



SafeUT Style Guide

If you have questions about the use of our brand, email us at SafeUT@hsc.utah.edu.

Table of Contents

SafeUT Style Guide

Logos	3
Typography	4
Color	5
Illustration	6
Words	7
Brand Examples	8
SafeUT Frontline	9
Frontline Illustration	10
Frontline Words	11
Frontline Messaging Matrix	12
SafeUT National Guard	13



SafeUT Logo

STACKED



Use the color version of the SafeUT logo whenever possible. Always maintain enough contrast with the background and surrounding elements. A black or white version may be used when necessary.

Do not modify or distort the logo in any way.

HORIZONTAL



1-COLOR



Clear Space: To avoid crowding the logo, give it a minimum amount of space based on the width of the "U." Never place the logo on the edge of a margin or perimeter.

SafeUT Companion Logos

In addition to the primary SafeUT logo, there are two companion brands and logos.

SafeUT Frontline



For more information about SafeUT Frontline branding, visit page 10.

SafeUT National Guard



For more information about SafeUT National Guard branding, visit page 14.

Fonts

SOFIA PRO

Our primary font for headlines and body copy. In cases where Sofia Pro is not available, Century Gothic or Arial can be used as a substitute.

Sofia Pro is currently available from Adobe Fonts, or licenses are available for purchase from myfonts.com.

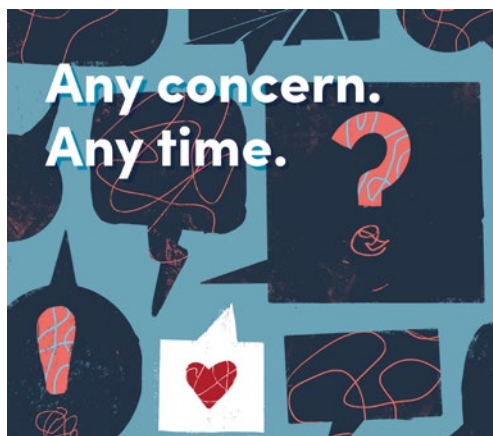
Aa Bb Cc

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

! @ # \$ % & 0 1 2 3 4 5 6 7 8 9

Typography in Use



Sofia Pro Black is for headlines.

Any crisis, any time.

Sofia Pro Light is for body copy.

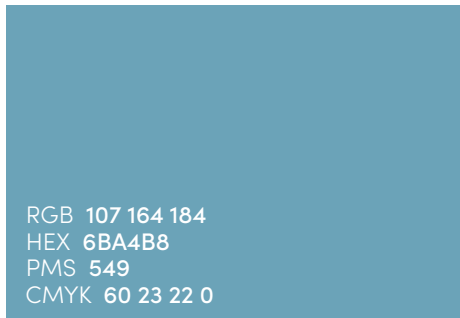
The SafeUT app provides a way to connect to licensed counselors that are ready to listen to any sized crisis or concern. Help is immediate and confidential, and as easy as reaching for your phone and sending that first text.



