The thought leader in suicide prevention.

Established in 1987, the American Foundation for Suicide Prevention (AFSP) is a voluntary health organization that gives those affected by suicide a nationwide community empowered by research, education and advocacy to take action against this leading cause of death.

This document is intended to guide the look and feel for the production of materials for the American Foundation for Suicide Prevention. For questions contact branding@afsp.org.
## Table of Contents

### Logo
- Primary Logo .................................................. 1
- Clearspace & Minimum Size ................................... 2
- Logo Use .................................................................. 3
- Logo Misuse .......................................................... 4
- Chapter Lockups ..................................................... 5
- Clearspace & Minimum Size ....................................... 6
- Co-branding .......................................................... 7

### Color
- Primary & Secondary Palettes ....................................... 8
- Color Assignments ..................................................... 9
- Gradients .................................................................. 10
- Gradient Misuse ........................................................ 11

### Typography
- Primary Typefaces .................................................. 12
- Primary Rules .......................................................... 13
- Secondary Rules ....................................................... 14
- Headline Styling ........................................................ 15

### Photography
- Photo Overview ....................................................... 16
- Portraits .................................................................. 17
- Portraits (Natural) ..................................................... 18
- Candids .................................................................... 19

### Graphic Elements
- Mark as a Graphic .................................................. 20
- Charts & Graphs ....................................................... 21
- Icons .................................................................... 22

### Brand in Use
- Print Billboard ....................................................... 23
- Print Flyer .............................................................. 24
- Print Postcard ......................................................... 25
- Posters .................................................................... 26
- Website .................................................................. 27
- Business Card .......................................................... 28
- Brochure ................................................................. 29
- Merchandise ............................................................ 30
- Apparel ................................................................. 31
- Project 2025 ............................................................ 32
- International Survivors of Suicide Loss Day ................. 33
- Healing Conversations .............................................. 34
- Ride to Fight Suicide ................................................ 35
- Hike for Hope .......................................................... 36
- Tour for Hope .......................................................... 37
- Paws for Prevention .................................................. 38
- Out of the Darkness .................................................. 39

### Brand Extensions
- Clearspace & Minimum Size ..................................... 40
- Logo Use ............................................................... 41
- Clearspace & Minimum Size ..................................... 42
- Logo Use ............................................................... 43
- Clearspace & Minimum Size ..................................... 44
- Logo Use ............................................................... 45
- Clearspace & Minimum Size ..................................... 46
- Logo Use ............................................................... 47
- Clearspace & Minimum Size ..................................... 48
- Logo Use ............................................................... 49
- Clearspace & Minimum Size ..................................... 50
- Logo Use ............................................................... 51
- Clearspace & Minimum Size ..................................... 52
- Logo Use ............................................................... 53
- Clearspace & Minimum Size ..................................... 54
- Logo Use ............................................................... 55
- Clearspace & Minimum Size ..................................... 56
- Logo Use ............................................................... 57
- Clearspace & Minimum Size ..................................... 58
- Logo Use ............................................................... 59
- Clearspace & Minimum Size ..................................... 60
American Foundation
for Suicide Prevention
Logo Clearspace & Minimum Size
Clearspace and minimum space are important to retain legibility and establish brand clarity.

Do not adjust the spacing between the lifesaver and wordmark.

X = vertical distance of A+F in logo text

Minimum Size
Print: 0.5"
Screen: 36 px

Optimal Size
Print: 0.5"
Screen: 90 px
Logo Use

Below are examples of approved logo use.

Primary blue and black. Always use on white and other light neutral colors (ivory, tan, light gray).

Knocked out white to be used over a solid color.

Knocked out white to be used over black.

Knocked out white to be used over a photograph.

Knocked out white to be used over color background with graphic shapes.

Mono black for limited use only. Should only be used when color printing is not available.
Logo Misuse

Below are examples of how not to use the logo. Please refrain from manipulating the logo in these manners. Under no circumstances should the lifesaver or the complete logo be modified. For questions, contact branding@afsp.org.

Do not stretch, squeeze or distort any part of the logo. Always scale uniformly.

Do not add any effects to the logo.

Do not change the typeface within the wordmark.

Do not place the logo over a congested or low contrast part of an image.

Do not use any unspecified colors in the logo.

