

# Community Resource Guide

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Suicide &  
Crisis Lifeline

**988**

CALL, TEXT OR CHAT

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## INTRODUCTION

# Informing & Educating North Dakotans About 988

Our job is to spread the message about the 988 Suicide & Crisis Lifeline to those of all ages and backgrounds in our community. While it is a number being used nationwide, we strive to tailor communications to North Dakota, and, in particular, the specific at-risk groups we have in our areas.

## What is 988?

The 988 Lifeline is a national network of local crisis centers that provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, seven days a week in the United States.

The service is committed to improving crisis services and advancing suicide prevention by empowering individuals, advancing professional best practices and building awareness.

Individuals who are in crisis can contact 988 by simply calling or texting 988 on their phones, or chatting live at [988lifeline.org](https://988lifeline.org).



# Using Key Messages

## 988 Key Messages:

- 988 is here 24 hours a day, seven days a week, 365 days a year. We are ready for you anytime, anywhere, no matter who you are
- It is free, confidential and connects you with trained professionals
- Use it if you are in crisis or simply need someone to talk to
- 988 can also be used if you are concerned about a friend, family member or community member



# Brand Messaging

Current Campaign: **Here for You**

Anywhere in North Dakota, from cities to the country, whether your problem is big or small, we're here to offer support and connect you with local help for mental health issues, suicidal thoughts or substance use.

**SAMPLE LINES**

- Need hope? 988 is here.**
- Need a turning point? 988 is here.**
- Need a connection? 988 is here.**
- Need healing? 988 is here.**
- Life is sacred. 988 is here.**

Specific messages look different on each platform. In general, we strive for informative, simple communication. Raising awareness of 988 is a main objective. However, we also strive to offer small daily tips to improve mental and emotional well-being. Things like:

- Daily ideas for staying connected
- Family activities or conversation starters
- Other tips for getting local support or help

# Ways To Engage

While 988 messaging should reach all North Dakotans, much of our communication work is directed toward at-risk groups. These include teenagers, rural and remote populations as well as native groups. Once you've identified the group you want to engage with, it's time to start building messaging to connect with them.

Create your own materials using the guidelines provided in this toolkit, utilize the materials provided for communities by the North Dakota Department of Health and Human Services and/or contact us for suggestions and additional guidance. The following list provides a brief overview of general ideas for comprehensive community implementation of 988 messaging.

## Ideas:

- Hang posters/flyers in high-traffic areas
- Display table tents in restaurants and other gathering places
- Insert information into school newsletters and church bulletins
- Place brochures/flyers in grocery bags
- Hand out stickers or flyers at school events
- Provide public and school libraries with bookmarks for giveaway
- Place stickers on popcorn bags at local sporting events
- Participate in community events, such as county fairs or fundraisers
- Place coasters in local coffee shops and dining establishments
- Purchase billboard space
- Place media on radio or TV
- Share information on local cable access channels
- Utilize free PSA space at local radio stations or host a weekly radio show
- Submit articles or letters to the editor to the local paper
- Post or share information on social media
- Present at teacher in-services
- Share information during announcements at a church service
- Promote at community events or meetings
- Promote social media pages

# Paid Media

Tying all of these steps together will help you to effectively and efficiently plan, execute and evaluate a media plan that will create results.

**1. Set your goals:** This step will help you evaluate and narrow down options and mediums. You should ask yourself these questions when deciding what your goal(s) for the campaign/communication should be:

- **What do you want to accomplish? Is this a campaign to help with brand awareness? Awareness of a specific topic? Are you having an event?**
- **Next, decide on a time frame. When is this event going to happen? Or how complicated is my brand/message, and how long will it take people to understand?**
- **Finally, figure out who you are trying to reach. Is your target audience teenagers? Are you trying to reach older rural men? Defining who you are trying to reach will help in deciding how to reach them.**

**2. Set a budget:** How much can you afford to spend on this campaign? What do you expect in return? Is it event attendance? If so, how many? Think about your outcomes and how much you want to spend. Is 100 people at an event successful? Then spending \$10,000 probably isn't realistic. Be smart and conservative with your budgets.

**3. Plan and purchase media:** After narrowing down your timing, audience and budget, you are ready to start deciding which mediums are the most appropriate. Information on traditional and digital media options follows.