CALL 833-3SAFEUT(833.372.3386) • DOWNLOAD THE APP • SAFEUT.ORG

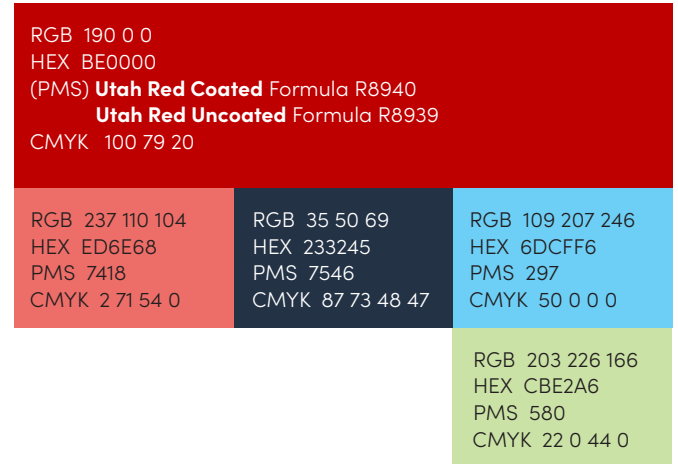
Brand Colors

PRIMARY

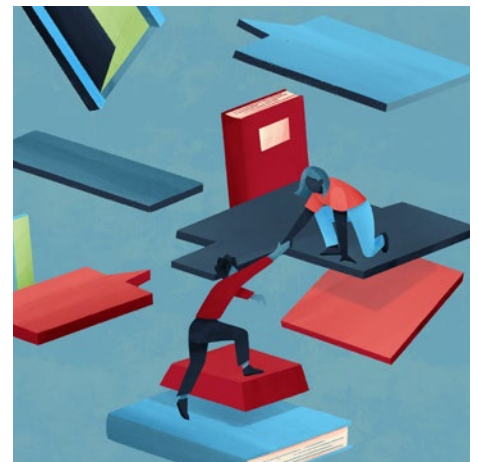
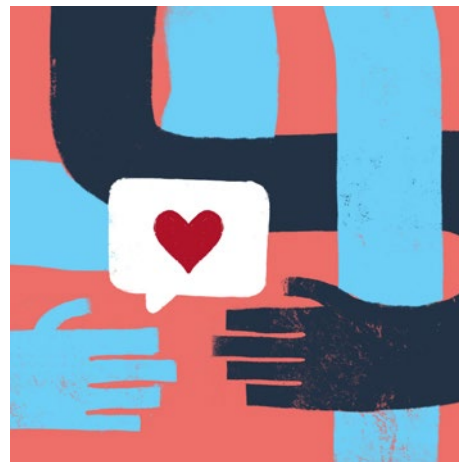
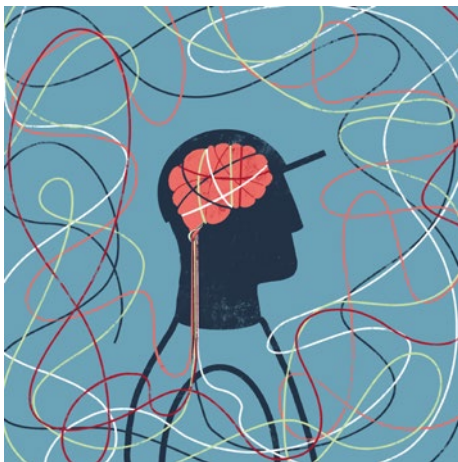


PMS 549 blue is SafeUT's primary color and is used in the logo. The secondary colors may be used to support the brand.

SECONDARY



Color in Use

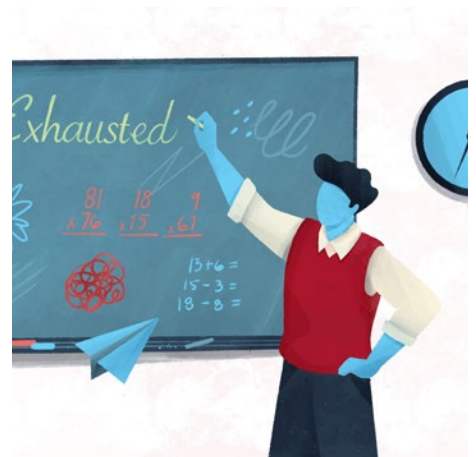
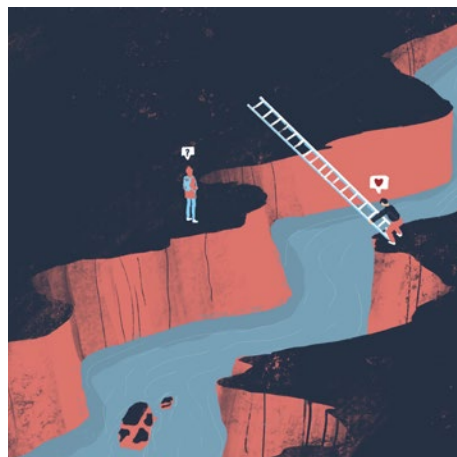
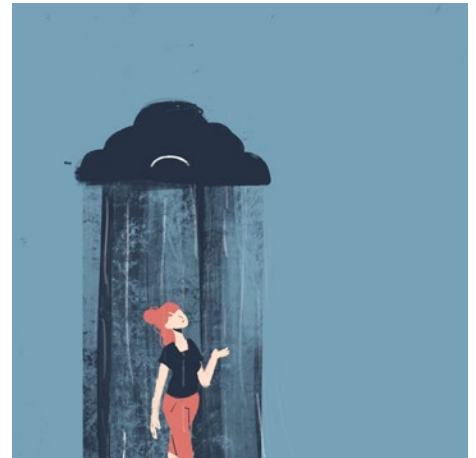
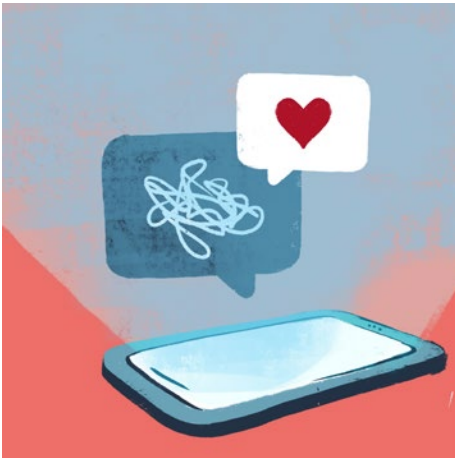


