



www.SafeHelpline.org

DoD Safe Helpline Brand Guidelines

The purpose of this document is to provide general guidelines and specifications for using the DoD Safe Helpline logo and brand elements.

The DoD Sexual Assault Prevention and Response Office (SAPRO) held discussion groups with male and female service members, Sexual Assault Response Coordinators (SARCs) and Victim Advocates. SAPRO used the feedback from these discussion groups to create the branding and messaging of this DoD Safe Helpline style guide.

NAME

DoD Safe Helpline is the approved formal name for the program, and will be written with the “DoD” acronym at first reference to ensure no copyright or trademark complications; however, consequential references throughout promotional materials (e.g., an article or a one pager) will only read “Safe Helpline” without “DoD.”

DoD Safe Helpline

Only use “DoD” with “Safe Helpline” at first reference; otherwise, this acronym is dropped from the program name.

The first letter of “Safe” is always capitalized and is one word.

The first letter of “Helpline” is always capitalized and is one word.

LOGO USAGE

To preserve the integrity of the Safe Helpline logo, it must be applied correctly and uniformly. Recreating, distorting or altering the logo in any way will weaken the brand and the power of the image. Be sure to use proper proportions when scaling the logo.

COLOR USAGE

The logo must appear contained within the teal (PMS DS-249-2 U) frame with a white center. The words “Safe Helpline” must also appear in PMS DS-249-2 U. The dotted line and the tagline “Sexual Assault Support for the DoD Community” must always appear in grey (PMS DS-325-3 U). The talk bubble must always appear in orange (PMS DS 32-2 U). These are the specified brand colors and must not be altered or substituted.



Stretching the logo vertically is **not permitted**.



Stretching the logo horizontally is **not permitted**.

DoD should always remain in the logo as a smaller font than both the “Safe Helpline” text and tagline text.

The dotted line represents movement and visual interest.



The “Sexual Assault Support for the DoD Community” tagline will always appear below the Safe Helpline program name in the logo. Always capitalize the “S” in Sexual, the “A” in Assault, the “S” in Support, the two “D”s in DoD and the “C” in Community.

PLACEMENT

Always keep a minimum area of white space around the Safe Helpline logo that is equal to the height of the uppercase letter “H” in the logo. When possible increase the white space around the logo. No other elements should intrude into the area indicated by the dotted line. This also applies for positioning the logo at the paper’s edge.

MINIMUM SIZE

The logo should not be displayed any smaller than 1.00 inch.

PARTNER LOGOS

When using other logos in the same promotional materials (but not located next to each other), place the Safe Helpline logo with the most prominence.

PROTECTIVE FIELD



Full size logo

PARTNER LOGOS



COLOR USAGE

The following selections are included in the Safe Helpline color palette. The palette features colors that portray a soothing, comforting and warm feeling to potential hotline users.

All colors in the Safe Helpline brand have exact color references, as shown in the chart. Always use the exact color values listed when creating print or web products. Do not use screens or tints of any of the colors for any part of the logo.

PMS

The Pantone Matching System (PMS) is an international color standard in the graphics and printing industries. When outsourcing a print project, be sure to match the Safe Helpline colors to Pantone chips available from the printer, specifically on “1 or 2 color” print jobs.

CMYK

The CMYK model is used to process color by combining four inks: cyan (C), magenta (M), yellow (Y) and black (K). When a piece is printed in “4-color” process the printer can use the CMYK equivalents shown.

RGB & HEX

The RGB model is used to process color by combining three inks: red (R), green (G), and blue (B). When designing for on-screen desktop publishing (e.g. Microsoft applications) use the RGB equivalents. HEX colors should only be used for web site design.

COLOR PALETTE GUIDELINES

When using color combinations, certain colors work best as dominate selections; others provide complementary accents. Please use the preferred combination.



Print
Dominant Color

Web
Dominant Color

Accent Colors

PRINT		WEB OR SCREEN		
COLOR	CMYK	COLOR	RGB	HEX
	100 / 0 / 30 / 35		38 / 142 / 119	#268E77
	0 / 40 / 80 / 0		249 / 166 / 74	#faa74a
	90 / 100 / 0 / 0		71 / 47 / 146	#472F92
	58 / 49 / 47 / 15		109 / 111 / 114	#6e6f71
	0 / 0 / 0 / 40		167 / 169 / 172	#A7A9AC

TYPE USAGE

The Interstate typefaces have been designated as the font family to use in all print communication materials. When Interstate is not available, use Arial. Do not use any other fonts.

Body Copy: Interstate Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Headlines: Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Body Copy: Arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

CONTACT INFORMATION

For information regarding this document,
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Please refer to this document as:
Brand Guidelines for DoD Safe Helpline

