

# Communications Guide

**CRISIS TEXT LINE |**

**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

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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.)

50k

texters per month

8

active rescues per day

30%

of our messages are about  
suicide and depression.

“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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## LOGO



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](mailto:press@crisistextline.org) to request the official logo for use.

## CLEARSPACE



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.

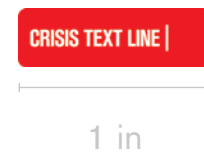
Clearspace also defines the minimum distance between logo and the edge of any design.

## 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**

34 **SECONDARY**

## **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

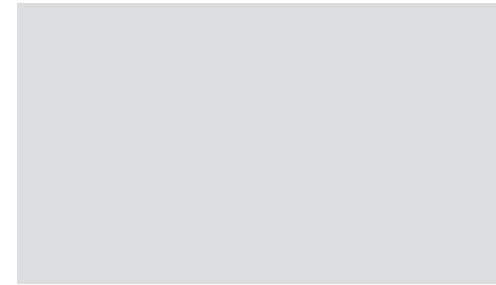


Medium

**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.

## TYPOGRAPHY

**Akzidenz  
Grotesk  
Bold**

**ABCDEFGH  
IJKLMNOP  
QRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890**

Akzidenz  
Grotesk  
Regular

ABCDEFGH  
IJKLMNOP  
QRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

Akzidenz  
Grotesk  
Light

ABCDEFGH  
IJKLMNOP  
QRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

# Assets

## 33 **KEY VIDEOS**



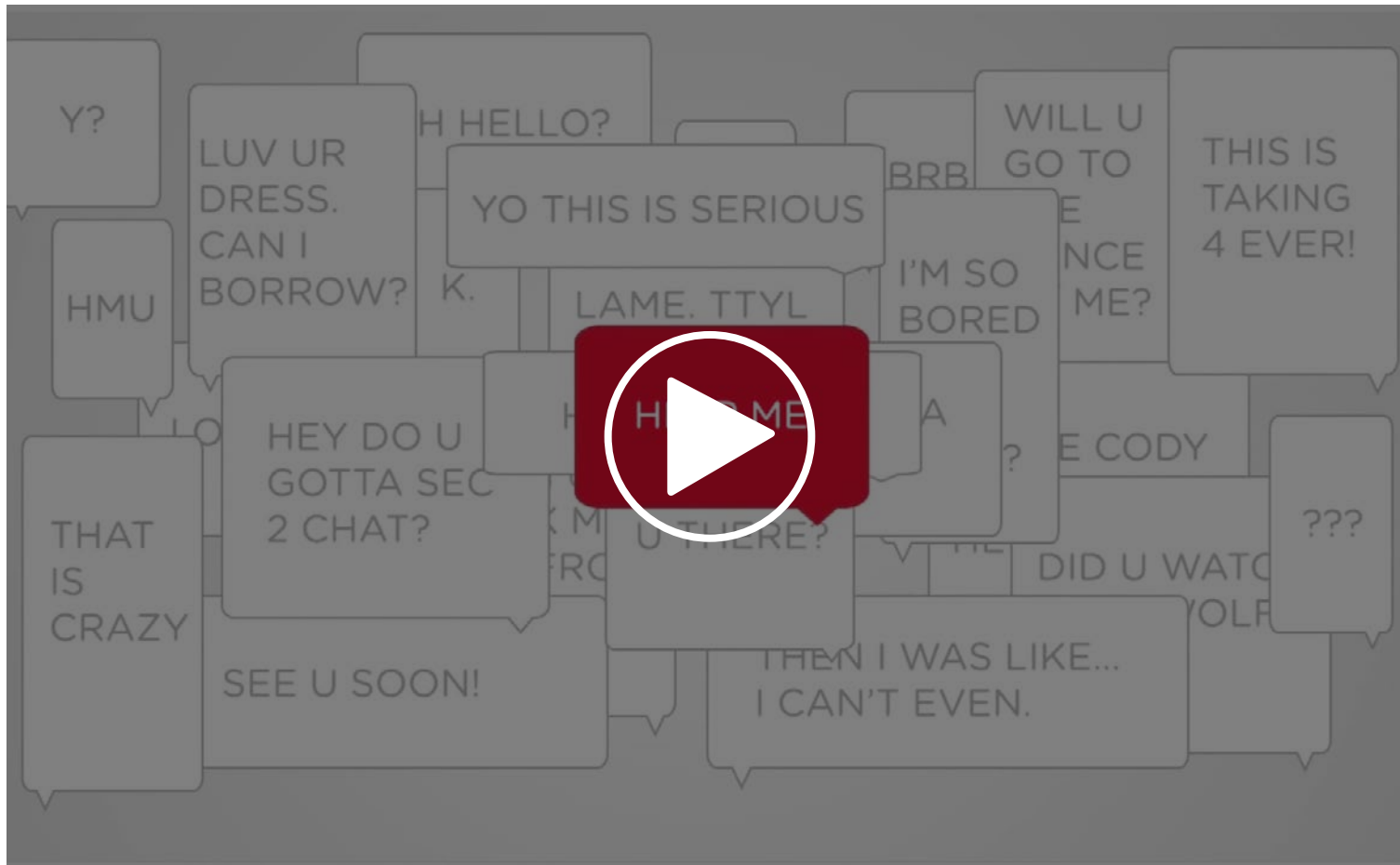
## KEY VIDEOS – TED TALK 1



## KEY VIDEOS – TED TALK 2



## KEY VIDEOS – CRISIS TEXT LINE PSA



Thank you