



Office of  
Mental Health

**988** SUICIDE & CRISIS  
LIFELINE

# 988 Community Education and Awareness Toolkit

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New York State Office of Mental Health



# How to Use This Toolkit

The New York State Office of Mental Health (OMH) created this toolkit to share marketing and educational resources about 988 in New York State. Use the materials in this toolkit to share information about 988 with your communities.

The resources in this toolkit have been created to provide information to the public. With these materials, you can help members of your community learn:



**What is 988**



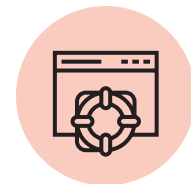
**How 988 can help**



**When to contact  
988**



**How to connect  
with 988**



**...and more!**



**Download the materials that you find most useful and check back regularly for additional content.**

# Table of Contents

<b>How to Use This Toolkit.....</b>	<b>2</b>
<b>Ideas for Community Engagement.....</b>	<b>4</b>
<b>Schools.....</b>	<b>4</b>
<b>Caregivers &amp; Families.....</b>	<b>4</b>
<b>Providers.....</b>	<b>4</b>
<b>Organizations.....</b>	<b>4</b>
<b>First Responders &amp; Uniformed Personnel.....</b>	<b>4</b>
<b>Individuals.....</b>	<b>4</b>
<b>How to Talk About 988.....</b>	<b>5</b>
<b>Email Signature.....</b>	<b>5</b>
<b>Publications.....</b>	<b>5</b>
<b>Social Media.....</b>	<b>5</b>
<b>Conversation Starters.....</b>	<b>6</b>
<b>5 Easy Steps to Share 988.....</b>	<b>7</b>
<b>New York’s 988 Marketing and Educational Materials.....</b>	<b>8</b>
<b>Frequently Asked Questions (FAQ) Infographic.....</b>	<b>8</b>
<b>Palm Cards.....</b>	<b>9</b>
<b>Brochures.....</b>	<b>10</b>
<b>Posters.....</b>	<b>11</b>
<b>Social Media Graphics.....</b>	<b>14</b>
<b>Just the Facts Infographic.....</b>	<b>15</b>
<b>Materials in Other Languages.....</b>	<b>16</b>
<b>SAMHSA Resources.....</b>	<b>17</b>
<b>Branding Standards and Logo Downloads.....</b>	<b>17</b>
<b>Image &amp; Logo Downloads.....</b>	<b>18</b>
<b>Safety Plan.....</b>	<b>19</b>
<b>QR Code.....</b>	<b>20</b>

# Ideas for Community Engagement



## Schools

**School administrators:** Make sure that teachers, parents, and counselors know that the National Suicide Prevention Lifeline is now the 988 Suicide and Crisis Lifeline. School materials should be updated to reflect this change.

**Teachers:** Share information about 988 with students by using New York's 988 resources when talking about mental health. Hang a 988 poster in your classroom for students to see.

**Students:** Support your peers by making sure they know 988 is available by text and chat, as well as by phone. Promote 988 within your student clubs and organizations.



## Caregivers & Families

Normalize talking about mental health in your household. Talk to young people in your family about 988 so they know when and how to reach out.



## Providers

Make [educational materials](#) about 988 available in your office. Educate staff about 988 during meetings and trainings. Talk to individuals receiving services about 988 during screenings.



## Organizations

Share information about 988 in your email blasts, social media, and newsletters. Hang posters in popular locations around your workplace. Consider adding 988 to your organization's [email signature](#).



## First Responders & Uniformed Personnel

Include education about 988 in all staff trainings and ensure staff understand how the service fits into their work. Create a culture where staff feel comfortable reaching out to 988. Work with local 988 Contact Centers to learn how to best respond to behavioral health crises. Support your peers by sharing information about 988 after critical incidents.



## Individuals

Follow the [5 Easy Steps to Share 988](#).

# How to Talk About 988



## Email Signature

Use the following text in your or your organization's email signature:

"Are you in crisis, experiencing emotional distress, or worried about someone you know? Call or text 988 or chat at [988lifeline.org/chat](https://988lifeline.org/chat) 24 hours a day, 7 days a week."



