



— BRAND GUIDELINES —

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Elevator Speech

CALL 988 provides emergency emotional support for residents in Baltimore City, Baltimore County, Carroll County and Howard County. Calls are free and confidential.

Callers to the 988 helpline can expect immediate, safe and supportive counseling by mental health specialists, 24 hours a day.

CALL 988 is part of a national network of local 988 helplines. In Central Maryland, helpline services include three regional call centers, which provide emergency counseling, referrals to local resources, and mobile response teams who can respond in the community.

CALL 988 is committed to providing the help and support residents need to care for their emotional health.



Brand logo

The design echoes a phone keypad and the name doubles as a call to action.

Brand tagline: We're here to help

The brand tagline uses a friendly and supportive tone. It also echoes Baltimore City's former Here2Help helpline branding that aligned with how residents in the region think and talk about behavioral health.

Brand Promise

When people are feeling overwhelmed by life, the 988 helpline is here to help. We provide safe, supportive, specialized care during emotional emergencies. Because everyone needs help sometimes.

To meet this promise, we:

- Provide **immediate relief**. We answer calls quickly and expertly, 24 hours a day.
- Connect **human-to-human**. We know every caller has individual needs and experiences.
- Deliver **high-quality help**. Our call centers, clinics and response teams are staffed by mental health specialists.
- **Promote equity**. All Maryland residents deserve access to the resources and support they need to care for their emotional health.
- Recognize that it takes courage to call. We help people feel and be safe when they reach out for help.

Brand Personality



CALL 988 is...

- Helpful
- Hopeful
- Human
- Accessible
- Specialized



CALL 988 is not...

- Directive
- Diagnosis-focused
- Process-driven
- Complex
- Serious

How to talk about CALL 988

| When talking about | Say this | Example sentences |
|--------------------|-----------------|--|
| The brand | CALL 988 | CALL 988 provides emergency emotional support for residents in Baltimore City, Baltimore County, Carroll County and Howard County. CALL 988 is part of a national network of local 988 helplines. |
| The action | Call 988 | Residents can call 988 for safe and supportive care, 24 hours a day. |
| The helpline | 988 helpline | Calls to the 988 helpline are free and confidential. |
| The website | 988helpline.org | Visit the website at 988helpline.org. |

Brand Identity

Brand tagline

We’re here to help

The brand tagline uses a friendly and supportive tone. It also echoes Baltimore City’s former Here2Help helpline branding that aligned with how residents in the region think and talk about behavioral health.

Language to use in materials

Behavioral Health System Baltimore conducted a survey and in-depth interviews with more than 768 residents in Central Maryland (Baltimore City, Baltimore County, Carroll County and Howard County) to learn how they think and talk about behavioral health.

Residents showed strong preferences for certain ways to talk about behavioral health. Those likes and dislikes are detailed in the chart to the right.

| Use this: | Instead of this: | Because |
|--|---|---|
| Specialist or professional | Trained | “Trained” feels like someone with little experience |
| Emergency | Crisis | “Emergency” feels solvable; crisis feels out of control |
| Safe, supportive, confidential | De-escalation and trauma-informed | The technical terms were overly clinical and confusing |
| Plain language like “depression or anxiety” and “drugs or alcohol” | Mental health, behavioral health or substance use | People can relate better to more concrete terms; the more technical terms evoke more stigma |
| Hope, resiliency, it gets better | Struggle | “Hope” was motivating; “struggle” felt diminishing |
| Immediate | Fast | “Fast” felt like care might be rushed |
| Brave and courageous | N/A | This helped destigmatize help-seeking |
| Everyone needs help | N/A | This helped destigmatize help-seeking |
| Helpline | Hotline or crisis line | Hotline feels like it will be staffed by volunteers; crisis feels like things have to be out of control to call |

Logo Variations – Full Color

FULL COLOR LOGO OPTIONS

The full color logo and icon options displayed on this page are designed to be used over a white background on branded materials. Each of these logos is available in the brand toolkit.



Color – Tagline

The full-color logo with tagline is the primary logo for the 988 brand and should be used when the logo is to be placed over a white background.

