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WHY OUR BRAND MATTERS

PAPYRUS is built on the lived and living experience of people across all four nations of the UK, who have been personally touched by suicide.

Our story is woven with the threads of personal experience. We wouldn’t be the charity we are today without our wider PAPYRUS family who support us, fundraise for us, raise awareness of us, volunteer for us, work for us, or bravely open up to us about their thoughts of suicide.

We must retain the integrity of the PAPYRUS brand across all of our communications and in all settings. Because the story we tell is not ours alone – it’s the story of thousands of incredible people across the UK working as one, to create a suicide-safer society.

It is a privilege to hear these stories, and PAPYRUS shares them, with pride.

On the surface, our brand is our logo, our colours, our fonts, the way we design our leaflets. But our brand is so much more than that.

Of course these visual elements are important – they build familiarity, fondness and trust with everybody we encounter – but that alone isn’t what makes PAPYRUS, PAPYRUS.
At PAPYRUS, our brand is our promise to you.

Our promise to be consistent. Our promise to be reliable. Our promise to be open, to be honest, to be authentic. Our promise to guide you in your darkest moments.

Our brand is our promise that we are always here, should you ever need us.

Since we were founded in 1997, PAPYRUS has built the trust and support of thousands of people across the UK, who have made it their mission to prevent young suicide.

Protecting our brand means protecting every single person who has contributed to our conversation along the way.

Our brand is our collective identity – a PAPYRUS patchwork of experience – and as our charity grows, we need to make sure we look after it.

Team PAPYRUS
SUICIDE IS THE BIGGEST KILLER OF PEOPLE AGED 35 AND UNDER IN THE UK.

WE BELIEVE THAT MANY SUICIDES ARE PREVENTABLE.

PAPYRUS Prevention of Young Suicide is the UK charity dedicated to the prevention of suicide and the promotion of positive mental health and emotional wellbeing in young people.
PAPYRUS was founded in 1997 by a group of bereaved parents, who had lost children to suicide. Our founding parents shared core beliefs that suicide is preventable, and that those of us with lived experience of suicide have a valuable and unique contribution to make to the wider conversation around suicide.

Since then, PAPYRUS has grown into a UK-wide charity with offices in north west England, south west England, West Midlands, London, Northern Ireland, north Wales, south Wales, and Scotland.

Today, we are a leading youth suicide prevention charity in the UK. Our suicide prevention helpline, HOPELINE247, is staffed by trained suicide prevention advisers, who work with young people – and anybody concerned for a young person – to help keep them safe from suicide. HOPELINE247 is a free and confidential call, text, email and webchat service, which is available from 9am to midnight, every day of the year.

We deliver our suicide prevention education and training packages to thousands of people each year, to create suicide-safer communities across the UK.

We also press for change to current legislation around suicide prevention on a regional and national level.
MISSION
VISION
VALUES
OUR MISSION

PAPYRUS exists to reduce the number of young people who take their own lives, by shattering the stigma surrounding suicide and equipping young people and their communities with the skills to recognise and respond to emotional distress. We believe that no young person should have to struggle alone with thoughts of suicide.

OUR VISION

PAPYRUS envisions a society which speaks openly about suicide and has the resources to help young people who have suicidal thoughts.

OUR VALUES AND BELIEFS

PREVENTION: Many young suicides are preventable.

PASSION: Those who are touched personally by a young suicide have a unique contribution to make to our work.

HOPE: No young person should have to suffer alone with thoughts or feelings of hopelessness, and nobody should have to go through the heartbreak of losing a young person to suicide.

LEARNING: Everyone can play a role in preventing young suicide.
When referring to the charity in any communications, PAPYRUS Prevention of Young Suicide is used in the first instance, with PAPYRUS being used in any subsequent mentions.

When referencing PAPYRUS or HOPELINE247, both brand names are always capitalised. This is also true of PAPYRUS-owned products such as our podcast, HOPECAST; our online safety-planning tool, HOPELINK; and our flagship fundraising event, HOPEWALK.
TALKING ABOUT US
INTRODUCING PAPYRUS IN 28 WORDS...

PAPYRUS Prevention of Young Suicide is the UK charity dedicated to the prevention of suicide and the promotion of positive mental health and emotional wellbeing in young people.
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PAPYRUS exists to reduce the number of young people who take their own lives, by shattering the stigma surrounding suicide and equipping young people and their communities with the skills to recognise and respond to emotional distress.

PAPYRUS believes that no young person should have to struggle alone with thoughts of suicide.
INTRODUCING PAPYRUS IN 141 WORDS...