## Publications

Include one of the following options when you want to share 988 as a resource on any documents, images, or publications:

### Option 1:

If you or someone you know needs support now, call or text 988 or chat at [988lifeline.org/chat](https://988lifeline.org/chat)

### Option 2:

988 Suicide and Crisis Lifeline: Call or Text 988 or chat at [988lifeline.org/chat](https://988lifeline.org/chat)



## Social Media

Use these examples to share information about 988 on your social media channels:

### Option 1:

988 is more than just a number. It is a direct connection to compassionate and accessible care. Find materials to spread the word about 988 here: <https://omh.ny.gov/omhweb/crisis/988.html>

### Option 2:

988 is the new 3-digit number that connects you to behavioral health crisis counselors. Learn more at [www.988Lifeline.org](http://www.988Lifeline.org)

### Option 3:

When you call, text, or chat 988, you are connected to trained counselors. Get the answers to the most frequently asked questions about 988 here: <https://omh.ny.gov/omhweb/crisis/988-faq-english.pdf>

### Option 4:

988 is for everyone. It's always available if you are in emotional distress, need support, or have thoughts of suicide. Learn more at [www.988Lifeline.org](http://www.988Lifeline.org)



## Conversation Starters

*Here are some of the ways you can begin the conversation about 988 with people you know:*

### Educating Others:

**“You can talk to a trained crisis counselor when you call, chat, or text 988.”**

**“Did you know there’s a new three-digit number for people who are struggling or feeling overwhelmed?”**

**“Have you heard about 988?”**

### Supporting Others:

**“I’ve heard that people who call 988 feel really supported.”**

**“I feel like you might be struggling and want you to know that 988 has someone there to listen.”**

Worried about someone and want to check in? The [\*\*‘Just Checking In’\*\*](#) tip sheet can help you have a supportive conversation.

# 5 Easy Steps to Share 988

**1 Start the conversation.** Ask people you know if they've heard of 988. Check out our [988 Conversation Starters](#) for some examples.

**2 Ask to hang a 988 poster at your:**

- a. Workplace
- b. Community stores
- c. Library
- d. Apartment building
- e. Place of worship
- f. Doctor's office

**3 Share on your personal social media.** Anyone can share this lifesaving service with their friends. [Download a 988 social media graphic](#) and help get the word out.

**4 Normalize talking about mental health.** Check in with people you know and share your experiences or coping skills.

**5 Share 988 resources with your social and professional networks.** Whether it's your bowling league or volunteer group, you can share information about 988 at one of your meetings.



Office of  
Mental Health



# New York's 988 Marketing and Educational Materials

Use these materials to spread the word about 988 in your communities. You can share these resources electronically or by printing them out.

## Frequently Asked Questions (FAQ) Infographic

Get the answers to the most common questions about 988.



[Download 988 Frequently Asked Questions Infographic](#)

The infographic is titled "988 FAQ" and features the "988 SUICIDE & CRISIS LIFELINE" logo and the "NEW YORK STATE Office of Mental Health" logo. It contains several sections with icons and text:

- What is 988?** (Icon: # in a speech bubble) 988 is the new three-digit number that connects people to the National Suicide Prevention Lifeline. **This service is for anyone who is:**
  - suicidal
  - experiencing a mental health or substance use-related crisis
  - experiencing any kind of emotional distress988 is more than just a number. It is a direct connection to compassionate and accessible care. When you call, text, or chat 988 you are connected to trained counselors that are part of the National Suicide Prevention Lifeline network. Moving to 988 does not mean the 1-800-273-8255 number goes away. Using either number will get people to the same services.
- Who can contact 988?** (Icon: Three people) 988 is for everyone and it's more than a 'suicide' line. **Contact 988 if you are:**
  - suicidal
  - experiencing a mental health or substance use-related crisis
  - experiencing any kind of emotional distress
  - worried about someone in distress.988 is for people of all ages, genders, sexes, ethnicities, races, religions, sexual orientations, and socioeconomic statuses. If you are a Veteran or Spanish speaker, 988 has dedicated lines for you.
- Why do we need 988?** (Icon: Head with brain) Mental health is just as important as physical health. Now there is a three-digit number for mental health emergencies that's easy to remember! **988 helps New York:**
  - Connect with people who are struggling with behavioral health (mental health and/or substance use) concerns as soon as possible, 24/7.
  - Reduce unnecessary use of law enforcement and other safety resources in crisis responses.
  - Meet the growing need for crisis intervention where it's needed most.
  - Shift the mindset about people who struggle with their mental health.
  - Reduce healthcare spending with more cost-effective early intervention.
- What happens when I contact 988?** (Icon: Phone) When contacting 988, you will first be routed to a local Lifeline crisis center based on your area code. A trained crisis counselor will answer and listen to how your problem is affecting you. They then provide support and share resources if needed. If a local crisis center is unable to take the call, you will be automatically routed to a national backup crisis center. All contact with 988 is voluntary.
- What is the difference between 988 and 911?** (Icon: Phone) 988 provides easy access to the National Suicide Prevention Lifeline network and related crisis resources. This is different from 911, where the focus is on dispatching Emergency Medical Services, fire, and police as needed. The goal of 988 is to meet the growing suicide and mental health-related crisis care needs.
- Will services be offered in other languages?** (Icon: Speech bubble with 'A') The Lifeline currently provides live crisis center phone services in English and Spanish and uses Language Line Solutions to provide translation services in over 150 additional languages. Chat and text currently available only in English.
- Does it cost money to use 988?** Contacting 988 is a free service.

