



# 988 INDIANA BRAND GUIDELINES

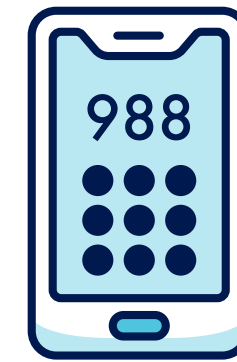
<b>988 SUICIDE AND CRISIS LIFELINE</b>	<b>3</b>
<b>988 INDIANA LOGO USAGE &amp; BRAND GUIDELINES</b>	<b>4</b>
<b>COLOR PALETTE</b>	<b>8</b>
<b>TYPOGRAPHY AND TYPE SETTING</b>	<b>9</b>
<b>PHOTOGRAPHY</b>	<b>11</b>

## WE'RE IN THIS TOGETHER:

The purpose of the 988 Suicide and Crisis Lifeline Brand Guidelines are to ensure clear, consistent and effective communication of the 988 Indiana brand across all platforms and materials. This guide provides detailed instructions on the proper use of the logo, color palette, typography, and photography, helping partners and stakeholders present a unified visual identity. By following these standards, all communications will align with the mission of 988 Indiana—to provide hope, support and life-saving resources—while building trust and recognition among individuals seeking help.

## STATE CRISIS RESPONSE SYSTEM

As part of the state's crisis response system, we are committed to delivering comprehensive, compassionate and coordinated care across three essential pillars. 988 Indiana's three pillars aim to cover the needs of all Hoosiers experiencing a crisis, no matter the extent of those needs.



**SOMEONE TO CONTACT:** The contact centers and trained crisis specialists provide immediate support when someone reaches out via 988.