PAPYRUS Prevention of Young Suicide is the UK charity dedicated to the prevention of suicide and the promotion of positive mental health and emotional wellbeing in young people.

PAPYRUS exists to reduce the number of young people who take their own lives, by shattering the stigma surrounding suicide and equipping young people and their communities with the skills to recognise and respond to emotional distress.

We do this in three ways: supporting those who are experiencing thoughts of suicide, equipping communities through suicide prevention training and awareness raising, and influencing government policy on a local and national scale.

At HOPELINE247 – PAPYRUS’s dedicated suicide prevention helpline – our trained advisers work on a safety plan with young people aged 35 and under who are experiencing thoughts of suicide, to help keep them safe for now.

For more information about PAPYRUS’s services, visit papyrus-uk.org
OUR
LOGOS
Our two speech bubbles represent conversation, and the importance of talking about thoughts of suicide, and mental health. Our logo also represents the services we offer, including our suicide prevention helpline, HOPELINE247 – which also uses elements of our bubble branding within its logo.

The PAPYRUS logo is what links our visual brand with our brand experience, and how people associate and relate to our charity and our mission of opening up the conversation around suicide.

It’s for this reason that we need to ensure our logo is used correctly across all communications. We have a range of logos that can be used in a variety of circumstances.
Primary logo

Our primary PAPYRUS logo is our recommended logo for use in publications, online, printed literature and any designed items containing the PAPYRUS brand. This logo is also available in white.

Secondary logo

Our secondary PAPYRUS logo can be used in instances where a landscape logo is preferred over a square one for formatting reasons. This logo is also available in white.

HOPELINE247 logo

Our HOPELINE247 logo is to be used in any literature detailing our suicide prevention helpline service. This logo is also available in white.
Bilingual logo
Our bilingual logo is to be used in instances where PAPYRUS literature is designed in both Welsh and English. This logo is also available in white.

Image only logo
Image only logos are stand alone images of our primary and secondary logos without text. These are to be used in settings of non-English language documents, and in smaller spaces where the “prevention of young suicide” text may not be visible. These logos are also available in white.

Fundraising/ awareness raising logo
Our ‘in aid of’ logo is to be used in any fundraising or awareness raising for PAPYRUS. Our fundraisers and awareness raisers are an integral part of what we do at PAPYRUS, this logo is for anybody who is not officially part of PAPYRUS but would like to use elements of our brand, to promote their external activities.
HOPEWALK logo
HOPEWALK is PAPYRUS’s flagship fundraising event which takes place annually in October. This logo is to be used when promoting HOPEWALKs both internally at PAPYRUS, and for use by third-party supporters taking part in a HOPEWALK.

HOPECAST logo
HOPECAST is PAPYRUS’s podcast, which makes suicide part of the everyday conversation. The HOPECAST logo is also available in white.

Partnerships
When sitting alongside a third-party logo in documentation or literature, the PAPYRUS logo should be the same size as the third-party logo. This demonstrates the partnership between the brands, and ensures that both brands are equally represented.
PLEASE DON’T...

- Stretch our logo
- Crop our logo
- Recreate aspects of the logo
- Change the font of our logo
- Change the colour of our logo
OUR TYPEFACE
We use the Neuzeit family of fonts in our communications at PAPYRUS. Neuzeit is a sans-serif font, which reads well both in print and online.

**Neuzeit Office SR Pro Bold** — titles

**Neuzeit Office SR Pro** — body copy

**Roboto** — secondary font

We use Roboto in instances where the Neuzeit family of fonts is unavailable – for example in email body copy. We do not use Roboto in any PAPYRUS-branded materials such as printed literature or online graphics.

Roboto is an accessible sans-serif font which is available across both PC and Mac systems.

We do not add shadows, 3D elements or underlines to our typeface, for the purposes of readability and accessibility.
OUR COLOURS
At PAPYRUS we have three core colours – purple, teal and deep purple – these three colours make up our primary logo.

We also have secondary and accent colour palettes – please use colours from our secondary and accent colour palette sparingly, and always refer to the following guidelines:

- PAPYRUS's primary palette can be used on its own, and this is our recommendation for any designed or branded documents.

- If additional colours are needed, then our secondary or accent colours can be added – but these colours should not form the main colours of the design.

- We do not use colour wash or colour fades in our PAPYRUS branding.

- If in doubt, please use our primary palette.
BRAND ASSETS
We have created a range of assets that can be used in conjunction with our PAPYRUS logo, colours and fonts, to complement and enhance PAPYRUS communications.

