



**988** FLORIDA LIFELINE

# **BRAND GUIDELINES**



# STAY Connected

988 Florida Lifeline

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This guide was designed expressly for the employees, vendors, and official representatives of 988 Florida Lifeline. Not intended for distribution to external audiences.

# ABOUT

## Overview

Managed by the Florida Department of Children and Families, the 988 Florida Lifeline is a free mental health support service, available 24/7, that connects individuals experiencing suicidal thoughts, substance use disorder, mental health crises, or any other kind of emotional distress to a highly trained crisis counselor in their immediate area. When an individual dials 988, they can expect to receive emotional support from a crisis counselor and, if needed, connect with community-based providers who can deliver a full range of crisis care services.

## How the Lifeline Works

The 988 Florida Lifeline serves as a universal entry point for individuals seeking an immediate intervention for an existing crisis, guidance regarding their mental health recovery, and/or support for any kind of emotional distress. The lifeline serves as the first of three elements in a continuum of crisis care designed to provide Floridians with the resources that best suit their needs:

**Someone to talk to:** 988 Florida Lifeline Call Centers are Florida-based organizations with highly trained crisis counselors that respond to 988 calls 24/7 from a number with a Florida area code.

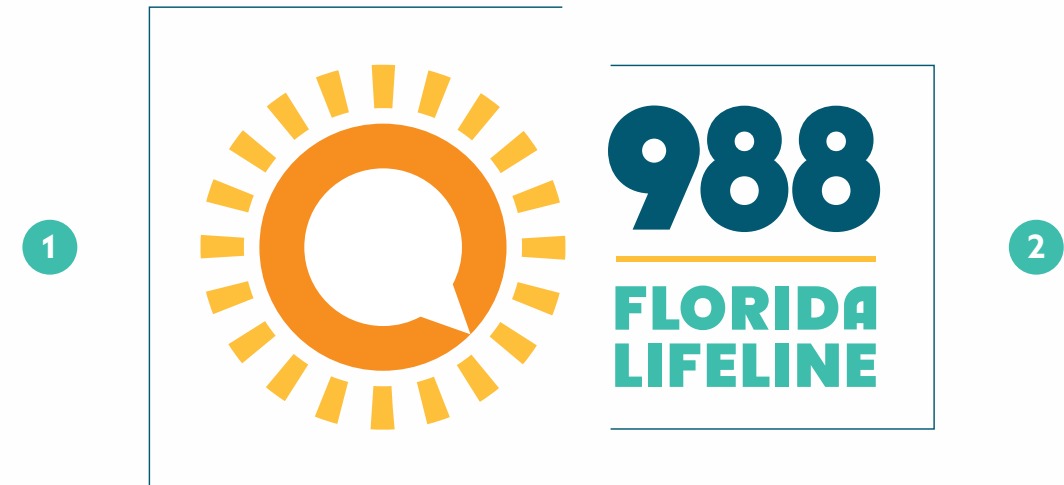
**Someone to respond:** If a caller would benefit from immediate in-person contact, a crisis counselor can refer the caller to a Mobile Response Team, a specialized unit that provides on-site support to individuals experiencing a mental health crisis.

**Somewhere to go:** When a caller requires more immediate care, the Mobile Response Team can connect individuals to a Crisis Stabilization Unit, a facility that is designed to provide short-term intensive mental health care for individuals experiencing a severe mental health crisis.

# COMPANY LOGO

## Introduction

The 988 Florida Lifeline logo is a valued graphic element that visually encompasses the mission of the brand. Below is a breakdown of the logo parts and their rationale using the primary, full color variation of the wide logo lockup.



- 1 The logo mark:** This mark consists of a simplified, abstract rendition of a sun and talk box combination. The sun symbolizes 988 Florida Lifeline being the light of hope in a person’s time of trouble, ensuring that better, brighter days are ahead. The talk box represents 988 Florida Lifeline’s commitment to openly communicating with individuals in need of assistance. The team takes pride in the level of care they exhibit when actively listening and when responding by providing resourceful information.
- 2 The logotype:** The logotype consists of a durable, yet inviting, sans serif typeface that is easy to read, even when notably reduced in size. The vertical dividing line between “988” and “Florida Lifeline” introduces a visual separation between the two elements. This places “988” as the primary point of focus, making it more readily recognizable as the phone number for Florida Lifeline.