Do not use the color logo on a dark background.
Chapter Lockups
When using the logo for a specific chapter, follow the guidelines below. The chapter template will be provided as a separate asset.

**Stacked Chapter Names**
Chapter names should never be hyphenated. If a chapter name is too long to fit on one line, a second and/or third line may be added.
Chapter Lockups Clearspace & Minimum Size

As with the primary logo, clearspace and minimum space are important to retain legibility and establish brand clarity.

**Clearspace**

Do not adjust the spacing between the lifesaver and wordmark.

X = vertical distance of A+F in logo text

**Minimum Size**

Print: 0.7”

Screen: 50 px

**Optimal Size**

Print: 1”

Screen: 72 px
Co-branding
When using the AFSP logo with a partner’s mark, follow the guidelines below to preserve the brand integrity. In partner lockups, AFSP’s logo must always appear last.

Partner Logo Size
To emphasize partnership, all logos should appear balanced and equal in size.

Third Party Use
Provide both the primary and mono logo variations when handing off to a third party. Mono may be used or grayscale reproductions.

Divider Guidelines
- Place a dividing line between the logos to ensure clarity and create a clear separation between marks
- The spacing between the wordmark and divider should be no less than 1.5x the space between the lifesaver and wordmark
- The divider line is .25 pts stroke using Brand Dark Gray with no fill
- Height of the divider line is .625" taller than the AFSP logo height
Colors
Primary Color Palette

These are the brand colors to be associated with AFSP. The brand blue is found in the lifesaver mark.

- **Brand Blue**
  - PMS: 2727
  - CMYK: 81/60/0/0
  - RGB: 57/109/255
  - HEX: #396DFF

- **Brand Dark Gray**
  - PMS: 426
  - CMYK: 73/65/59/75
  - RGB: 38/38/38
  - HEX: #262626

- **Brand Light Gray**
  - PMS: 663
  - CMYK: 0/2/0/5
  - RGB: 234/234/234
  - HEX: #EAEAEA

Note: Percentage tints of each primary and secondary color can be used. Due to slight variations in color between digital and print mediums, AFSP’s color palette includes separate values for print (CMYK) and digital (RGB/HEX) uses. These are shown here with CMYK on the left and RGB/HEX on the right. Please be sure to use the appropriate value for your purposes.

Secondary Color Palette

The secondary palette can be used to support AFSP’s primary colors. This palette was created to add flexibility and brightness to the brand.

- **Yellow**
  - PMS: 116
  - CMYK: 0/19/92/0
  - RGB: 255/206/8
  - HEX: #FFCE08

- **Dark Blue**
  - PMS: 072
  - CMYK: 100/75/0/0
  - RGB: 57/40/189
  - HEX: #3728BD

- **Poppy**
  - PMS: Red 032
  - CMYK: 0/90/75/0
  - RGB: 235/20/38
  - HEX: #EB1426

- **Green**
  - PMS: 3385
  - CMYK: 66/0/59/0
  - RGB: 235/20/145
  - HEX: #2AD891

- **Fuchsia**
  - PMS: 232
  - CMYK: 5/95/0/0
  - RGB: 225/42/145
  - HEX: #E12A91
Color Assignments

Colors have been assigned for specific groups within AFSP. The entire palette can be used in combination with assignments, but these colors should be the primary for each vertical.

Research

Poppy
- PMS: Red 032
- CMYK: 0/90/75/0
- RGB: 235/20/38
- HEX: #EB1426

Supplemental Vertical Palette

Brand Blue
- PMS: 2727
- CMYK: 81/60/0/0
- RGB: 57/109/255
- HEX: #396DFF

Brand Blue and AFSP Yellow can be used in combination with the color assignments for each vertical.

Programs

(Prevention Education, Loss & Healing, and Interactive Screening Program)

Green
- PMS: 3385
- CMYK: 66/0/59/0
- RGB: 42/216/145
- HEX: #2AD891

Advocacy

Dark Blue
- PMS: 072
- CMYK: 100/75/0/0
- RGB: 57/40/189
- HEX: #3928BD

Fuchsia
- PMS: 232
- CMYK: 5/95/0/0
- RGB: 225/42/145
- HEX: #E12A91
Gradients
Gradients can be used as additional color options as a background element.
Gradient Misuse

The gradients should only be used as a flat background element. Follow the guidelines below for best results.

