

# 988 Ohio Logo Style Guide



# Brand Identity

The 988 Ohio logo is a powerful symbol, created by merging the logos of SAMHSA's 988 Lifeline and the Heart of It All Ohio brands. This fusion establishes a cohesive identity for the 988 Lifeline system in Ohio, enabling organizations to effectively promote this vital service to Ohioans.

The 988 Ohio logo stands as a symbol of hope, support, and care for the people of Ohio. The branding guidelines in this document create a consistent and impactful representation of the 988 Lifeline system in Ohio, assisting entities utilizing the logo to reach those who need it most.



The clean geometry and typography design of the lockup provide balance, sensitivity, and strength. The '988' and 'Lifeline' elements are boldest; they advance in space and project an instant message of hope.



The flowing typography of 'Ohio' conveys feelings of warmth, creativity, and connectedness. A subtle but noteworthy design element is the "infinity sign" at the top of the capital O, signifying infinite possibilities in Ohio.

The 988 Ohio logo uses the primary navy color utilized by the national 988 logo. This color speaks of hope, calm, and reassurance. You should always try to use the main version of the logo when visibility allows.



Hex: #001A4E  
CMYK: 100, 93, 34, 43  
RGB: 0, 26, 78

# Usage Guidelines

1. To ensure prominence and legibility of the logo, always surround it with a field of clear space. Use the 'Ohio' as a visual reference.
2. Ensure that the logo is prominently displayed on branding. Size depends on legibility, ensuring that all parts of the logo are easily understood.
3. When possible, use the logo on a clean, neutral background that complements the navy color.
4. When applying the logo to a photograph or dark background, use either the white or black logo to ensure best visibility.
5. Prioritize using the vertical version of the logo. However, when spacing or visibility concerns arise, the horizontal version may be used instead.

## Spacing Guidance



## Horizontal Version



## Black & White Versions



# Co-Branding

Co-branding the 988 Ohio logo with other organization's logos can be a powerful way to promote the 988 Lifeline system and its availability to Ohioans. However, it's essential to ensure that the co-branded materials maintain a clear and cohesive visual identity. Follow these guidelines when co-branding the 988 Ohio logo with other organization's logos:

1. Spacing: Allow sufficient clear space around both logos to maintain visual clarity and avoid overcrowding.
2. Sizing: Ensure the 988 Ohio logo and the partner logo are displayed at a consistent size, proportionate to each other. Avoid resizing or scaling the logos disproportionately to prevent brand dominance.
3. Placement: Place the logos side by side horizontally, with the 988 Ohio logo on the left, or vertically, with the 988 Ohio logo on the top.

Lockup A:



Lockup B:



Lockup C:



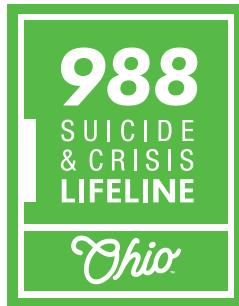
Lockup D:



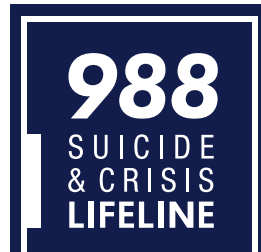
# Incorrect Usage

1. Do not change the colors of the logo.
2. Do not crop the logo.
3. Do not condense, expand, or distort the logo unproportionally.
4. Do not place the logo on top of an image with poor readability or contrast.
5. Do not rotate the logo.
6. Do not replace the 'Ohio' with other words or logos.

1.



2.



3.



4.



5.



6.