In marketing items, the primary color should always be used in some way. Secondary colors should accent this.

The brand colors should make up 90% of the image. The red and green secondary colors should be the least prominent color if and when used.

Style

Illustrations should use brand colors accordingly and maintain a similar look and feel to the style shown below. Illustrations should always be done in brand colors and use the color hierarchy listed on page 5. This abstracted style can help the marketing be general enough that students from all age ranges, K-12 and higher education, can connect with it.



SafeUT and U of U Health Brand Guidelines

SafeUT follows the University of Utah Health style guide, which can be found here:

<https://healthcare.utah.edu/brand-and-style-guide/>

Additional requirements pertaining specifically to the SafeUT brand can be found below.

Audience & Messaging

SafeUT is a crisis chat, tip, and call line that needs to be accessible and approachable to a wide age range. SafeUT is marketed towards K-12 and higher education students, parents/guardians, and educators/staff.

To indicate the broad range of challenges SafeUT helps with, avoid words such as “crisis” (which may exclude smaller but traumatic life events such as a breakup) unless they’re accompanied by a modifier such as “any-sized.”

These messages need to reach three target groups: **students, parents/guardians, and educators**; as well as cover two important categories: **the crisis chat feature and tip line**.

Phrasing

When writing “SafeUT,” there is **no space** between “Safe” and “UT.”

For copy and body text, “at no cost” should be used instead of “free.” Using “free” is acceptable on cards, posters, and other marketing materials.

Always use “confidential” and never “anonymous.”

Avoid using phrases such as “therapists,” which can be misleading. Instead, use the term “licensed counselors” to be more accurate.

Headlines and copy should be phrased in a way that is approachable to students.

Required Items

We require the following statements on the bottom of marketing materials:

Services provided by: UNIVERSITY OF UTAH HEALTH
Program supported by: SAFEUT COMMISSION

Please also include:

CALL – 833.3SAFEUT (833.372.3388)
Download the App • SafeUT.org

Any crisis, any time.