Don’t use more than one gradient per layout.

Don’t use gradients to style graphic elements.

Don’t use gradients as a text highlight.

Don’t fade gradients into each other.

Don’t use gradients as a text fill.

Don’t use radial gradients.
Typography
## Primary Typeface

These are the main fonts to be associated with AFSP. Paul Grotesk Soft Bold is found in the mark.

<table>
<thead>
<tr>
<th>Font</th>
<th>Sample</th>
<th>Table</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paul Grotesk</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1234567890</td>
<td></td>
</tr>
<tr>
<td>Soft Bold</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Avenir Next LT Pro</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1234567890</td>
<td></td>
</tr>
<tr>
<td>Regular &amp; Italic</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Avenir Next LT Pro</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1234567890</td>
<td></td>
</tr>
<tr>
<td>Demibold &amp;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Avenir Next LT Pro</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1234567890</td>
<td></td>
</tr>
<tr>
<td>Demibold Italic</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Avenir Next LT Pro</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1234567890</td>
<td></td>
</tr>
<tr>
<td>Bold &amp;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Avenir Next LT Pro</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td></td>
</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1234567890</td>
<td></td>
</tr>
<tr>
<td>Bold Italic</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Primary Typeface Rules, Hierarchy, and Proportions

Fonts should be utilized according to the rules below. Use the following type hierarchy as a guide to set type in your layout. The sizes below are based on a letter-sized format.

**Level 1 Heading**
- Typeface: Paul Grotesk Soft Bold
- Size/Leading: 35/37 pt
- Kerning/Tracking: Optical/0
- Space Before: .25”
- Case: Title
- Color: Conicides with program

**Level 2 Heading**
- Typeface: Avenir Next LT Pro Bold
- Size/Leading: 14/20 pt
- Kerning/Tracking: Optical/0
- Space Before: .1875”
- Case: Title
- Color: Conicides with program

**Level 3 Heading**
- Typeface: Avenir Next LT Pro Bold
- Size/Leading: 10/15 pt
- Kerning/Tracking: Optical/0
- Space Before: .125”
- Case: Sentence
- Color: Dark Gray

**Level 4 Heading**
- Typeface: Avenir Next LT Pro Regular
- Size/Leading: 10/15 pt
- Kerning/Tracking: Optical/0
- Space Before: .125”
- Case: Title Case (Sentence if punctuated)
- Color: Conicides with program

**Body**
- Typeface: Avenir Next LT Pro Regular
- Size/Leading: 10/15 pt
- Kerning/Tracking: Optical/0
- Space Before: .125”
- Case: Sentence
- Color: Dark Gray

---

L1 Heading Title Case

**Level 2 Heading Title Case**

**Level 3 Heading Title Case**

Level 4 heading sentence case when punctuation is used.

Body copy paragraph style. Simil uet mod que officid su conecabo. E tu deni molupt dis mose reiciendit audaectiur, comnihica.

**Level 4 Heading Title Case Without Punctuation**

Body copy paragraph style. Simil uet mod que officid su conecabo. E tu deni molupt dis mose reiciendit audaectiur, comnihica.
Secondary Typeface Rules
Additional paragraph and character styles available upon request.

Introduction Copy
- Typeface: Avenir Next LT Pro Regular
- Size/Leading: 14/20 pt
- Kerning/Tracking: Optical/0
- Space Before: .0625”
- Case: Sentence
- Color: Dark Gray

Bullet List / Checkout
- Typeface: Avenir Next LT Pro Regular
- Size/Leading: 14/20 pt
- Kerning/Tracking: Optical/0
- Space Before: .0625”
- Left Indent: .1875”
- First Line Indent: -.1875”
- Case: Sentence (no periods)
- Color: Conicides with program

Level 2 Indent Dash
- Typeface: Avenir Next LT Pro Regular
- Size/Leading: 10/15 pt
- Kerning/Tracking: Optical/0
- Space Before: .0625”
- Left Indent: .625”
- First Line Indent: -.1875”
- Case: Sentence (no periods)
- Color: Dark Gray

Level 3 Indent Bullet
- Typeface: Avenir Next LT Pro Regular
- Size/Leading: 10/15 pt
- Kerning/Tracking: Optical/0
- Space Before: 1”
- Left Indent: .625”
- First Line Indent: -.1875”
- Case: Sentence (no periods)
- Color: Dark Gray

L1 Heading
Title Case
Intro copy sentence case.