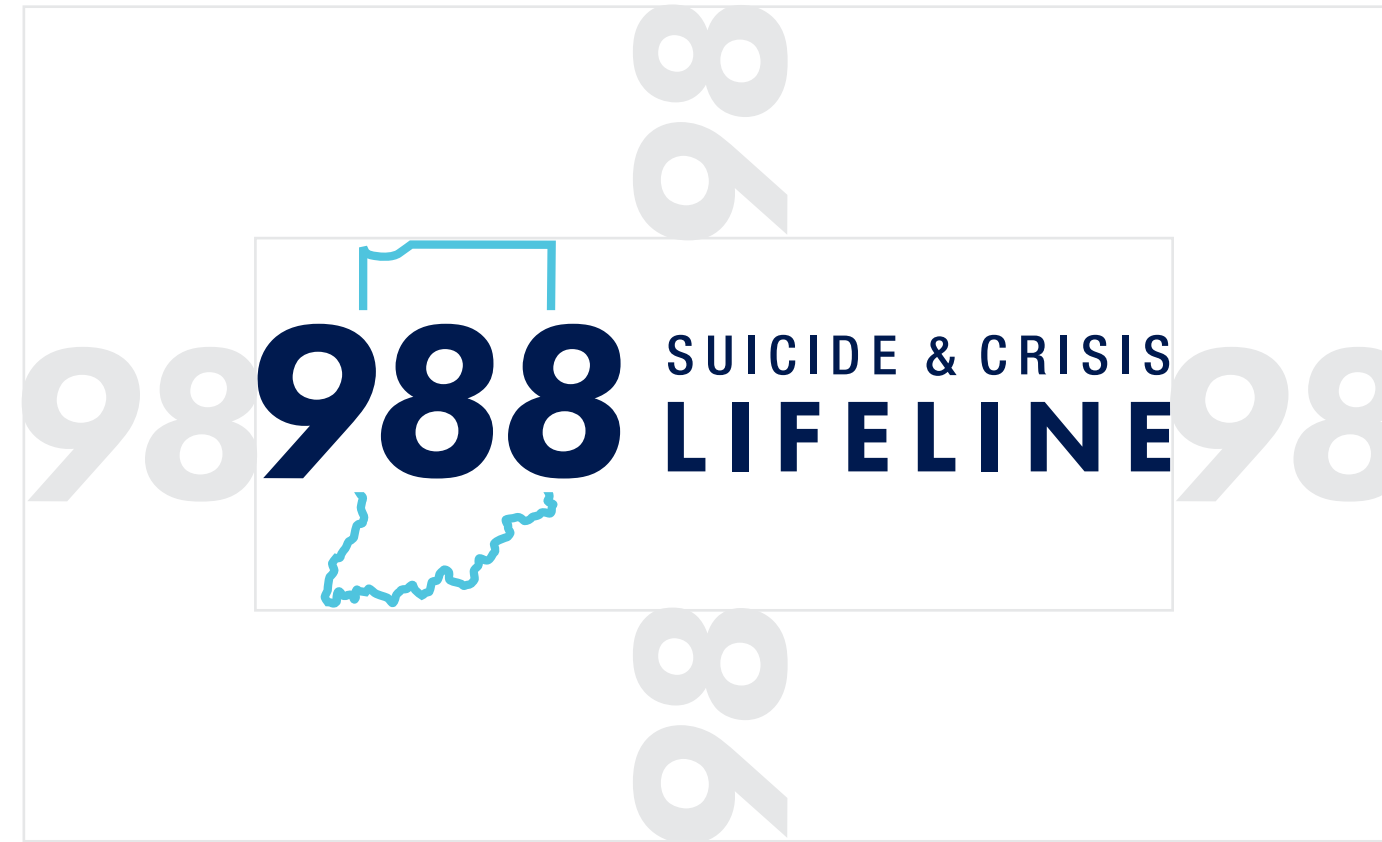


**SOMEONE TO RESPOND:** The mobile crisis support services offer in-person crisis intervention.



**A SAFE PLACE FOR HELP:** The crisis receiving and stabilization centers provide a safe, supportive environment for individuals in crisis.

To showcase the logo to its best advantage, it is imperative to allow adequate white—or clear—space around the logo. This space should be free of text or imagery. The example shown illustrates the minimum amount of clear space around the logo and is measured by the height of the '98' in 988. That said, there will most certainly be instances in which more clearance will be visually desirable.

