

1-800 GAMBLER

PROBLEM GAMBLING HELP



B R A N D T O O L K I T

1-800-GAMBLER connects people to a helpline network providing confidential and nonjudgmental support for individuals affected by problem gambling.

This brand toolkit helps us make consistent, research-driven decisions about how 1-800-GAMBLER acts, looks, and sounds.

We connect people through call, text, and chat with resources for change.

(Quick details if you're in a hurry.)

PERSONALITY

**Calm,
practical,
& hopeful.**

BASE COLORS

#000946

#40BA92

TYPEFACES

**“Barlow”
for Headers**

“Roboto Serif”
for paragraphs.

PERSONALITY

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SECTION
ONE

PERSONALITY

CALM
PRACTICAL
HOPEFUL

THIS IS HOW WE ACT ▶

LEAD WITH BIG FEELINGS OF CALM

Gambling problems can be scary. They threaten jobs, families, and lives. The people who call 1-800-GAMBLER may be confused and anxious. We strive to create a calming presence which reassures others that change, though difficult, is possible.

Make it feel like help is here.

HERE'S HOW ▶

CALM

LEAD WITH BIG FEELINGS OF CALM:

We are nonjudgmental.

Gambling isn't evil. People impacted by gambling problems are not failures. 1-800-GAMBLER is a momentary relief from self-criticism.

We speak directly.

Overwhelming stress makes it harder to think about details. So we get to the point quickly. Call. Text. Chat. Get resources.

We act patiently.

Make it clear that our instinct is to listen and understand. We avoid hasty decisions, and approach challenges with a calm and measured approach.

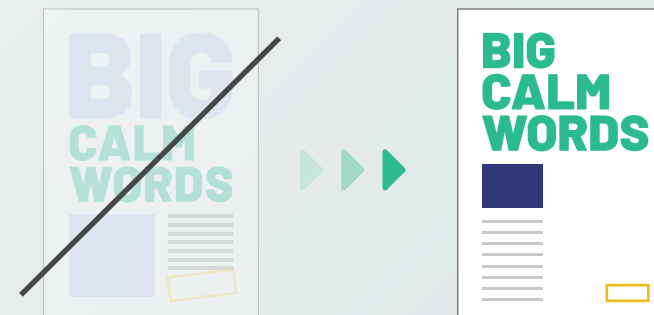
CALM COLORS:

Neutrals, blues, and greens have a calming effect due to their association with natural elements and wellness-focused services.



CALM LAYOUTS:

We use clean, uncluttered layouts and favor a minimal number of elements and styles in our designs. We *love* negative space.



FOLLOW WITH...

FOLLOW WITH PRACTICAL HELP

Gambling problems are complex, so we make it clear that contacting 1-800-GAMBLER is a *useful action* with tangible outcomes. We don't have easy answers, we have tools to help.

HERE'S HOW ▶

PRACTICAL

FOLLOW WITH PRACTICAL HELP:

We remain nonjudgmental.

This is not a fix because individuals and families experiencing gambling problems are not broken.

We continue to speak directly.

You know that feeling when someone tries a little *too* hard to sell the benefits of something? That's not us. Help is ready, reach out.

We repeat things patiently.

It can take three (or many more) times for anything we say or do to become memorable. This doesn't stress us out because we don't mind saying the right thing more than thrice.

PRACTICAL USER EXPERIENCES AND USER INTERFACES:

Interacting with 1-800-GAMBLER feels honest. Buttons do what they say they do. Steps happen one at a time, outcomes are clear. We think spaciouly when designing.



PRACTICAL CALLS TO ACTION:

We limit the amount of calls to action to the minimum. Usually, it's a pretty obvious call to action: contact 1-800-GAMBLER.

AND THEN END WITH ...

END WITH HOPE



Our lasting impression is optimistic.

HERE'S HOW ▶

END WITH HOPE:

We affirm nonjudgmental support.

Our calls to action can be a reminder of the kind of support that we provide.

We encourage direct action.

We avoid vague calls to action like “free yourself” or “become whole.” While we want freedom and wholeness for every caller, we’re more likely to say things like, “Make the call.”

We know that healing takes patience.