These elements have all been designed around the style of our speech bubble logo; we have included short descriptors of when each element should be used.

This is not an exhaustive list of additional PAPYRUS assets. If you have further questions about additional assets, please contact the Marketing and Communications team – communications@papyrus-uk.org
Speech bubbles

The PAPYRUS speech bubble asset is our widely used and most recognised asset, and appears across a range of PAPYRUS design both online and in print.

Speech bubble outlines

Our speech bubble graphic is available as an outline: these outlines make up part of our training logos.

Bullet point

We use a purple PAPYRUS speech bubble as a bullet point.
Support, equip, influence, sustain and enable

Our support, equip and influence logos represent our helpline service, our education and training programmes and our influencing on a regional and national level.

Training assets

Our SPARK, SPOT and SPEAK training packages each have their own logo.

Block background

Sometimes, we use our block background asset on title pages, and as a backdrop to text which overlays an image, in order to approve readability.
IMAGES
Suicide doesn’t discriminate, and can affect anybody regardless of age, gender identity, sexuality, ethnicity, ability or lifestyle. That’s why our images at PAPYRUS are representative of all; our images need to reflect the fact that suicide is everybody’s business.

Where possible, we use images of people – preferably in group settings where they are talking or socialising.

At PAPYRUS we use hopeful, colourful imagery in our branding.

PAPYRUS’s mission is to instil hope into those young people who are struggling with life, and our use of colourful and positive imagery allows young people to see that speaking about suicide isn’t a scary, gloomy thing to do. Instead, reaching out for help provides people with hope, and the sense of community that they are not alone.
POSITIVE IMAGERY
We avoid the use of negative, dark, foreboding imagery, such as ‘head in hands’ images and also images depicting this use of drugs and alcohol.
ACCESSIBILITY GUIDELINES
Making our content accessible to all is important at PAPYRUS, which is why we have included some pointers for you to follow, when using the PAPYRUS brand.

**TYPEFACE AND TEXT**

- We use the Neuzeit font family at PAPYRUS. Neuzeit is an accessible sans-serif font that works both online and in print, in a range of sizes and weights.

- All text used is a minimum of 12pt in size, to ensure readability.

- We left align all text to make it clear where sentences begin, and we avoid justifying text as this leaves large gaps between some words.

- We ensure that we have enough white space around text, so that our designs are not cluttered and distracting.

- We do not use more than one line break in body copy. Screen readers read each line break aloud – with multiple line breaks this can become repetitive.

- We keep our emoji use to a minimum; screen readers describe emojis – too many can become repetitive.
CONTRAST GUIDELINES

When using colours from the PAPYRUS palettes, please ensure that there is enough contrast between background colour/image, and the text, so those with impaired or low vision or situational visual impairment (such as older technology or dark/light environments) are able to access it.
We do not add shadows, colour fades or 3D elements to our text – such additions can impair readability.

**CORRECT EXAMPLE**

PAPYRUS PREVENTION OF YOUNG SUICIDE

**INCORRECT EXAMPLE**

PAPYRUS PREVENTION OF YOUNG SUICIDE
IMAGE CAPTIONS AND ALT TEXT

PAPYRUS includes image descriptions on any photographs or graphics across our social media channels.

Image descriptions should be short and descriptive of the main elements of the image. They should also include the exact wording of any text-based images. We add image descriptions in the caption of the image, or within the alt text of the social media post itself.
At PAPYRUS, we include captions on all of the videos that we share online.
TONE OF VOICE AND LANGUAGE GUIDANCE
At PAPYRUS, we know how important it is to talk about suicide safely. The fear of saying the wrong thing – or not knowing what to say at all – can hold a lot of people back, when it comes to talking about suicide. This means that suicide can often be left out of the conversation; and it is within this silence that the stigma around suicide grows.

Talking about suicide is the first step towards smashing the stigma that surrounds it, and allows people to speak openly and honestly about how they are feeling, and if they are experiencing thoughts of suicide.

But, we must talk about suicide safely. It is important to treat conversations about suicide with care.

Over the next couple of pages, we have provided our guidelines for talking about suicide safely – these are the points that guide every conversation that we have at PAPYRUS, and they’re a handy blueprint to follow if you want to open up safe and honest conversations around suicide.