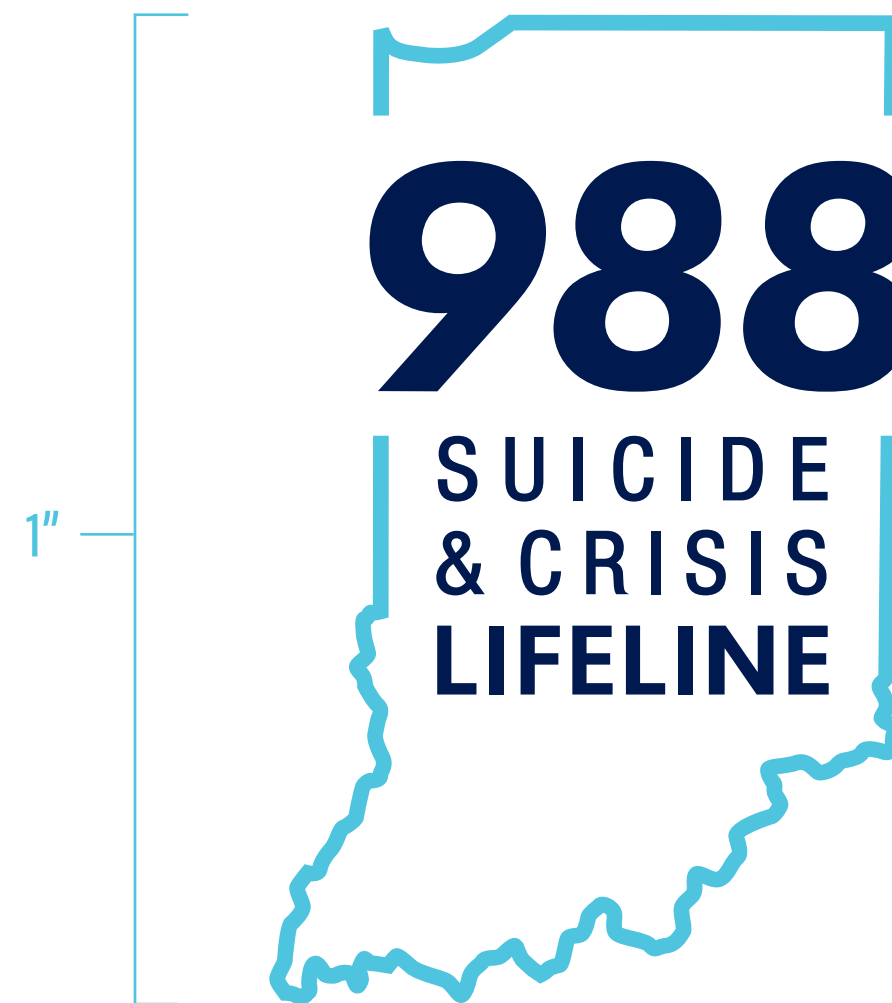


**VERTICAL LOGO**

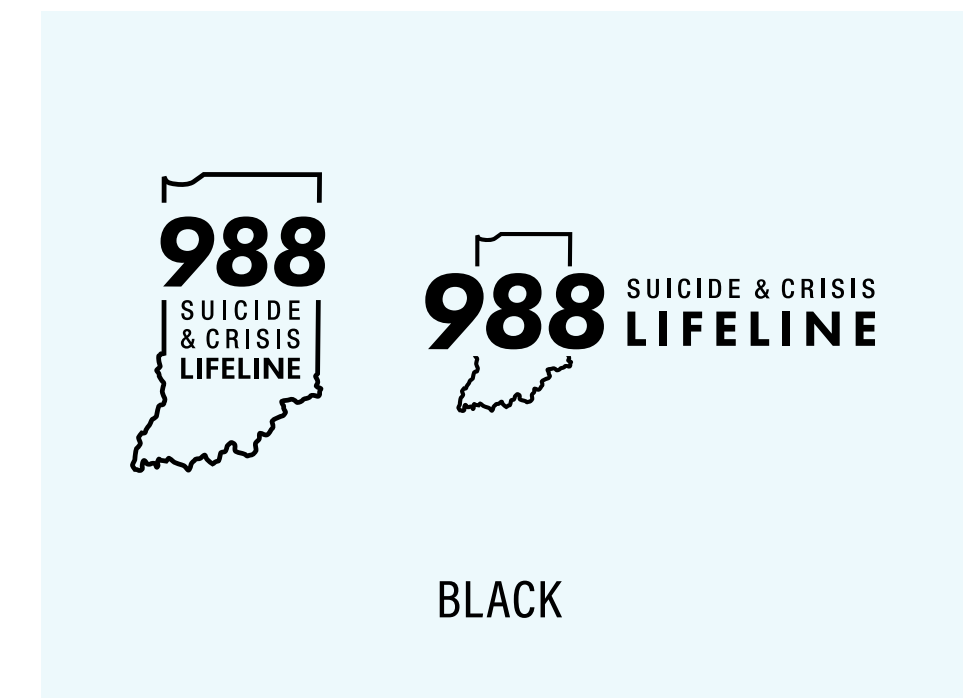
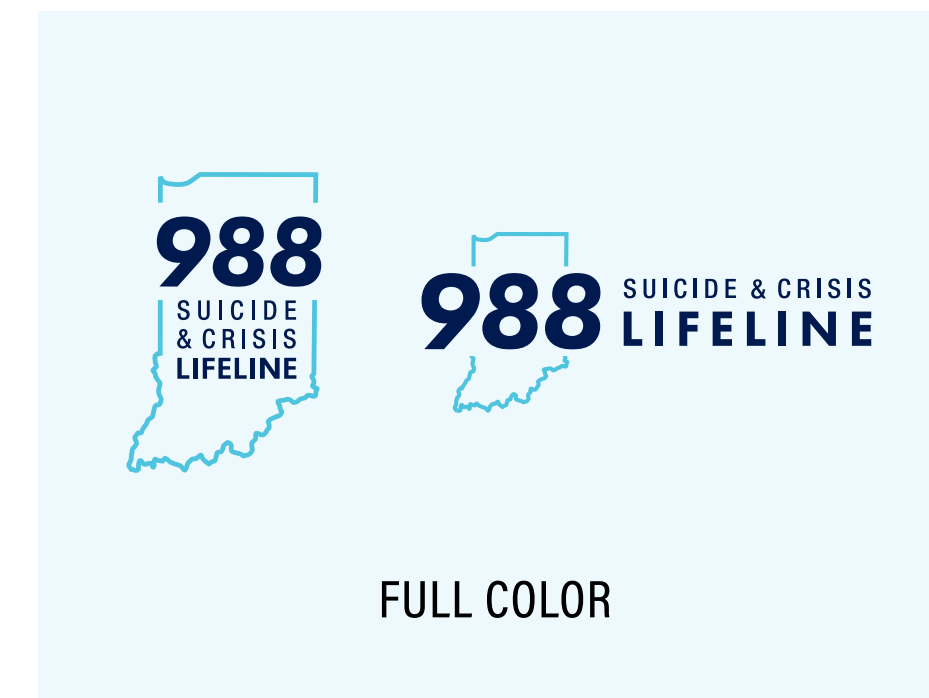
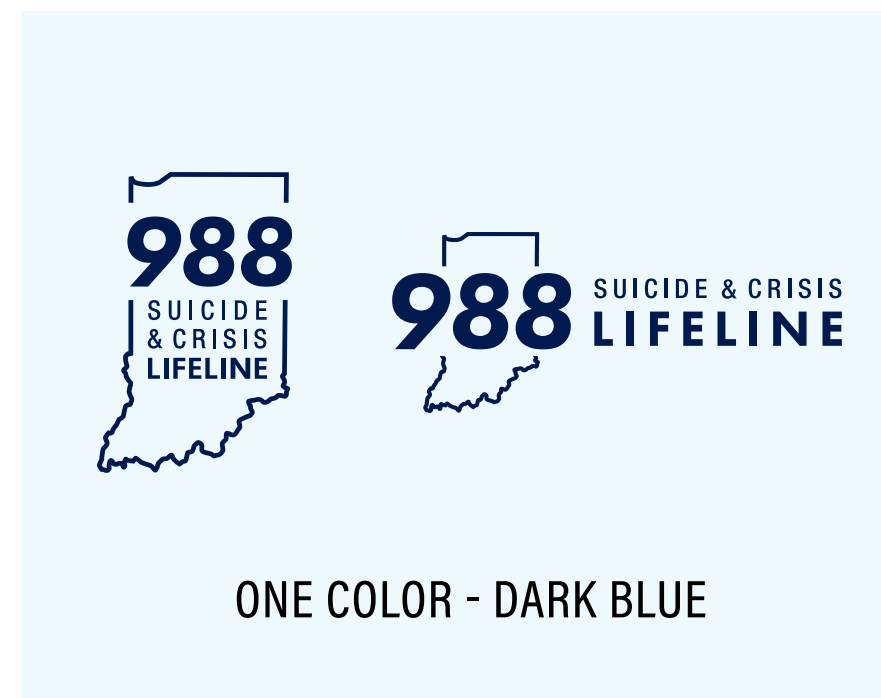
The 988 Indiana vertical logo serves as the brand’s primary logo to be used for most applications. The secondary horizontal logo can be substituted as long as it’s kept at a minimum of 1” in height.

**HORIZONTAL LOGO**

There will be times when a horizontal logo may be more appropriate depending on the dimensions of the deliverable. In these instances, please use this logo.



