



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
Messaging Matrix	8
Brand Examples	9
SafeUT Frontline	10
Frontline Illustration	11
Frontline Words	12
Frontline Messaging Matrix	13
SafeUT National Guard	14



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

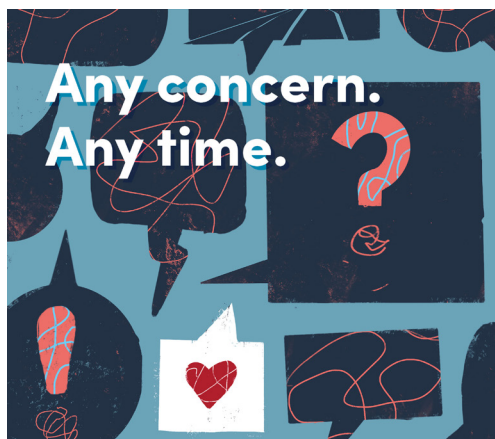
Our primary font for headlines and body copy. In cases where Sofia Pro is not available, Century Gothic or Arial can be used as a substitute.

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.



We're here for you, too.

If you need a listening ear of your own, SafeUT isn't only for students. Our licensed counselors are ready to help parents and educators with whatever's on your mind. Talk to us today.

AVAILABLE 24/7/365 • CALL OR CHAT • ALWAYS CONFIDENTIAL
Service provided by UNIVERSITY OF UTAH HEALTH • Program supported by SAFEUT COMMISSION

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 172 22 44 HEX AC162C PMS 187 CMYK 7 100 82 26	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 237 110 104 HEX ED6E68 PMS 7418 CMYK 2 71 54 0	RGB 203 226 166 HEX CBE2A6 PMS 580 CMYK 22 0 44 0	

Color in Use

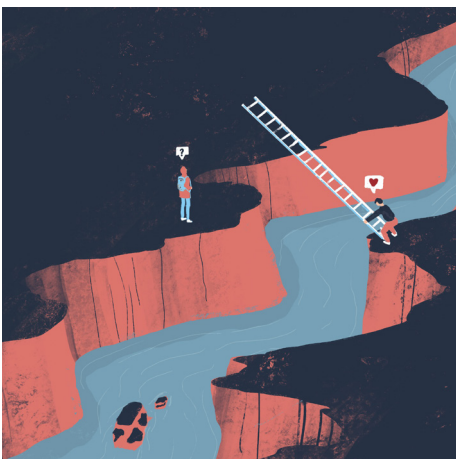
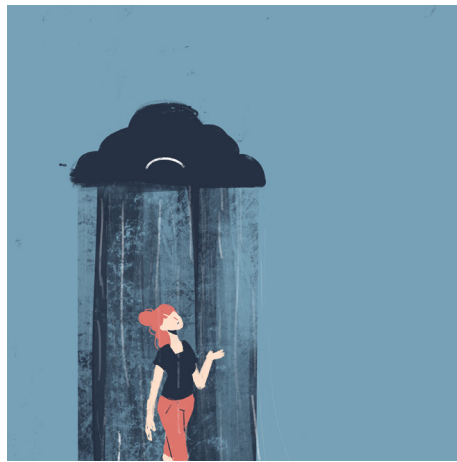


In marketing items, the primary color should always be used in some way. Secondary colors should accent this.

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.

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 crisis, any time.

Messaging Matrix

Messaging Matrix

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.