Brand Examples

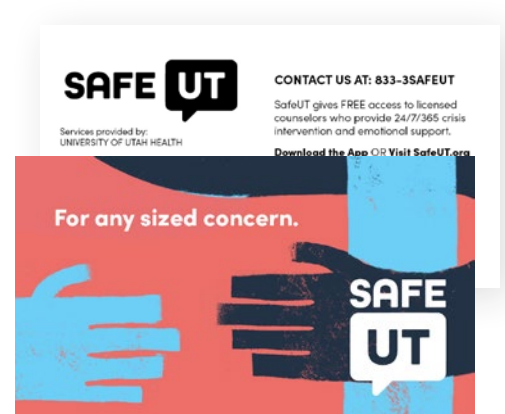
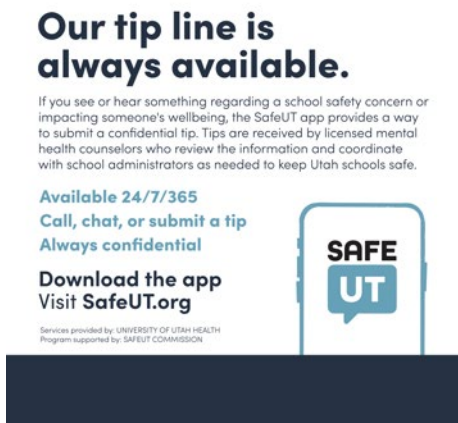
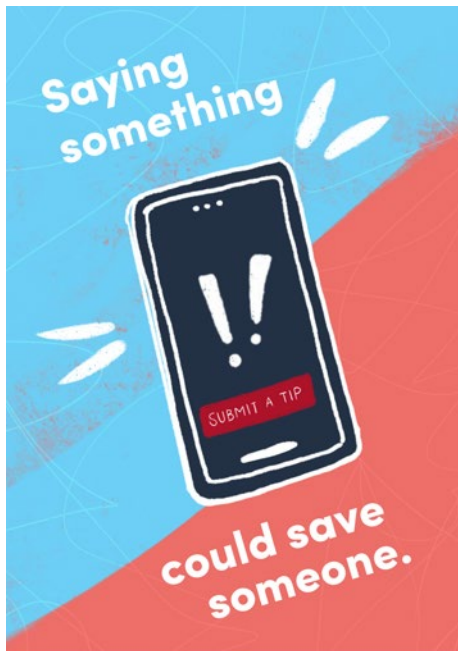
8

Collateral Examples

Now that you're familiar with the SafeUT style guide, you're ready to create SafeUT collateral items.

We kindly ask to see final proof of anything that includes our logo to ensure brand guidelines are being met. Please email proof files to SafeUT@hsc.utah.edu prior to printing or publishing for review and approval.

From illustrations to posters, pass-along cards, and banners, the correct use of color, typography, and messaging will give you results like these:



SafeUT Frontline Logo

STACKED



As with the primary SafeUT logo, use the color version of the SafeUT Frontline logo whenever possible. Always maintain enough contrast with the background and surrounding elements. A black or white version may be used when necessary.

Do not modify or distort the logo in any way.

Color

PRIMARY

RGB 0 25 93
HEX 00195D
PMS 2747
CMYK 100 95 0 16

PMS 2747 blue is SafeUT Frontline’s primary color and is used in the logo. The secondary colors may be used to support the brand.

HORIZONTAL



1-COLOR



Clear Space: To avoid crowding the logo, give it a minimum amount of space based on the width of the “U.” Never place the logo on the edge of a margin or perimeter.

SECONDARY

<p>RGB 35 50 69 HEX 233245 PMS 7546 CMYK 87 73 48 47</p>	<p>RGB 109 207 246 HEX 6DCFF6 PMS 297 CMYK 50 0 0 0</p>
<p>RGB 237 110 104 HEX ED6E68 PMS 7418 CMYK 2 71 54 0</p>	<p>RGB 107 164 184 HEX 6BA4B8 PMS 549 CMYK 60 23 22 0</p>

Illustration & Style

Illustrations should use brand colors accordingly and maintain a similar look and feel to the style shown below. Using a series of photo treatments, we are able to maintain the hand-drawn style, while making these illustrations more approachable to frontline workers.

Choosing from a selection of people to showcase these frontline workers has been a priority to the images we source.

