

# Origin of the National CIT Logo

The outline of the United States is to indicate the commitment of the entire Nation to support the CIT Initiative.

The color Silver that fills in the United States indicates how much we care for persons with mental illness.

The Silver Ribbon that makes up the “I” in CIT represents the ribbons we so often see for Awareness. The Silver Ribbon trademark is owned by NARSAD Artworks, and in their literature, they represent the ribbon as (1) showing you care about someone with a brain disorder; (2) helping break down barriers to treatment and support; (3) helping eliminate the stigma against those who suffer, and (4) to show you believe there is hope through education and research.

The Silver ribbon is outlined in Navy Blue to indicate “the thin blue line” of police officers that are entrusted to protect and serve those persons that so desperately need our help and understanding.

The color purple is featured as this is the color of the Iris, the flower that symbolizes hope for people with mental illness. The purple Iris was featured in many paintings of Vincent Van Gogh during his struggles with mental illness.

The words “Crisis Intervention Team” which circles the outer ring of the logo is in honor of the Memphis Police Department that developed, initiated, and spread this training that not only saves the lives of mentally ill persons, but police officers as well.



CRISIS INTERVENTION TEAM