

NATIONAL

ACTION 
ALLIANCE

FOR SUICIDE PREVENTION

BRAND BOOK

The Action Alliance brand is based on a charge to advance the *National Strategy for Suicide Prevention* in the United States. This guide was designed to explain the National Action Alliance for Suicide Prevention (Action Alliance) brand and help you apply it consistently.

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ACTION ALLIANCE BRAND BOOK

The Action Alliance is the nation’s only public-private aimed to advance the *National Strategy for Suicide Prevention*. This guide was designed to help explain the Action Alliance’s unique brand and help you apply it consistently.

The Action Alliance Brand Book:

- 1. Spells out the brand identity**
- 2. Gives context to messaging and actions**
- 3. Shapes perceptions of Action Alliance messengers**
- 4. Clarifies the Action Alliance vision, mission, and priorities**

The brand book contains three sections:

- 1. Brand expression**
- 2. Editorial style**
- 3. Visual identity**

If you have any questions about the Action Alliance brand, please contact Max Lynch, Communications and Engagement Coordinator for the Action Alliance: mlynch@edc.org.

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BRAND EXPRESSION

Who We Are

The National Action Alliance for Suicide Prevention (Action Alliance) is a non-partisan, independent, public-private consortium for suicide prevention charged with advancing the *National Strategy for Suicide Prevention*.

The Action Alliance's job is to bring together leaders from the public and private sectors - under a shared vision and strategy - and together, identify and coordinate opportunities to build, scale up, and strengthen the nation's response to suicide.

Vision

The Action Alliance envisions a nation free of the tragic experience of suicide, suicide attempts, and suicidal despair.

Mission

To advance the *National Strategy* by:

- Championing suicide prevention as a national priority.
- Catalyzing efforts to implement high priority objectives of the *National Strategy*.
- Cultivating the resources needed to sustain progress.

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.

This Action Alliance-specific guide serves as a supplement to the [EDC Editorial Style Guide](#), which provides guidance on style and usage issues that apply to the work of all of EDC’s portfolios and content areas (e.g., punctuation, capitalization, inclusive language). It also supplements the [Suicide Prevention Resource Center \(SPRC\) Editorial Style Guide](#), which provides additional direction related to suicide prevention.

Action Alliance

- The abbreviated name for the National Action Alliance for Suicide Prevention.
- The public-private partnership for suicide prevention.
- Charged with advancing the *National Strategy for Suicide Prevention*.
- A project of EDC’s HPPI Portfolio.
- 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 advancing the *National Strategy for Suicide Prevention*. The Action Alliance envisions a nation free from suicide.
- Use “the” before both the full and abbreviated names.
- Secretariat of the Action Alliance.
 - The Action Alliance Secretariat, which supports its operations, is a part of SPRC.



The Action Alliance has three priorities

Chosen for their potential to produce the systems-level change necessary to substantially lower the number of suicides in our nation.

The priorities include:

- Transforming Health Systems
- Transforming Community-based Suicide Prevention
- Changing the Conversation

Priority 1: Transforming Health Systems

- A key priority of the Action Alliance is transforming health systems to improve and strengthen suicide care in our nation’s health systems.
- This priority helps to goal 8 of the *National Strategy for Suicide Prevention*.
- We leverage key influencers to scale up implementation of the [Zero Suicide](#)

[Initiative](#) - a comprehensive approach for preventing suicide in health care settings to reach individuals already seeking health care services who may be at risk, catalyzed by the Action Alliance.

- We engage our key stakeholders to enhance follow-up care, train the health care workforce, improve the financing of suicide care, and ensure care is available during a crisis to treat individuals at risk.

Priority 2: Transforming Community-based Suicide Prevention (CBSP)

- Referred to as Transforming Community-Based Suicide Prevention externally and CBSP internally.
- A key priority of the Action Alliance is transforming community-based suicide prevention to support community-based efforts to implement effective suicide prevention strategies.
- This priority helps to goal 8 of the *National Strategy for Suicide Prevention*.
- We leverage key influencers to support the development of comprehensive community-based suicide prevention resources for states and communities, and improve the effectiveness of existing community-based suicide prevention efforts.
- To further strengthen community-based suicide prevention, the Action Alliance released [Transforming Communities: Key Elements for the Implementation of Comprehensive Community-Based Suicide Prevention](#) to help guide community-based suicide prevention efforts.



Priority 3: Changing the Conversation

- A key priority of the Action Alliance is changing the conversation about suicide and suicide prevention to promote hope, connectedness, social support, resilience, treatment, and recovery.
- Sometimes referred to as Changing the Conversation externally and CtC internally.
- The Action Alliance advances the CtC priority by leveraging key influencers who play a role in educating the public about suicide and suicide prevention, including news media, entertainment media, and public messengers.
- This priority helps to goal 4 of the *National Strategy for Suicide Prevention*.
- To help further change the conversation, we promote the [Recommendations for Reporting on Suicide](#) (for news media), the [Mental Health Media Guide](#) (for the entertainment industry), the Action Alliance's [Framework for Successful Messaging](#) (for those who publicly message about suicide), and the Action Alliance's [988 Messaging Framework](#).
- This priority is focused on fundamentally transforming attitudes and behaviors relating to suicide and suicide prevention.