Expressing and then re-expressing our unwavering commitment to help can reassure those who don’t know where to turn. Healing takes time, we’re here for you.

HOPEFUL PHOTOGRAPHY:

Our photos are warm and friendly (not dramatic), focused on hands taking action to contact 1-800-GAMBLER.



A HOPE MINDSET: We know that people who call are having a hard time believing in themselves. We choose to always believe in them and their potential.

WHO WE TRY TO ACT LIKE...

Using well-known figures and characters is a fun way to generate ideas and filter out options. Ask yourself when representing 1-800-GAMBLER, “Is this something _____ would do?”

**“Mister”
Fred
Rogers**

“Knowing that we can be loved exactly as we are gives us all the best opportunity for growing into the healthiest of people.”



© AP Photo

**CALM &
NONJUDG-
MENTAL**

- High Emotional Intelligence
- Empathetic
- Compassionate
- Tolerant
- Understanding
- Accepting
- Kind
- Open-minded

**Lucius Fox
OR Alfred
(BATMAN™)**

“Ahh, here we are. Kevlar utility harness. Gas-powered magnetic grapple gun.”



“Batman Begins” © WB Studios

**PRACTICAL
& DIRECT**

- Problem-solving
- Honest
- Efficient
- Result-oriented
- Detail-oriented
- Loyal
- Objective
- Decisive

**Winston
Churchill**

“If you’re going through hell, keep going.”



© AP Photo

**HOPEFUL
& PATIENT**

- Optimistic
- Persevering
- Resilient
- Inspirational
- Determined
- Stubborn Hope
- Passionate
- Visionary

CALM PRACTICAL HOPE

THAT IS
NONJUDGMENTAL
DIRECT & PATIENT



1-800-GAMBLER
PROBLEM GAMBLING HELP

SECTION
TWO

VISUAL TOOLKIT

BOLD
CLEAN
HELPFUL

THIS IS HOW WE LOOK ▶

LOGOS

Each 1-800-GAMBLER logo contains a simple, bold wordmark paired with a no-nonsense symbol of connection. It's intentionally minimal to increase legibility across any size or format.

We have a primary and secondary logo that can be used widely both internally and by partner organizations.

The General Public: Call/Text/Chat, get resources.

Partner Orgs: We're more than a phone number.

OUR PRIMARY LOGO



This is the logo we use on public-facing campaigns and provide to others when they need our logo for public-facing materials. This logo points the general public toward *interacting with our helpline tools*.

OUR SECONDARY LOGO



CALL-TO-ACTION LOGOS

This logo focuses on making the helpline number clear and legible, encouraging action to get help for problem gambling.

Though there are many different ways to contact our helpline tools, our primary call-to-action logo focuses on our most recognizable service.

When there is space or time to give more context and information. We have a suite of occasional-use logos that help us be more specific.



This is the logo the public would see on billboards

OCCASIONAL-USE GRAPHICS

**HELP FOR
PROBLEM
GAMBLING**

CALL 1-800-GAMBLER
TEXT 800-GAM
CHAT 1800GAMBLERchat.org

Does your audience have time to reference this material (e.g., a brochure)?

This graphic provides all the details.

Want to point your audience to only our text or chat resources? Use these!

TEXT
800-GAM

CHAT AT
1800GAMBLERCHAT
.ORG

LOGO USAGE

The 1-800-GAMBLER logo is a simple, bold wordmark emerging from a no-nonsense smartphone icon. It's intentionally minimal to increase legibility across any size or format.

Use the blue/green full color version for official 1-800-GAMBLER materials, and use the one-color version in any color (on any background) to suit the guidelines and aesthetic of partner brands.

*The end goal?
Make the number
incredibly legible.*

FULL-COLOR

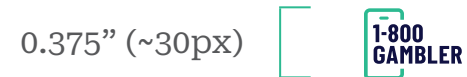


ONE-COLOR



LOGO USAGE

Maintaining guidelines around use of the 1-800-GAMBLER logo increases awareness and recognizability.



MICRO LOGOS:

While typical use should be large and bold, the minimum size ensures that the 1-800-GAMBLER logo is reproduced correctly in smaller sizes. At minimum size, the logo is still clearly legible and provides a strong level of identification but no longer uses the tagline.



