Communications Guide
THIS IS THE OFFICIAL
CRISIS TEXT LINE
COMMUNICATIONS GUIDE

This guide will assist you in creating materials and promoting Crisis Text Line.
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Our Brand

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TONE

There are two words that characterize everything we do:

Empathy & Innovation.

These are the words we should think of when we craft an email to an intern applicant or design a t-shirt or speak at a conference. These are the two things we aim to be--as individuals, as a team, as a community, as a service, and as a company.
WHAT IS CRISIS TEXT LINE?

Tagline:

Crisis Text Line provides free support at your fingertips, 24/7.

Boom. That's it.
That is how we talk about us.
OUR FOUNDING STORY

Crisis Text Line was born “from the rib” of DoSomething.org, the largest organization for young people and social change.

Dozens of DoSomething.org members were texting in to ask for personal help and the CEO (Nancy Lublin) came up with the idea for Crisis Text Line and quietly launched it in August 2013.

Within 4 months, Crisis Text Line was being used in all 295 area codes in the USA. Two years later, Crisis Text Line spun out into a separate entity and Nancy went with it.

Complete story detailed in this New Yorker article.
WHO RESPONDS TO TEXTERS?

Crisis Text Line has a human first policy.

We believe that every person who texts us deserves a human response.

In fact, texters are receiving 3 levels of review.
WHO RESPONDS TO TEXTERS?

1. Algorithm reviews for severity. Imminent risk texters are coded orange and placed at the top of the queue.

2. Crisis Counselors. These are people over the age of 18 who apply, go through a background check, complete 34 hours of training that includes quizzes and role plays, and successfully graduate. These highly-trained volunteers are the foundation of Crisis Text Line.

3. Supervisors. These are full-time paid staff. They have a higher degree in social work, psych or another related field.
How We Talk about Ourselves

11 WHAT’S OUR NAME?
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WHAT’S OUR NAME?

✔ Crisis Text Line

WE DO NOT USE:

❌ The Crisis Text Line
❌ Crisis Text Hotline
❌ Text Crisis Line
❌ Crisis Text
❌ CTL
PHRASES WE USE

✓ Crisis Counselors
   (Notice the capital C’s)

✓ Texters
   (Not patients, teens, clients, users, etc.)
PHRASES WE USE

- Free
- 24/7
- Text with a trained Crisis Counselor
- Private
- Confidential
- Text HELLO to 741741 (Note: NO dash in 741741!)
- Moving from a hot moment to a cool calm
BANNED WORDS

✗ Hotline
   (That worked for a Drake song. Us? Not so much.)

✗ Teens, Kids
   (We serve all ages!)

✗ Counseling

✗ Therapy

✗ Emotional Support
All Things Media

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TALKING POINTS:
BY THE NUMBERS
UPDATED JULY 2016

20 million messages since our founding in August 2013

1,541 trained Crisis Counselors (Must be over 18, go through rigorous applications process and 34 hours of training. Background check required.)

8 active rescues per day

30% of our messages are about suicide and depression.

50k texters per month

“Code Orange” texters are handled in an average of 1.8 minutes.
TALKING POINTS: AWESOME FACTS UPDATED JULY 2016

1. 19% of our texters are in low-income zip codes, vs. 11% of the U.S. population (aka we over index in low income communities).

2. We launched this assuming it would be all teens--and we’re excited to see that 20% of our texters are over age 25.

3. Our texters mention “today” 6x more often than any other time reference. This is “in the moment” crisis work, when we can help tip them to a healthy decision.
DATA

We have a human-first approach. We do not believe machines should replace humans. However, we leverage technology to make our service faster, better, and cheaper.

This is the largest mental health data set in the world. Imagine the impact this data corpus could have on police departments, school boards, policy makers, hospitals, families, journalists and academics. We have decided this data set should be open. Borrowing from the University of Michigan, we have established the following 3 levels of open data collaboration:

CrisisTrends.org shares aggregated data, revealing trends.