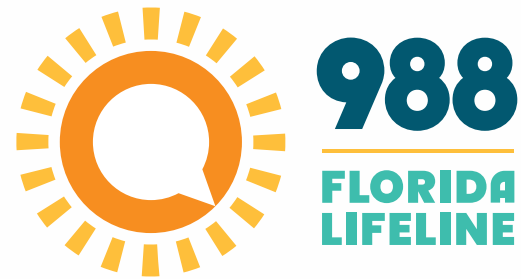
# Primary Lockups

The Primary Lockups shown below include various logo arrangements that have been designed to adapt to any layout. The name of each lockup matches the corresponding name of the logo files.

STACKED



WIDE



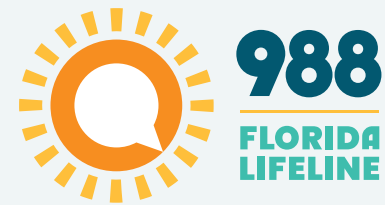
ULTRA WIDE



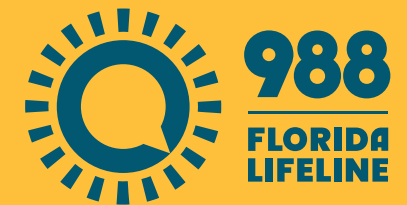
# Placement Examples

Below are examples of the 988 Florida Lifeline logo on color backgrounds displaying effective contrasting values that enable the logo to be read without difficulty.

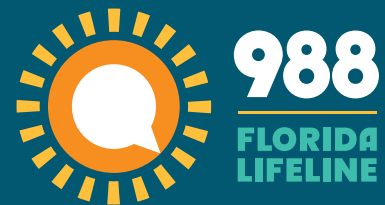
FULL COLOR LOGO FOR LIGHT BACKGROUNDS



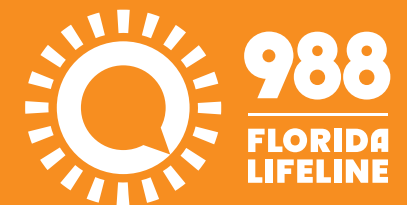
NAVY ONE-COLOR LOGO ON COLOR



FULL COLOR LOGO FOR DARK BACKGROUNDS



WHITE LOGO ON COLOR



## Secondary Lockups

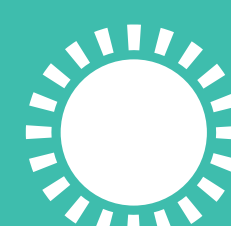
Below are examples of the ultra-wide lockup represented as one-color options. These options should be used when the primary, full-color versions of the logo are likely to introduce legibility problems or when the logo is to be reproduced in potentially challenging ways, like when screen printing or when stitched onto a cloth object.