CLEAR SPACE:

Clear space around the logo ensures visibility and impact. Since the phone icon already creates a lot of intentional space, additional space around the logo can be small, equal to the width of the number "0". Don't let the logo be cut off by other graphics or the page edge. Always ensure that the logo is legible.



ON BACKGROUNDS:

When placing the logo on a color, ensure proper contrast. Do not place the logo on backgrounds that distract from or compete with the logo.

LOGO USE

To maintain consistency, the logo must be used as provided. The logo must not be redrawn or altered in its appearance, components, colors, proportions, or any other property.



✘ DO NOT: Invert color. Use the official full-color version or one-color version.



✘ DO NOT: Alter the proportions of the logo.



✘ DO NOT: Alter the proportions of the logo.



✘ DO NOT: Use special effects including drop shadows, bevels, or glows.



✘ DO NOT: Add any additional elements or unapproved lockups.



✘ DO NOT: Create new alignments.

COLOR

Rich indigos and cool greens are the base of our brand color palette. Use indigo primarily for dark fills and subheaders, and use green as big, attention-grabbing text. Support it all with cool neutrals and flecks of occasional gold.



Our neutrals have a cooler temperature based on our indigo blue.

+



Indigo and Emerald form a calm split complimentary palette, balanced across the color wheel with occasional bright warm highlights.

HEX: #000946
RGB: 0, 9, 70
CMYK: 100, 96, 32, 51

INDIGO

- #323778 Headline Indigo
- #B8CBEB Soft Indigo
- #527AC7 Bright Indigo

Use Indigo for large dark fills and a big feeling of calm. Use headline indigo on white backgrounds so headlines don't appear black.

HEX: #40BA92
RGB: 64, 186, 146
CMYK: 70, 0, 57, 0

GREEN

- #454848 Body Text Gray
- #A1D1C7 Soft Green
- #2C8165 Text Green
- #004736 Dark Green

Use Emerald for big headings and to show energy and change. Use text green for subheaders to comply with contrast standards, and use text gray instead of black so that paragraphs feel less harsh.

HINTS OF GOLD

- #F2BB0A Highlight Gold

Hyper-minimal use for accent lines or call-to-action arrows (not fills).

TYPE

Our typography balances an attention-grabbing headline typeface family — “Barlow” — with a modern, easy-to-read serif paragraph typeface: “Roboto Serif.”

Be sure to use distinct typographic hierarchies, with headings being noticeably varied from subheadings, and consistent paragraph styles that are well-spaced and easy to read.

Note: Proudly limit the number of type styles to make designs feel calm and un-chaotic.

FONT DOWNLOADS & ALTERNATES

Barlow, Barlow Condensed, and Roboto Serif are open-license fonts which can be downloaded for free at: fonts.google.com

If limited fonts are available:
 Replace: Barlow > Impact
 Roboto Serif > Times New Roman

HEADERS & SUBHEADERS

Barlow + BARLOW CONDENSED

BARLOW BOLD ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1 2 3 4 5 6 7 8 9 0 ! ? & \$ % # @
 , . ' ' " " - + = () [] { } |

Barlow Bold is a go-to font for headers and subheaders. Use it in all-caps OR sentence case.

BARLOW BLACK ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1 2 3 4 5 6 7 8 9 0 ! ? & \$ % # @
 , . ' ' " " - + = () [] { } |

Use for big impressions in all caps (this font doesn't look as good when small).

BARLOW CONDENSED SEMIBOLD ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1 2 3 4 5 6 7 8 9 0 ! ? & \$ % # @
 , . ' ' " " - + = () [] { } |

Use sparingly for headers in all-caps widely spaced apart, and if space is tight.

PARAGRAPH TEXT

Roboto Serif *typeface family*

Roboto Serif ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
 1 2 3 4 5 6 7 8 9 0 ! ? & \$ % # @ , . ' ' " " - + = () [] { } |

Roboto Serif Italic ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
 1 2 3 4 5 6 7 8 9 0 ! ? & \$ % # @ , . ' ' " " - + = () [] { } |

Roboto Serif Bold ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
 1 2 3 4 5 6 7 8 9 0 ! ? & \$ % # @ , . ' ' " " - + = () [] { } |

Roboto Serif Bold Italic ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
 1 2 3 4 5 6 7 8 9 0 ! ? & \$ % # @ , . ' ' " " - + = () [] { } |

PHOTOS

Like our brand personality, our photography is calm and practical.