At the bottom, there are two QR codes: "Learn more about 988:" and "To request translations of this document:".



# Palm Cards

Hand these cards out at tabling events or make them available in public spaces for people to learn more about what happens when you contact 988.



[Download 988 Palm Cards PDF](#)



Front Design Options



Back Design

# Brochures

These trifold brochures are available with three different covers and include information about what happens when you contact 988, what 988 is, and when you should reach out.



[Download Brochure – Cover 1 \(Pictured\)](#)

[Download Brochure – Cover 2](#)

[Download Brochure – Cover 3](#)

## Not Sure When to Use 988?

Some of the feelings people who contact 988 have:

"I feel alone"

"I don't feel like myself"

"I need to talk"

"I'm overwhelmed"

Reasons people might reach out:

- Thoughts of Suicide
- Addiction
- Worrying about Someone Else
- Eating and Body Image Issues
- Relationship Issues
- General Anxiety
- Covid-19 Stress
- Abuse
- Trauma
- Loneliness
- Insomnia or Problems Sleeping
- Trouble Thinking Clearly
- Intense Mood Changes

## 988 is More than a Number

It's a direct connection to compassionate and accessible care.

When you call, text, or chat 988 you are connected to trained counselors that are part of the National Suicide Prevention Lifeline network.

There is hope.

# 988 Crisis Lifeline

A New Crisis Resource for New York

Front Design (Cover 1)

## Frequently Asked Questions

**What Is 988?**

988 is the new three-digit number that connects people to the National Suicide Prevention Lifeline. This service is for anyone who is:

- suicidal
- experiencing a mental health or substance use-related crisis
- experiencing any kind of emotional distress

**What is the difference between 988 and 911?**

988 provides easy access to the National Suicide Prevention Lifeline network and related crisis resources. This is different from 911, where the focus is on dispatching Emergency Medical Services, fire, and police as needed. The goal of 988 is to meet the country's growing suicide and mental health-related crisis care needs.

**Does it cost money to use 988?**

Contacting 988 is a free service.

Talk with us.

Learn the **WARNING SIGNS of Suicide:**

### Look for the FACTS:

**F**EELINGS - Hopelessness, excessive worry, burdensomeness, rejection, worthlessness

**A**CTIONS - Impulsiveness, self-harm, increased drug or alcohol use, giving away possessions, looking for a way to die such as saving up pills, gaining access to a gun, or searching online

**C**HANGES - Particularly in the presence of other warning signs; changes in attitude, moods, behaviors, or social connection; sudden change in sleep or eating habits

**T**HREATS - Specific or vague statements or any expression of death or suicide; can be written, spoken, activity on social media, or non-verbal threats

**S**ITUATIONS - Life changes that cause the person to be overwhelmed, unprepared, or triggered, such as personal loss, connection to death, bullying or abuse, failures, or getting in trouble

## What Happens When I Contact 988?

**You CALL 988.**

You will be asked if you need dedicated services for Veterans or in Spanish.

**You TEXT 988.**

Your contact is routed to an official Lifeline crisis center based on your area code.

**You CHAT 988.**

Your contact is routed to an official Lifeline crisis center based on your IP address.

A trained behavioral health crisis counselor will talk with you.

The counselor will:

- Listen to you.
- Understand how your problem is affecting you.
- Provide personal support.
- Get you the help you need.

Follow-up services may be offered.

Chat and text currently available only in English.

Back Design

## Posters

Choose from the seven poster designs below and download the one(s) that will best reach your audience.