### ONE COLOR



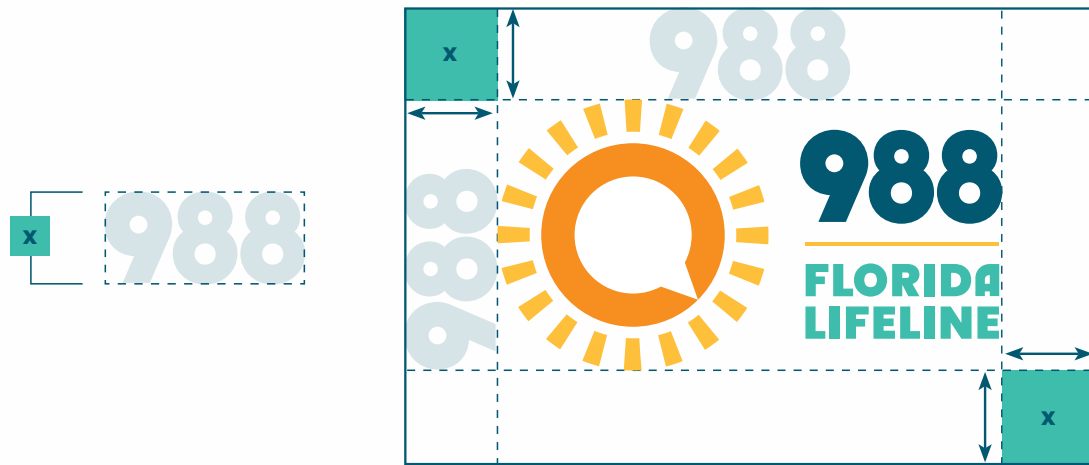
## Visual Elements

The brand elements can be used to enhance brand consistency within a layout by using the shape of the mark to crop a photo, as a repeated background element or in other similar decorative ways. They should not, however, be used in place of the logo if the logo has not yet been established within the layout.

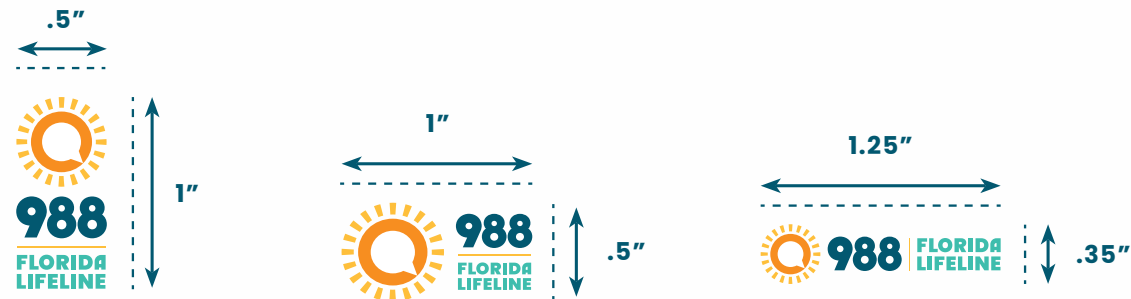


# Clear Space

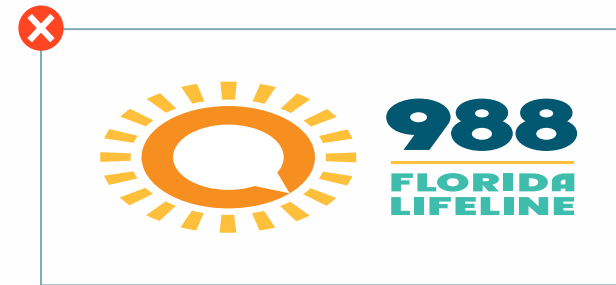
When placed within a layout or design, the logo should remain clear of text or graphic elements sharing the same space on a page. The “x” indicator below is the equivalent size of the height of the “988” text within the logo. This measurement should be used as a guide around all sides of the logo to ensure that the logo does not become visually compromised by nearby design elements.