Big, attention-grabbing text and solid fills of color take the lead in our visual brand, with photography being a supporting element.

When using photography, remember to adhere to other guidelines of our personality.



Photos should feel warm, inviting and safe. When using photos, look for images of calm people in casual environments using the technology that connects them to our helpline network.

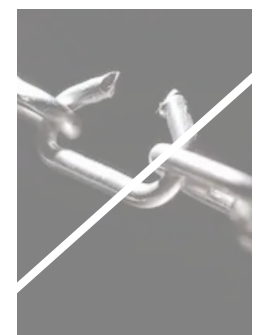
You can do more than just call 1-800-GAMBLER, so our photos focus on **active hands** more than on a phone-to-the-ear.

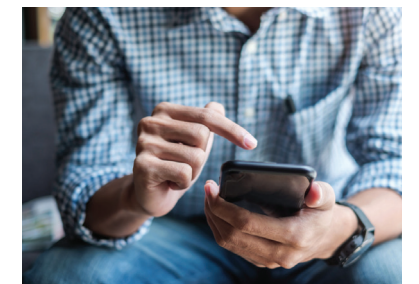
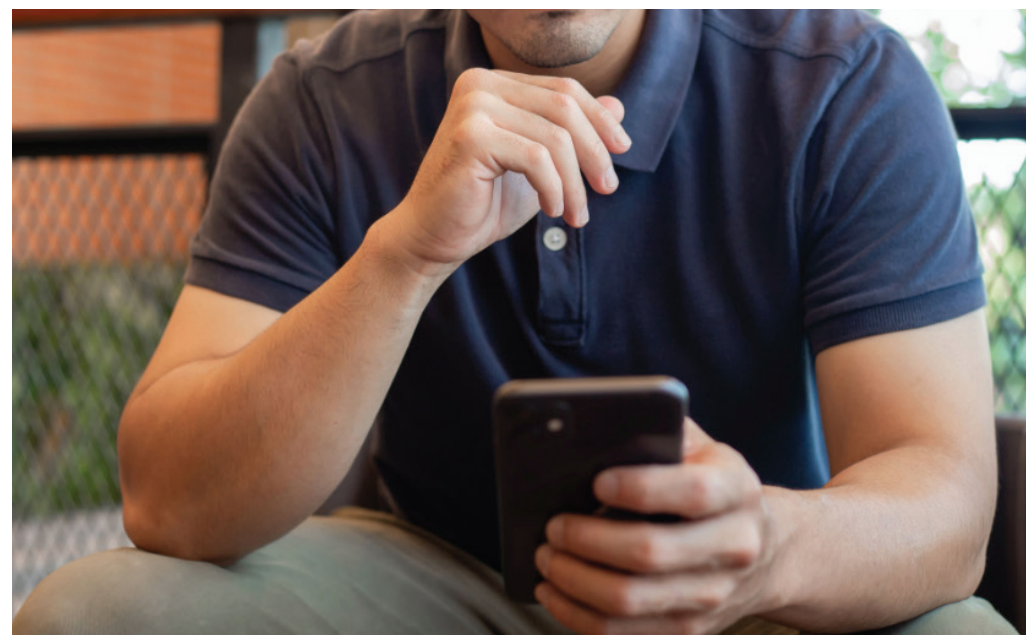
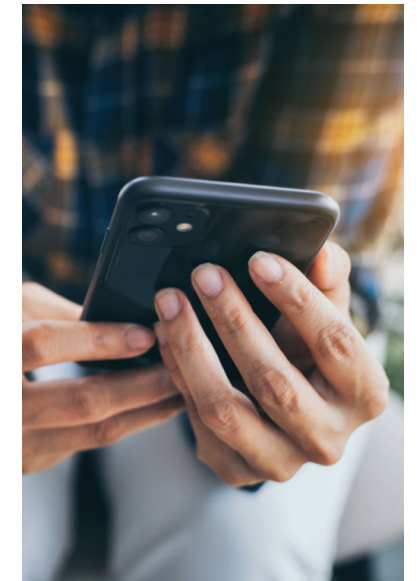
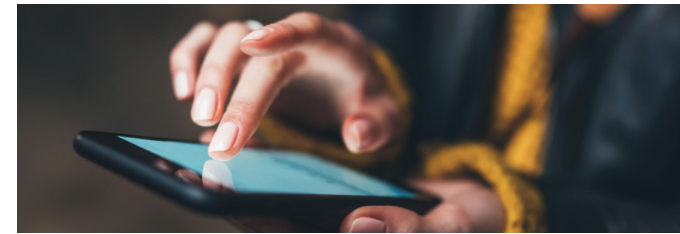
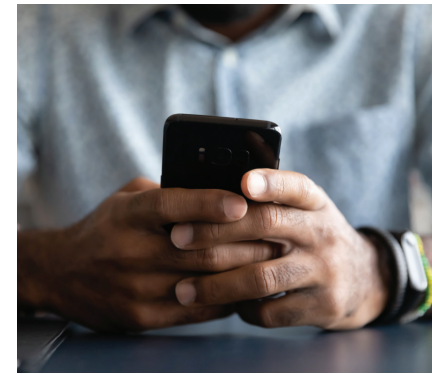
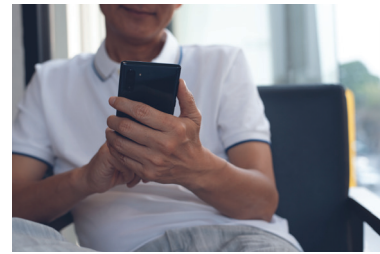
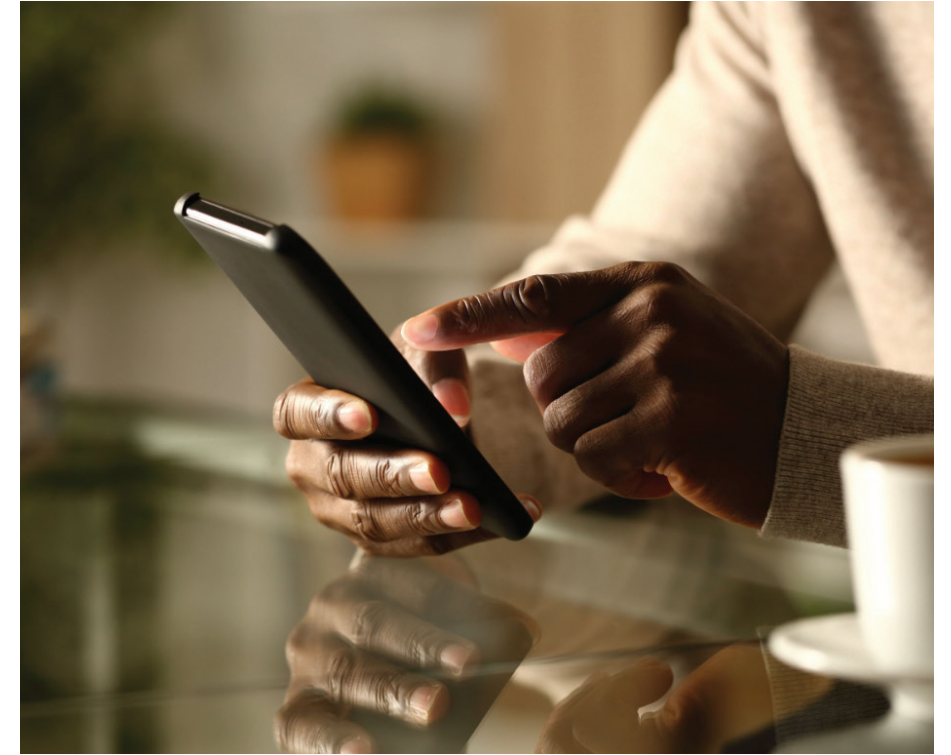


Positive faces are excellent. But if the faces in photos do not quite express the appropriate emotion for 1-800-GAMBLER, you can crop photos on hands in action.