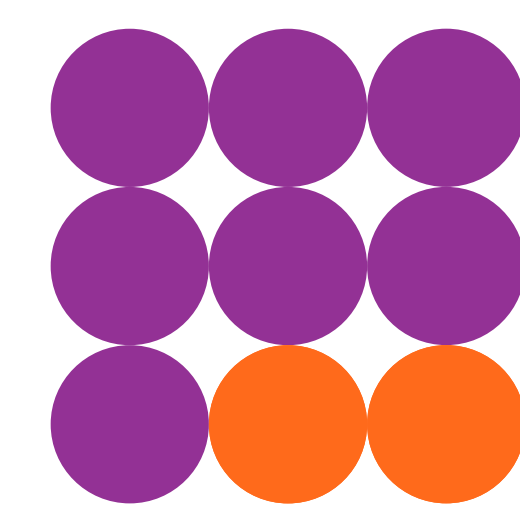
■ *988-logo-tagline-color*



Color – No Tagline

The full-color logo without tagline should be used when the logo needs to be displayed below the recommended minimum size for the logo with tagline. This version can also be implemented in instances where the tagline would be redundant with a headline on a digital or printed material. Otherwise the “no tagline” logo may be used at a designer’s discretion with consideration to audience and application.

■ *988-logo-color*



Color – Icon

The full-color icon should be used when the minimum size requirements for other versions cannot be met. Examples of this are website favicons, social media profile pictures and small promotional products.

■ *988-icon-color*

Logo Variations – Color Reverse

COLOR REVERSE LOGOS

The color reverse logo options are designed for use over dark backgrounds when the full-color options do not achieve proper contrast.



Color Reverse – Tagline

The color reverse logo should be used when the logo is to be placed over a dark background.

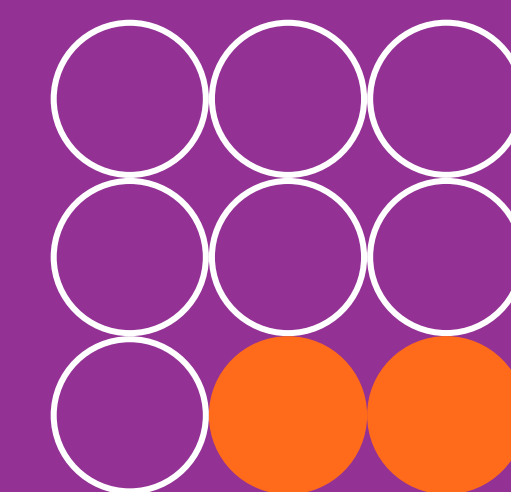
■ *988-logo-color-reverse*



Color Reverse – No Tagline

The color reverse logo without tagline should be used when the logo needs to be displayed over a dark background below the recommended minimum size for the logo with tagline. This version can also be implemented in instances where the tagline would be redundant with a headline on a digital or printed material. Otherwise the “no tagline” logo may be used at a designer’s discretion with consideration to composition and application.

■ *988-logo-color*



Color Reverse – Icon

The reverse color icon should be used over a dark background when the minimum size requirements for other versions cannot be met. Examples of this are social media profile pictures and small promotional products.

■ *988-icon-color*

Logo Variations – One Color

WHITE LOGO OPTIONS

The white logo options are to be used over a dark background when proper contrast cannot be achieved with the color reverse options. White versions can also be used over a dark background when printing is limited to one color or grayscale.



White – Tagline

The white logo should be used when the logo is to be placed over a dark background and proper contrast cannot be achieved with the color reverse options.

