Introduction

The leading voice 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
05. Logo
06. Clearspace & Minimum Size
07. Logo Use
08. Logo Misuse
09. Chapter Lockups
10. Clearspace & Minimum Size
11. Cobranding

Color
13. Primary & Secondary Palettes
14. Color Groupings
15. Color Assignments
16. Gradients
17. Gradient Misuse

Typography
19. Primary Typefaces
20. Rules & Hierarchy
21. Print Proportions
22. Desktop Proportions
23. Mobile Proportions
24. System Font Rules
25. Headline Styling

Photography
27. Photo Overview
28. Portraits (Stylized)
29. Portraits (Natural)
30. Candids

Graphic Elements
32. Mark as a Graphic
33. Icons
Logo

This is the primary logo for AFSP.

American Foundation for Suicide Prevention
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

- Optimal Size for 8.5" x 11" Printout
  - Print: 0.5"
  - Screen: 30 px

Minimum Size

- Print: 0.7"
- Screen: 50 px

X = vertical distance of A+F in logo text
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 a photograph.

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

Knocked out white to be used over black.

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 use the color logo on a black 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.

Minimum Size

Print: 0.5”
Screen: 30 px

Optimal Size for 8.5” x 11” Printout

Print: 0.7”*
Screen: 50 px*

*note: the size of the main logo (sans chapter name) should be the same as the HQ minimum size.
Cobranding

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.

Balance
To emphasize partnership, both 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
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.
Colors
Primary Color Palette
These are the brand colors to be associated with AFSP. The brand blue is found in the 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

Secondary Color Palette
The secondary palette can be used to support AFSP’s primary colors. The secondary 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: #3928bd

Poppy
- PMS: 171
- CMYK: 0/75/75/0
- RGB: 255/87/59
- HEX: #ff573b

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

Fuchsia
- PMS: 232
- CMYK: 5/95/0/0
- RGB: 225/42/145
- HEX: #e12a91

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. You can view and follow the complete palette online at https://adobe.ly/2y0th2.
Color Groupings

The AFSP color palette was built to be flexible, with equal weight for each color. While all the colors can be used together, these guidelines produce best results.

Do
Aim for pairings with high contrast.
Use colors together to create a bigger impact.

Don’t
Pair colors together that have low contrast.
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

<table>
<thead>
<tr>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>171</td>
<td>0/75/75/0</td>
<td>255/87/59</td>
<td>#ff573b</td>
</tr>
</tbody>
</table>

Programs (Prevention Education, Loss & Healing, and ISP)

<table>
<thead>
<tr>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>3385</td>
<td>66/0/59/0</td>
<td>42/216/145</td>
<td>#2ad891</td>
</tr>
</tbody>
</table>

Advocacy

<table>
<thead>
<tr>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>072</td>
<td>100/75/0/0</td>
<td>57/40/189</td>
<td>#3928bd</td>
</tr>
</tbody>
</table>

Supplemental Vertical Palette

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

<table>
<thead>
<tr>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>2727</td>
<td>81/60/0/0</td>
<td>57/109/255</td>
<td>#396dff</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>116</td>
<td>0/19/92/0</td>
<td>255/206/8</td>
<td>#ffce08</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>232</td>
<td>5/95/0/0</td>
<td>225/42/145</td>
<td>#e12a91</td>
</tr>
</tbody>
</table>
Gradients
Gradients can be used as additional color options as a background element.

Brand Blue Gradient
AFSP Dark Blue Gradient
AFSP Poppy Gradient

AFSP Yello Gradient
AFSP Green Gradient
AFSP Fuschia Gradient
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 Typefaces

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

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paul Grotesk Soft Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>Avenir Next Regular &amp; Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>Avenir Next Demibold &amp; Demibold Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
<tr>
<td>Avenir Next Bold &amp; Bold Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
</tbody>
</table>
Primary Typography Rules & Hierarchy

Fonts should be utilized according to the rules below.

**Headlines**
- **Typeface:** Paul Grotesk Soft Bold
- **Kerning:** Optical
- **Tracking:** 0
- **Case:** Title

**Subheads**
- **Typeface:** Avenir Next Bold Italic
- **Kerning:** Optical
- **Tracking:** 0
- **Case:** Title

**Body Copy**
- **Typeface:** Avenir Next Regular
- **Kerning:** Optical
- **Tracking:** 0
- **Case:** Sentence

---

**Alaskan Hero Recognized with National Award for Suicide Prevention**

**American Foundation for Suicide Prevention Awards**
**Jim Biela with Sandy Martin Grassroots Award**

Suicide is the fifth leading cause of death overall in Alaska. To create awareness and honor those working to prevent this tragic loss of life, the American Foundation for Suicide Prevention presented volunteer advocate and Alaskan resident Jim Biela with the national Sandy Martin Grassroots Award at the annual Allies in Action Awards reception on Sunday, June 11 in Washington, D.C. As a leader in the award winning AFSP Alaskan Chapter, Mr. Biela was recognized for his leadership in suicide prevention and mental health.
Print Typography Proportions