PHOTO NO-GO'S

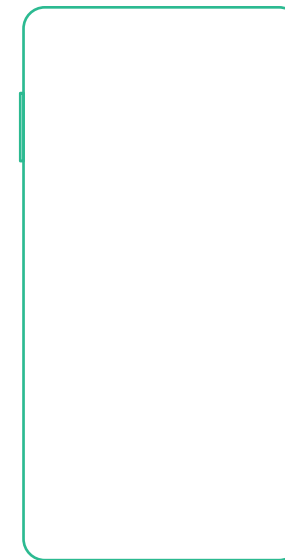
No "cheesy hope." Do not use broody silhouettes, dramatic metaphors, and imagery that feels obvious or forced.





SUPPORTING ELEMENTS

Our supporting graphical elements are focused on communication or technology. They are solid fills or thin, mono-weight lines. Illustration or iconography does not take the lead in our brand. We focus on attention-grabbing text and support it with iconography.

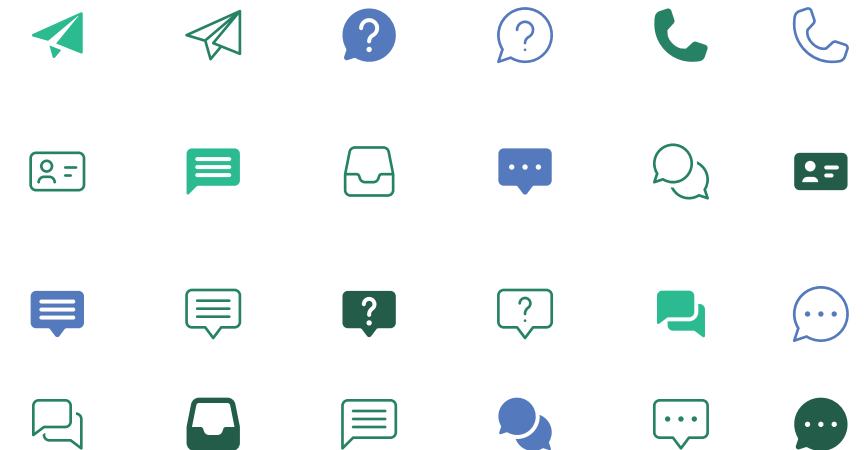


GRAPHIC ELEMENTS

Graphic elements are solid fills or thin-line representations of communication and the technology used to connect to 1-800-GAMBLER.

ICONOGRAPHY

Use smaller, minimalist icons styled like our other graphics, as solid fills or as mono-weight line icons.




BOLD CLEAN SIMPLE

TEXT & COLOR

TYPEFACES & LAYOUTS

PHOTOS & ELEMENTS

 1-800-GAMBLER

SECTION
THREE

VERBAL GUIDELINES

KINDNESS
COURAGE
CARE

THIS IS WHAT WE SOUND LIKE ▶

VERBAL GUIDELINES

We speak with kindness.

We don't use accusatory statements: "You have a problem, and you need to change." Instead, we invite people who are struggling into a conversation: "We are prepared to help you begin your journey."

We speak with courage.

Though our tone is warm, we don't sugarcoat the difficulties presented by problem gambling. We're eager to give practical aid using words like Support, Progress, Tools, and Resources.