Level 2 Heading Title Case

Level 3 Heading Title Case
Level 4 heading sentence case when punctuation is used.

Level 4 Heading Title Case Without Punctuation
Body copy paragraph style. Body copy that is hyperlinked to a url is body paragraph style plus hyperlink character style.
- Bullet item
  - Level 2 Indent Dash
  - Level 3 Indent Bullet
□ Body with checkbox
Headline Styling
A color highlight can be used to emphasize part of a headline. When doing this, follow the guidelines below.

Headline Highlight Guidelines

Do
- Highlight positive, uplifting or community
- Use brand colors to produce high contrast with the highlight
- Lay out text so the highlight takes up its own line
- Keep the highlight shape tight around the text

Don’t
- Use gradients for headline highlights
- Highlight negative information
- Rotate, warp or shear the shape

Call out boxes extend .125” from all edges of text for all printed materials. Size varies for social graphics depending on the template.
Leading is visually adjusted.

All of us know someone affected by suicide.
Photography
Photography Overview

When choosing photography stick to these basic principles.

Showcase diversity in age, race and gender.

Feel empowered, but not overly happy or celebratory.

Feel authentic and candid.

Show connection.

Highlight a sense of community.

Highlight the brand assets. Use brand colors.
Portraits
Subjects of portraits should be looking at the camera or in profile - never with their backs turned. When possible, it’s best to have the subject in front of or wearing a bold brand color.
Portraits (Natural)

When bold backgrounds are not available, capture subjects in a natural setting. Determined expressions and eye contact create a sense of empowerment.
Candids

When capturing candid moments, they should feel authentic and not posed.
Graphic Elements
Mark as a Graphic
A graphic element has been created with influence from the lifesaver mark. Geometric circles can be used as a graphic component on collateral that does not include photos.
Charts & Graphs

A graphic element has been created with influence from the lifesaver mark. Geometric circles can be used as a graphic component on collateral that does not include photos.
**Icons**

The sample of icons below can be used to add visual interest as needed.

- **Support**
- **Advocacy**
- **Education**
- **Research**
Brand in Use
Print Billboard

Learn how talk saves lives

afsp.org/chapters
Print Flyer

AFSP volunteers throughout the nation educate federal, state, and local leaders to help shape laws and policies on mental health and suicide prevention.

Become a Field Advocate
Through AFSP’s online Action Center, you will become part of our large grassroots network of advocacy volunteers. Be the first to know the latest state and federal bills that need your support, and when and how to connect with elected officials.

Apply to be a Field Ambassador
Work closely with our national Public Policy Team and your local chapter to help build strong, meaningful working relationships with elected officials at all levels of government.

Join the ranks of people working together to help create change that saves lives at afsp.org/advocacy.

Resources

Visit
- Your Primary Care Provider
- Mental Health Professional
- Emergency Department
- Urgent Care Clinic

Find a Behavioral Health Provider
- findtreatment.samhsa.gov
- mentalhealthamerica.net/find-help

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

Text TALK to 741741
Text with a trained crisis counselor from the Crisis Text Line for free. 24/7

Call 911 for Emergencies

Get in on the Action

AFSP volunteers throughout the nation educate federal, state, and local leaders to help shape laws and policies on mental health and suicide prevention.

Become a Field Advocate
Through AFSP’s online Action Center, you will become part of our large grassroots network of advocacy volunteers. Be the first to know the latest state and federal bills that need your support, and when and how to connect with elected officials.

Apply to be a Field Ambassador
Work closely with our national Public Policy Team and your local chapter to help build strong, meaningful working relationships with elected officials at all levels of government.

Join the ranks of people working together to help create change that saves lives at afsp.org/advocacy.

Get in on the Action

AFSP volunteers throughout the nation educate federal, state, and local leaders to help shape laws and policies on mental health and suicide prevention.

Become a Field Advocate
Through AFSP’s online Action Center, you will become part of our large grassroots network of advocacy volunteers. Be the first to know the latest state and federal bills that need your support, and when and how to connect with elected officials.

