



The advertisement features two smartphones on the left. The front phone displays the FortifyFL app interface with a 'Report a Tip' button and icons for 'Call 911', 'My Tips', 'About', and 'Settings'. The back phone shows a 'Tip Report - Step 2 of 4' screen with a keyboard. To the right are 'Download On The App Store' and 'Get It On Google Play' buttons. A large red megaphone icon with a white outline and a small map of Florida inside the base is positioned to the right of the phones. Below these elements, the text 'FORTIFYFL' is written in large, bold, white capital letters, followed by 'SUSPICIOUS ACTIVITY REPORTING APP' in smaller white capital letters.

FORTIFYFL
SUSPICIOUS ACTIVITY REPORTING APP



The logo consists of a dark blue square with a white border. Inside the square, the number '988' is written in large, bold, white sans-serif font. Below the number, the words 'SUICIDE & CRISIS LIFELINE' are written in smaller, bold, white sans-serif font, stacked on three lines.

988
**SUICIDE
& CRISIS
LIFELINE**

Text-A-Tip Hotline
352-877-2838