

Veterans Crisis Line Messaging and Design Guidelines

Thank you for spreading the word about the Veterans Crisis Line. VA encourages efforts to raise awareness but advises that the Veterans Crisis Line logo and messaging should NOT be used in fundraising initiatives or in places that may be considered offensive.

You can find ready-to-share materials at VeteransCrisisLine.net/Support/Shareable-Materials, and the following is meant to provide guidance on the messaging and use of the logo.

Messaging

- Content about the Veterans Crisis Line must include the phone number **(Dial 988 then Press 1)**, and it could also include the chat URL **(VeteransCrisisLine.net/Chat)** and text number **(838255)** if space allows.
- Always write the new number as **“Dial 988 then Press 1.”** This wording is based on Veteran preference and ensures callers reach the Veterans Crisis Line.
- Additional key messages could include:
 - Available 24/7 to all Veterans and their loved ones.
 - A caring, qualified responder will listen and help.
 - The call is free and confidential, and the Veteran can decide how much information to share.
 - Veterans don’t have to be enrolled in VA benefits or health care to connect.
 - Support doesn’t end with the conversation. Responders can connect the Veteran with resources afterward.
- Download [VA’s Safe Messaging Best Practices](#) fact sheet or visit reportingonsuicide.org for important guidance on how to communicate about suicide.

Design

- Download the approved Veterans Crisis Line logo at VeteransCrisisLine.net/Support/Shareable-Materials. The Veterans Crisis Line has an internationally recognized logo, and its design must remain as shown on the website.
- To ensure people can read the number, the logo should be a minimum of 1 inch in height.
- The elements, proportion, shape, and visual attributes should not be changed. For example, do not add elements (icons or text), distort, alter colors, place over a photograph, or use on an insufficiently contrasted background.