

CRISIS TEXT LINE |

**Building an empathetic world
where nobody feels alone.**

Community Partnerships at Crisis Text Line

Updated: June 14, 2023 at 11 a.m. ET

Thank you for becoming part of our mission to promote mental well-being for people, wherever they are. Together, we will help people in your community know where to turn for mental health and crisis support while gaining insight into their needs through data reports.

This guide includes some templates and tips for how to spread the word about our partnership.

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How to talk about Crisis Text Line

About Us

Crisis Text Line provides free, 24/7, high-quality text-based mental health support and crisis intervention by empowering a community of trained volunteers to support people in their moments of need.

Our Mission

At the intersection of empathy and innovation — we promote mental well-being for people wherever they are.

Our Vision

An empathetic world where nobody feels alone.

Brand Guidelines

You can find our full brand guidelines [here](#), including our logo guides, fonts, colors, and banned phrases.

Print Templates

Make a copy of these templates to edit to include your keyword. You can also use these as inspiration to create your own assets using your own brand and messaging. Just make sure to stay within our [trademark guidelines](#). If you have any questions about customizing templates please contact Jessica Martinez (jmartinez@crisistextline.org).

- **NEW** [Flyer](#)
- **NEW** [Flyer with tear-off tabs](#)
- [Rack card](#)
- [Postcard](#)
- [Small card](#)
- [Sticker](#)
- [Anxiety Fast Facts Sheet](#)
- [Depression Fast Facts Sheet](#)
- [Suicide Fast Facts Sheet](#)

Tips for using these assets:

- Put the flyer with tear-off tabs on the back of bathroom stall doors. Tear off one so it looks like other folks have already taken a tab!
- Place stickers on the mirrors in restrooms.
- Leave the small cards in waiting rooms.
- Post the flyers in dorms school bulletin boards.

Digital Templates

- [Crisis Text Line Logo with Keyword](#)
- [Crisis Text Line Logos in Various Formats](#)
- Available upon request as our designer will need to add your keyword in:
 - **General**
 - [Everyone Needs Someone to Lean On Social Graphic](#)

- **NEW** [How to Use Crisis Text Line Social Graphic](#)
 - [How to Ask about Mental Health Social Graphic](#)
- **Topic Specific**
 - [How to Ask about Grief and Loss Social Graphic](#)
 - [How to Ask about Depression Social Graphic](#)
 - [How to Ask about Suicide Social Graphic](#)
 - [How to Ask about Anxiety Social Graphic](#)
 - [How to Ask about Body Image Social Graphic](#)
 - [How to Ask about Racial Trauma Social Graphic](#)
 - [How to ask about Self-Harm Social Graphic](#)
- **Volunteer**
 - **NEW** [Anyone can support people in their time of need](#)

Tips for using these assets:

- Add “In crisis? Text [YOUR KEYWORD] to 741741 for free 24/7 mental health crisis support” to your social media profiles and automated responses to DMs.
- Include the About Crisis Text Line PowerPoint Slide in digital announcements in schools, community centers, office buildings.
- Add “In crisis? Text [YOUR KEYWORD] to 741741 for free 24/7 mental health crisis support” to staff email signatures.
- Include the logo with keyword graphic in an email blast announcing our partnership to any Listservs in your community.

Spanish Templates

Please let us know if you’d like any of these assets to be customized for your keyword.

- **Text In**
 - **NEW** [Como preguntar sobre la salud mental](#) (How to ask about mental health) Social Media Graphics
 - [Como usar Crisis Text Line](#) (How to use Crisis Text Line) Social Media Graphics
 - [Si no sabes a quien recurrir](#) (If you have no one else to turn to) Graphic
 - [Estoy aqui para escucharte](#) (I am here to listen) Graphic
 - [La salud mental es salud](#) (Mental health is health) Graphic
 - [Ya sean sus amigos, su familia o su comunidad, todos necesitan a alguien en quien apoyarse](#) (Whether it's your friends, your family or your community, everyone needs someone to lean on) Graphic
- **Become a Volunteer**
 - **NEW** [Aplica para ser un Consejero de Crisis voluntario](#) (Apply to become a volunteerCrisis Counselor) Graphic
- **Print**
 - [Double-Sided English and Spanish Flyer](#)

Topic Specific Toolkits

- [Bilingual Crisis Counselor Recruitment](#)
 - Volunteer Crisis Counselors are essential to our ability to reach people with our critical service. Ahead of our Spanish language service launch, we're looking for more people to join our community to build an empathetic world where nobody feels alone.
 - Use [this toolkit](#) to help us recruit bilingual Crisis Counselors on your campus to be part of launching this impactful service in Spanish.
- [Mental Health School Supplies 2022](#)
 - Back-to-school is stressful any year. This year? It could spark a special kind of anxiety-inducing spiral.