Apply to be a Field Ambassador
Work closely with our national Public Policy Team and your local chapter to help build strong, meaningful working relationships with elected officials at all levels of government.

Join the ranks of people working together to help create change that saves lives at afsp.org/advocacy.

Get in on the Action

AFSP volunteers throughout the nation educate federal, state, and local leaders to help shape laws and policies on mental health and suicide prevention.

Become a Field Advocate
Through AFSP’s online Action Center, you will become part of our large grassroots network of advocacy volunteers. Be the first to know the latest state and federal bills that need your support, and when and how to connect with elected officials.

Apply to be a Field Ambassador
Work closely with our national Public Policy Team and your local chapter to help build strong, meaningful working relationships with elected officials at all levels of government.

Join the ranks of people working together to help create change that saves lives at afsp.org/advocacy.
After a Suicide: A Toolkit for Schools

Second Edition

In collaboration with the Suicide Prevention Resource Center, AFSP has created After a Suicide: A Toolkit for Schools, which contains practical guidance to help schools in the aftermath of a suicide.

The toolkit provides best practices for school administrators and staff who wish to implement a coordinated response to a suicide, including information on how to:

- Communicate with parents and students
- Support the school community
- Help students cope
- Safely remember and honor the student
- Engage external resources for support

afsp.org/AfterASuicideToolkit
Posters

- All of us know someone affected by suicide.
- Learn the signs. Save a life.
- Suicide stops with us.
Suicide stops here.
Sally Smith
Senior Director of Business Cards

o: 212.363.3500 x 1234
c: 555.555.5555
e: jdoe@afsp.org
afsp.org
How You Can Help

• Ask your loved one how you can help make their environment safer; take action to reduce access to means, such as removing or safely storing firearms and medications; and — when possible — collaborate with their treatment provider on ways to help keep them safe

• Encourage them to talk to their therapist or doctor about developing a safety plan (You can find more information about safety planning at afsp.org/safetyplan)

• Encourage them to engage in healthy eating and exercise, as well as regular sleep

Recovery is a Process

“My loved one is home from the hospital. Does that mean they are better?”

The recovery process is different for everyone. Healing emotionally and physically following an attempt can extend long beyond hospitalization, and will involve support from professionals, as well as friends and family. This process evolves after a hospitalization, and is especially critical in the first six months after a suicide attempt. The first six months after hospitalization are among the most critical times. Don’t be discouraged by what may seem like setbacks or slow progress — this may all be part of the recovery process.

Encourage your loved one to communicate openly with their treatment provider, particularly about thoughts of suicide or challenges in staying safe.

A Plan for Recovery

You probably have questions about why this happened, and what steps can be taken to prevent future attempts.

Openly communicate with your loved one — perhaps with the help of their treatment provider — about what happened, challenges in staying safe, and what steps can be taken moving forward.

There are many important steps they can take to stay safe, as well as other things you can do to help.

A list of questions you can use to help guide their discussion:

• How do you feel about your treatment?
• Have you been thinking about suicide?
• How is your life different since you’ve been home from the hospital?
• How is your family life different since you’ve been home from the hospital?
• How is your education different since you’ve been home from the hospital?
• How is your social life different since you’ve been home from the hospital?
• How is your work or school life different since you’ve been home from the hospital?
• How is your mood different since you’ve been home from the hospital?
• How is your sleep different since you’ve been home from the hospital?
• How is your diet different since you’ve been home from the hospital?
• How is your exercise different since you’ve been home from the hospital?
• How is your energy level different since you’ve been home from the hospital?
• How is your ability to concentrate different since you’ve been home from the hospital?
• How is your ability to feel different since you’ve been home from the hospital?
• How is your ability to think different since you’ve been home from the hospital?
• How is your ability to feel safe different since you’ve been home from the hospital?
• How is your ability to feel loved different since you’ve been home from the hospital?
• How is your ability to feel supported different since you’ve been home from the hospital?
• How is your ability to feel understood different since you’ve been home from the hospital?

Let Them Know You Care

One of the most powerful things you can do is to be present and supportive. Even when you don’t know what to say, just be with your loved one and listen to their concerns. Let them know their life matters to you.