Sales reps should be able to back up their proposals with reach and frequency or circulation numbers. Ask them about the highest-rated stations, programs or the publications with the highest circulations to reach your audience. And use yourself as an example (if you are in the target audience). When do you listen to the radio or watch TV? Do you subscribe to the newspaper or read it at work? Gather all the information and then compare it before you finalize your media plan.

**4. Evaluate: Did you meet your goal? What were your results?**

## Traditional Media

Traditional media does not have the ability to target specific demographics. However, it does offer a broad reach and can add value by reaching your secondary audiences.

You can also look for local advertising opportunities. These can range from high school theater program ads to sponsoring the local pancake feed to having a booth at the county fair. They show you are invested in the people and success of your community. Execution will vary depending on location and what the advertising is. The best way to find out about local options is to be involved in your community and/or work with the local chamber of commerce to identify events, etc., that might make sense.

## Digital Media

Digital media is in almost everyone's life and, in fact, it's hard to ignore. It is trackable and accountable, which makes it a very attractive medium because of the measurable results. In digital, you can target specific audiences and places, i.e., people in a certain geography.

In addition to the digital options outlined below, Facebook, X (formerly known as Twitter), Instagram and Snapchat offer affordable advertising options. The self-service models allow you to easily control your audience, geography and budget. They have several options depending on your goal.

For example, on Facebook, you could run ads targeted to teenagers in Burleigh County inviting them to RSVP for an event.





# Working With the Media

Coverage from local news sources can help get your message out to a wider audience and enhance credibility. While this channel is free, it can also take time to make the right connections.

## How To Pitch a Story

**Identify your contact:** Weekly newspaper editors are often also the main reporter. Daily newspapers have larger staffs and may have a reporter whose “beat” matches your topic or event specifically. When in doubt, contact the general news editor. In general, TV and radio stations handle coverage requests through news directors and producers.

**Be prepared:** Be ready to immediately provide succinct information via phone or email to the identified media contact. If you’d like media to attend an event, have logistical information on hand (who, what, when, where, why) and explain why it would be worthwhile for them to attend the event/cover your story. Ask yourself: So what? Who cares?

**Keep it local:** Local media prefer to cover local stories. Provide local examples and sources to make your story more appealing and relevant to their audiences.

**Give notice:** Be cognizant of deadlines and provide plenty of notice for media to plan to attend your event or cover your story. If you aren’t sure when deadlines are, ask.

**Provide resources:** Media outlets that cannot cover your story in person may include it in a broadcast/publication if you are able to provide them with resources, including a news release or recap of the event/story and/or high-resolution photos/video. Offer to send information, assets like event photos, and ask what specific items would be most valuable.

**Be helpful:** Follow up individually via phone or email immediately after an interview/event to thank media members for coverage. Offer to answer questions or provide additional information as needed and be prepared to immediately help.

# Resource Chart

## Available Resources:

Resources	Uses
<b>Social Media Posts</b>	Use posts to raise awareness on your own social platforms, or share them with other community organizations.
<b>Videos</b>	Use videos online, show at events or presentations, or distribute in partner media placements.
<b>Posters</b>	Customize posters with your agency's logo and information. Perfect for high-traffic areas like community bulletin boards, bathrooms or grocery stores.
<b>Full &amp; Half-Page Ads</b>	Use in print or digital publications. Can be customized with your organization's information.

# Brand Look

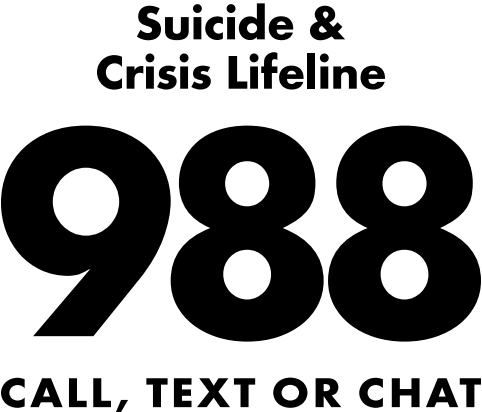
## Logo Usage

A strong visual identity projects a distinctive look and creates a lasting impression. For any logo to be impactful, it must be used repeatedly and consistently in all communications.