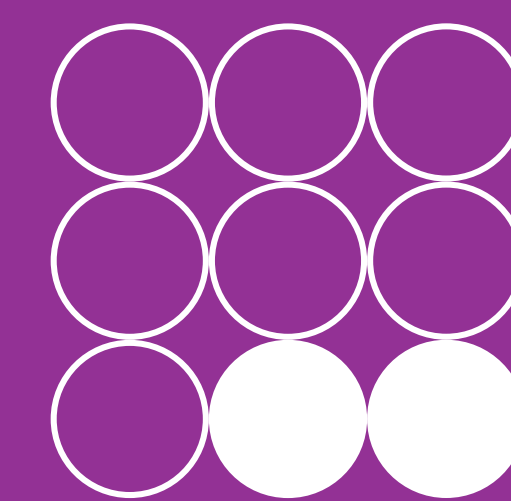
■ 988-logo-tagline-white



White – No Tagline

The white logo without tagline should be used when the logo needs to be displayed over a dark background below the recommended minimum size for the logo with tagline.

■ 988-logo-white



White – Icon

The reverse color icon should be used over a dark background when the minimum size requirements for other versions cannot be achieved with the color-reverse icon. The white icon may also be used large scale and reduced opacity as a background element.

■ 988-icon-white

BLACK LOGO OPTIONS

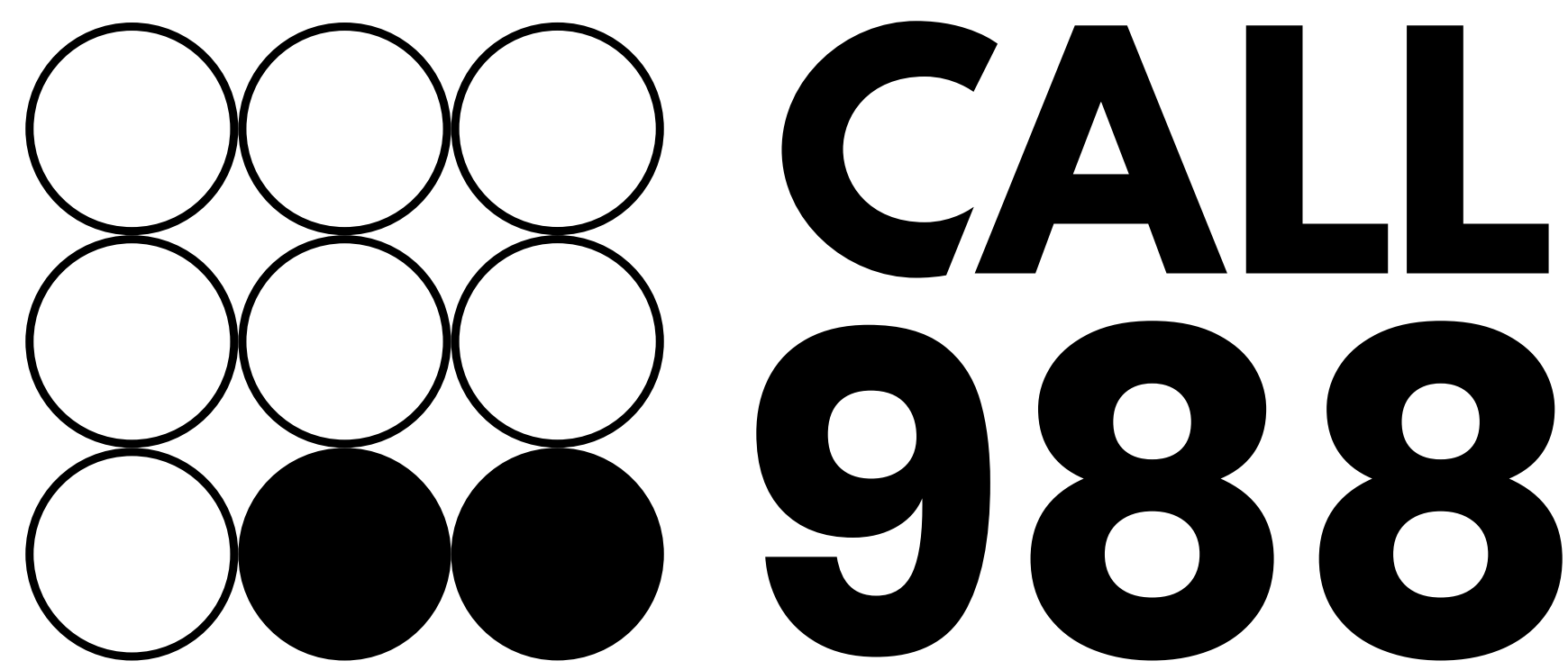
The black logo options should be used when print is limited to one color or when a design is limited to one color such as displaying the logo in a group of partner logos in black and white or grayscale.