The link to the SafeUT Frontline illustration style tutorial can be found here:

<https://www.youtube.com/watch?v=CGdGqcAQdMU>



Audience & Messaging

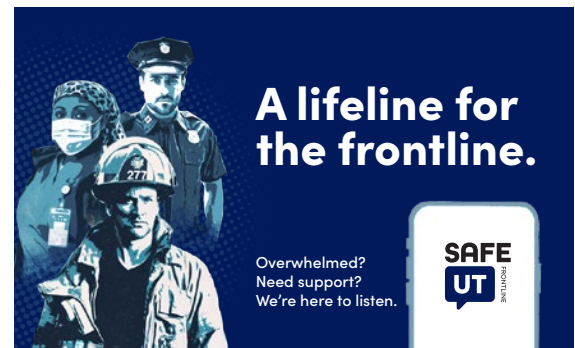
SafeUT Frontline focuses on three main groups within the frontline: health care providers, fire/EMS, and law enforcement. Because collateral is marketed toward a specific group of frontline workers, the messaging used is very important.

Phrasing

The phrase “A lifeline for the frontline” addresses all groups as a whole. All other messaging should be group specific.

Use “support” rather than “help” on all SafeUT Frontline marketing materials.

Include a period at the end of all SafeUT Frontline headlines.



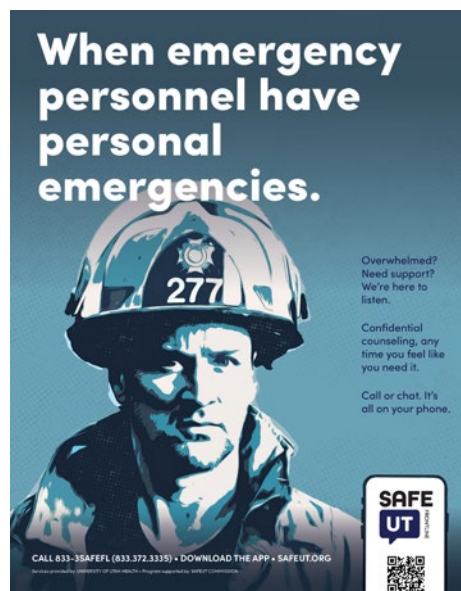
Group-Specific Messaging



“Self-care is health care, too.”

“Live support for life supporters.”

“Taking care of the caretakers.”



“When emergency personnel have personal emergencies.”

“Get support when you’ve given all you have.”

“You’re allowed to have emergencies, too.”



“A lifeline for the line of duty.”

“For when those in blue feel more than blue.”

“Tough job? We get it.”

SafeUT National Guard Logo

STACKED



As with the primary SafeUT logo, use the color version of the SafeUT National Guard logo whenever possible. Always maintain enough contrast with the background and surrounding elements. A black or white version may be used when necessary.

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Color

PRIMARY

RGB 59 67 14

HEX 3B430E

PMS 574

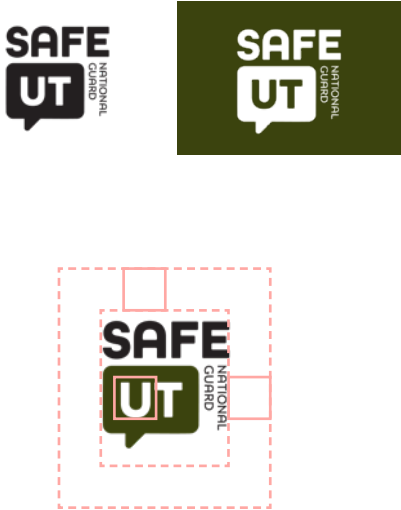
CMYK 56 22 98 72

PMS 574 green is SafeUT National Guard’s primary color and is used in the logo. The secondary colors may be used to support the brand.

HORIZONTAL



1-COLOR



Clear Space: To avoid crowding the logo, give it a minimum amount of space based on the width of the “U.” Never place the logo on the edge of a margin or perimeter.

SECONDARY

RGB 35 50 69	RGB 109 207 246
HEX 233245	HEX 6DCFF6
PMS 7546	PMS 297
CMYK 87 73 48 47	CMYK 50 0 0 0
RGB 203 226 166	RGB 107 164 184
HEX CBE2A6	HEX 6BA4B8
PMS 580	PMS 549
CMYK 22 0 44 0	CMYK 60 23 22 0