

SafeUT Style Guide

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

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Logos

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.

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.

AaBbCc

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.

Color

Brand Colors

PRIMARY

RGB 107 164 184 HEX 6BA4B8 PMS 549 CMYK 60 23 22 0 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

RGB 190 0 0 HEX BE0000 (PMS) **Utah Red Coated** Formula R8940 **Utah Red Uncoated** Formula R8939 CMYK 100 79 20

RGB 237 110 104 HEX ED6E68 PMS 7418 CMYK 2 71 54 0 RGB 35 50 69 HEX 233245 PMS 7546 CMYK 87 73 48 47 RGB 109 207 246 HEX 6DCFF6 PMS 297 CMYK 50 0 0 0

RGB 203 226 166 HEX CBE2A6 PMS 580 CMYK 22 0 44 0

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.

Illustration

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.













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

any time

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:



Our tip line is always available.

If you see or hear something regarding a school safety concern or impacting someone's wellbeing, the SafetU Tap provides a way to submit a confidential tip. Tips are received by licensed mental health counselors who review the information and coordinate with school administrators as needed to keep Utah schools safe.

Available 24/7/365 Call, chat, or submit a tip Always confidential

Download the app Visit SafeUT.org

Program supported by: SAFEUT COMMISSION













SafeUT Frontline

SafeUT Frontline Logo

STACKED



HORIZONTAL



1-COLOR







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

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. SECONDARY

RGB 35 50 69 HEX 233245 PMS 7546 CMYK 87 73 48 47

RGB 237 110 104 HEX ED6E68 PMS 7418 CMYK 2 71 54 0 RGB 109 207 246 HEX 6DCFF6 PMS 297 CMYK 50 0 0 0

RGB 107 164 184 HEX 6BA4B8 PMS 549 CMYK 60 23 22 0

Frontline Illustration

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













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

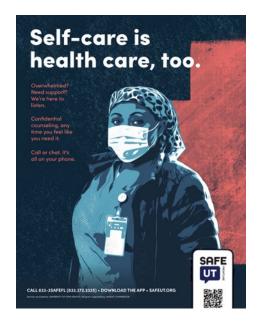
The phrase "A lifeline for the frontline" addresses all groups as a whole. All other messaging should be group specific.

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."

Frontline Messaging Matrix

Messaging Matrix

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.

	Tough It Out "I'll get through this. I just need to suck it up."	Shouldn't Need Help "As a trained profes- sional, I help others. I don't need help."	Pressure "I have so many things going on, I can't handle it.	Going Through It Alone "All my colleagues have it together. No one will understand."	Useless/ Worthless "Sometimes I wonder if I'm even making a difference."	Look Like the "Bad Guy" "No matter how hard I try, someone doesn't like me."	Trauma "I see intense things everyday and I can't just leave it at work."
Law Enforcement	"Just get through this shift, then I'll go home."	Sometimes up against situations they aren't fully equipped to deal with (ie. mental health calls)	High pressure from internal and external sources	Spouse can't understand	Work hard on cases that may never win in court	Generalized anti-police sentiments	Seeing people die
	"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	Revisit the same homes and neighborhoods that don't get better	"People get mad at me for doing my job."	May have to shoot to kill
			Sleep deprivation			Social justice movements highlighting conflict with law enforcement	See disturbing situations (abuse, etc.)
							"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	Put in life-threatening situations
	"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."
			Sleep deprivation	"Sometimes we'll get together after a call to talk through things. That helps."		Take family away to be treated	"Smells stick with me."
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

SafeUT National Guard Logo

STACKED



HORIZONTAL



1-COLOR







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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. SECONDARY

RGB 35 50 69 HEX 233245 PMS 7546 CMYK 87 73 48 47

RGB 203 226 166 HEX CBE2A6 PMS 580 CMYK 22 0 44 0 RGB 109 207 246 HEX 6DCFF6 PMS 297 CMYK 50 0 0 0

RGB 107 164 184 HEX 6BA4B8 PMS 549 CMYK 60 23 22 0