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

Headlines
Typeface: Paul Grotesk Soft Bold  
Size/Leading: 35/37 pt  
Kerning: Optical  
Tracking: 0  
Case: Title

Subheads
Typeface: Avenir Next Bold Italic  
Size/Leading: 14/20 pt  
Kerning: Optical  
Tracking: 0  
Case: Title

Body Copy
Typeface: Avenir Next Regular  
Size/Leading: 10/17 pt  
Kerning: Optical  
Tracking: 0  
Case: Sentence

Alaskan Hero Recognized with National Award for Suicide Prevention

American Foundation for Suicide Prevention Awards  
Jim Biela with Sandy Martin Grassroots Award

Suicide is the fifth leading cause of death overall in Alaska. To create awareness and honor those working to prevent this tragic loss of life, the American Foundation for Suicide Prevention presented volunteer advocate and Alaskan resident Jim Biela with the national Sandy Martin Grassroots Award at the annual Allies in Action Awards reception on Sunday, June 11 in Washington, D.C. As a leader in the award winning AFSP Alaskan Chapter, Mr. Biela was recognized for his leadership in suicide prevention and mental health.
Desktop Typography Proportions

Use the following type hierarchy as a guide to set type in your layout. The sizes below are recommended for Desktop display.

**Headlines**
- **Typeface**: Paul Grotesk Soft Bold
- **Size/Leading**: 52/56 pt
- **Kerning**: Optical
- **Tracking**: 0
- **Case**: Title

**Subheads**
- **Typeface**: Avenir Next Bold Italic
- **Size/Leading**: 24/32 pt
- **Kerning**: Optical
- **Tracking**: 0
- **Case**: Title

**Body Copy**
- **Typeface**: Avenir Next Regular
- **Size/Leading**: 18/28 pt
- **Kerning**: Optical
- **Tracking**: 0
- **Case**: Sentence

---

**Alaskan Hero Recognized with National Award for Suicide Prevention**

*American Foundation for Suicide Prevention Awards Jim Biela with Sandy Martin Grassroots Award*

Suicide is the fifth leading cause of death overall in Alaska. To create awareness and honor those working to prevent this tragic loss of life, the American Foundation for Suicide Prevention presented volunteer advocate and Alaskan resident Jim Biela with the national Sandy Martin Grassroots Award at the annual Allies in Action Awards reception on Sunday, June 11 in Washington, D.C.
Mobile Typography Proportions

Use the following type hierarchy as a guide to set type in your layout. The sizes below are recommended for Mobile display.

**Headlines**
- **Typeface:** Paul Grotesk Soft Bold
- **Size/Leading:** 36/44 pt
- **Kerning:** Optical
- **Tracking:** 0
- **Case:** Title

**Subheads**
- **Typeface:** Avenir Next Bold Italic
- **Size/Leading:** 22/30 pt
- **Kerning:** Optical
- **Tracking:** 0
- **Case:** Title

**Body Copy**
- **Typeface:** Avenir Next Regular
- **Size/Leading:** 16/26 pt
- **Kerning:** Optical
- **Tracking:** 0
- **Case:** Sentence
System Font Rules & Hierarchy

In the event that custom fonts are not available and a system font must be used, Arial should replace other fonts using the same proportions.

Headlines
Typeface: Arial Bold
Kerning: Optical
Tracking: 0
Case: Title

Subheads
Typeface: Arial Bold Italic
Kerning: Optical
Tracking: 0
Case: Title

Body Copy
Typeface: Arial Regular
Kerning: Optical
Tracking: 0
Case: Sentence

Alaskan Hero Recognized with National Award for Suicide Prevention

American Foundation for Suicide Prevention Awards
Jim Biela with Sandy Martin Grassroots Award

Suicide is the fifth leading cause of death overall in Alaska. To create awareness and honor those working to prevent this tragic loss of life, the American Foundation for Suicide Prevention presented volunteer advocate and Alaskan resident Jim Biela with the national Sandy Martin Grassroots Award at the annual Allies in Action Awards reception on Sunday, June 11 in Washington, D.C. As a leader in the award winning AFSP Alaskan Chapter, Mr. Biela was recognized for his leadership in suicide prevention and mental health.
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-based aspects of a headline.
✅ 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.

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

When choosing photography stick to these basic principles. Photos should:

- 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 (Purchased or Shot)

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.
Icons

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