chak jou,
24 trè sou 24

988 & DPH

The DPH logo should be present on all layouts. However, it should not be locked up tightly with the 988 logo. When using the horizontal logo, the DPH badge should be in the bottom right corner. With the vertical logo, it should be beneath with more space than the safety. The badge should be the same height as the horizontal logo.

988 Lifeline
Mental Health Support 24/7



988
Lifeline
Mental Health
Support 24/7



Logo don'ts

Use the logo only as it is supplied. Do not make any changes to the design. For example:



Mental Health Support 24/7
988 Lifeline

This image shows an incorrect logo where the text elements are rearranged. The words "Mental Health Support 24/7" are placed above "988 Lifeline", which is not the correct layout.

Do not rearrange logo elements



988 Lifeline

This image shows an incorrect logo where the text is colored orange, which is not the correct color for the brand.

Do not change the color



988 Lifeline
MentalHealthSupport24/7

This image shows an incorrect logo where the fonts for "988 Lifeline" and "MentalHealthSupport24/7" are changed to a different, less legible typeface.

Do not change the fonts



988 Lifeline

This image shows an incorrect logo where the text is scaled unevenly, making the "988" and "Lifeline" parts look distorted and not proportional to each other.

Do not scale unevenly

Color

Dark green

1A3D39

R 26
G 61
B 57

C 84
M 54
Y 66
K 33

Yellow green

CCDB2A

R 204
G 219
B 42

C 24
M 0
Y 99
K 0

Digital pink

FF99FF

R 255
G 153
B 255

Print pink

C 3
M 41
Y 0
K 0

Off white

F7F0EA

R 247
G 240
B 234

C 2
M 4
Y 6
K 0

**When color printing is unavailable, use black and white.*

Color

The 988 Lifeline brand has both primary and accent colors. Greens are the primary colors and should appear in nearly all creative and branded assets. Accent colors should be used sparingly.

Primary colors

Accent colors

Print

As one of the primary brand colors, dark green should be used mainly as a background color under yellow green. In some cases off white may be used as a text color.

It should be used over yellow green or off white if one is a background.

Yellow green should be used sparingly as a background color.

It can only be paired with dark green. Do not use white or pink with it.

Off white can be used with dark green or as a background in some cases.

Pink should only be used in the logo.

Digital assets should use digital pink values while print should use print pink values.

Use only when printing in black and white.

Type

Fields Display & Runda

Hierarchy

Fields Display should be used as a headline and subhead. It's a unique and eye catching font that captures attention. Runda can be used for any other copy (body, bullets, numbered lists, etc). Both are Adobe fonts.
[Download Fields Display.](#) [Download Runda.](#)

When life
happens,

we're here.

Feelings show up. So do we.

HEADLINES

Fields Display Regular
6x body copy

SUBHEADS

Fields Display Regular
3x body copy

BODY

Runda Normal

System fonts

In the case that brand fonts are unavailable, MS fonts Bookman Old Style and DengXian regular may be used as replacements. Only use them when necessary.

When life
happens, _____
we're here. _____

HEADLINES

Bookman Old Style
4x body copy

SUBHEADS

Bookman Old Style
2x body copy

BODY

DengXian regular

Feelings show up. So do we. _____

Imagery

Photography

988 Lifeline photography is focused on familiar environments.
[Download a set of 8 photos for print or web use.](#)



Video

Like photos, videos show that 988 is always there,
and can also highlight emotions.
Share 988 videos on YouTube.



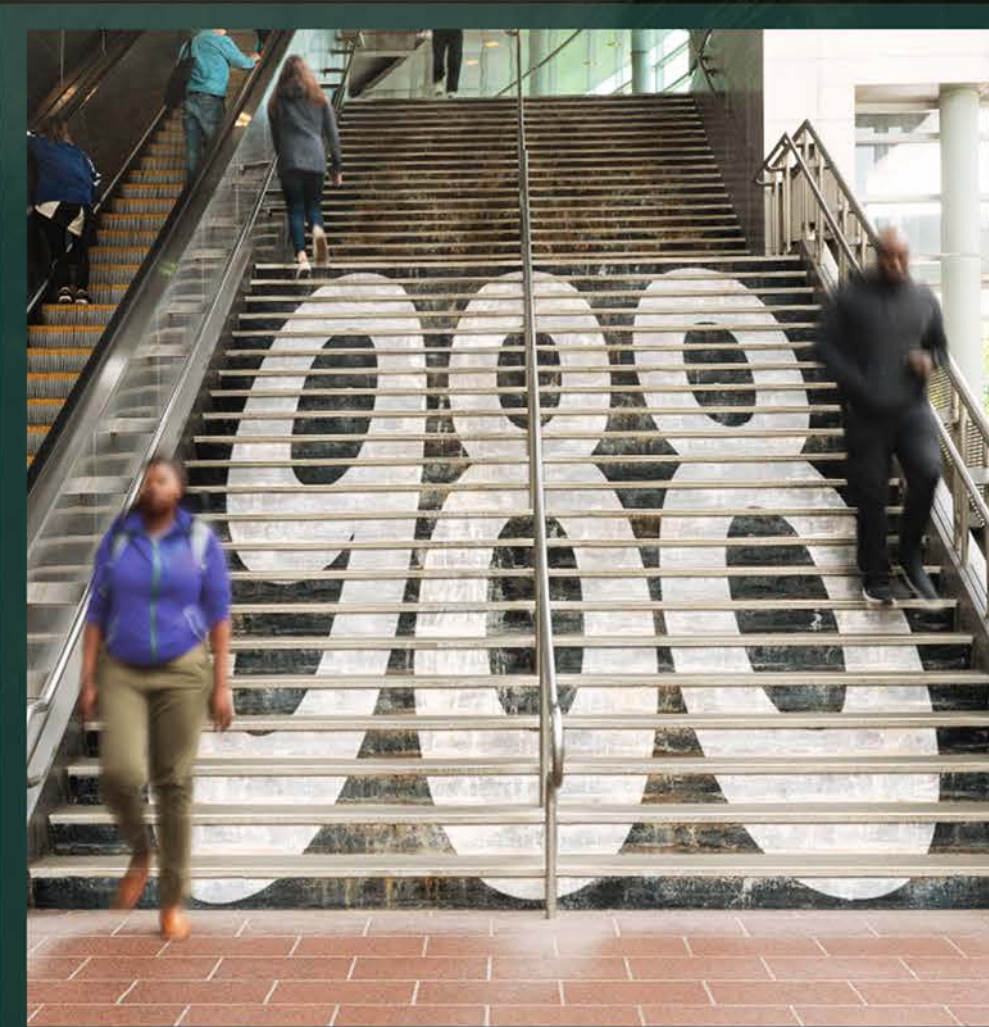
In use



Feelings show up anytime,
any place. So do we.

Call or text 988. Anytime.

988 Lifeline
Mental Health Support 24/7



Tus emociones nunca
descansan. Nosotros
tampoco.

Llama o envía un mensaje de
texto al 988. Las 24 horas al día.

988 Lifeline
Apoyo a la salud mental 24/7



Whenever & wherever
you need someone who
cares, we'll be there.

Call or text 988. Anytime.

988 Lifeline
Mental Health Support 24/7





Whenever you
need to talk,
we're here.

988 Lifeline
Mental Health Support 24/7