	Self-Esteem "I have trouble feeling like I'm worth anything."	External Pressure/Expectations "I feel anxious, like there's this unspoken pressure always on me."	Stress "My stress just seems to pile up day by day."	Isolation "I feel alone, like I'm disconnected from the people around me."	Worried About Others "I'm getting worried about my friend. They've been acting so distant lately."	Communication "I just don't know how to talk to people about what's on my mind."	Social Anxiety "I can barely function when I'm around people. What do I do?"	Fitting In "I'll never fit in with the people around me. I'm just an outsider."
BIPOC/Racism	✓	✓		✓			✓	✓
LGBTQ+/Discrimination	✓	✓		✓		✓	✓	✓
Athletes		✓	✓		✓		✓	
Bullied	✓		✓	✓		✓	✓	✓
Music/Dance/Theatre		✓	✓		✓			
Mental Health	✓		✓	✓		✓	✓	
Divorce	✓	✓	✓	✓		✓		✓
Dating		✓			✓	✓		
Lower Income	✓	✓			✓			✓
"Average" Teen	✓	✓	✓	✓	✓	✓		✓
Weight	✓	✓					✓	✓
Self-Harm		✓	✓	✓		✓		
Parents/Guardians	✓	✓	✓	✓	✓	✓		
Educators			✓			✓		

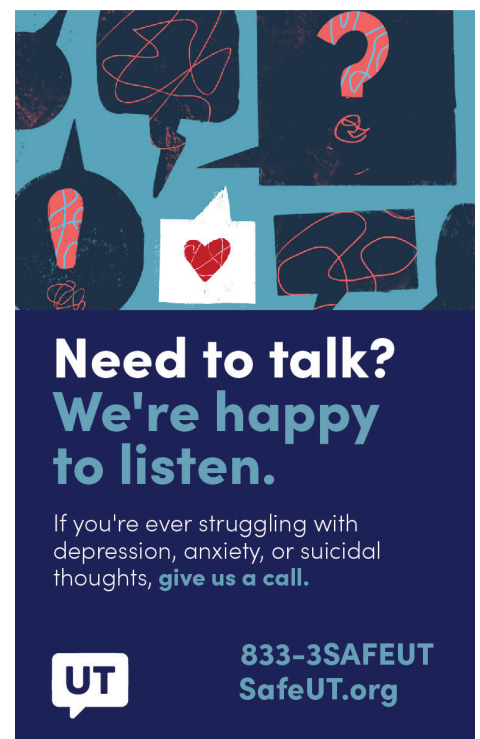
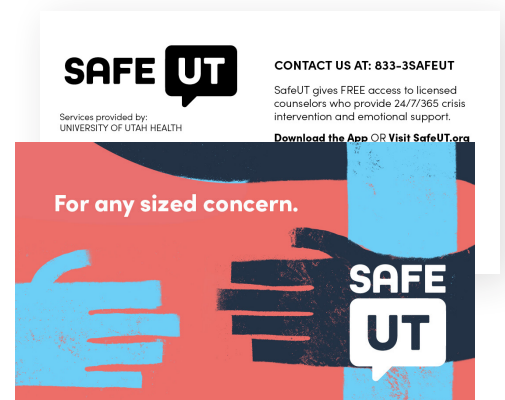
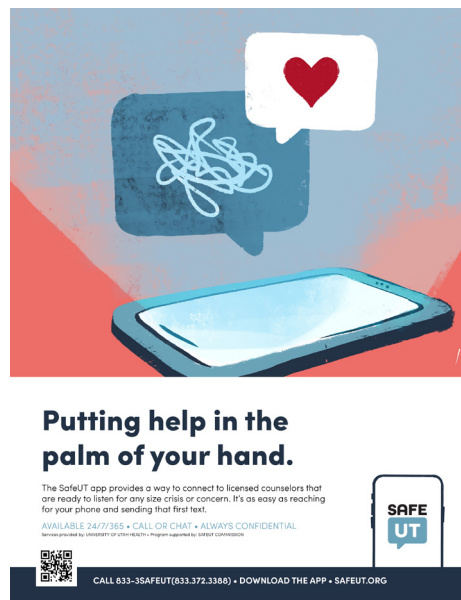
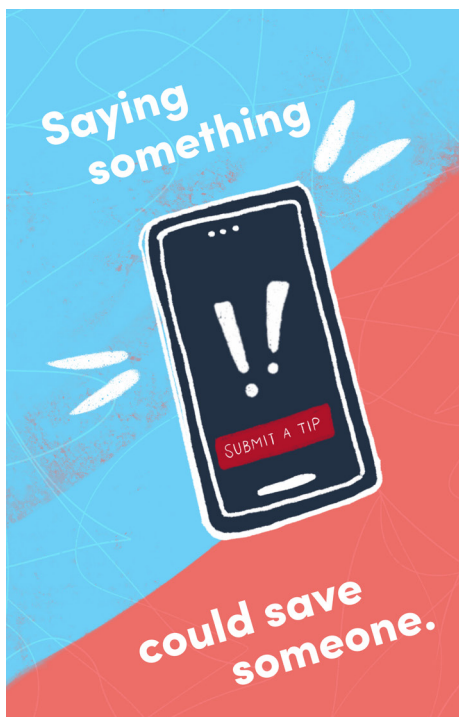
Brand Examples