Enclave data is available by application only, for non-commercial use.
FOUNDER & CEO

Nancy Lublin is a serial social entrepreneur.

Crisis Text Line is her third venture. At 23, she founded Dress for Success, which helps women transition from welfare to work in more than 150 cities in 20 countries. She then became the CEO of DoSomething.org, which she grew from zero members to nearly 5 million. She studied politics at Brown University, political theory at Oxford University (as a Marshall Scholar), and has a law degree from NYU. Nancy was named to the Fortune’s “World's 50 Greatest Leaders” list alongside the Pope and Dalai Lama. (She thinks that list is ridiculous!)
Logo

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This is the Crisis Text Line logo.

Do not recreate, distort, stretch or otherwise alter the logo.

Please only use the approved version. Send an email to press@crisistextline.org to request the official logo for use.
In order to preserve the integrity of the logo, it is important that no other logos, type or other graphic elements infringe on its space.

The minimum clearspace around the entire logo is equivalent to 1/2 the height of the | in the logo.

Clearspace also defines the minimum distance between logo and the edge of any design.
MINIMUM SIZE

DIGITAL

PRINT

Minimum size recommendations preserve the legibility of the logotype at small sizes.

Minimum size for all screen application is 100 pixels in length. Minimum size for print applications is 1 inch in length.
INCORRECT LOGO USE

- Do not outline the logo
- Do not rotate the logo — It’s not drunk
- Do not change the colors of the logo elements
- Do not distort the logo
- Do not alter the size or position of the logo elements
- Do not recreate the logo using another font
- Do not remove the line after the wordmark
- Do not write our name in Title Case
LOGO USAGE

DO

✓ Use the standard Crisis Text Line logo on external sites or in marketing communications to promote the service or volunteer opportunity.

✓ Use the standard logo in the context of driving awareness to a keyword.

✓ Use the logo as a link to the Crisis Text Line corporate website or details on a Crisis Text Line white label partnership.

DO NOT

✗ Use the logo to imply a sponsorship or strategic partnership with Crisis Text Line unless approved by the Director of Communications.

✗ Modify our logo

✗ Display the Crisis Text Line logo on a site that violates the Crisis Text Line Terms of Service or Code of Conduct.

✗ Display a Crisis Text Line mark in a manner that is misleading, unfair, defamatory, infringing, libelous, disparaging, obscene or otherwise objectionable to Crisis Text Line.
Color

33 PRIMARY
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PRIMARY BRAND COLOR

This is Crisis Text Line’s primary brand color. Please make sure to use the appropriate values below when using our red — RGB or HEX for digital, CMYK or PMS for print. With consistent use, Crisis Text Line’s red is an immediate identifier of the brand.

Red

RGB: 229 / 11 / 20  
CMYK: 0 / 100 / 100 / 0  
HEX: #e40b14  
PMS: Pantone Red 032 U

Why Red?
Red evokes a passionate and visceral response. Red grabs our viewer’s attention and conveys that we are there for them when they are in crisis.
SECONDARY BRAND COLORS

Please use these secondary colors as accents to our primary Crisis Text Line red. They should be used to complement and not detract from our main brand color.

**Dark**
- **RGB:** 0 / 0 / 0
- **CMYK:** 0 / 0 / 0 / 100
- **HEX:** #000000

**Medium**
- **RGB:** 147 / 149 / 152
- **CMYK:** 0 / 0 / 0 / 5
- **HEX:** #939597

**Light**
- **RGB:** 220 / 221 / 222
- **CMYK:** 0 / 0 / 0 / 15
- **HEX:** #DBDCDE
Typography
TYPOGRAPHY

Akzidenz Grotesk Bold
Akzidenz Grotesk Regular
Akzidenz Grotesk Light

Akzidenz Grotesk is our primary typeface.
Akzidenz Grotesk Bold for headlines and titles.
Akzidenz Grotesk Regular for body copy.
Akzidenz Grotesk Light for special cases.
Assets

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KEY VIDEOS – TED TALK 2
KEY VIDEOS – CRISIS TEXT LINE PSA