

988 NM Brand Guide

Wherever possible the Behavioral Health Services Division of the Human Services Department logo should be used in conjunction with the 988 logo.

Logo tagline: “Hope & Help in New Mexico” and Campaign tagline: “24/7 Lifeline for Emotional, Mental or Substance Use Distress” should also be included in all materials.



24/7 Lifeline
for Emotional, Mental or Substance Use Distress

[Download 988 NM
Brand Guide and Logos Here](#)

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Main Colors



988 Teal
C75 M0 Y50 K0



988 Yellow
C5 M9 Y90 K0

Secondary Color



988 Terra Cotta
C14 M52 Y99 K1

Fonts

Circular Book, *Circular Book Italic* and **Circular Bold**