Black – Tagline

Use in designs and print pieces limited to one color.

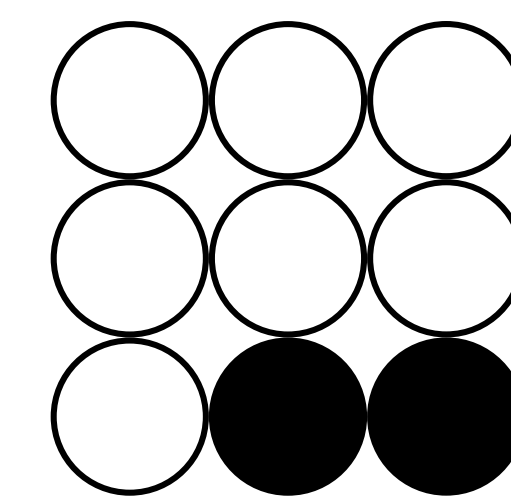
■ 988-logo-tagline-black



Black – No Tagline

Use in designs and print pieces limited to one color or grayscale when minimum size requirements for the logo with tagline cannot be met.

■ 988-logo-black



Black – Icon

Use in designs and print pieces limited to one color or grayscale when minimum size requirements for other versions cannot be met.

■ 988-icon-black

Logo Integrity

CLEAR SPACE

When placing the logo in a composition with other logos or visual elements allow a clear space around the logo. The minimum clear space should be equal to the cap-height of “L.”



MINIMUM SIZE

Minimum display sizes are as follows:

Logo with Tagline:

Screen: 60 px height

Print: .8 in height



Logo without Tagline:

Screen: 30 px height

Print: .4 in height

Icon:

