

Support *for* Upstream Suicide Prevention

STYLE GUIDE

COLOR

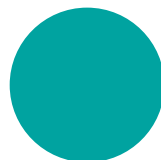


COBALT

#2356b1

35R 86G 177B

90C 73M 0Y 0K

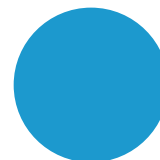


TEAL

#00a3a0

0R 163G 160B

79C 13M 42Y 0K

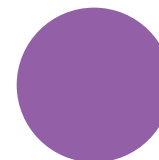


CYAN

#1c99ce

28R 153G 206B

76C 25M 3Y 0K

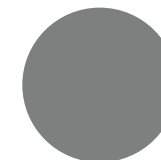


VIOLET

#935fa7

147R 95G 167B

47C 73M 0Y 0KL



DARK GRAY

#7c8180

124R 129G 128B

22C 14M 18Y 45K



LIGHT GRAY

#dfdedd

224R 222G 222B

11C 9M 9Y 0K

TYPOGRAPHY

Azo Sans (Adobe Font)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789

Type Guidelines for Presentations:

- For PowerPoints and Word documents or when Azo Sans is not available, use Arial Bold for headlines and Arial Regular for body text.

508 Color Guidelines for Type:

- Headlines on teal, cyan, or violet backgrounds should be in white and a minimum of 18 points or larger, or 14 points bold or larger.
- Headlines on white backgrounds can be in teal, cyan, or violet if 18 points or larger, or 14 points bold or larger.
- Cobalt heads can be used at any size.
- Body text and small type are black.