

STYLE GUIDE

This Style Guide was designed to explain the editorial and visual brands of the National Action Alliance for Suicide Prevention (Action Alliance) and help partners apply it in all communications.

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The National Action Alliance for Suicide Prevention (Action Alliance)

The National Action Alliance for Suicide Prevention (Action Alliance) is a nonpartisan, independent, public-private national partnership for suicide prevention. The Action Alliance brings together the best thinking and resources from the public and private sectors to steward and advance the goals and objectives of the *National Strategy for Suicide Prevention* (*National Strategy*) – the roadmap for a comprehensive approach to preventing suicide.

This Style Guide was designed to share the Action Alliance’s visual brand and help partners explain the Action Alliance’s unique editorial brand, as well as those of Action Alliance projects, consistently.

The Action Alliance Style Guide:

1. Gives context to messaging and actions.
2. Shapes perceptions of Action Alliance messengers.
3. Clarifies the Action Alliance vision, mission, and priorities.
4. Details the Action Alliance brand identity and provides guidance for usage.

For Action Alliance 15th Anniversary logo usage and messaging guidelines, please click [here](#).

If you have questions, please contact Theresa Murray at tmurray@edc.org.

The Action Alliance Style Guide is a document meant for use by those partners creating products and/or materials on behalf of the Action Alliance. Do not distribute any products/materials that contains Action Alliance branding without express written consent from the Action Alliance Communications Department.

Who We Are

The National Action Alliance for Suicide Prevention (Action Alliance) is a nonpartisan, independent, public-private national partnership for suicide prevention. The Action Alliance brings together the best thinking and resources from the public and private sectors to steward and advance the goals and objectives of the *National Strategy for Suicide Prevention* (*National Strategy*) – the roadmap for a comprehensive approach to preventing suicide.

The Substance Abuse and Mental Health Services Administration (SAMHSA), through the Suicide Prevention Resource Center (SPRC) grant, provides funding to Education Development Center (EDC) to operate and manage the Secretariat for the Action Alliance, which was launched in 2010.

Mission

In its role as steward for the *National Strategy for Suicide Prevention*, the Action Alliance is responsible for setting a shared vision and approach for identifying and coordinating opportunities to build, scale, and strengthen the national response to suicide.

Personality

In business, a brand takes on personal qualities that your audience can picture and form an image in their minds. The Action Alliance personality can be described as **Competent**.

The Action Alliance is competent because it can manage and deliver high stakes relationships and products and at the same time maintain the brand reputation.

The Action Alliance achieves this balance by consistently staying:

- Innovative
- Collaborative
- Competent

Tone

The tone of the Action Alliance brand is how we come across through our messages, our interactions, and our products.

The tone of the Action Alliance can be described as: *Motivating and empowering through authentic, hopeful, and credible messaging and engagement.*

The Action Alliance

- The abbreviated name for the National Action Alliance for Suicide Prevention is the Action Alliance.
- The Action Alliance is a nonpartisan, independent, public-private national partnership for suicide prevention.
- The Action Alliance brings together the best thinking and resources from the public and private sectors to steward and advance the goals and objectives of the *National Strategy for Suicide Prevention (National Strategy)* – the roadmap for a comprehensive approach to preventing suicide.
- The **Secretariat** is the staffing backbone of the Action Alliance.
 - The Substance Abuse and Mental Health Services Administration (SAMHSA), through the Suicide Prevention Resource Center (SPRC) grant, provides funding to Education Development Center (EDC) to operate and manage the Secretariat for the Action Alliance, which was launched in 2010.
- The Action Alliance has five Strategic Priorities.

When writing about the Action Alliance:

- Use the full name the first time it appears, followed by its abbreviation in parentheses. Use the abbreviation thereafter.
 - Example: The National Action Alliance for Suicide Prevention (Action Alliance) is a nonpartisan, independent, public-private national partnership for suicide prevention. The Action Alliance brings together the best thinking and resources from the public and private sectors to steward and advance the goals and objectives of the *National Strategy for Suicide Prevention (National Strategy)* – the roadmap for a comprehensive approach to preventing suicide.
- Use “the” before both the full and abbreviated names.

Action Alliance Strategic Priorities

In its role as a steward for the *National Strategy for Suicide Prevention (National Strategy)*, the Action Alliance is responsible for setting a shared vision and approach for identifying and coordinating opportunities to build, scale, and strengthen the national response to suicide. [Five Strategic Priorities](#) direct the Action Alliance's focus.

All Strategic Priorities have an associated Advisory Group, which is the name of the Strategic Priority, followed by Advisory Group (Messaging and Communications Advisory Group). The exception is Effective Suicide Prevention in Healthcare; this Advisory Group's name is the Healthcare Advisory Group.

Progress, Accountability, and Data

- This Strategic Priority will develop and launch a framework for tracking progress on *National Strategy* and Action Alliance accountability measures. This will include collaboration with partners to improve data quality to better inform responsive prevention efforts.
- The Action Alliance has the opportunity to create a sustained and coordinated national effort to track implementation progress, to identify challenges encountered, and to assess the impact of implementation efforts.
- A nationally coordinated effort to track implementation and impact of the *National Strategy* across public and private sectors will provide accountability, facilitate exploration of areas of potential improvement, and generate the ability to articulate its impact.
- Partnership across the public and private sectors is essential to identify and set quantifiable core progress indicators for high-impact areas of the *National Strategy*. Additionally, collaboration with federal partners will ensure the successes resulting from the first-ever *Federal Action Plan (Action Plan)* are included in progress measures.