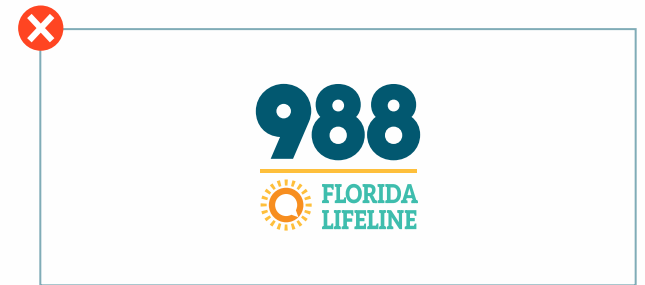
MINIMUM SIZE



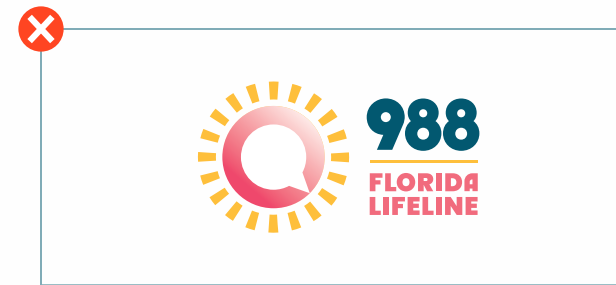
# Incorrect Usage



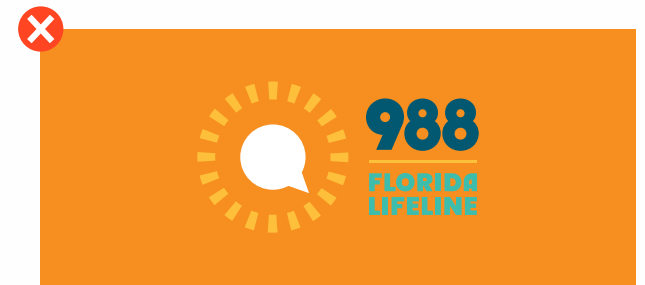
**DO NOT** stretch or condense the logo.



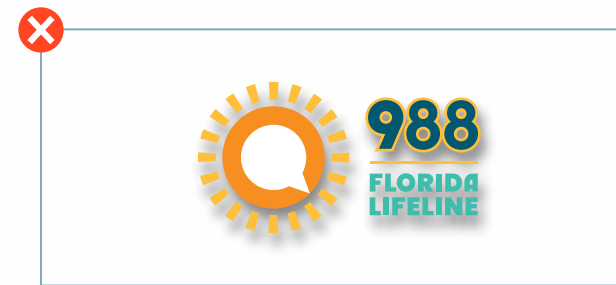
**DO NOT** rearrange any aspects or change any text of the logo lockups.



**DO NOT** add gradients or change the brand colors.



**DO NOT** place the logo on a background color, graphic or image that makes the logo difficult to read.



**DO NOT** add a drop shadow or apply any outlines.



**DO NOT** rotate the logo, instead keeping it at 90° vertically or 90° horizontally within the design or layout.

# BRAND COLORS

## Color Palette

Consistent and proper color use will help further establish the 988 Florida Lifeline brand identity. The color palette consists of a balance of both cool and warm hues that suggest a Florida-like aesthetic while also setting the tone for safety and serenity. The 988 Florida Lifeline color palette consists of **Bright Orange**, **Navy**, **Sunbeam Yellow**, **Aqua**, and **Black**.

In addition to the fully saturated brand colors, tints of these colors may also be used to help diversify usage as needed to support the primary colors.

### PRIMARY

Navy	Bright Orange	Sunbeam Yellow	Aqua	Black
PMS 7470 C CMYK : 100/56/40/20 RGB : 0/88/112 Web : #005870	PMS 1495 C CMYK : 0/54/95/0 RGB : 255/144/20 Web : #FF9014	PMS 136 C CMYK : 0/28/86/0 RGB : 255/192/60 Web : #FFC03C	PMS 7465 C CMYK : 68/0/40/0 RGB : 60/190/174 Web : #3CBFAE	PMS Black 6 C CMYK : 82/70/60/75 RGB : 16/24/32 Web : #101820

### SUPPORTING TINTS

75%	75%	75%	75%	75%
50%	50%	50%	50%	50%
25%	25%	25%	25%	25%
10%	10%	10%	10%	10%



# TYP GRAPHY

## Brand Font Families

Typography plays a critical role in maintaining visual consistency within a brand. The following type families should be used as the starting point for all design and layout materials. Deviations from the established typography should not be introduced without approval by the 988 Florida Lifeline marketing team.

PRIMARY

**Poppins**

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SECONDARY

**Proxima Nova Extra Condensed**

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SPECIAL  
OCCASION

*Shadows Into Light Two*

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LONG FORM TEXT

**Merriweather**



# Poppins

Poppins is the workhorse typeface of the 988 Florida Lifeline brand. It is a clean, geometric sans-serif typeface with an approachable aesthetic. It remains legible when presented large or small—from high-impact headlines down to tiny disclaimer text—making it extremely versatile.