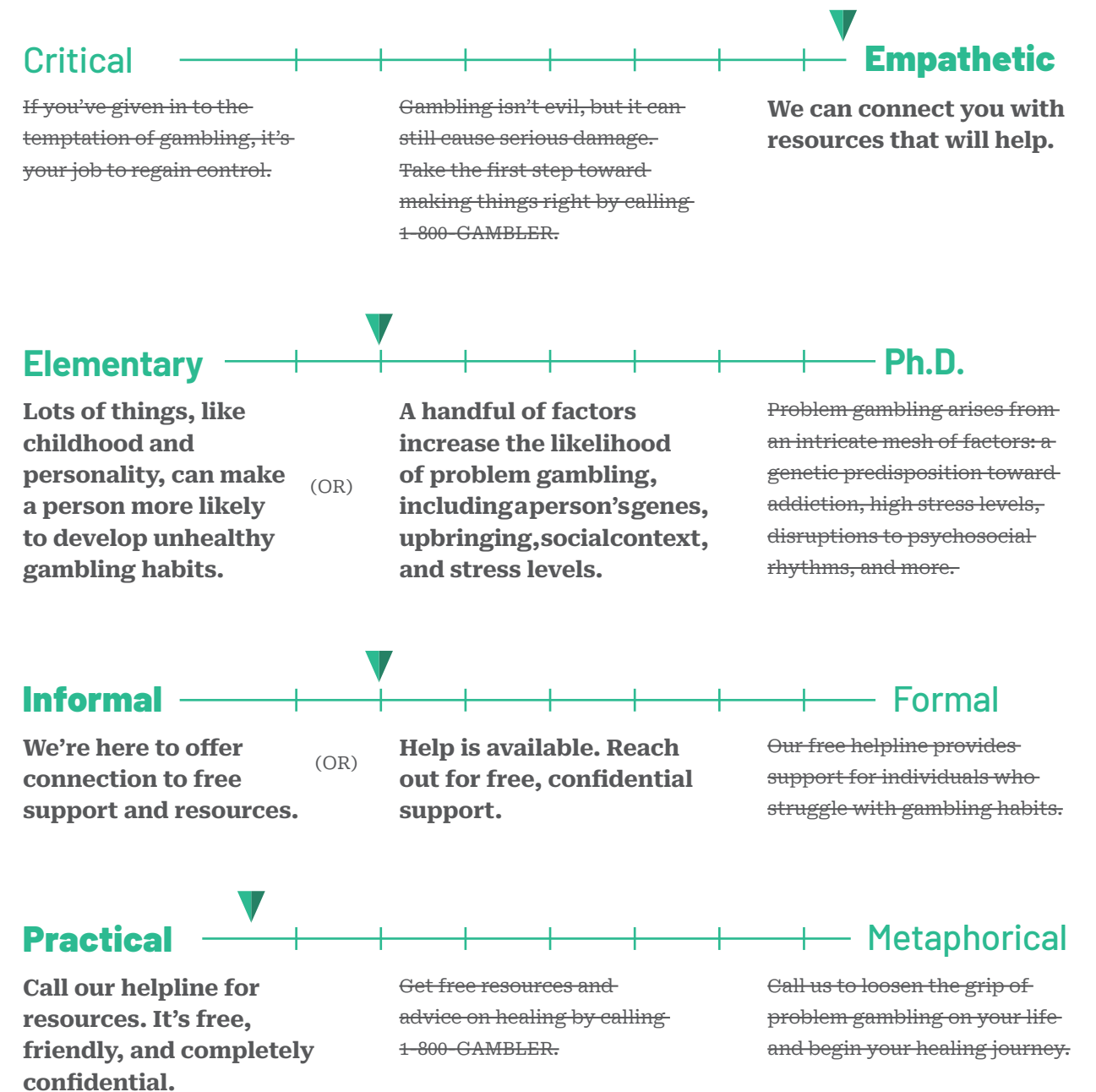
We speak with care.

Our voice banishes isolation and opens the door to connection. We support "people impacted by a gambling problem" — never "gambling addicts." Words like Confidential, Anonymous, Safe, and Secure help us provide reassurance.

VOICE

Our brand voice is the unique combination of tone, diction, syntax, and content that gives character to our writing and helps us resonate with our audience. Follow these guidelines consistently to establish a distinct, effective voice for 1-800-GAMBLER.

Kind, calm, and sincere, we make it easy for people with problems related to gambling to reach out. But we're more than an encouraging voice to talk to — we're a trustworthy guide, eager to share practical resources. **Aim to sound most like the bolded text in the following examples.**



CONTENT

NONJUDGMENTAL

People who reach out for our help don't need to be condemned or cast out. They need empathy, encouragement, and the right tools to make progress. That's what we're here to provide.

HOPEFUL

In our view, hope is powerful because it is realistic. We aren't purveyors of false comforts. Overcoming a gambling problem takes grit — so we help to facilitate the path forward.

ACTION-MINDED

Reaching out to 1-800-GAMBLER is a great start, but it's just the first step in the journey. We know that recovery requires a long-term plan, so we share useful resources whenever we get the chance.

TARGET POSITIONING

Empathetic, not Assertive: We aren't an in-your-face brand. 1-800-GAMBLER is an empathetic voice, inviting people with gambling-related problems into a conversation instead of demanding dramatic change.