Acknowledging Your Own Feelings

Your loved one has been through a health crisis, and that can be scary for both of you. When someone you love attempts to take their life, it can evoke a range of strong emotions. You may feel angry, sad, or afraid, or even feel as though you have experienced a trauma.

Taking steps to take care of your own emotional needs at this time, possibly with the help of a mental health professional, will better prepare you for supporting your loved one through their recovery.

Reaching out to others may help you to maintain the strength and balance you will need to support your loved one.

Be Supportive

During their suicidal episode, your loved one may have perceived themselves as being alone, or a burden to you and the others who love them. For the first few weeks, be there for your loved one, and help them to feel supported and connected.

It may be helpful for you to help them connect with others, and let them know you are there for them.

A list of questions you can use to help guide their discussion:

• How do you feel about your treatment?
• Have you been thinking about suicide?
• How is your life different since you’ve been home from the hospital?
• How is your family life different since you’ve been home from the hospital?
• How is your education different since you’ve been home from the hospital?
• How is your social life different since you’ve been home from the hospital?
• How is your work or school life different since you’ve been home from the hospital?
• How is your mood different since you’ve been home from the hospital?
• How is your sleep different since you’ve been home from the hospital?
• How is your diet different since you’ve been home from the hospital?
• How is your exercise different since you’ve been home from the hospital?
• How is your energy level different since you’ve been home from the hospital?
• How is your ability to concentrate different since you’ve been home from the hospital?
• How is your ability to think different since you’ve been home from the hospital?
• How is your ability to feel different since you’ve been home from the hospital?
• How is your ability to feel safe different since you’ve been home from the hospital?
• How is your ability to feel loved different since you’ve been home from the hospital?
• How is your ability to feel supported different since you’ve been home from the hospital?
• How is your ability to feel understood different since you’ve been home from the hospital?

Supporting Your Loved One After a Suicide Attempt

Resources

• Your Primary Care Provider
• Mental Health Professional
• Walk-in Clinic
• Emergency Department
• Urgent Care Center

• Find a Behavioral Health Provider
• National Suicide Prevention Lifeline
  1-800-273-TALK (8255)
  Veterans: Press 1
• Text TALK to 78878

• Call 911 for Emergencies

Visit afsp.org for more information.
Merchandise
Apparel
Brand Extensions
Project 2025

This is the primary logo of Project 2025.
Logo Clearspace & Minimum Size
Clearspace and minimum space are important to retain legibility and establish brand clarity.

Clearspace

X = vertical distance of “Project” height + space before 2025

Minimum Size
Print: 0.7”
Screen: 50 px

Optimal Size
Print: 1.25”
Screen: 90 px
Logo Use

Below are examples of approved logo use.

Primary blue and secondary green, yellow, and fuchsia. Always use on white and other light neutral colors.

Knocked out white with full color to be used over a solid dark blue color.

Primary blue and black one color to be used on a white.

Knocked out white to be used over color background.

Mono black for limited use only. Should only be used when color printing is not available.

Knocked out white to be used over a black background.
International Survivors of Suicide Loss Day
This is the primary logo of International Survivors of Suicide Loss Day.
Logo Clearspace & Minimum Size

Clearspace and minimum space are important to retain legibility and establish brand clarity.

**Clearspace**

Do not adjust the spacing between the lifesaver and wordmark.

**Minimum Size**

- Print: 0.7"
- Screen: 50 px

**Optimal Size**

- Print: 0.875"
- Screen: 63 px

X = vertical distance of I+S in logo text

---

International Survivors of Suicide Loss Day
Logo Use
Below are examples of approved logo use.

Secondary green and tints. Always use on white and other light neutral colors.

Knocked out white to be used over a color background.

Mono black for limited use only. Should only be used when color printing is not available.

Knocked out white to be used over a black background.
Healing Conversations
This is the primary logo of Healing Conversations.

Healing Conversations
Personal support for suicide loss
Logo Clearspace & Minimum Size

Clearspace and minimum space are important to retain legibility and establish brand clarity.

- **Clearspace:** Do not adjust the spacing between the lifesaver and wordmark.