## Light and *Light Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxy*  
0123456789

## Medium and *Medium Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxy*  
0123456789

## Extra Bold and *Extra Bold Italic*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
***abcdefghijklmnopqrstuvwxy***  
**0123456789**

The full Poppins font family can be accessed here.  
<https://fonts.google.com/specimen/Poppins>

When an alternative font is required to allow for universal accessibility across multiple computers or electronic devices, like within a PowerPoint presentation, the typeface ARIAL can be used as needed.

## Arial Family

### Light and *Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxy*  
0123456789

### Bold and *Italic*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
***abcdefghijklmnopqrstuvwxy***  
**0123456789**

### Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxy**  
**0123456789**

# Proxima Nova Extra Condensed

Proxima Nova Extra Condensed is a typeface that pairs well with Poppins because it shares similar aesthetic properties. It shines when used as headline treatments, especially when extra space is needed to accommodate longer words.

## Light and *Light Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxy*  
0123456789

## Medium and *Medium Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxy*  
0123456789

## Black and *Black Italic*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
***abcdefghijklmnopqrstuvwxy***  
**0123456789**

The full Proxima Nova Extra Condensed font family can be accessed here.  
<https://fonts.adobe.com/fonts/proxima-nova-extra-condensed>

When an alternative font is required to allow for universal accessibility across multiple computers or electronic devices, like within a PowerPoint presentation, the typeface Futura Condensed can be used as needed.

## Futura Condensed

### Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxy*  
0123456789

### Condensed Extra Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
***abcdefghijklmnopqrstuvwxy***  
**0123456789**

## Special Use Cases

A Special Use Case font can be used when a word or phrase needs to be visually distinguished from other nearby content, like a call-out or quoted text. Special Use Case fonts should be used sparingly to ensure that the content remains legible.

### Shadows into light

This soft, approachable font highlights information effectively when paired with the clean, structured primary brand fonts.

<https://fonts.google.com/specimen/Shadows+Into+Light+Two>

## Merriweather

**Merriweather Light** or **Regular** can be used to enhance flow and readability within large amounts of body copy, like a multi-page annual report.

<https://fonts.google.com/specimen/Merriweather>

## Typography Samples

Headline: Poppins Black | 48pt

**LOREM  
IPSUM**

Sub headline: Poppins Medium | 18 pt

**Lorem Ipsum**

Volent antio dolorum inustest, voluptur assus quatus soluptasi officia nim experem porerci ditius autem repel intiaerio. Nam nusam elluptates nos enduscium dis ipsuntiori ut quiam quostist.

Body copy: Poppins Light | 10 pt

Headline 1: Proxima Nova Extra  
Condensed | 56 pt

**LOREM IPSUM**  
Lorem Ipsum

Headline 2: Shadows into light | 38 pt

Sub headline: Poppins Medium | 16 pt

**LOREM IPSUM**

Body copy: Poppins Light | 10 pt

Volent antio dolorum inustest, voluptur assus quatus soluptasi officia nim experem porerci ditius autem repel intiaerio. Nam nusam elluptates nos enduscium dis ipsuntiori ut quiam quostist.