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:



SafeUT Frontline Logo

STACKED

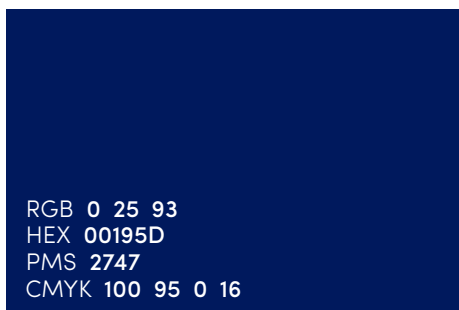


As with the primary SafeUT logo, use the color version of the SafeUT Frontline logo whenever possible. Always maintain enough contrast with the background and surrounding elements. A black or white version may be used when necessary.

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

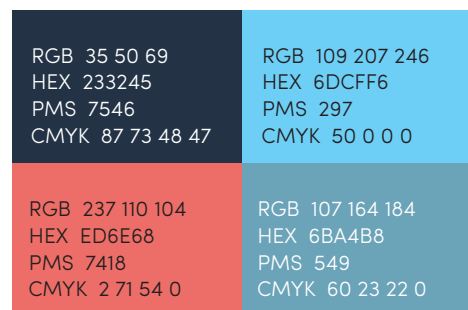


1-COLOR



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



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 237 110 104
HEX ED6E68
PMS 7418
CMYK 2 71 54 0

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

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>



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.”

“When emergency personnel have personal emergencies.”

“A lifeline for the line of duty.”

“Live support for life supporters.”

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

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

“Taking care of the caretakers.”

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

“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 professional, 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 Logo

STACKED

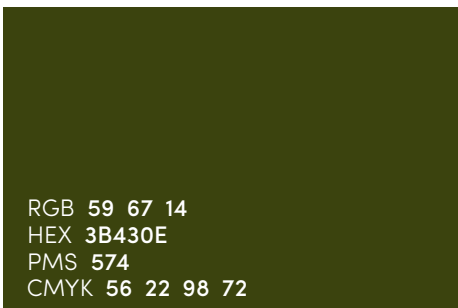


As with the primary SafeUT logo, use the color version of the SafeUT National Guard logo whenever possible. Always maintain enough contrast with the background and surrounding elements. A black or white version may be used when necessary.

Do not modify or distort the logo in any way.

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

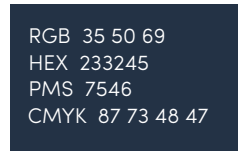


1-COLOR

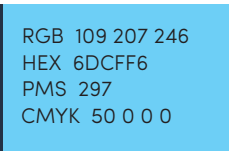


Clear Space: To avoid crowding the logo, give it a minimum amount of space based on the width of the "U." Never place the logo on the edge of a margin or perimeter.

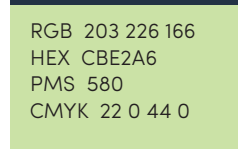
SECONDARY



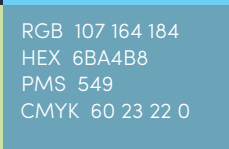
RGB 35 50 69
HEX 233245
PMS 7546
CMYK 87 73 48 47



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



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