- **Minimum Size**
  - Print: 0.7”
  - Screen: 50 px

- **Optimal Size**
  - Print: 0.875”
  - Screen: 63 px

\[ X = \text{vertical distance of H+C in logo text} \]
**Logo Use**

Below are examples of approved logo use.

Secondary green and tints. Always use on white and other light neutral colors.

Knocked out white to be used over a color background.

Mono black for limited use only. Should only be used when color printing is not available.

Knocked out white to be used over a black background.
Ride to Fight Suicide
This is the primary logo of Ride to Fight Suicide.
Logo Clearspace & Minimum Size

Clearspace and minimum space are important to retain legibility and establish brand clarity.

Clearspace

X = vertical distance of .5" from logo

Minimum Size
Print: 0.7"
Screen: 50 px

Optimal Size
Print: 0.875"
Screen: 63 px
Logo Use

Below are examples of approved logo use.

Primary logo. Always use on white and other light neutral colors.

Mono black for limited use only. Should only be used when color printing is not available.

Knocked out white to be used over a color background.

Knocked out white to be used over a black background.
**Hike for Hope**

This is the primary logo of Hike for Hope.
Logo Clearspace & Minimum Size
Clearspace and minimum space are important to retain legibility and establish brand clarity.

Clearspace

Minimum Size
Print: 0.7"
Screen: 50 px

Optimal Size
Print: 0.875"
Screen: 63 px

$X = \text{vertical distance of } .5" \text{ from logo}$
Logo Use

Below are examples of approved logo use.

Primary logo. Always use on white and other light neutral colors.

Knocked out white to be used over a black background.

Mono black for limited use only. Should only be used when color printing is not available.

Knocked out white to be used over a color background.
Tour for Hope
This is the primary logo of Tour for Hope.
Logo Clearspace & Minimum Size

Clearspace and minimum space are important to retain legibility and establish brand clarity.

Clearspace

\[ X = \text{vertical distance of .5" from logo} \]

Minimum Size

Print: 0.7"
Screen: 50 px

Optimal Size

Print: 0.875"
Screen: 63 px
Logo Use

Below are examples of approved logo use.

- **Primary logo.** Always use on white and other light neutral colors.

- **Knocked out white to be used over a black background.**

- **Mono black for limited use only.** Should only be used when color printing is not available.

- **Knocked out white to be used over a color background.**
Paws for Prevention
This is the primary logo of Paws for Prevention.

* Background is not part of logo but provided for demonstration purposes only.
**Logo Clearspace & Minimum Size**

Clearspace and minimum space are important to retain legibility and establish brand clarity.

**Clearspace**

X = vertical distance of .5” from logo

* Background is not part of logo but provided for demonstration purposes only.

**Minimum Size**

- Print: 0.7”
- Screen: 50 px

**Optimal Size**

- Print: 0.875”
- Screen: 63 px
Logo Use

Below are examples of approved logo use.

Primary logo. Can not be used on white and other light neutral colors.

Knocked out white to be used over a black background.

Mono black for limited use only. Should only be used when color printing is not available.

Knocked out white to be used over a black background.
Introduction

Out of the Darkness™ Walks

The Out of the Darkness Walks are proof that when people work together they can make big changes in the world. They are AFSP’s largest fundraiser – they produce millions for suicide prevention programs, unite those who have been affected by suicide, and create communities that are smart about mental health.

This document is intended to guide the look and feel for the production of materials for the American Foundation for Suicide Prevention’s Out of the Darkness Walks.

For questions contact branding@afsp.org.
# Table of Contents

**Out of the Darkness™ Logo**  
Primary Logo  
Clearspace & Minimum Size  
Logo Use  
Logo Misuse  
ASFP Primary Logo + OOTD Logo Lockup  
AFSP Primary Logo + OOTD Walk Lockups  
Clearspace & Minimum Size

**Color**  
Primary OOTD Color Palette  
Secondary OOTD Walk Colors

**Photography**  
Photography

**Brand in Use**  
Ads and Billboards  
Merchandise  
Print Postcard  
Signage
Primary Logo
Out of the Darkness primary logo.
Logo Clearspace & Minimum Size

Clearspace and minimum space are important to retain legibility and establish brand clarity.

Clearspace

\[ X = O + 50\% \]

Minimum Size
- Print: 0.5"
- Screen: 36 px

Optimal Size
- Print: 0.5"
- Screen: 90 px
**Logo Use**

Below are examples of approved logo use.

