



Brand Style Guide



Updated 2026



Nevada 988 is rolling out a new brand subsequent to the rollout of the national 988 Suicide & Crisis lifeline.

It is strongly encouraged that partners and affiliates use the **Nevada 988** logo and brand assets, versus the national 988 logo and branding.

There is an important reason for this.

In our research, Nevadans said they thought of a “Suicide & Crisis Lifeline” as a service for other people, not themselves. But **Nevada 988** is intended for everyone experiencing mental or emotional distress. This includes being sad, depressed, anxious, lonely, having thoughts of harming yourself or struggling with drugs or alcohol use.

We do not want distressed Nevadans to think their challenges are “not big enough” to warrant calling.

Our Name & Purpose

Our Name

We are **Nevada 988**, not 988 Suicide & Crisis lifeline, the name of the national support line. This is intentional. Our target audiences and target needs are much broader than 988 national which is intended for those in a crisis situation with risk of self-harm.

What We Do

Nevada 988 is intended for anyone experiencing mental or emotional distress. This includes being sad, depressed, anxious, lonely, having thoughts of harming yourself, or struggling with drugs or alcohol use.

Nevada 988 is not only for those in an immediate crisis. With its wide variety of use cases, Nevada 988 can not be succinctly summed up in a few words, like crisis line, suicide hotline or lifeline.

LOGO



LOGO USAGE



Logo Sizing and Spacing

When using the logo, providing clear space helps distinguish the logo and brand and ensures clear visibility. To determine how much clear space should be provided to all sides of the logo, use the height of the logo's smaller heart icon. In printed materials, the logo should be at least 0.5 inches in height with at least 0.5 inches in clear space.

Important Logo File Types

Print: EPS, PDF | **Digital:** JPG, PNG, SVG

Logo Misuse



DO NOT make alterations to the logo itself, i.e., changing colors, logo font or position of the components.



DO NOT add special effects, drop shadows or strokes.



DO NOT put the logo over an image or graphic where it can be obscured.

MESSAGING

Who Nevada 988 Helps

When talking about Nevada 988, it's important to communicate that there is no emotional issue too small or feelings too insignificant to warrant contacting Nevada 988. Communication must help overcome the idea that the service is just for imminent suicide or situations of imminent threat.

Messages:

Nevada 988 is here to listen, here to help.

Nevada 988 is for anyone, any time.

Whether you are in crisis and at risk of self-harm, are anxious, depressed, lonely, stressed or struggling with drugs or alcohol, Nevada 988 is here to help.

Nevada 988 is for anxiety, depression, crisis, loneliness, despair or stress. It's for you. Anytime.

Nevada 988. No judgment. Just help.

Nevada 988 is skilled, compassionate, 24/7 emotional support for all Nevadans.

Nevada 988 is skilled, confidential emotional and mental health support.

Nevada 988 is a no-cost, anonymous service where you can talk to someone about anything causing you emotional distress. Your problems aren't too small — talk to someone who cares. Right now.

Call, text or chat, anytime. Nevada 988 is here to listen, here to help.

Just need someone to talk to? Nevada 988 is here to listen, here to help.

TYPOGRAPHY

Headings

TASA Orbiter

Bold, Title Case, Tracking (-5), [\(Available at Google Fonts\)](#)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Subheadings

TASA Orbiter

SemiBold, Title Case, Tracking (-5), [\(Available at Google Fonts\)](#)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Copy

TASA Orbiter

Regular, [\(Available at Google Fonts\)](#)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*

Type Hierarchy Example

Headline

Subhead

Accent

Body copy. Premquibusamus voluptasim quae volut quis atet doleste nectori animusam, quaero nam es ma sunt, occusaped molutaquate pato volorpore, entum explabor aspicab orerum nobisi sita nam quis porum quibus accum accabor rem ipietus reium exeriore, nati sint ex essed ut qui archill aborum eostiur?

Accent

Edu Sa Hand

Medium, Sentence Case, Tracking (-25), [\(Available at Google Fonts\)](#)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COLOR

Primary Palette

988 Blue

CMYK 88, 79, 22, 7
RGB 61, 74, 129
HEX #3D4A81

Midnight Express

CMYK 92, 88, 45, 53
RGB 29, 30, 61
HEX #1D1E3D

Zest

CMYK 14, 69, 92, 3
RGB 207, 107, 51
HEX #CF6B33

White Lilac

CMYK 10, 7, 3, 0
RGB 225, 228, 236
HEX #E1E4EC

Secondary Palette

Tahoe Blue

CMYK 100, 76, 11, 1
RGB 0, 80, 151
HEX #005097

Spring Wood

CMYK 2, 11, 14, 0
RGB 246, 226, 212
HEX #F6E2D4

988 Blue Shadow

CMYK 99, 91, 25, 11
RGB 41, 55, 116
HEX #293774

Soft Mauve

CMYK 63, 58, 18, 1
RGB 113, 112, 156
HEX #71709C

French Periwinkle

CMYK 37, 34, 12, 0
RGB 164, 161, 189
HEX #A4A1BD

PHOTOGRAPHY

988 has not yet developed an imagery library, so in cases where imagery is desired, stock photography will need to be used. When selecting images, please follow these guidelines:



✘ **Do Not Use** images of sad or depressed looking people



✔ **Do Use** images that reflect Nevadan's diversity



✔ **Do Use** images that feel upbeat, hopeful

CONTACT

To contact a DPBH Public Information Officer:
Email: pio@health.nv.gov

To get involved with the 988 Coalition:
Email: 988nami@naminevada.org

dpbh.nv.gov