For students, caregivers, and educators, it's essential to keep mental health at the forefront of back-to-school planning. In a world of managing to-do lists, relationships, and post-COVID stress, Crisis Text Line created this [Mental Health School Supplies](#) guide to help.

In it, you'll find our clinically-vetted tips and tricks to keep mental health top of mind this school year. With a specific version for [students](#), [educators](#), and [parents and caregivers](#), we want to make it as easy as possible for folks to find the info they need.

Examples from other partners

- [We R Native Instagram Post](#) using Empathy Social Graphic
- UC Davis' [Each Aggie Matters toolkit](#) of co-branded print and digital assets
- [North Portland Area Indian Health Board](#) co-branded Instagram post.
- [California Community College's](#) toolkit of co-branded assets.
- [Ohio MHAS'](#) toolkit of co-branded assets

Our Data

After your keyword reaches 200 conversations, we'll set up your dashboard according to the specifications in Schedule C of your contract. We will send you a link and password to access your dashboard any time you wish.

You can find Crisis Text Line general data information in our [Everybody Hurts report](#), published April 2021, and at crisistrends.org.

Our Data Methodology:

We think Crisis Text Line has an important perspective to add to the national conversation, but it's important to note that our data is not representative of all people in the U.S., nor is it representative of what all people in crisis are experiencing.

Issue data is reported by volunteer Crisis Counselors after approximately 95% of conversations. Demographic data is self-reported by texters after a conversation, in a mobile-web survey. Surveys are completed by texters for approximately 21% of conversations.

We have always used data to help us improve our service to texters in crisis, and regularly have third parties advise and verify that our processes are informed by best practices. We are engaging additional third parties to further review our data practices to ensure that they are proper, private, secure and as rigorous as possible.

Trademark Guidelines

Crisis Text Line U.S. Registered Trademarks

Mark	Registration Number
741741	5082732
CRISIS TEXT LINE	4508413
	4733524
CTL	4550820
	4760310

Crisis Text Line Trademark Use Guidelines

A. Text Accompanying Any Use of the Mark:

- Mandatory text that must accompany Your use of the Mark:

- i. "Text [YOUR KEYWORD]"
 - ii. "741741"
 - iii. "Free"
 - iv. "24/7"
- Permissible, recommended additional text accompanying the Mark:
 - i. "Text with a trained Crisis Counselor"
 - ii. "Private and secure"
 - iii. "Confidential"

B. Use the Mark as an Adjective:

- Example: "Text Crisis Text Line® Counselors."
- Not: "Text Crisis Text Line."
- Simple Test: Ask if a complete thought is expressed if the trademark were omitted from the sentence. If yes, then the trademark is being used correctly as an adjective.

C. Use the Mark Distinctively:

- Example:



D. Use Proper Mark Notice:

- Example: Use at the bottom of advertisements:
 - i. "Crisis Text Line® is a registered trademark of Crisis Text Line, Inc."
- Note: Size of the trademark notice is not prescribed; however, because it puts others on notice that the Mark is being used as a trademark, the notice must be conspicuous to others.

E. Do Not Use the Mark in the Possessive Form:

- Example: "Reach out to Crisis Text Line® counselors at 741741."
- Not: "Reach out to Crisis Text Line's counselors at 741741."

F. Do Not use the Mark in the Plural Form:

- Example: "Crisis Text Line® services are offered on any device with texting capabilities."
- Not: "Crisis Text Lines are offered on any device with texting capabilities."

G. Do Not Use the Mark as a Verb:

- Example: "Crisis Text Line® services are provided through text messaging."
- Not: "You can Crisis Text Line for free by texting HELLO to 741741."

H. Do Not Join the Mark to Other Words:

- Example: "Crisis Text Line® texts are anonymous and confidential."
- Not: "Crisis Text Line Texts are anonymous and confidential."

I. Examples of Use:

- "Text [YOUR KEYWORD] to 741741 for free 24/7 support."
- "In crisis? Text [YOUR KEYWORD] to 741741 to text confidentially with a trained Crisis Counselor for free, 24/7."

- “Text [YOUR KEYWORD] to 741741 for 24/7, confidential, free crisis counseling.”
- “Text [YOUR KEYWORD] to 741741 to speak with a compassionate, trained Crisis Counselor. Confidential support 24/7, for free.”