

National Suicide Prevention Lifeline 1-800-273-TALK (8255)

Logo Guide

A logo is very much like a signature. Logos are used to represent organizations and to help you quickly identify them. Just like your own signature should always look the same, so should a logo. The National Suicide Prevention Lifeline has developed this guide to help you use the Lifeline logo on your materials—from brochures and posters to Web sites and beyond. Following this guide will help ensure that we all present the Lifeline in the best way possible to support our collective efforts to build awareness and recognition of the Lifeline.

Introducing the logo

The Lifeline logo is made up of three elements:

1. Name
2. Telephone number
3. Web site (or URL)



Using the logo

We welcome and encourage you to use the Lifeline logo on your promotional and outreach materials to help promote the name and number of the Lifeline as well as indicate your affiliation or support of the Lifeline.

When using the logo on your materials, we ask that you make it clear that your organization is associated with the Lifeline, but not the Lifeline itself. On the following page, we have provided several examples of crisis centers using the Lifeline logo in this way.

When using the Lifeline logo on Web sites and social networking pages, please make sure to always include a link to the Lifeline Web site at <http://www.suicidepreventionlifeline.org/>. The Lifeline logo itself could serve as the link.

Using the Lifeline logo with your organization's materials

The following examples show you some of the ways that Lifeline crisis centers have added the Lifeline logo to their materials.

Suicide Prevention Lifeline
1-800-273-TALK (8255)
 Crisis Hotline (TTY/VCO/HCO)
Dial 711 — ask for Crisis Call Center

- Crisis Intervention
- Suicide Prevention
- Information and Referral
- Abuse and Neglect Reporting for Children and Seniors
- Sexual Assault Support Services

Crisis Call Center, Inc.
 P.O. Box 8016
 Reno, NV 89507
 Business Office: (775) 784-8085
 Fax: (775) 784-8083

For information on volunteer opportunities please call (775) 784-8085

Back of Brochure
(Crisis Call Center, Reno, NV)

EXECUTIVE DIRECTOR
 Linda Eatmon-Jones
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601 S. Canton Springs Rd., Arlington, VA 22204 | 703-527-6603 | information@crisislink.org | www.crisislink.org
 AAC-Accredited Crisis Center CFC #98663 UNITED WAY #8265

Letterhead (above) and business card (below)
(CrisisLink, Arlington, VA)

www.crisislink.org
 Mailing Address:
 2503-D N. Harrison St. #114
 Arlington, VA 22207
 703-516-6777 (direct)
 571-299-8682 (mobile)
 703-527-6603 (office)
 703-516-6767 (fax)

Linda Eatmon-Jones
 Executive Director
linda@crisislink.org

CFC #98663 | UW #8265

703-527-4077 Regional Hotline
 1-800-273-TALK
 1-800-SUICIDE

2-1-1 Information & Referral
 703-241-LOSS LOSS Team

CrisisLink is the regional provider for the National Suicide Prevention Lifeline and 2-1-1 VIRGINIA.

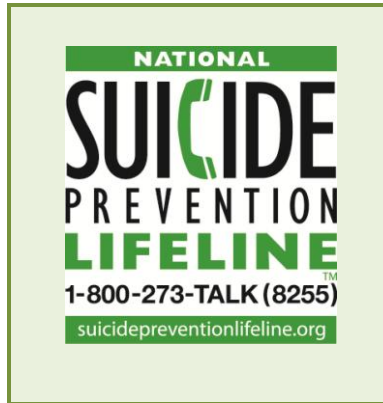
Free, Confidential, Available 24/7.

Color

Ideally, the Lifeline logo should be used in its two-color format. Place the logo against a white or light background to increase contrast and legibility. If you are using the logo on a dark background, make sure the logo is reversed out.



Lifeline logo



Logo against light background



Reversed out logo

The Lifeline logo uses two colors: black and green. Green is associated with life and is a calming color. When using the Lifeline logo on your materials, please be sure to follow the established color palette:

	Printed Materials		Web Sites and PowerPoint Presentations
	CMYK	Pantone	RGB
Green	c:76 m:0 y:100 k:11	PMS 362	r:44 g:163 b:67
Black	c:0 m:0 y:0 k:100	Process Black	r:35 g:31 b:32

Use the CMYK values listed above when you create printed materials and use the Pantone colors when you are printing one or more solid colors. RGB values are for Web sites or PowerPoint presentations.

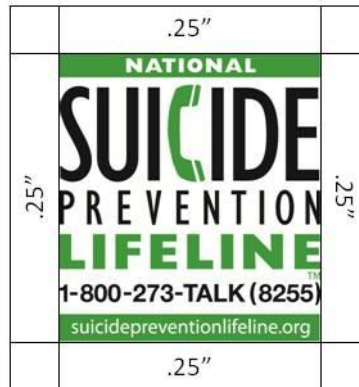
Size

While the logo can be resized depending on your needs, please be sure to preserve the readability of the Lifeline Web site address by using the following minimum measurements:

- **Print materials:** We strongly recommend that the logo be no smaller than 1.37" (w) x 1.5" (h).
- **Web-based and electronic materials:** Please make the logo at least 411 pixels (w) x 450 pixels (h).

Clear space

Clear space around the Lifeline logo helps the logo to stand out against other elements of your design. Clear space should remain free of photographs, text, images, and other logos. For the smallest size logo, leave at least .25" of clear space around each edge of the logo. For larger sizes, leave more room.