- **Primary blue and black.** Always use on white and other light neutral colors (ivory, tan, light gray).
- **Knocked out white logo to be used over a graphic background.**
- **Knocked out white to be used over a solid color.**
- **Knocked out white to be used over a photograph.**
- **Mono black for limited use only.** Should only be used when color printing is not available.
Logo Misuse

Below are examples of how not to use the logo. Please refrain from manipulating the logo in these manners.

- Do not stretch, squeeze or distort any part of the logo. Always scale uniformly.
- Do not add any effects to the logo.
- Do not change the typeface within the wordmark.
- Do not place the logo over a congested or low contrast part of an image.
- Do not use any unspecified colors in the logo.
- Do not rotate the logo.
AFSP Primary Logo + OOTD Logo Lockup

When using the AFSP logo with the Out of the Darkness mark, follow the guidelines below to preserve the brand integrity. The AFSP brand logo should always appear before the Out of the Darkness logo when used together.

Partner Logo Size

The height of AFSP’s text lockup should be equal to the height of the OOTD logo.

Third Party Use

Provide both the primary and mono logo variations when handing off to a third party. Mono may be used or grayscale reproductions.

Divider Guidelines

- Place a dividing line between the logos to ensure clarity and create a clear separation between marks
- The spacing between the wordmark and divider should be no less than 1.5x the space between the lifesaver and wordmark
- The divider line is .25 pts stroke using Brand Dark Gray with no fill
- Height of the divider line is .625" taller than the AFSP logo height
AFSP Primary Logo + OOTD Walks Lockups

When using the logo for a specific walk type, use the marks shown. The walk template will be provided as a separate asset.
Logo Clearspace & Minimum Size
Clearspace and minimum space are important to retain legibility and establish brand clarity.

**Clearspace**
Do not adjust the spacing between the lifesaver and wordmark.

<table>
<thead>
<tr>
<th>x</th>
<th>A</th>
<th>F</th>
<th>x</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>F</td>
<td>American Foundation for Suicide Prevention</td>
<td>x</td>
</tr>
<tr>
<td></td>
<td></td>
<td>OUT OF THE DARKNESS Overnight Walks</td>
<td></td>
</tr>
<tr>
<td>x</td>
<td>A</td>
<td>F</td>
<td>x</td>
</tr>
</tbody>
</table>

X = vertical distance of A+F in logo text

**Minimum Size**
- Print: 0.7”
- Screen: 50 px

**Optimal Size**
- Print: .875”
- Screen: 63 px
Colors
Primary OOTD Color Palette

These are the main colors to be associated with Out of the Darkness. The main blue and dark gray are found in the Primary Mark.

- **Brand Blue**
  - PMS: 2727
  - CMYK: 81/60/0/0
  - RGB: 57/109/255
  - HEX: #396dff

- **Brand Dark Gray**
  - PMS: 426
  - CMYK: 73/63/59/75
  - RGB: 38/38/38
  - HEX: #262626

- **Brand Light Gray**
  - PMS: 663
  - CMYK: 0/2/0/5
  - RGB: 234/234/234
  - HEX: #eaeaea

Note: Percentage tints of each color can be used.
Secondary OOTD Walk Colors

Walks have been assigned their own color, derived the existing AFSP secondary color palette.

- **Poppy**
  - PMS: Red 032
  - CMYK: 0/90/75/0
  - RGB: 235/20/38
  - HEX: #EB1426

- **Green**
  - PMS: 3385
  - CMYK: 66/0/59/0
  - RGB: 42/216/145
  - HEX: #2ad891

- **Yellow**
  - PMS: 116
  - CMYK: 0/19/92/0
  - RGB: 255/206/8
  - HEX: #ffce08
Photography
Photography

See pg. 29 – pg. 33 for guidance
Brand in Use
Ads and Billboards
Merchandise
Print Postcard

Walk to Fight Suicide

Register at afsp.org/[WALK ALIAS]

Out of the Darkness Community Walks

[DATE]

[LOCATION]

Register at afsp.org/[WALK ALIAS]
Signage

AFSP

One Night
One Goal
Stop Suicide

TheOvenight.org

Walk to
Fight Suicide