NATIONAL ACTION ALLIANCE FOR SUICIDE PREVENTION

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 the public-private partnership for suicide prevention in the United States. Founded in 2010, the Action Alliance brings together leaders, experts, and resources from the public and private sectors to steward and advance the goals 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.

Brand Expression

Who We Are

The National Action Alliance for Suicide Prevention (Action Alliance) is the public-private partnership for suicide prevention in the United States. Founded in 2010, the Action Alliance brings together leaders, experts, and resources from the public and private sectors to steward and advance the goals of the *National Strategy for Suicide Prevention (National Strategy)* – the roadmap for a comprehensive approach to preventing suicide.

The Action Alliance's Secretariat, which serves as the home for strategy, communications, and operations for the Action Alliance partnership, is supported as part of the Suicide Prevention Resource Center (SPRC) through a cooperative agreement from the U.S. Department of Health and Human Services (HHS), Substance Abuse and Mental Health Services Administration (SAMHSA). The Action Alliance is funded through both public and private sector support.

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.

Brand Expression

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.*

Editorial Style: Action Alliance

The Action Alliance

- The abbreviated name for the National Action Alliance for Suicide Prevention is the Action Alliance.
- The Action Alliance is the public-private partnership for suicide prevention in the United States.
- The Action Alliance brings together leaders, experts, 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 Action Alliance's Secretariat, which serves as the home for strategy, communications, and operations for the Action Alliance partnership, is supported as part of the **Suicide Prevention Resource Center** (SPRC) through a cooperative agreement from the U.S. Department of Health and Human Services (HHS), Substance Abuse and Mental Health Services Administration (SAMHSA).
  - The Action Alliance is funded through both public and private sector support.
- The Action Alliance was founded in 2010.

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 the public-private partnership for suicide prevention in the United States.
- Use "the" before both the full and abbreviated names.
- Please do not refer to the Action Alliance as "AA" or "NAASP."

Editorial Style: Strategic Priorities

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, each led by an Advisory Group.

Progress, Accountability, and Data

- This Strategic Priority is developing and launching 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*.
- Learn more: https://theactionalliance.org/progress-accountability-and-data.

Hope Counts

An initiative of the National Action Alliance for Suicide Prevention

- Catalyzed by the National Action Alliance for Suicide Prevention (Action Alliance), **Hope Counts** is an initiative to identify and track key indicators of progress in suicide prevention at the national level. With clear metrics and coordinated strategies in partnerships, technical assistance, communications, data, and policy, **Hope Counts** lays the groundwork for a unified, measurable approach suicide prevention. Learn more.

Editorial Style: Strategic Priorities

Research

- This Strategic Priority is promoting 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.
- The Research Advisory Group, intersecting with the work of the Healthcare Advisory Group, is developing a brief on research priorities for suicide prevention in healthcare settings. Drawing on interviews with key informants, focus groups, and subject matter experts, the brief will inform gaps between evidence-based practices and their implementation in healthcare settings.
- Learn more: https://theactionalliance.org/research.

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.
- The Crisis Care Continuum Advisory Group developed a plan for a national approach to strengthening the full continuum of care, building on the Action Alliance's Crisis Now framework and SAMHSA's 2025 National Guidelines for Behavioral Health Crisis Care. This work will emphasize the need for a continuous system of care anchored in the principles of someone to talk to, someone to respond, and a safe place for help, while improving coordination across systems and partners.
- Additionally, the Action Alliance will bring together crisis care leaders to help states put these guidelines into practice and develop ways to track progress in crisis care nationwide.
- Learn more: https://theactionalliance.org/crisis-care-continuum.

Editorial Style: Strategic Priorities

Effective Suicide Prevention in Healthcare

- This Strategic Priority is advancing focused, effective solutions that scale within and across health systems through the Healthcare Advisory Group.
- 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.
- Learn more: https://theactionalliance.org/effective-suicide-prevention-healthcare.

Messaging & Communications

- 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.
- This Strategic Priority is working to shape a coordinated national vision for suicide prevention messaging that promotes hope, alignment, and accessibility, including efforts focused on upstream prevention, access to lethal means for individuals at risk, and data-driven decision-making.
- 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.
- 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.
- Learn more: https://theactionalliance.org/messaging-and-communications.

Editorial Style: EXCOM and *National Strategy*

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.
- 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 Work 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)

The National Action Alliance for Suicide Prevention (Action Alliance) is supported as part of the Suicide Prevention Resource Center (SPRC) through a cooperative agreement from the U.S. Department of Health and Human Services (HHS), Substance Abuse and Mental Health Services Administration (SAMHSA), Center for Mental Health Services (CMHS), under Grant No. 1H79SM090640.

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