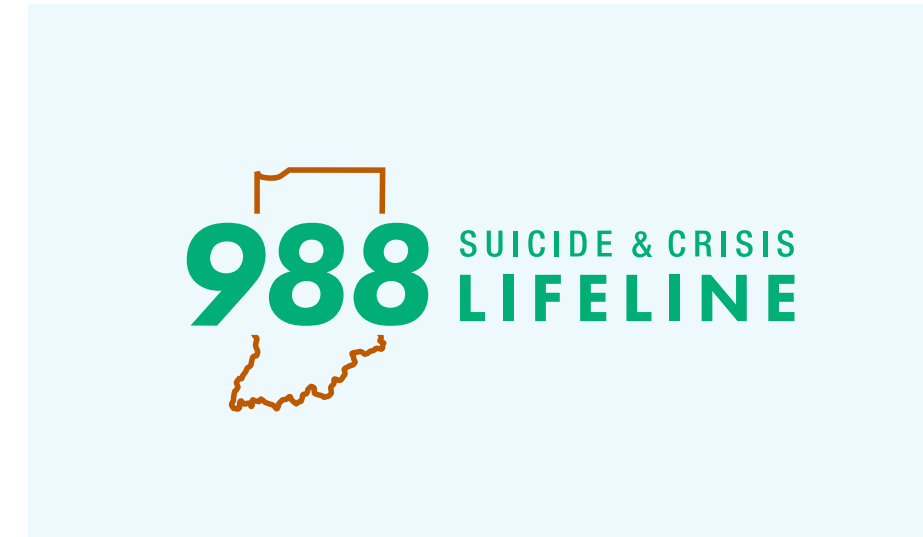
To maintain legibility on different backgrounds and comply with a variety of print requirements, the 988 Indiana logo can be displayed in a few color options: full color, one-color black, one-color dark blue, full color reversed and reversed. The full color version should be used when allowed.



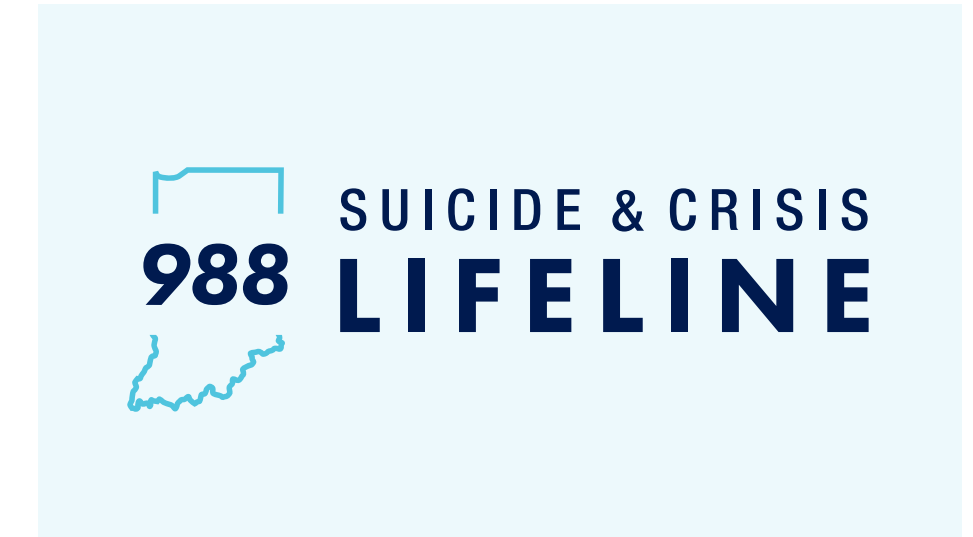
Do not alter the logo in any way. The final logo files have been perfected to authorized specifications and should not need adjusting for any reason. While we appreciate crisis response system providers and partners trying to integrate the 988 Indiana logo into their existing branding to further spread awareness, we must ensure that the brand standards are adhered to in all promotional aspects.