[Download 988 Poster – “If you need to talk, 988 is here for you.”](#)



[Download 988 Poster – “Feeling Overwhelmed? Talking Helps”](#)



[Download 988 Poster – “Feeling stressed? Talking helps”](#)



[Download 988 Poster – “Support is Here”](#)



[Download 988 Poster – “Feeling lonely and need support? Call 988”](#)



[Download 988 Poster – “988: More than a number”](#)



[Download 988 Poster – “Need to talk? Text 988”  
\(Only available in English\)](#)

## Social Media Graphics

Share OMH's social media graphics on your private or professional social media page. Use the [suggested social media language](#) in the caption of your posts. The images below are an example of the many graphics available.



[Download 988 Social Media Graphics](#)

**What is the difference between 988 and 911?**

**988** provides easy access to the National Suicide Prevention Lifeline network and related crisis resources.

**911** dispatches Emergency Medical Services, fire, and police as needed.

The goal of 988 is to meet the growing suicide and mental health-related crisis care needs.

NEW YORK STATE Office of Mental Health

**988 is more than a 'suicide' line.**

Contact 988 if you are:

- suicidal
- experiencing a mental health or substance use-related crisis
- experiencing any kind of emotional distress
- worried about someone in distress

NEW YORK STATE Office of Mental Health

**988 is here if you are:**

- In Crisis
- Needing Emotional Support
- Struggling with Substance Use
- Feeling Suicidal
- Worrying About Someone

NEW YORK STATE Office of Mental Health

# Just the Facts Infographic

This resource highlights the key facts about 988.



[Download Just the Facts infographic](#)

## 988: Just the Facts



Since the launch in July 2022, there has been a lot of false information about 988 being shared on the Internet. **These are the important facts about 988 in New York that everyone should know.**



**988 and 911 are separate service** with separate contact centers.



988 is not the 911 for mental health. Rather than immediately sending services to you, **988 provides emotional support from trained crisis counselors.**



**988 does not have the ability to track callers' geographic location**



Currently, **less than 2% of calls to 988 require police to be involved.** This typically happens when there is imminent risk to someone's life.



988 is **for more than just suicidal crises.** It is for any problem a person is having that causes them distress.



988 offers **free and confidential emotional support.** You will be connected to a trained counselor who will talk with you and offer you support if you choose to accept it.



**80% of calls to 988 are resolved over the phone.** The other 20% usually require agreed-upon mobile crisis or other follow-up services.



You **do not need to provide personal information** when you call 988. The counselor may ask for information, but you can decline to share if you don't feel comfortable doing so.



The people answering the 988 texts, chats, and calls are **trained crisis counselors that receive extensive training and supervision, including how to respond to a crisis.**



Call 988



Text 988



Chat at [988lifeline.org/chat](https://988lifeline.org/chat)

# Materials in Other Languages

New York has made all of its 988 materials available in several languages. You can find translated resources by visiting the [New York 988 web page](#). For convenience links to those materials are listed below:

## FREQUENTLY ASKED QUESTIONS INFOGRAPHIC

[English](#) | [En Español \(Spanish\)](#) | [简体 \(Simplified Chinese\)](#) | [繁體 \(Traditional Chinese\)](#) | [العَرَبِي \(Arabic\)](#) | [বাংলা \(Bengali\)](#) | [Kreyòl ayisyen \(Haitian Creole\)](#) | [한국어 \(Korean\)](#) | [Русский \(Russian\)](#)

## 988 PALM CARDS

[English](#) | [En Español \(Spanish\)](#) | [简体 \(Simplified Chinese\)](#) | [繁體 \(Traditional Chinese\)](#) | [العَرَبِي \(Arabic\)](#) | [বাংলা \(Bengali\)](#) | [Kreyòl ayisyen \(Haitian Creole\)](#) | [한국어 \(Korean\)](#) | [Русский \(Russian\)](#)

## BROCHURES

988 Brochure – Cover 1

[English](#) | [En Español \(Spanish\)](#) | [简体 \(Simplified Chinese\)](#) | [繁體 \(Traditional Chinese\)](#) | [العَرَبِي \(Arabic\)](#) | [বাংলা \(Bengali\)](#) | [Kreyòl ayisyen \(Haitian Creole\)](#) | [한국어 \(Korean\)](#) | [Русский \(Russian\)](#)

988 Brochure – Cover 2

[English](#) | [En Español \(Spanish\)](#) | [简体 \(Simplified Chinese\)](#) | [繁體 \(Traditional Chinese\)](#) | [العَرَبِي \(Arabic\)](#) | [বাংলা \(Bengali\)](#) | [Kreyòl ayisyen \(Haitian Creole\)](#) | [한국어 \(Korean\)](#) | [Русский \(Russian\)](#)

988 Brochure – Cover 3

[English](#) | [En Español \(Spanish\)](#) | [简体 \(Simplified Chinese\)](#) | [繁體 \(Traditional Chinese\)](#) | [العَرَبِي \(Arabic\)](#) | [বাংলা \(Bengali\)](#) | [Kreyòl ayisyen \(Haitian Creole\)](#) | [한국어 \(Korean\)](#) | [Русский \(Russian\)](#)

## 988 POSTERS

If you need to talk, 988 is here for you.