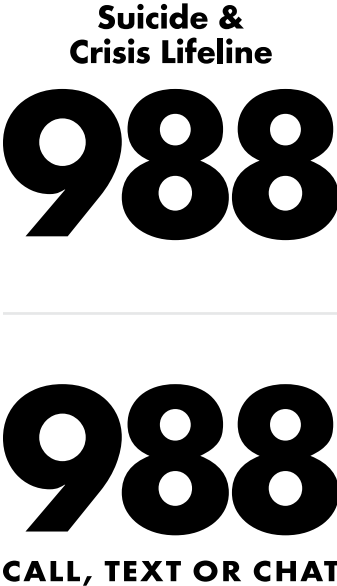
Our 988 logo varies a little from the national 988 logo to feel unique to North Dakota. It's bold, concise look resonates in varieties of media and small uses.

The following guidelines illustrate and explain how to use the 988 Suicide & Crisis Lifeline logo:

### Primary

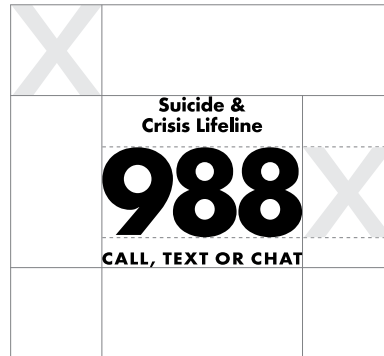


### Alternate Versions



## Clear Space Requirements

A minimum amount of space must always surround the 988 Suicide & Crisis Lifeline logo. Other graphic elements or text must not intrude. This minimum amount of space surrounding the logo must be equal to the height (x) of the logotype. The diagram below illustrates the area of minimum clear space required.



## Size Requirements

The 988 Suicide & Crisis Lifeline logo should be no smaller than 1 inch wide.



## Digital Logo Files

Contact North Dakota Department of Health and Human Services on acquiring digital logos. Do not redraw, reposition or modify the logos in any way. Use original art to ensure high-quality reproduction. Use the Adobe Illustrator files provided to reduce or enlarge the logo without a notable loss in quality.

File types include:

- vector ai
- jpg
- pdf
- png

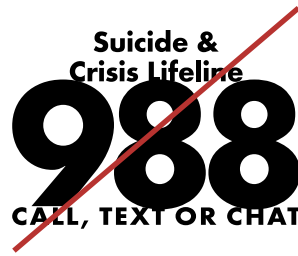
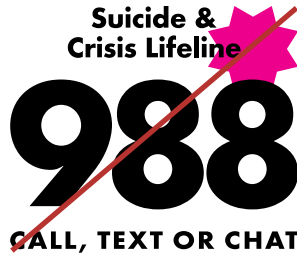
### CONTACT:

**Melissa Markegard**  
mmarkegard@nd.gov

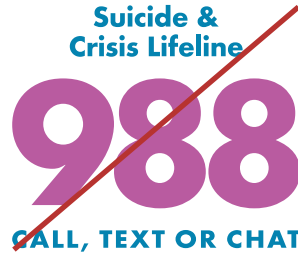
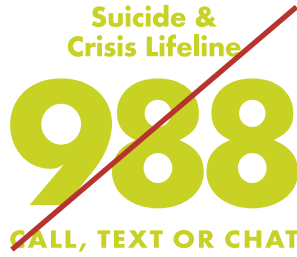
**Unacceptable Use**

Consistent use of the 988 Suicide & Crisis Lifeline logo is essential. Any variation is forbidden. Here are a few examples of what not to do with the logo:

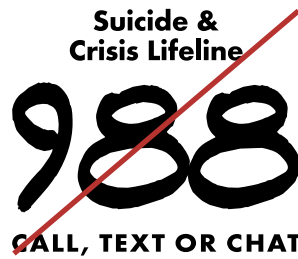
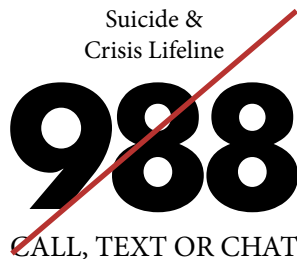
Do not allow other graphic elements or names to encroach on the logo.