# PHOTO GRAPHY

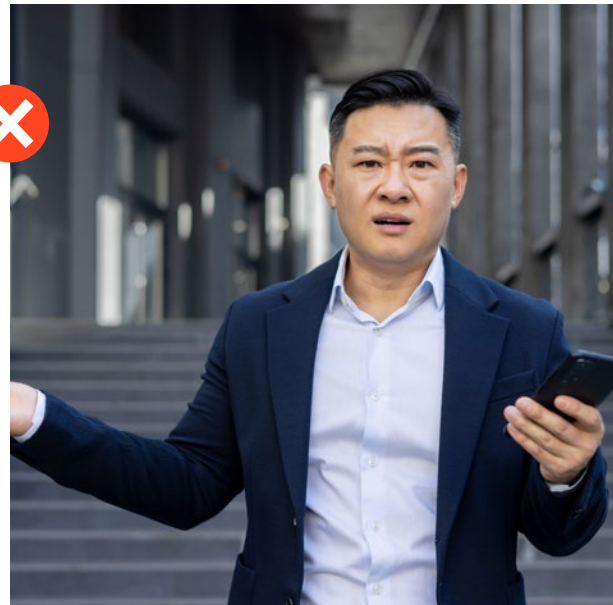
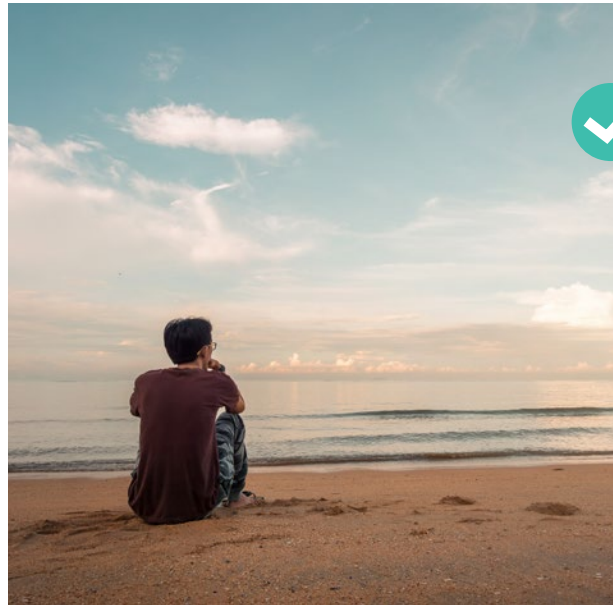
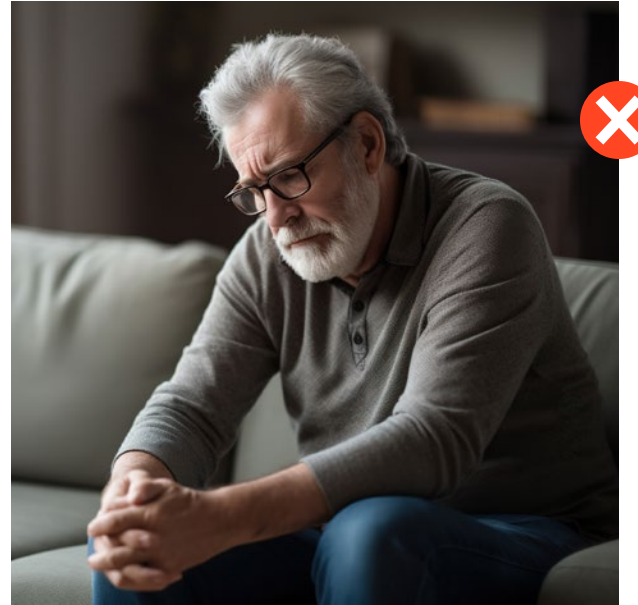
## How to Choose Photos

Photography can enhance the authenticity of an initiative and connect audiences with the content in a real and meaningful way when used effectively. Photographs should feel true to life rather than overtly staged, and shots should be composed with a strong focal point that appropriately reflects the tone of the accompanying information.

Photo selections should be overall inclusive of different populations and should avoid people with overly expressive features such as extremely happy or very depressed. Photos should also have scenery, elements, or aspects that help viewers understand this is a Florida based initiative. This could include beaches, piers, palm trees, sunny days, parks, hiking and biking trails, rivers, harbors, cityscapes, inner-city scenes etc. The photos should NOT include mountains, deserts, people wearing winter clothes like jackets or sweaters, etc.

These photo selections can include close ups, medium distance, and wide angle to accommodate a design and message while adhering to the guidelines above. Extra preference should be given to photos that contain one or more brand colors within the photo.





# DESIGN SAMPLES



Questions about these standards? Contact us!



(850) 487-2920 | [samh@myflfamilies.com](mailto:samh@myflfamilies.com)