Screen: 14 px height

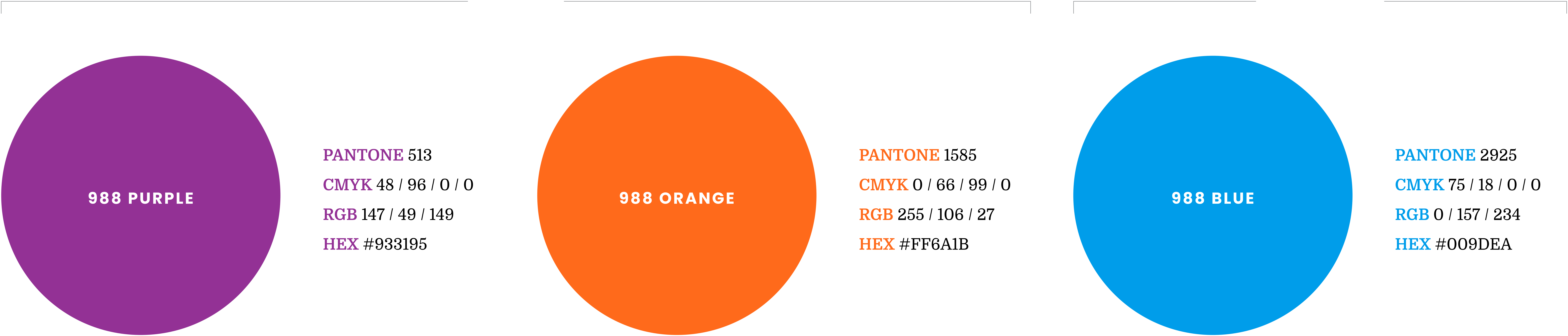
Print: .1 in height

Color Palette

BRAND COLORS

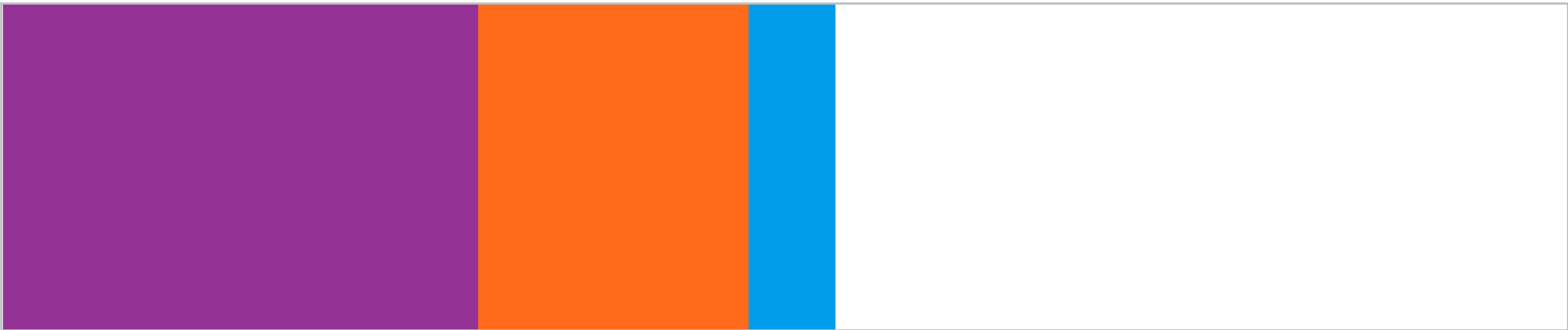
Our color palette is made up of purple, orange and blue. Purple and orange are primary and blue is secondary. Please follow the conversion chart or use a .ase file from the toolkit.

- 📁 988-CMYK.ase
- 📁 988-RGB.ase
- 📁 988-Pantone.ase



PROPORTIONAL APPLICATION

This is a general diagram of proportional color application within a composition. Primary and secondary colors should balance with white. Orange should be used to draw the eye to an area of importance within a design, i.e. a button on a website or a call-out box in a print publication. Blue should be used very sparingly, applied on in small instances. Blue can be applied more generously in data visualizations or long form visuals such as infographics.



Typography

PRIMARY HEADLINE

Poppins Bold should be used as the primary headline typeface.

Download Poppins:

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

Poppins Bold
abcdefghijklmnopqrstuvwxyz
0123456789

BODY COPY

Domine type family should be used for body copy.

Download Domine:

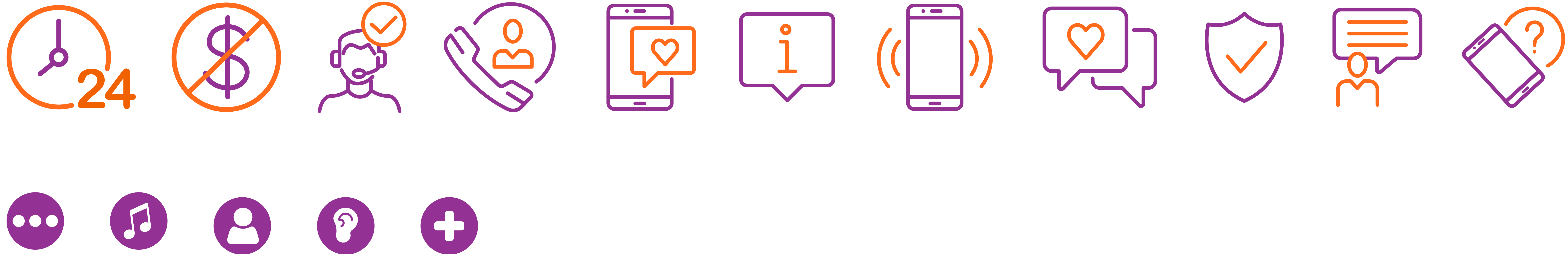
<https://fonts.google.com/specimen/Domine>

Domine Type Family
abcdefghijklmnopqrstuvwxyz
0123456789

Other Visual Elements

ICON LIBRARY

An icon library has been provided as part of the brand assets package. When deisgning new icons for CALL 988 materials the line quality and color should be consistent with these icons. You may change the color of the icons to white when appropriate for design applications. The “What to Expect” icons should be used in materials detailing what to expect when calling 988.