[English](#) | [En Español \(Spanish\)](#) | [简体 \(Simplified Chinese\)](#) | [繁體 \(Traditional Chinese\)](#) | [العَرَبِي \(Arabic\)](#) | [বাংলা \(Bengali\)](#) | [Kreyòl ayisyen \(Haitian Creole\)](#) | [한국어 \(Korean\)](#) | [Русский \(Russian\)](#)

Feeling Overwhelmed? Talking Helps

[English](#) | [En Español \(Spanish\)](#) | [简体 \(Simplified Chinese\)](#) | [繁體 \(Traditional Chinese\)](#) | [العَرَبِي \(Arabic\)](#) | [বাংলা \(Bengali\)](#) | [Kreyòl ayisyen \(Haitian Creole\)](#) | [한국어 \(Korean\)](#) | [Русский \(Russian\)](#)

Feeling stressed? Talking helps

[English](#) | [En Español \(Spanish\)](#) | [简体 \(Simplified Chinese\)](#) | [繁體 \(Traditional Chinese\)](#) | [العَرَبِي \(Arabic\)](#) | [বাংলা \(Bengali\)](#) | [Kreyòl ayisyen \(Haitian Creole\)](#) | [한국어 \(Korean\)](#) | [Русский \(Russian\)](#)

Support is Here

[English](#) | [En Español \(Spanish\)](#) | [简体 \(Simplified Chinese\)](#) | [繁體 \(Traditional Chinese\)](#) | [العَرَبِي \(Arabic\)](#) | [বাংলা \(Bengali\)](#) | [Kreyòl ayisyen \(Haitian Creole\)](#) | [한국어 \(Korean\)](#) | [Русский \(Russian\)](#)

Feeling lonely and need support? Call 988

[English](#) | [En Español \(Spanish\)](#) | [简体 \(Simplified Chinese\)](#) | [繁體 \(Traditional Chinese\)](#) | [العَرَبِي \(Arabic\)](#) | [বাংলা \(Bengali\)](#) | [Kreyòl ayisyen \(Haitian Creole\)](#) | [한국어 \(Korean\)](#) | [Русский \(Russian\)](#)

988: More than a number

[English](#) | [En Español \(Spanish\)](#) | [简体 \(Simplified Chinese\)](#) | [繁體 \(Traditional Chinese\)](#) | [العَرَبِي \(Arabic\)](#) | [বাংলা \(Bengali\)](#) | [Kreyòl ayisyen \(Haitian Creole\)](#) | [한국어 \(Korean\)](#) | [Русский \(Russian\)](#)

Need to talk? Text 988

[English \(only available in English\)](#)

## 988: JUST THE FACTS

Infographic with facts about 988

[English](#) | [En Español \(Spanish\)](#) | [简体 \(Simplified Chinese\)](#) | [繁體 \(Traditional Chinese\)](#) | [العَرَبِي \(Arabic\)](#) | [বাংলা \(Bengali\)](#) | [Kreyòl ayisyen \(Haitian Creole\)](#) | [한국어 \(Korean\)](#) | [Русский \(Russian\)](#)

## NEW YORK 988 SOCIAL MEDIA GRAPHICS

[English](#)

[Español \(Spanish\)](#)

[简体 \(Simplified Chinese\)](#)

[繁體 \(Traditional Chinese\)](#)

You can request additional translations by submitting a [988 Resource Translation Request](#).



# SAMHSA Resources

## Branding Standards and Logo Downloads

This guide from the Substance Abuse and Mental Health Services Administration (SAMHSA) provides specific information on logo, branding, and guidelines for 988.



