

# JASPER'S GAME·DAY

Media Kit

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## Brand Guidelines

Whether you need logos, web banners, a ready-to-use flier, or the materials needed to make your own—the media kit will have everything you’ll need. However, before using any of our brand assets, we kindly ask that you please follow the rules outlined below and in the Brand Guidelines document.

- If you want to create your own materials, there are high-resolution files and backgrounds in the media kit to help you out. You are in no way limited to using these assets.
- Remember that the Jasper’s Game Day logo must never be altered or distorted.
- When referring to **Jasper’s Game Day**, please remember that we are Jasper’s Game Day, not Jasper’s Gameday.
- Do not place the Jasper’s Game Day logo on anything you sell for profit or fundraising.
- Please do not use Jasper’s Game Day assets in any way that is harmful to our brand. Remember, we are a suicide prevention and awareness charity.

Proper Name Usage:  
**Jasper’s Game Day**

Abbreviating:

It should never be abbreviated

Improper Name Usage:

Jaspers Gameday

Jasper’s Gameday

Jasper’s GameDay

Jasper’s Game-Day



## Logo

The Jasper's Game Day logo can be used without the tag line "You don't have to roll for initiative alone" or "You ARE NOT a critical failure" but if the tag line is used it should be used with the logo.

There is a white logo for dark backgrounds and a black logo for lighter backgrounds. Either can be used.



## Fonts

Logo Type

STARSHIP

Title

Grenze Gotisch

Heading

Geno

Body

EB Garamond

## Colors



Black



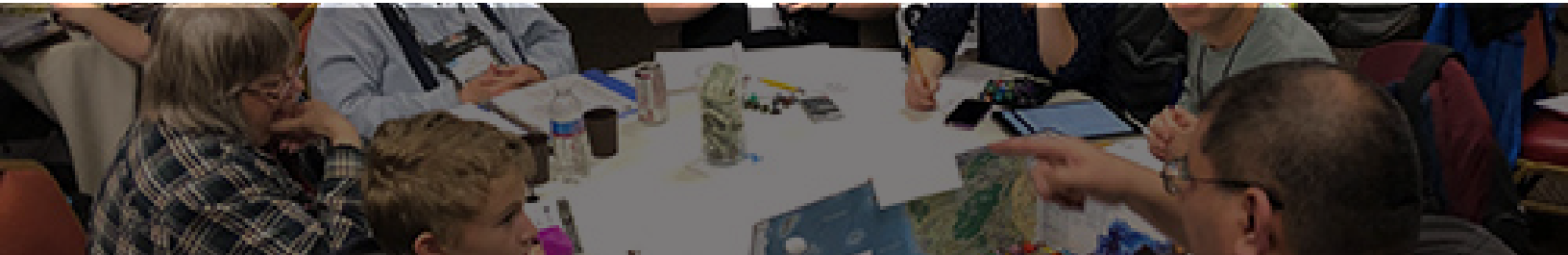
Charcoal



Canary



Crimson

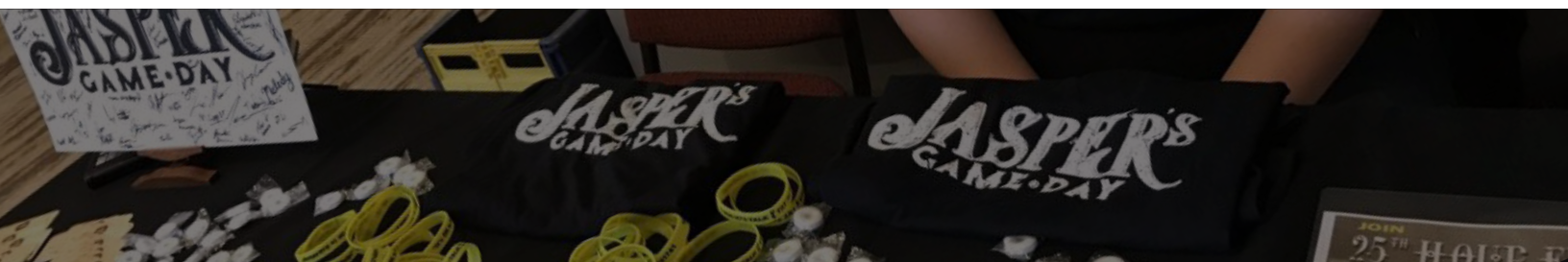


## About Us

Jasper's Game Day (JGD) started in 2017 after founder and President Fenway Jones lost two close school friends in the span of ten months to suicide. Everyone that knew these young people were deeply affected, and this pain is what JGD is about preventing.

We began as a one-time Dungeons & Dragons gaming event organized by Fenway and her father Aaron, and the response to the event was incredible. People from the tabletop roleplaying game (TTRPG) industry and community contacted us and said they support JGD and that they would use their influence to spread the word and help more people.