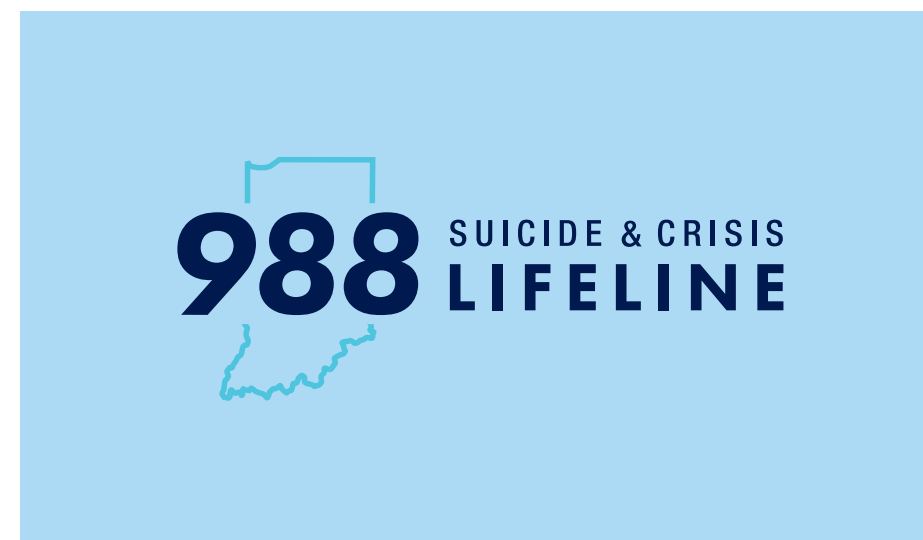
⊘ Do not stretch, rotate or distort the logo.



⊘ Do not alter logo colors.



⊘ Do not alter proportion, size or position.



⊘ Do not use colors with low contrast.



⊘ Do not use over busy graphics or photographs.



⊘ Do not add gradients.

988 Indiana’s main colors are the Dark Blue and Light Blue presented to the right. Tints and shades of these colors can be used, along with gradients. Secondary colors can be used sparingly alongside the main colors to enhance illustrations or call attention to important elements.

**DARK BLUE**  
**HEX: #001A4E**  
**CMYK: 100, 93, 34, 43**  
**RGB: 0, 26, 78**

**LIGHT BLUE**  
**HEX: #4FC5DE**  
**CMYK: 60, 0, 11, 0**  
**RGB: 79, 197, 222**

<b>HEX: #001A4E</b> <b>CMYK: 100, 93, 34, 43</b> <b>RGB: 0, 26, 78</b>	<b>HEX: #0082AF</b> <b>CMYK: 85, 39, 16, 0</b> <b>RGB: 0, 130, 175</b>	<b>HEX: #137F6A</b> <b>CMYK: 86, 29, 66, 11</b> <b>RGB: 19, 127, 106</b>	<b>HEX: #6D0A64</b> <b>CMYK: 63, 100, 28, 18</b> <b>RGB: 109, 10, 100</b>	<b>HEX: #D6097A</b> <b>CMYK: 12, 100, 17, 0</b> <b>RGB: 214, 9, 122</b>	<b>HEX: #FF786E</b> <b>CMYK: 0, 67, 51, 0</b> <b>RGB: 255, 120, 110</b>	<b>HEX: #6D686B</b> <b>CMYK: 57, 52, 48, 17</b> <b>RGB: 109, 104, 107</b>	<b>HEX: #4A5C77</b> <b>CMYK: 77, 61, 35, 15</b> <b>RGB: 74, 92, 119</b>
<b>HEX: #3A64A3</b> <b>CMYK: 85, 64, 8, 0</b> <b>RGB: 58, 100, 163</b>	<b>HEX: #4FC5DE</b> <b>CMYK: 60, 0, 11, 0</b> <b>RGB: 79, 197, 222</b>	<b>HEX: #68A384</b> <b>CMYK: 63, 18, 57, 1</b> <b>RGB: 104, 163, 132</b>	<b>HEX: #A53499</b> <b>CMYK: 39, 93, 0, 0</b> <b>RGB: 165, 52, 153</b>	<b>HEX: #F454AC</b> <b>CMYK: 0, 97, 3, 0</b> <b>RGB: 244, 11, 139</b>	<b>HEX: #FFA88D</b> <b>CMYK: 0, 42, 40, 0</b> <b>RGB: 255, 168, 141</b>	<b>HEX: #B3AEAA</b> <b>CMYK: 31, 27, 29, 0</b> <b>RGB: 179, 174, 170</b>	<b>HEX: #8798AD</b> <b>CMYK: 50, 34, 22, 0</b> <b>RGB: 135, 152, 173</b>
<b>HEX: #729DDB</b> <b>CMYK: 55, 31, 0, 0</b> <b>RGB: 114, 157, 219</b>	<b>HEX: #ACE3ED</b> <b>CMYK: 30, 0, 7, 0</b> <b>RGB: 172, 227, 237</b>	<b>HEX: #BAE2CE</b> <b>CMYK: 27, 0, 23, 0</b> <b>RGB: 186, 226, 206</b>	<b>HEX: #D08ACC</b> <b>CMYK: 19, 53, 0, 0</b> <b>RGB: 208, 138, 204</b>	<b>HEX: #F69FCD</b> <b>CMYK: 1, 47, 0, 0</b> <b>RGB: 246, 159, 205</b>	<b>HEX: #FBCCBE</b> <b>CMYK: 0, 23, 20, 0</b> <b>RGB: 251, 204, 190</b>	<b>HEX: #D1CFCC</b> <b>CMYK: 17, 14, 16, 0</b> <b>RGB: 209, 207, 204</b>	<b>HEX: #C3D4E2</b> <b>CMYK: 22, 9, 5, 0</b> <b>RGB: 195, 212, 226</b>

