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

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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.

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.

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

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

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

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.

Any crisis, any time.

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.

**Any concern. Any time.**

**Sofia Pro Black is for headlines.**

**Sofia Pro Light is for body copy.**

CALL 803-354-807/301-273-2856 - DOWNLOAD THE APP - SAFEUT.ORG
**Color**

### Brand Colors

<table>
<thead>
<tr>
<th>PRIMARY</th>
<th>SECONDARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 549 blue is</td>
<td>RGB 172 22 44</td>
</tr>
<tr>
<td>SafeUT’s primary</td>
<td>HEX AC162C</td>
</tr>
<tr>
<td>color and is used</td>
<td>PMS 197</td>
</tr>
<tr>
<td>in the logo. The</td>
<td>CMYK 7 100 82 26</td>
</tr>
<tr>
<td>secondary colors</td>
<td></td>
</tr>
<tr>
<td>may be used</td>
<td>RGB 35 50 69</td>
</tr>
<tr>
<td>to support the</td>
<td>HEX 233245</td>
</tr>
<tr>
<td>brand.</td>
<td>PMS 7546</td>
</tr>
<tr>
<td></td>
<td>CMYK 67 73 48 47</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COLOR IN USE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td></td>
</tr>
</tbody>
</table>
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.
Words

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
SafeUT has specific goals to reach BIPOC, LGBTQ+, student-athletes, and other at-risk populations. In an effort to focus on key challenges each group faces, the messaging matrix was created to highlight how certain messages (i.e. loneliness) transcends among race, sexuality, hobbies, and ages.

<table>
<thead>
<tr>
<th>Self-Esteem</th>
<th>External Pressure/Expectations</th>
<th>Stress</th>
<th>Isolation</th>
<th>Worried About Others</th>
<th>Communication</th>
<th>Social Anxiety</th>
<th>Fitting In</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;I have trouble feeling like I’m worth anything.&quot;</td>
<td>&quot;I feel anxious, like there’s this unspoken pressure always on me.&quot;</td>
<td>&quot;My stress just seems to pile up day by day.&quot;</td>
<td>&quot;I feel alone, like I’m disconnected from the people around me.&quot;</td>
<td>&quot;I’m getting worried about my friend. They’ve been acting so distant lately.&quot;</td>
<td>&quot;I just don’t know how to talk to people about what’s on my mind.&quot;</td>
<td>&quot;I can barely function when I’m around people. What do I do?&quot;</td>
<td>&quot;I’ll never fit in with the people around me. I’m just an outsider.&quot;</td>
</tr>
</tbody>
</table>

- **BIPOC/Racism**
- **LGBTQ+/Discrimination**
- **Athletes**
- **Bullied**
- **Music/Dance/Theatre**
- **Mental Health**
- **Divorce**
- **Dating**
- **Lower Income**
- **‘Average’ Teen**
- **Weight**
- **Self-Harm**
- **Parents/Guardians**
- **Educators**
Brand Examples

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:
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.

**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.

**Color**

**Primary**

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.

**Secondary**

RGB 107 164 184
HEX #6A4AB8
PMS 549
CMYK 60.23 22.00 0.00

RGB 109 207 246
HEX #6DCFF6
PMS 297
CMYK 0.00 0.00 0.00

RGB 237 110 104
HEX #ED6E68
PMS 7418
CMYK 2.71 54.00 0.00

RGB 35 50 69
HEX #233245
PMS 7546
CMYK 87 73 48 47
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 diverse 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
Frontline Words

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 Frontline has specific goals to reach three different groups within the frontline: health care providers, fire/EMS, and law enforcement. In an effort to focus on key issues each group faces, the messaging matrix was created to highlight how certain messages (i.e. depression, anxiety, PTSD) are perceived among these individual groups.

| Group        | Tough It Out                                                                 | Shouldn’t Need Help                                                                 | Pressure                                                                 | Going Through It Alone                                                                 | Useless/ Worthless                                                                 | Look Like the “Bad Guy”                                                                 | Trauma                                                                 |
|--------------|------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|----------------------------------------------------------------------------|----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| Law Enforcement | "Just get through this shift, then I’ll go home." | Sometimes up against situations they aren’t fully equipped to deal with (e.g. mental health calls) | High pressure from internal and external sources | Spouse can’t understand | Work hard on cases that may never win in court | "Sometimes I wonder if I’m even making a difference." | "No matter how hard I try, someone doesn’t like me." |
|              | "I need to stay strong for my loved ones."                                   | "I’m anxious because I don’t know what I’m going up against." (in a car, house, etc.) | Colleagues don’t talk about mental health | Revist the same homes and neighborhoods that don’t get better | "People got mad at me for doing my job." | "May have to shoot to kill" |
|              |                                                                                | Sleep deprivation                                                                    |                                                                           |                                                                                         | Generalized anti-police sentiments                                                | Seeing people die                                                               |
|              |                                                                                |                                                                                      |                                                                            |                                                                                         | Social justice movements highlighting conflict with law enforcement               | "Some sights during work stick with me" |
| Fire/EMS     | "Just get through this shift, then I’ll go home." | Fully trained, but sometimes it can be hard to remember in the midst of a crisis | "I feel guilt if I can’t save someone." | Spouse can’t understand | Give CPR or pull people out of danger and they die anyway | There on the worst day of someone’s life | "People die in front of me." |
|              | "I need to stay strong for my loved ones."                                   | "If I mess up, someone could die." | Colleagues don’t talk about mental health | Can’t stop fire | People have to pay if they start fires | "People die in front of me." | "Smells stick with me." |
|              |                                                                                | Sleep deprivation                                                                    |                                                                            |                                                                                         | Take family away to be treated                                                   |                                                                                  |
| Health Care  | May not be able to afford getting help | "I treat patients with the same challenges, I should know how to treat myself without support." | "If I mess up, someone could die." | Spouse can’t understand | People get sick anyway | Turning down people without insurance | Grieving patients |
|              | May become apathetic toward illness or injury to cope                      | "I’m expected to be nice and happy, even on my worst day." | Colleagues don’t talk about mental health | People die no matter what | Choosing who to treat first | Seeing people die                          |                                                                                  |
|              |                                                                                | Sleep deprivation                                                                    |                                                                            |                                                                                         | Feels inconsequential | Telling patient’s family there’s nothing to do to help | Can’t unsee things |
|              |                                                                                |                                                                                      |                                                                            |                                                                                         |                                                                                | Choosing who to treat first                                                             |
|              |                                                                                |                                                                                      |                                                                            |                                                                                         |                                                                                | Saying there’s no help |
SafeUT National Guard Logo

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.

Do not modify or distort the logo in any way.

Color

**Primary**

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.

**Secondary**

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.