DOTS PATTERN

Dots patterns have been provided in the brand assets package in blue and white. Use these as secondary background elements on branded products.

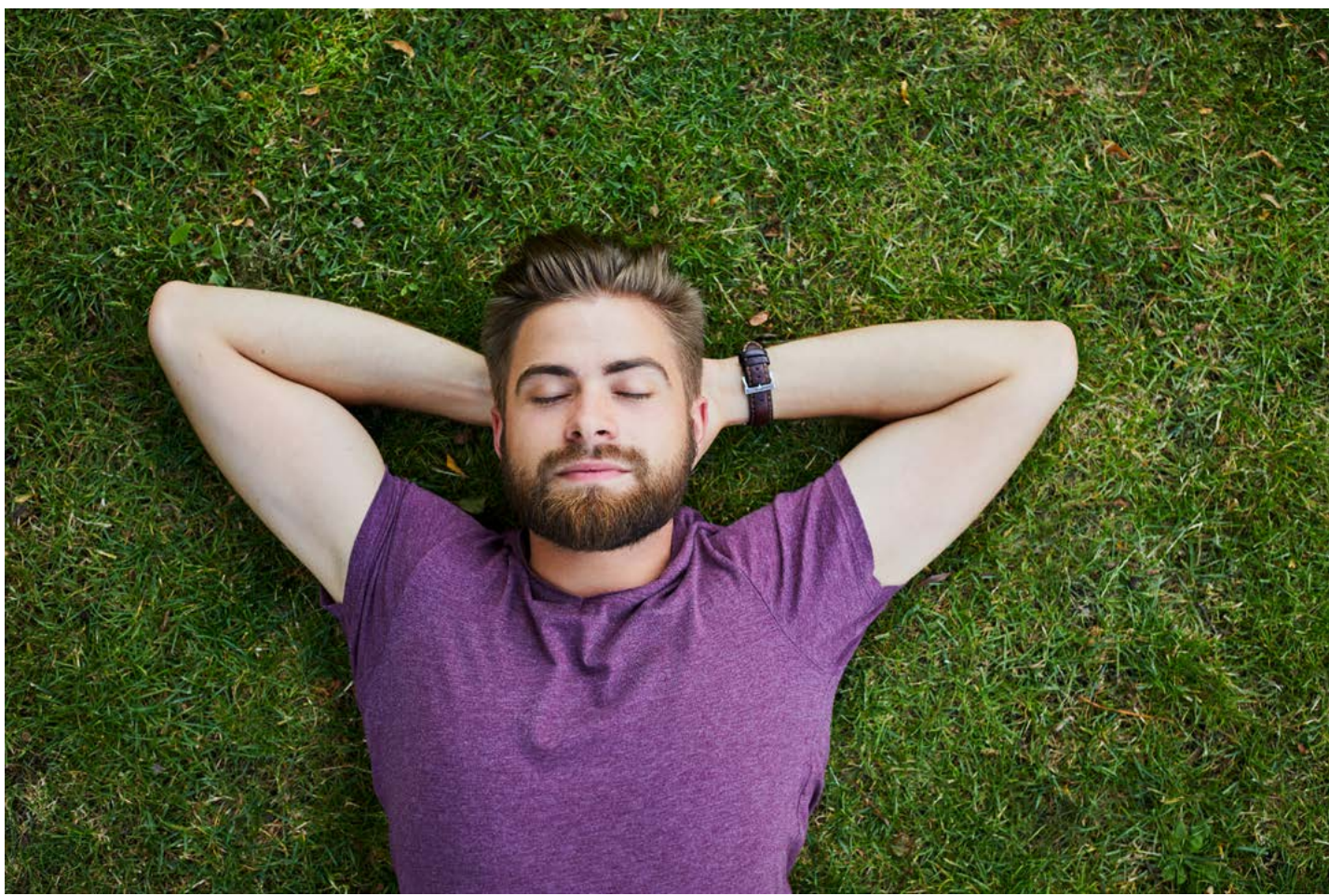


Imagery Guidance

Residents want images that:

- Reflect their diversity
- Feel authentic to their community
- Show connection (hugs, attentive listening)
- Show professional support
- Feel hopeful
- Emphasize resilience

We’ve included some examples of images that you can use in your materials.



