

# FacingSuicideVT

2024 Brand Guide



## Primary Logo

The Facing Suicide VT logo is a simple, clean typemark made up of two fonts (Gotham Black and Palatino). This combination of fonts and words (without a space between them) is the primary logo for the initiative, and should be used whenever possible. The logo should only be placed on backgrounds with adequate clear space. Do not run the logo over busy graphics or photography that conflict with legibility.

**FacingSuicideVT**

## Primary Logo Color Options

The primary logo is available in multiple colors. Please only use the colors and files provided. Logo should always be only 1 color with Rust being the primary color option. Do not attempt to recreate the logo with live fonts, as special attention has been paid to typography and spacing between letters.

**Facing**SuicideVT

**Facing**SuicideVT

**Facing**SuicideVT

**Facing**SuicideVT

## **Special Use Case Logo**

The Facing Suicide VT URL has also been developed as a special use case logo. This typemark should be used as a follow up (supporting) treatment to the primary logo (as with animation or video). However in some use cases, where there is not enough time or visual space for both the Primary logo and this special use case URL, the Special Use Case Logo may work on its own as a standalone mark. Examples of this include, static display, outdoor, posters, native companion ads or other media where there is not enough time or space to tell a richer story.

**FacingSuicideVT.com**

## Fonts

We use one sans serif font for Facing Suicide VT brand-related design materials: Public Sans is a tried-and-true typeface and should be used as the font for ALL communication, along with the supplied logo files. Public Sans is designed for legibility and ease of use, and accessibility. Being a Google font, it also allows the brand materials to carry over from print to web seamlessly. For headlines, where our message needs to be friendly and confident, Public Sans Bold is used. Headlines should ONLY be used in the charcoal or white and should be sentence case (NOT Initial Caps). Subheads or callouts leverage either Bold upper/lower case treatments or ALL CAPS in Public Sans Medium. Subheads and callouts may leverage colored typography like Rust. Body copy should be a minimum 12pt and uses Public Sans Light.

**Public Sans  
Black**

**Public Sans  
Medium**

**Public Sans  
Light**

**Headline  
Font**

**SUBHEAD FONT MEDIUM**

Body Copy in regular 12pt minimum size shown here. Dolor sit amet, consectetur adipiscing elit. Aliquam eget sapien sollicitudin, ullamcorper erat quis, vestibulum nulla. In iaculis rutrum enim, in dignissim felis blandit vitae. Donec faucibus cursus nisi, et finibus tortor aliquam vitae.

# Brand colors

Brand colors were developed to complement real-people photography, convey a sense of credibility, and still generate subtle warmth. Rust is our main brand color and should be used in whatever you create. Grey can be used alongside of Rust to add dimension, depth, and subtle interest.

<b>Rust</b> #AC5F39 CMYK: 21.74.95.9 RGB: 185.91.45	<b>Grey</b> #76695F CMYK: 49.52.58.20 RGB: 118.105.95
<b>Charcoal</b> #2b2927 CMYK: 68.64.66.67 RGB: 43.41.39	<b>Lt Grey</b> #e0dbd7 CMYK: 11.11.12.0 RGB: 224.219.215
<b>White</b> #ffffff CMYK: 0.0.0.0 RGB: 255.255.255	<b>Cream</b> #f7f5f3 CMYK: 2.2.3.0 RGB: 247.245.243

White is often unspoken, but an equally important brand color. White, alongside cream adds subtle clarity across sections and should be used liberally. White is also used for text on images or other large fills of dark background colors

## Brand Icons

In addition to photography, Facing Suicide VT uses a system of icons. These icons are styled with a shadowed appearance, treated playfully to offer dimension. A mix of line art with consistent line widths and flat solid grey create a uniform look. Icons should be used to highlight specific callouts where space is limited or where human portrait photography would not work. Icons are interchangeable and may be repurposed based on content. New icons can also be created to support new content, as long as new icon development falls within these style recommendations.



## Photography

We use photography to personalize Facing Suicide VT. This is especially important because this topic often hides humanity, and so by featuring real-looking people and real Vermonters, we show confidence. Photos feature portraits, primarily engaging with camera. Subjects should always cover a range of types of people including range in personal backgrounds, ethnicity, age, and body types.



Facial expressions in images are very important. We want people to convey confidence and resilience in their faces, but not look overly happy and smiley. On occasion sad expressions are ok, preferred when there is one person consoling another.