Do not alter colors beyond the approved color palette.



Do not change the typeface.



Do not compress, stretch or distort the elements.



## Color Palette

Color plays an important role in the 988 Suicide & Crisis Lifeline brand. Consistent use of primary colors will contribute to the harmonious look of the 988 Suicide & Crisis Lifeline brand across all media. The additional shades on the far right are to be used sparingly and as a complement to the messaging where legibility or visual interest are required to tell the story, such as online or in video.

Check usage with your designer or printer so that they will be used appropriately.

### Primary Color Palette

Our primary palette consists of a variety of colors to speak to our audience and to reflect the tone of the message.

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

**HEX:**  
#3A64A3

**HEX:**  
#729DDB

**HEX:** #0082AF  
**CMYK:** 85,39,16,0  
**RGB:** 0,130,175

**HEX:**  
#4FC5DE

**HEX:**  
#ACE3ED

**HEX:** #137F6A  
**CMYK:** 86,29,66,11  
**RGB:** 19,127,106

**HEX:**  
#68A384

**HEX:**  
#BAE2CE

**HEX:** #6D0A64  
**CMYK:** 63,100,28,18  
**RGB:** 109,10,100

**HEX:**  
#A53499

**HEX:**  
#D08ACC

**HEX:** #D6097A  
**CMYK:** 12,100,17,0  
**RGB:** 214,9,122

**HEX:**  
#F454AC

**HEX:**  
#F69FCD

**HEX:** #FF786E  
**CMYK:** 0,67,51,0  
**RGB:** 255,120,110

**HEX:**  
#FFA88D

**HEX:**  
#FBCCBE

**HEX:** #6D686B  
**CMYK:** 57,52,48,17  
**RGB:** 109,104,107

**HEX:**  
#B3AEAA

**HEX:**  
#D1CFCC

**HEX:** #4A5C77  
**CMYK:** 77,61,35,15  
**RGB:** 74,92,119

**HEX:**  
#8798AD

**HEX:**  
#C3D4E2

## Typography

Futura is an ideal use-it-for-everything font designed to look great in any context, whether in print or online. Use Gotham for subheads and body copy. When Futura and Gotham are not available, use Montserrat, which is a freely available font. Daniel Black is our font to use when conveying an individual's state of mind. This font is to be used sparingly, typically in one- or two-word instances to retain legibility. Thoughtful selection and use of typography enhances the overall visual appeal and conveys the intended tone and message of the design.