Research

- This Strategic Priority will promote expansion of research and ensure Action Alliance initiatives are grounded in science.
- It is only through actionable research that the field have the greatest potential to create change, reduce negative outcomes for communities, and expedite progress.



Crisis Care Continuum

- This Strategic Priority will bolster momentum for improvements in response to behavioral health crises in and beyond the 988 Suicide & Crisis Lifeline system.
- People experiencing behavioral health emergencies deserve a behavioral health response. The nation witnessed this transformative power when partners aligned in support of big changes and investment in crisis care with the transition to the three-digit 988 number. The Action Alliance seeks to bring that same momentum to mobile crisis response and crisis stabilization centers nationwide.



Effective Suicide Prevention in Healthcare

- This Strategic Priority will advance focused, effective solutions that scale within and across health systems.
- Healthcare settings reflect a critical intervention point to prevent suicide; most individuals who die by suicide have had recent contact with a healthcare professional prior to their death.
- A key element of suicide prevention is ensuring that people at risk for suicide receive the most effective and appropriate care.
- The Action Alliance will continue to advance shared solutions that help partners across the healthcare space identify individuals at risk and provide responsive, supportive care through evidence-based practices and models such as Zero Suicide.



Messaging & Communications

- This Strategic Priority will develop, disseminate, and align the field around research-informed messages to spur change.
- By sharing consistent messaging and framing, the Action Alliance works to amplify efforts in a uniform way to drive change more quickly with public messengers, news media, and entertainment media.
- Certain types of public messaging about suicide can increase risk among vulnerable individuals. Conversely, communications can be a powerful tool to promote hope and resiliency, encourage help-seeking, publicize prevention successes, and encourage actions that help prevent suicide.
- The Action Alliance will work with subject matter experts to develop consistent definitions and translate research into clear statements for the field in key areas.



Action Alliance Executive Committee (EXCOM)

- The Executive Committee, or EXCOM, is made up of key public and private senior leaders representing various sectors that use their leverage and influence to provide strategic direction and advance the national level work of the Action Alliance.
 - Public Sector: Partners representing federal government agencies
 - Private Sector: Partners representing various nonpublic entities
 - EXCOM is led by public and private sector co-chairs. These are:
 - Dr. Carolyn Clancy: Assistant Under Secretary for Health, Discovery, Education and Affiliate Networks (DEAN), U.S. Department of Veterans Affairs (representing the public sector)
 - Craig S. Kramer: Mental Health Ambassador, retired, Johnson & Johnson; Board Chair, Mental Health Center of Denver (representing the private sector)
- The Action Alliance Steering Committee is a small group of Executive Committee members and other experts in the field who provide guidance and recommendations to the Action Alliance Co-Chairs and Secretariat.
- Advisory Groups, Task Forces, and Working Groups provide strategic guidance to advance work in specific suicide prevention areas or topics.

National Strategy for Suicide Prevention (National Strategy) and Federal Action Plan (Action Plan)

- The *National Strategy for Suicide Prevention* is a bold 10-year, comprehensive, whole-of-society approach to suicide prevention that provides concrete recommendations for addressing gaps in the suicide prevention field.
- Visit our website for information and resources, including talking points, a fact sheet, executive summary, and more.

Visual Style – Logo



Action Alliance logos for use can be downloaded [here](#).

Action Alliance Full Color Logo

Use whenever possible



Action Alliance Black Logo

*Limited use - use only when
color printing is not available*



Action Alliance White Logo

*Limited use - use against color backgrounds
and certain patterned backgrounds*



Visual Style – Incorrect Logo Usage



Incorrect: Wrong Colors



Incorrect: Wrong Usage on Background Color
Correct usage would be to use white logo



Incorrect: Color Logo on Patterned Background
Correct usage would be to use white logo



Visual Style – Logo Size and Clearance

Minimum Logo Clear Space



Minimum Print Logo Size



Minimum on Screen Logo Size



Visual Style – Color

Primary Color Palette



DARK GRAY

RGB: 124, 129, 128
CMYK: 22,14, 18, 45
HEX: #7C8180



CYAN

RGB: 39, 170, 225
CMYK: 70, 15, 0,
0 HEX: #27a9e1



BLUE

RGB: 0, 101, 164
CMYK: 100, 45, 0,
18 HEX: #0065A4

Accent Color Palette



**RED - limited
use**

RGB: 211, 48, 61
CMYK: 0, 93, 73,
13 HEX: #D3303D



VIOLET

RGB: 147, 95, 167
CMYK: 47, 73, 0,
0 HEX: #925fa7



LIGHT GRAY

RGB: 224, 222,
222 CMYK: 11, 9,
9, 0 HEX: #dfdedd

Visual Style – Typography

Arial Font Family for Design Pieces

ARIAL REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789

ARIAL ITALIC

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789*

ARIAL BLACK

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789**

*Note: When using Microsoft Office or other documents of this nature, use **Aptos**, not Arial.*

Visual Style – Iconography

Brand Icon - Red icon - limited use



*Please contact the
Action Alliance
Communications Team
for Brand or Strategic
Priority Icons*

Strategic Priority Icons



Progress, Accountability,
and Data



Messaging &
Communications



Effective Suicide
Prevention in
Healthcare



Research (black)



Crisis Care
Continuum (black)



Research (white)



Crisis Care
Continuum (white)

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