Today, JGD is continuing to spread suicide awareness and prevention at national gaming conventions, facilitating events for local gaming stores to raise donations for their local crisis centers, and online game streaming. We strive to reduce the stigma around talking about mental health so the world can start to treat it equally to physical health.



## Our Purpose

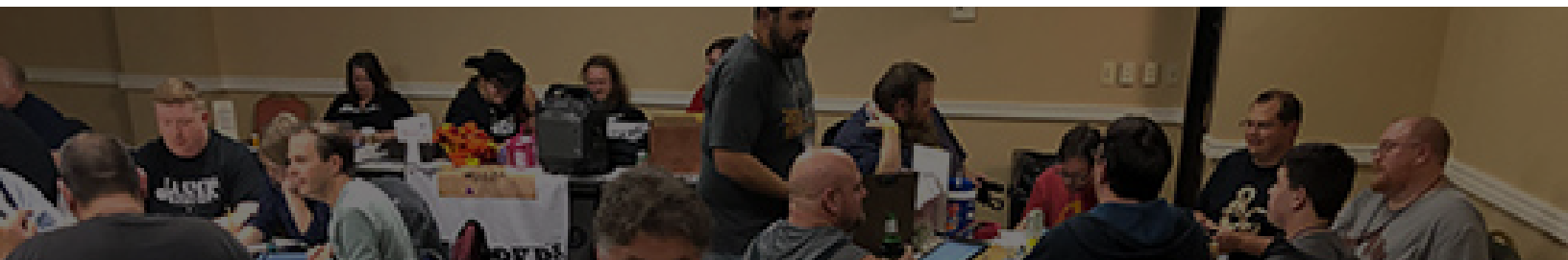
Per the latest official final data published by the CDC, for 2018, 48,344 fatal suicides occurred in the United States, making it the 10th-leading cause of death. Among people ages 15 to 24, suicide is the second-leading cause of death. That is an average of one person every 10 minutes. Attempted suicides number 1,208,600 per year, or one every 26 seconds.

Based on these statistics, it is estimated that there are 290,000 loss survivors a year, which amounts to one of every 61 American has been affected by suicide.

Jasper's Game Day's mission is to trend these numbers downwards by reducing the stigma around talking about mental health and raising awareness about suicide prevention through the TTRPG community.

### [American Association of Suicidology \(AAS\)](#)

JGD's mental health industry partner in suicide awareness and prevention is the American Association of Suicidology (AAS). AAS provides resources and training for mental health and public health professionals, researchers, crisis centers, schools, suicide survivors, suicide loss survivors, and anyone else interest in suicide prevention. They also provide funding to suicide prevention programs across the country. More detailed information about AAS can be found at [www.suicidology.org](http://www.suicidology.org).



## Where to Find Us

Website: [jaspersgameday.com](http://jaspersgameday.com)

Twitter: [@JaspersGameDay](https://twitter.com/JaspersGameDay)

Facebook: [@JaspersGame](https://www.facebook.com/JaspersGame)

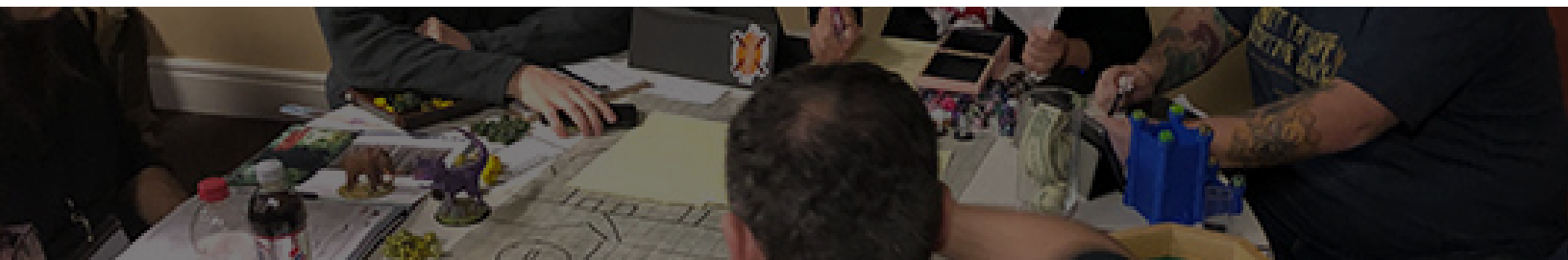
Instagram: [jaspersgameday](https://www.instagram.com/jaspersgameday)

Discord: <https://discord.gg/MWfwpc9>

YouTube: [tinyurl.com/youtubeJGD](https://www.youtube.com/channel/UCJGD)

## Contact Us

For general questions and press inquiries, please contact Aaron Jones, Director of Development, at [aaron@jaspersgameday.com](mailto:aaron@jaspersgameday.com).





# Partnership and Ambassador Programs

Jasper's Game Day maintains several programs to allow the gaming community to help spread suicide awareness and prevention to their own communities.