An Ally, not a Savior: We don't position ourselves as the "only way out." 1-800-GAMBLER won't perform miracles; it will offer patience, tools, and resources.

A Balance of Expertise and Encouragement: In our view, expertise and encouragement go hand in hand. Drawing from our depth of experience, we speak with an informed kindness.

MECHANICS

Our voice minimizes stress through clarity. Follow these guidelines consistently:

Sentence Length: We favor short sentences. Our primary role isn't to educate people on the history, philosophy, or science behind problem gambling. It's to direct people to practical support.

Paragraph Length: Keep paragraphs as concise as possible. Contacting 1-800-GAMBLER should be simple and stress-free.

Contractions: We'll gladly use contractions in our writing. When people contact 1-800-GAMBLER, they become connected with a real, compassionate human. Contractions convey this friendliness.

Exclamatory Elements: To avoid coming across as flippant, we exercise caution with exclamations. If we're sharing a triumphant story on social media, though, we might use one. After all, overcoming a gambling problem is worth celebrating!

Important Note: 1-800-GAMBLER should always be reproduced in ALL CAPS.

MESSAGING

FUNDAMENTAL POINT OF VIEW

With the right resources and a trustworthy guide, anyone can overcome a gambling problem. We're here to be that guide—a bold, reassuring voice that will connect them with help and encourage them to take the first step.

VALUE PROPOSITION

1-800-GAMBLER is the nation's definitive problem gambling helpline network. We are the only nationwide network with the resources, expertise, and opportunity to provide 24/7 access to support for people with problems related to gambling. We're uniquely positioned to be a trusted resource across all 50 states.

OUR WHY

Overcoming a gambling problem requires a clear path to practical support. We want people impacted by problem gambling, whether personally or by association, to know exactly where to go for resources.

We exist to bring unity to the nation's problem gambling support system by providing a free, confidential, and effective helpline network.

BRAND VISION

We achieve our primary goals when:

- 1-800-GAMBLER is a trusted, well-known resource — one that people confidently recommend to their friends.
- People with problems related to gambling feel safe reaching out and consistently receive useful, judgment-free support from our helpline.

OUR AUDIENCE

WHO WE SERVE

With time, knowledge of the 1-800-GAMBLER helpline will become widespread. However, in our marketing efforts, we focus on connecting with three main personas.

HOW WE REFER TO THEM

Above all, we avoid isolation and stigmatization in our speech and writing. We offer support for “people with problems related to gambling,” not “gambling addicts” or “problem gamblers.”

We view our audience as people with the capacity to change. Our language choices should instill a sense of hope and belonging — never shame.

1. People with problems related to gambling: This persona has difficulty setting limits around the time and money they spend on gambling. Often, they’re anxious about the future because of gambling-related financial struggles and interpersonal conflicts. To consider reaching out to 1-800-GAMBLER, they need to feel confident that it’s free, completely anonymous, and non-judgmental. They respond best to calm, direct encouragement.

2. People who gamble responsibly: Though this persona gambles regularly, they set limits, stick to them, and do not develop problematic gambling behaviors. This persona is grateful that 1-800-GAMBLER exists. They would feel comfortable recommending 1-800-GAMBLER to someone they know and would reach out if they ever began to struggle with their own gambling habits.

3. People who are concerned about another’s gambling: While this persona might not gamble themselves, they are likely close to someone who does: usually a spouse, child, or friend. They are eager to speak to someone who can provide resources about how they can best support their loved one. This persona places a huge emphasis on confidentiality. This group may also be looking for support for themselves in managing their relationship with the person who gambles.

BRAND SUMMARY

THIS IS HOW WE ACT ▶

**We are calm, practical,
hopeful, nonjudgmental,
direct, and patient.**

THIS IS WHAT WE LOOK LIKE ▶

**Bold Text & Color
Clean Typefaces & Layouts
Simple Photos & Graphics**

THIS IS WHAT WE SOUND LIKE ▶

**We speak with kindness.
We speak with courage
We speak with care.**

1-800-GAMBLER

PROBLEM GAMBLING HELP

PRODUCED BY THE NATIONAL COUNCIL ON PROBLEM GAMBLING

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