Creative Samples



Find. Hope. Here

Coming July 16

When life gets tough, sometimes it can feel like there is no way out. But things can get better.

Starting July 16, call 988 for help.



Available
24 hours a day



Free and
confidential



Calls are answered
immediately



Staffed by mental
health specialists



Safe and
supportive care

The Here2Help Hotline will soon be easier to reach. Starting July 16, you can still dial 410-433-5175 for emergency emotional support – or simply call 988.



Encuentre. Esperanza. Aquí.

La vida puede ser dura. Llame al 988 para apoyo emocional de emergencia.



Marque el 988 si tiene pensamientos sobre suicidio o está ansioso, deprimido, impactado por un trauma, consumiendo drogas o alcohol, o cualquier preocupación sobre salud mental.



Disponible 24 horas al día



Gratis y confidencial



Las llamadas son atendidas inmediatamente



Especialistas en salud mental a su disposición



El apoyo que necesita de manera segura

Llame al 988 o visite 988helpline.org



About CALL 988

CALL 988 offers emergency emotional support to residents in Baltimore City, Baltimore County, Howard County, and Carroll County. Anyone who calls the 988 helpline from this region will immediately be connected to local call centers for safe, supportive and confidential mental health services.

People can call 988 to talk about a number of things – thoughts of suicide, relationships, economic worries, anxiety, sexual identity, drinking too much, drug use, feeling depressed, mental and physical illness, loneliness, trauma, and more.

When you call the helpline:


- You'll hear a message telling you that you've reached 988.
- We'll play a little hold music while we quickly connect you.
- A specialized counselor at the 988 call center closest to you will answer the phone.
- Your counselor will listen and provide emotional support.
- We also can share resources for longer-term support.

Helpline services have been shown to reduce depression and suicidal thoughts while increasing feelings of hope. Nearly 80% of calls are resolved on the phone.

Over time, the new 988 number will serve as an alternative to calling 911 or going to the Emergency Department for emergency emotional support and will make access to mental health care in the community easier.

CALL 988 is operated by a partnership of Baltimore Crisis Response, Affiliated Santé Group, and Grassroots Crisis Intervention Center. Oversight for the regional helpline is provided by Behavioral Health System Baltimore and behavioral health authorities in Baltimore, Carroll, and Howard Counties.






What to Expect | [988 in Central MD](#) | [About Us](#)


Need Help Now? [Call 988](#)

988 Is Here to Help

Need immediate emotional support? Call 988 to connect to a counselor who can help. Our specialists provide confidential care 24/7. Because we all need help sometimes.




The National Suicide Prevention Lifeline (1-800-273-8255) and the Here2Help Hotline (410-433-5175) are still working – and can also be reached by calling 988.



What happens when you call?

Your call will be answered quickly by specialized counselors who will treat you with understanding and dignity.

What to expect >



When should I call 988?

Call whenever you need emergency emotional support or are worried about someone else. The 988 helpline is free and confidential.

Reasons to call >

A coordinated community effort

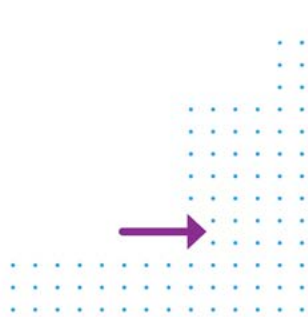

More than 80 partners have invested years of planning to roll out 988 in Central Maryland.

See the Timeline >

Media Kit


Here2Help is transitioning to 988:

What does this change mean for you?




Nothing!

You can still get safe and supportive care from our specialized counselors just through a shorter number.



Starting July 16, the Here2Help Hotline (410-433-5175) will be 988.



We're still here to help.

Now you can call 988 for emergency emotional support.