VISUAL STYLE | LOGO

FULL-COLOR LOGO Use whenever possible in color



BLACK ONLY LOGO *Limited use*
Use only when color printing is not available



WHITE ONLY LOGO
Use against color backgrounds and certain patterned backgrounds. *See page 11*



VISUAL STYLE | LOGO SIZE AND CLEARANCE

MINIMUM PRINT LOGO SIZE



MINIMUM ON SCREEN LOGO SIZE



MINIMUM LOGO CLEAR SPACE

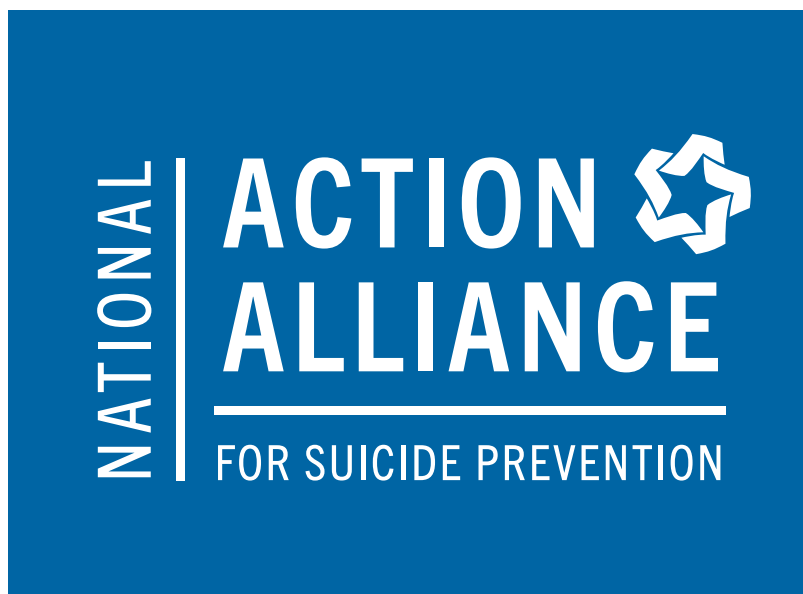


CORRECT LOGO BACKGROUND OPTIONS

White Background (Preference)



Action Alliance Brand Colors Background OR
Patterned Background (limited use) - Use white logo
only. See Brand colors on page 13



VISUAL STYLE | LOGO USAGE CONT.

INCORRECT LOGO USAGE

Incorrect: Wrong Color



Incorrect: Wrong Color



Incorrect: Wrong Color



Incorrect: Wrong Usage on Background Color



Incorrect: Wrong Usage on Background Color



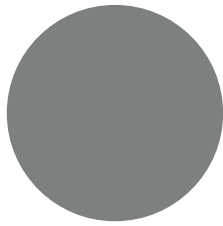
Incorrect: Wrong Usage on Background Color



Incorrect: colored logo on patterned background



PRIMARY COLOR PALETTE

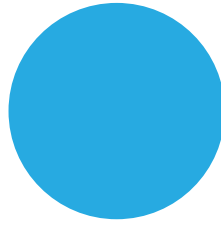


DARK GRAY

RGB: 124, 129, 128

CMYK: 22,14, 18, 45

HEX: #7C8180

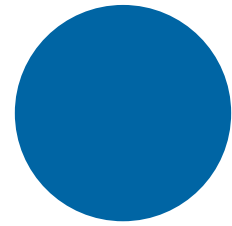


CYAN

RGB: 39, 170, 225

CMYK: 70, 15, 0,

0 HEX: #27a9e1



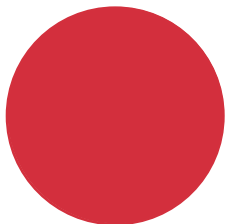
BLUE

RGB: 0, 101, 164

CMYK: 100, 45, 0,

18 HEX: #0065A4

ACCENT COLOR PALETTE

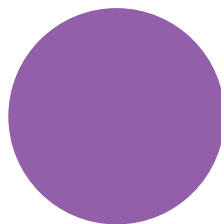


**RED - limited
use**

RGB: 211, 48, 61

CMYK: 0, 93, 73,

13 HEX: #D3303D

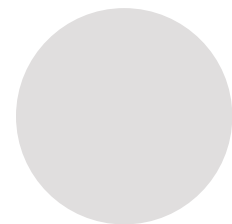


VIOLET

RGB: 147, 95, 167

CMYK: 47, 73, 0,

0 HEX: #925fa7



LIGHT GRAY

RGB: 224, 222,

222 CMYK: 11, 9,

9, 0 HEX: #dfdedd

TYPOGRAPHY

Arial Font Family

ARIAL REGULAR

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN OPQRSTUVWXYZ 123456789

ARIAL ITALIC

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN OPQRSTUVWXYZ 123456789

ARIAL BLACK

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN OPQRSTUVWXYZ 123456789

VISUAL STYLE | ICONOGRAPHY

BRAND ICON



HEALTH SYSTEMS



COMMUNITIES



CONVERSATION



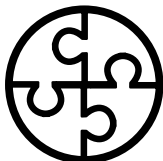
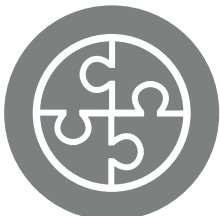
PREVENTION



PARTNERSHIP



WORKING TOGETHER



NETWORK



SUPPORT



Action Alliance Priorities
Can be used separately

