

# YOU GOOD?

988 | MENTAL  
HEALTH  
LIFELINE

## BRAND KIT

# MESSAGING FRAMEWORK

**YOU** \_\_\_\_\_ Primary  
**GOOD?**

**Let us listen.** \_\_\_\_\_ Secondary

## PRIMARY MESSAGE

The primary message serves as the campaign anchor and should be used in high-visibility placements such as billboards, outdoor advertising, digital display, and awareness materials.

## SUPPORTING MESSAGES

Supporting messages provide additional context for specific audiences while maintaining a consistent campaign voice. These messages may be used with or without the primary headline.

## CAMPAIGN VOICE

The campaign should feel like a conversation, not a public service announcement. Messaging should be direct, human, and rooted in the language Oklahomans use every day. Avoid clinical language, jargon, or overly formal mental health terminology whenever possible.

# “YOU GOOD?” VISUAL IDENTITY - LOGOS/MARKS

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## APPROVED 988 LOGOS FOR CAMPAIGN USE

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The primary logo is best to use in most scenarios, but the other options are approved to use for best fit in the design shape.



\*Primary logo



Primary Horizontal logo



Condensed Horizontal



Condensed Stacked



## PRIMARY CAMPAIGN HEADLINE/WORD MARK

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This is how the main message, “You Good?” should be displayed. All caps and either centered on one line or left aligned.

YOU GOOD?

YOU  
GOOD?

# “YOU GOOD?” VISUAL IDENTITY - COLOR & TYPOGRAPHY

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## APPROVED BRAND COLORS

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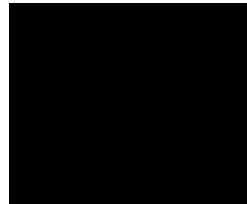
Using a condensed version of brand colors, focusing on the high contrast yellow and purple, makes for eye-catching messaging.



Hex: #FFD811  
R: 255  
G: 216  
B: 17



Hex: #B55EA4  
R: 181  
G: 94  
B: 164



Hex: #000000  
R: 0  
G: 0  
B: 0

## TYPOGRAPHY/FONTS

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The primary logo is best to use in most scenarios, but the other options are approved to use for best fit in the design shape.

**HEADLINES – Bebas Neue Pro**

**Bebas Neue Pro - Bold**

**Bebas Neue Pro - Regular**

**Monument – Bold**

## BACKGROUND IMAGE EXAMPLES

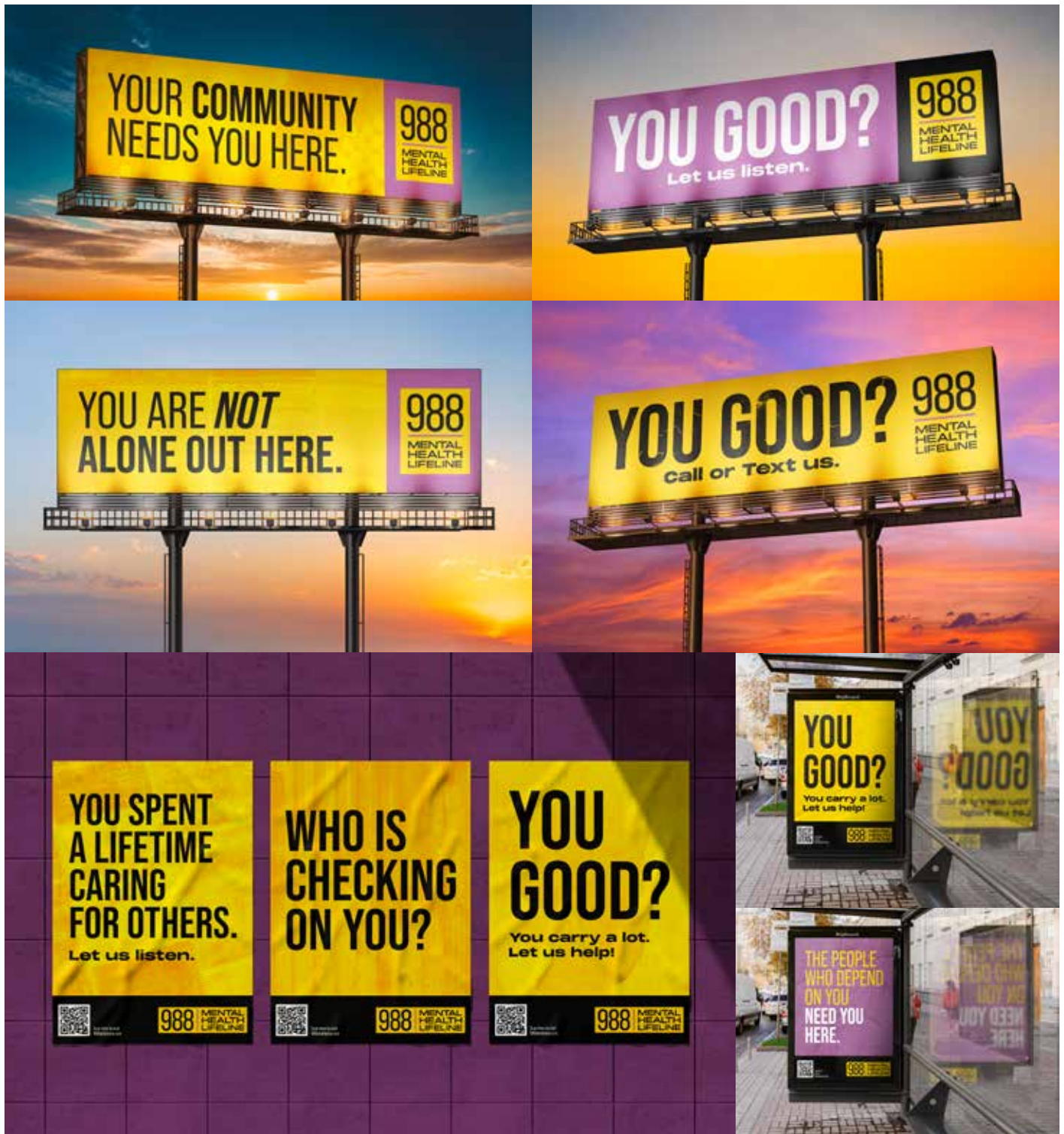
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Take the close up/texture style from 988 and make it duotone or use blend modes over a 988 yellow or purple background for high visibility.



# CAMPAIGN APPLICATIONS - OUTDOOR & PRINT

The examples below demonstrate how campaign messaging may be adapted across outdoor and print application while maintaining visual consistency.



Need art files for print? Check out our Resources page on [988okla.com](https://www.988okla.com) or email us at: [dmhcommunications.org](mailto:dmhcommunications.org)

# CAMPAIGN APPLICATIONS - SOCIAL MEDIA

The following examples demonstrate how campaign messaging may be adapted across social media application while maintaining visual consistency. Each section shows demographic specific posts and general captions to accompany them.



[Click to download](#)

# ASSETS & CONTACTS

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## FEEDBACK ON SERVICES

We would love to hear about your experience using 988!

**Leave Feedback**

## GENERAL INQUIRIES

Have questions, comments, or need to reach us? Just send us a message here.

**Send Your Message**

## MEDIA CONTACT

Do you have a media request, questions about usage of this guide or need specific art files? Send us an email!

**[dmhcommunications@odmhsas.org](mailto:dmhcommunications@odmhsas.org)**



To learn more about how 988 works, visit: [988oklahoma.com](https://988oklahoma.com)