Our current Partners who provide in-kind donations for prizes are:

D&D Beyond [dndbeyond.com](http://dndbeyond.com)

Die Hard Dice [dieharddice.com](http://dieharddice.com)

Talon & Claw [Etsy: Talon and Claw](https://www.etsy.com/shop/TalonandClaw)

Fantasy Grounds [fantasygrounds.com](http://fantasygrounds.com)

Dwarven Forge [dwarvenforge.com](http://dwarvenforge.com)

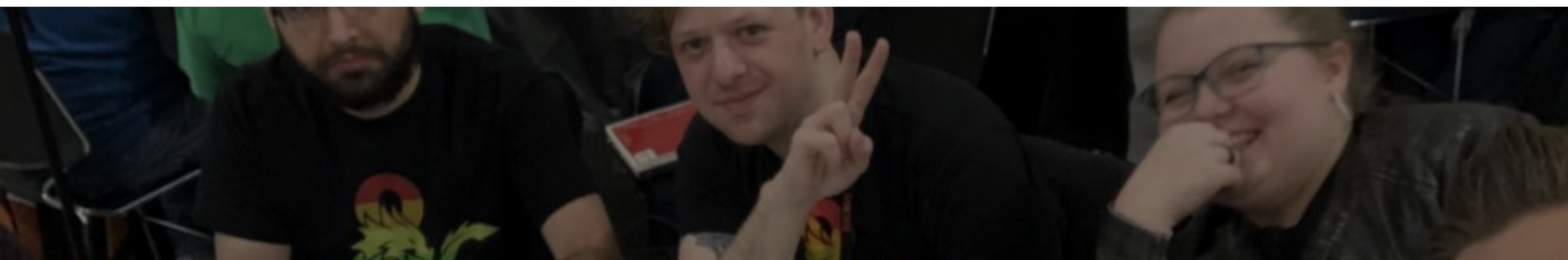
Dogmight [dogmight.com](http://dogmight.com)

## Partnership Program

JGD Partnership program allows organizations to help us promote suicide awareness and prevention with annual monetary and product donations in exchange for advertising on our social and printed media.

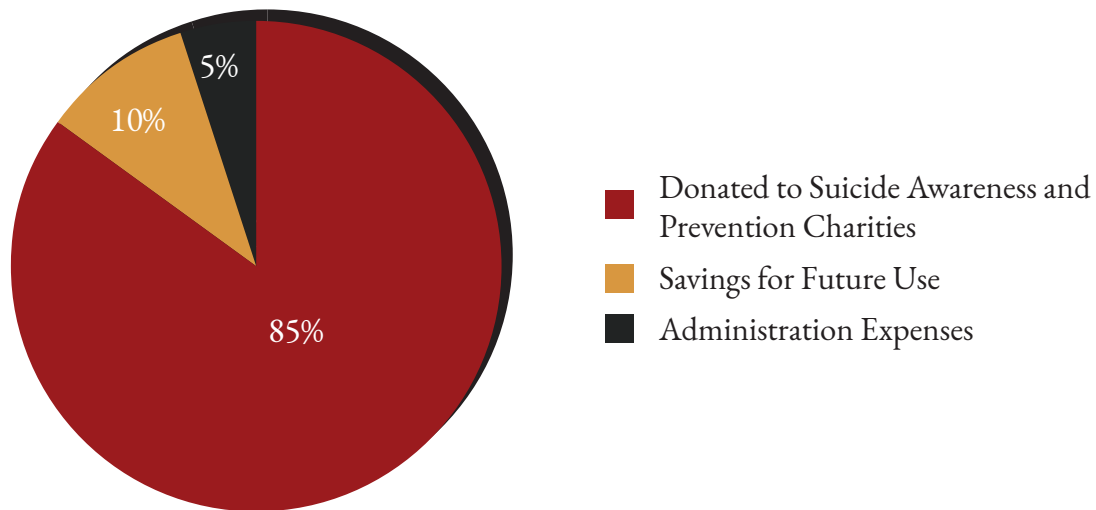
## Ambassadors Program

JGD Ambassadors are official representatives for JGD in the streaming, podcast, and virtual communities. They actively fight the stigma against mental health challenges and raise awareness of the need for acceptance and accommodations for those with mental health challenges.



## Donations

Donations to JGD can be made directly to us on our website, [www.jaspersgameday.com](http://www.jaspersgameday.com). We are designated by the IRS as a 501(c)(3) charity. Net proceeds are distributed as follows:



As of September 2020, JGD has donated \$93,500.00 to suicide awareness and prevention charities for this calendar year.

In 2019, JGD donated \$17,800 to suicide awareness and prevention charities. In 2018, JGD donated \$8,043 to Barb Smith Suicide Resource and Response Network

## Events

Visit our [Events Page](#) for an updated list of this years events and be sure to subscribe for regular updates.





You Do Not Have To Roll For

# JASPER'S GAME DAY

National Helpline at: 1.800.273.TALK (8255)  
or text 741-741