### [SAMHSA Partner Toolkit Logos and Branding Standards](#)

## Branding Standards

**988** SUICIDE & CRISIS LIFELINE

### The 988 brand embodies the 988 Suicide & Crisis Lifeline's ideals and goals.

Built on a concept of connecting with those who are experiencing suicidal or mental health crises, the 988 Suicide & Crisis Lifeline brand primarily seeks to offer a sense of hope. We want that hope to encourage people to call, chat or text 988 if they or a loved one are in a suicidal or mental health-related crisis.

Used as intended, the 988 brand provides a cohesive look and feel across 988 materials

## Brand Elements

### 988 Lockup Mark

The clean geometry and typographic design of the lockup provide *balance, sensitivity, and strength*. The '988' and 'Lifeline' elements are boldest; they advance in space and project an instant message of hope.

In both horizontal and square forms, the lockup is designed to mark 988 communications with the assurance of support. The lockup must be used without modification to maintain brand integrity and consistency. Care should be taken to provide enough contrast for lockup legibility.

#### SQUARE



#### HORIZONTAL



Color Type	HEX	CMYK	RGB	HEX	CMYK	RGB	HEX	CMYK	RGB	HEX	CMYK	RGB	HEX	CMYK	RGB
PRIMARY	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0
	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0
	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0
	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0
SECONDARY	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0
	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0
	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0
	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0
TERTIARY	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0
	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0
	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0
	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0	HEX: #000000	CMYK: 100,100,100,0	RGB: 0,0,0

## Color Palette

The 988 color palette offers complementary colors that speak of *hope, calm, and reassurance*. The interplay between contrasting cool and warm colors hints at natural emotional rhythms. In addition, each hue is presented with two lighter tints for use when a color's full strength is not needed.

NOTE: Text color-contrast ratios should always comply with Section 508 guidelines.

## Typography

These typographic options give a fresh and authentic tone to 988 messaging.

**Futura** (and its stylistic variation, Futura PT Heavy) is a classic geometric typeface that delivers an inviting sense of structure for content titles and primary headings.

**Acumin**, an equally modern, narrower sans serif face, provides a clean and consistent feel for body text.

**Daniel Black** is a handwritten-style typeface that conveys sincerity, especially when used for key messaging.

When producing materials, use the typefaces suggested if available to you; if they are not available to you, we suggest **Arial** as a standard default, as it is generally platform-agnostic.

### Futura PT Heavy H1

Titles only

**ACUMIN PRO CONDENSED BLACK H2**  
**FUTURA PT HEAVY H2**

Acumin Pro Regular body copy, the goal of suicide prevention is to reduce factors that increase risk and increase factors that promote resilience. Quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.

**Arial**  
Use when Acumin is unavailable

**Daniel Black**  
Key messages

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## Image & Logo Downloads

Access 988 images and logos by visiting [SAMHSA's 988 Logo and Branding Webpage](#). Use these to create additional 988 materials.



[Talk with us](#)  
[There is hope](#)  
[Be the lifeline](#)  
[988 Square](#)  
[988 Rectangle](#)

*Talk with us.*



*There is hope.*



*Be the lifeline.*



# Safety Plan

Use SAMHSA's safety plan:

- With individuals receiving services
- At tabling events
- For yourself



[Download SAMHSA Safety Plan](#)

## Safety Plans Work

*There is hope.*



- 1. Write 3 warning signs that a crisis may be developing.**

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- 2. Write 3 internal coping strategies that can take your mind off your problems.**

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- 3. Who/What are 3 people or places that provide distraction?**

(Write name/place and phone numbers)

\_\_\_\_\_ Phone \_\_\_\_\_  
\_\_\_\_\_ Phone \_\_\_\_\_  
\_\_\_\_\_ Phone \_\_\_\_\_

- 4. Who can you ask for help? (Write names and phone numbers)**

\_\_\_\_\_ Phone \_\_\_\_\_  
\_\_\_\_\_ Phone \_\_\_\_\_  
\_\_\_\_\_ Phone \_\_\_\_\_

- 5. Professionals or agencies you can contact during a crisis:**

Clinician: \_\_\_\_\_ Phone \_\_\_\_\_

Local Urgent Care or Emergency Department:

Address \_\_\_\_\_ Phone \_\_\_\_\_

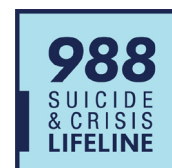
Call or text 988 or chat 988lifeline.org

- 6. Write out a plan to make your environment safer.**

(Write 2 things)

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## QR Code

Are you viewing this toolkit offline? You can find and download all the resources in this toolkit by visiting the New York 988 Webpage. Scan the QR code to visit the webpage now.