# Futura

Headers

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ**

**abcdefghijklmn  
opqrstuvwxyz**

## Gotham Bold

Subheads

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ**

**abcdefghijklmn  
opqrstuvwxyz**

## Gotham Book

Body Copy

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz

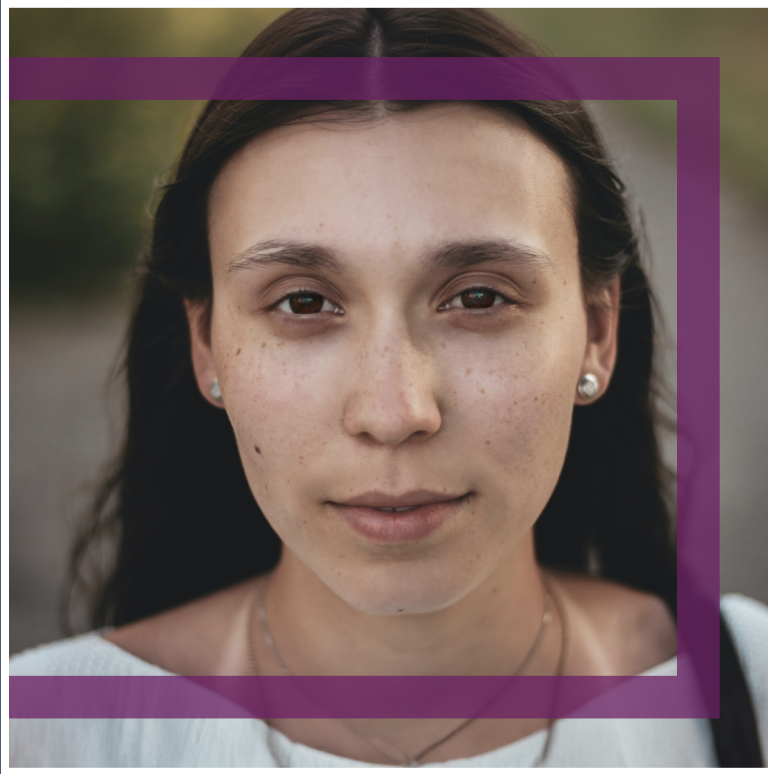
## Daniel Black

Special Use

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz

# Social Media Posts



## Social Post #1 | Post Copy

Your well-being matters. Whether it's a moment of crisis or a persistent struggle, know that you're not alone. Reach out to 988 for compassionate, confidential support anytime, anywhere. Taking care of your mental health is a brave step.

## Social Post #1 | Graphic

1080x1080 pixels





## **Social Post #2 | Post Copy**

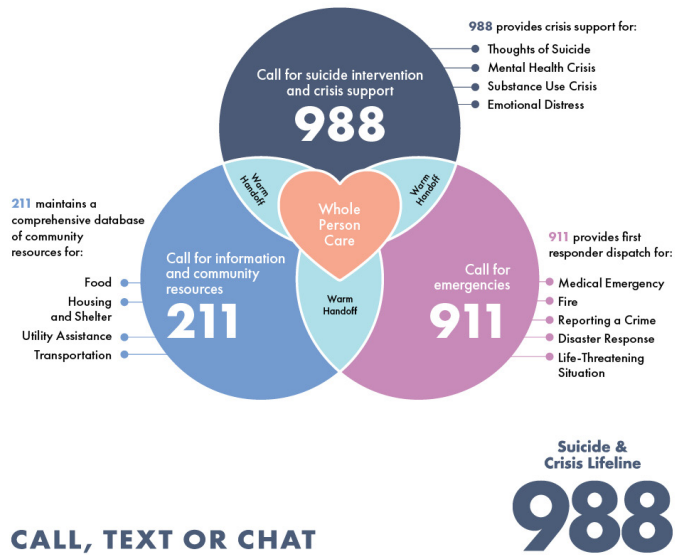
Reach out to 988—your lifeline for immediate support in times of crisis. Whether you're feeling overwhelmed, lonely or in need of someone to talk to, the National Suicide and Crisis Lifeline at 988 is here for you.

Remember, YOU MATTER, and help is just one call, text or chat away.

## **Social Post #2 | Graphic**

1080x1080 pixels

# Help is **3** Numbers Away



## Social Post #3 | Post Copy

In times of need, reaching out for help should be easy and accessible. That's why we're here to remind you that help is just three numbers away. Whether you're facing a crisis, seeking information or requiring immediate assistance, these three numbers will connect you to a lifeline for support.

## Social Post #3 | Graphic

1080x1080 pixels

# Videos



**Social Video #1**

10 Seconds  
1080x1920 pixels



**Social Video #2**

10 Seconds  
1080x1920 pixels



**Social Video #3**

10 Seconds  
1080x1920 pixels

# Posters



**Poster #1**  
8.5 in x 11 in

**Poster #2**  
8.5 in x 11 in





**Poster #3**  
8.5 in x 11 in

**Poster #4**  
8.5 in x 11 in



Need hope?  
988 is here.

Get help dealing with substance use or a mental health crisis.

Talk to trained professionals 24/7 who can offer support and connect you with local help for mental health issues, suicidal thoughts or substance use.



Suicide &  
Crisis Lifeline  
**988**  
CALL, TEXT OR CHAT  
988Lifeline.org



### Poster #5

8.5 in x 11 in

### Poster #6

8.5 in x 11 in

Need hope?  
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Talk to trained professionals 24/7 who can offer support and connect you with local help for mental health issues, suicidal thoughts or substance use.



Suicide &  
Crisis Lifeline  
**988**  
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988Lifeline.org





**Poster #7**  
8.5 in x 11 in

**Poster #8**  
8.5 in x 11 in





**Poster #9**

8.5 in x 11 in



**Suicide &  
Crisis Lifeline**

**988**

**CALL, TEXT OR CHAT**