We have also included our guidelines for journalists – more of which can be found on our PAPYRUS website.
TALKING ABOUT SUICIDE SAFELY
WE DON’T USE THE TERM ‘COMMITTED SUICIDE’

Changes made in the Suicide Act of 1961 decriminalised the act of suicide in the UK. The word ‘commit’ treats it as if it were still a crime, which perpetuates the stigma around suicide and is offensive to families and friends.

WE THINK OF FAMILIES AND FRIENDS OF THE DECEASED, AS WELL AS OTHER VULNERABLE YOUNG PEOPLE

Please consider, not only the grief of family and friends of the deceased, but other vulnerable young people who may be feeling worthless and not coping with life at that time and for whom explicit descriptions of suicide method could offer a life escape route.

WE DON’T PORTRAY METHOD OR SUICIDE NOTES

Descriptions of suicide method could offer a life escape route for vulnerable young people, this includes locations in which suicides are considered more common. Evidence about the potential for imitative behaviour is strong. We don’t portray suicide notes.
WE SPREAD MESSAGES OF HOPE

Suicide is a word that a lot of people shy away from due to the associated stigma. We want people to realise that by supporting PAPYRUS Prevention of Young Suicide, they’re not only helping to break down the stigma surrounding suicide, but they’re also giving HOPE to people who, in the future, may need to use our service.

WE DON’T REFER TO HIGH PROFILE SUICIDES

Whilst high profile suicides might catch the attention of the press and lead to an outpouring of public emotion, it can also affect those vulnerable to thoughts of suicide and imitative behaviour.

WE DON’T ASSUME THERE IS ONE SINGLE REASON FOR SUICIDE

Suicide is complex, and there are often multiple reasons why a person might experience thoughts of suicide. Speculation over a reason for suicide is to be avoided.
WE DON’T ROMANTICISE SUICIDE OR ENDORSE MYTHS SURROUNDING SUICIDE

Perpetuating the idea that suicide is a solution, is not helpful and is to be avoided.

WE ALWAYS REFERENCE HOPELINE247

Our free confidential call, text and email services are a lifeline for young people experiencing thoughts of suicide, and helps concerned others who are worried about somebody close to them. We are also here for any professional who has had an encounter with suicide, and would like to talk it through with one of our suicide prevention advisers.

Call: 0800 068 4141

Text: 07860 039967

Email: pat@papyrus-uk.org

We are open 24 hours per day, every day of the year
GUIDELINES FOR JOURNALISTS
WHEN REPORTING SUICIDE AND SELF-HARM PLEASE AVOID:

- High profile (e.g. front page) positioning of suicide news.
- Bold and dramatic headlines such as ‘suicide contagion’, ‘suicide drama’, ‘suicide hot spot’.
- Detail of suicide method used, especially explicit descriptions.
- Naming and showing locations and means.
- Naming social media, internet sites and chat rooms that promote suicide.
Speculating about the reason or ‘trigger’ for the suicide; there is never only one reason why a young person ends their life. Contributing factors are complex and can include individual risk, current life events and surrounding social situations.

Making the deceased appear heroic or brave or that the suicide was a solution to a problem.

Romanticising suicides, linking suicide to a particular ‘cult’.

Using large photographs of the deceased, especially of pretty young women, which can also romanticise suicide and encourage viral social media distribution.

Endorsing myths around suicide.

Excessive, dramatic, sensational headlines and reporting.
AND PLEASE DO:

Include references to our helpline service, HOPELINE247.

For example:

HOPELINE247 is a free and confidential support and advice service for:

Children and young people under the age of 35 who are experiencing thoughts of suicide; anyone concerned that a young person could be thinking about suicide; or a professional who wants to debrief after an encounter with suicide.

HOPELINE247 advisers work with you to understand why these thoughts of suicide might be present. They also provide you with a safe space to talk through anything happening in your life that could be impacting on your or anyone else’s ability to stay safe.

Call: 0800 068 41 41

Text: 07860 039 967

Email: pat@papyrus-uk.org

To read our full Guidelines for Journalists, please visit our website: https://www.papyrus-uk.org/guidelines-for-journalists-reporting-suicide/
OUR BRAND IN ACTION
SOCIAL MEDIA
PAPYRUS’s social media is a great way to connect with us, and we are active on all the main social media platforms.

Head over to our channels, give us a follow, and say hi!
CONTACT US
For any communication and branding requests, or guidance on these guidelines, please contact the PAPYRUS Marketing and Communications team: communications@papyrus-uk.org

Our Marketing and Communications team can provide high resolution graphics, logos and images on request.

For third-party design or copy approvals please contact communications@papyrus-uk.org