Font families are featured at right. No other fonts should be used for 988 Indiana branding.

FUTURA

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz**

Light  
Light Oblique  
Book  
Book Oblique  
Medium  
Medium Oblique  
Demi

**Demi Oblique  
Heavy  
Heavy Oblique  
Bold  
Bold Oblique  
Extra Bold  
Extra Bold Oblique**

FUTURA CONDENSED

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Book  
Book Oblique  
Medium  
Medium Oblique

**Bold  
Bold Oblique  
Extra Bold  
Extra Bold Oblique**

ACUMIN VARIABLE CONDENSED

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz**

Thin  
Thin Italic  
ExtraLight  
ExtraLight Italic  
Light  
Light Italic  
Condensed  
Condensed Italic  
Medium

**Medium Italic  
Semibold  
Semibold Italic  
Bold  
Bold Italic  
Black  
Black Italic  
UltraBlack  
UltraBlack Italic**

The outline shown is an example of how the fonts Futura, Acumin Variable Condensed and Futura Condensed can be used together to represent the 988 Indiana brand. Suggested font weights are included, but may change depending on the application.

FUTURA

**Lorem Ipsum Dolor  
Sit Amet** — HEADLINE WEIGHT - BLACK/EXTRABOLD

ACUMIN VARIABLE CONDENSED

**IN VEL JUSTO ARCU** — SUBTITLE WEIGHT - BOLD/SEMIBOLD

FUTURA CONDENSED

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas malesuada porttitor elit vitae scelerisque. In et finibus ligula. Pellentesque eleifend fringilla diam, non commodo urna lacinia eget. Nam sit amet nisl auctor, hendrerit eros sit amet, ultrices urna.

Cras rhoncus lorem eget massa tempus accumsan. In vel justo arcu. Donec faucibus ante tristique, dapibus enim ut, rhoncus leo. In dignissim tortor neque, vel scelerisque ligula mattis vitae. Proin lacinia a lacus sed euismod. Vivamus faucibus magna in ante rhoncus eleifend. Praesent porttitor lobortis dui.

— BODY COPY WEIGHT - BOOK

The mood of 988 Indiana's photography is serious but hopeful. Photos will sometimes include the subject talking on or looking at their phone to represent calling, texting or chatting 988. In most instances the subject will be looking off-camera, but some situations may lend themselves to eye contact with the camera.