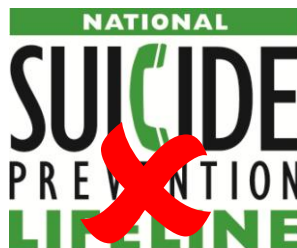


Altering the logo

To keep a consistent look and to build recognition, please do not alter the logo in any way. The logo elements should always appear in the same order and should not be separated. In addition, try to avoid busy or heavily patterned backgrounds. Below are some examples of improper use:



Avoid busy backgrounds



Do not separate elements



Do not distort dimensions

Downloading the logo

The logo is available in a variety of formats. Depending on your needs, you can choose from one of the following file types:

	File Type	Download Location
Printed Materials	EPS	http://www.suicidepreventionlifeline.org/App_Files/Media/Images/Logos/NSPL_Logo.eps
	TIFF	http://www.suicidepreventionlifeline.org/App_Files/Media/Images/Logos/NSPL_Logo.tif
Web sites and PowerPoint Presentations	JPG	http://www.suicidepreventionlifeline.org/App_Files/Media/Images/Logos/NSPL_Logo.jpg
Reversed out logo – Printed Materials	EPS	Coming soon.
Reversed out logo – Web sites and PowerPoint Presentations	PNG	Coming soon.

To download the logos, click on the links above. Your browser will either prompt you to save the file or will download the file automatically and open it in a new browser window.

Promoting the Lifeline in other ways

Although we always prefer that you use the Lifeline logo to help spread the word and indicate your affiliation with the Lifeline, if space or organizational policy does not permit, we have produced other graphic images to help you spread the word about the Lifeline. You can download and post any of these images on your Web site home page, on your Facebook or MySpace profiles, or on your blog. As with the Lifeline logo, the buttons and banners described below should not be altered in any way.

Web site buttons

Web site buttons are for organizations, stakeholders, individuals, and interested groups who want to provide a prominent, highly visible call to action directly on their Web sites for anyone who may be in emotional distress or suicidal crisis. For maximum impact, display the Lifeline Web site button along with the Lifeline logo.

The buttons direct visitors in need of help to call the National Suicide Prevention Lifeline. The buttons can also be linked to the Lifeline's Web site to provide access to additional resources. URLs can lead to the home page (<http://www.suicidepreventionlifeline.org/>) or to the Get Help page (<http://www.suicidepreventionlifeline.org/GetHelp/>).

BUTTON 1



Dimensions: 260 pixels (w) x 260 pixels (h)

BUTTON 2



Dimensions: 365 pixels (w) x 365 pixels (h)

BUTTON 3



Dimensions: 417 pixels (w) x 417 pixels (h)

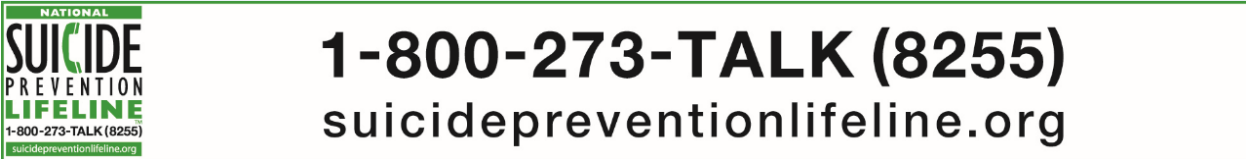
The buttons can be downloaded as JPGs on the Lifeline Web site. To download the images, click on the links below. Your browser will either prompt you to save the file or will download the file automatically and open it in a new browser window:

	File Type	Download Location
Button 1	JPG	http://www.suicidepreventionlifeline.org/App_Files/Media/Images/Buttons/lifelinewebbutton_125x125.jpg
Button 2	JPG	http://www.suicidepreventionlifeline.org/App_Files/Media/Images/Buttons/lifelinewebbutton_175x175.jpg
Button 3	JPG	http://www.suicidepreventionlifeline.org/App_Files/Media/Images/Buttons/lifelinewebbutton_200x200.jpg

Banners

A banner is similar to a traditional advertisement you would see in a printed publication such as a newspaper or magazine, but is added to a Web site. In this case, the Lifeline banners have the added ability to bring someone in need of help directly to the Lifeline Web site.

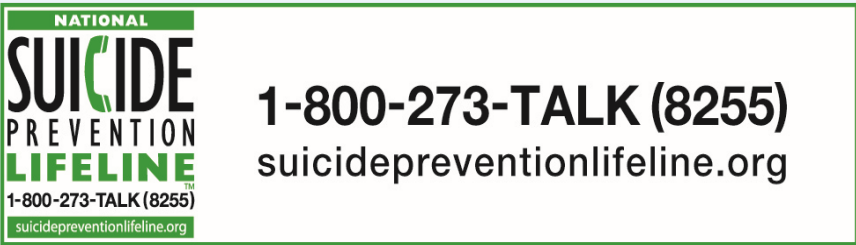
BANNER 1



1-800-273-TALK (8255)
suicidepreventionlifeline.org

Dimensions: 468 pixels (w) x 60 pixels (h)

BANNER 2



1-800-273-TALK (8255)
suicidepreventionlifeline.org

Dimensions: 234 pixels (w) x 60 pixels (h)

To use a banner on your Web site, copy the HTML code below and paste it into your Web site's code wherever you want the link to appear. You can also send the code to your Webmaster. If your Web site does not support the use of Web banners, you also may post a text link to the National Suicide Prevention Lifeline Web site at <http://www.suicidepreventionlifeline.org>.

	HTML Code
Banner 1	<pre></pre>
Banner 2	<pre></pre>