National League for Nursing

BRAND GUIDELINES

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INTRODUCTION

Dedicated to excellence in nursing, the National League for Nursing (NLN) is the premier organization for nurse faculty and leaders in nursing education. The NLN offers professional development, networking opportunities, testing services, nursing research grants, and public policy initiatives to its nearly 45,000 individual and 1,100 institutional members. NLN members represent nursing education programs across the spectrum of higher education, health care organizations, and agencies.

Why does style matter?

Which is it: e-mail or email? What about those commas in a list (known as the serial and the Oxford comma)? Should you put one before the "and"? Should a book title be in quotes? Italicized? Underlined? What's the proper order for credentials?

Stylistic consistency lets the reader concentrate on the content without being distracted by variations in spelling and punctuation from one page to the next. Adhering to an agreed-upon style gives each publication a "voice" that harmonizes with those from other departments – a vital tool in branding and marketing. A style guide is also an invaluable tool for editors, who often edit material intended for a single publication but written by several people. Having a style guide to consult keeps editors from having to reinvent a rule every time a new publication (or a new writer) comes along. Style rules ensure consistency from page to page, article to article, publication to publication. This NLN style guide is an agreed-upon set of rules and conventions that will make all our jobs a little easier.

Audience composition, ease in usage, and, above all, consistency were the factors that determined which style to follow. In some cases, compromises were struck involving style recommendations from two or more sources. A few NLN self-styled peculiarities also found their way into this guide such as no periods or spaces between initials except when referring to people's names (B. Malone but NLN).

CORE VALUES

CARING: promoting health, healing, and hope in response to the human condition.

INTEGRITY: respecting the dignity and moral wholeness of every person without conditions or limitation;

DIVERSITY: affirming the uniqueness of and differences among persons, ideas, values, and ethnicities.

EXCELLENCE: co-creating and implementing transformative strategies with daring ingenuity.

NLN QUICK REFERENCE STYLE GUIDE

I. NLN PREFERENCES

A. Use "the National League for Nursing" for the first reference, then "the NLN" or "the League" in subsequent references when referring to the NLN in writing or verbally.

B. Though the word "the" is not an official part of our name, tradition has it that we refer to ourselves (verbally and in writing) as the NLN except when used as an adjective.

1. After serving the NLN as chair-elect for two years, Dr. Anne Bavier became NLN chair.
2. Members of the board are elected by NLN members.
3. Do not capitalize "the" except when it is the first word of a sentence or headline or in a listing.

C. The NLN does not use periods in credentials: PhD, RN, FAAN; in short forms/abbreviations: NLN, ANA; and acronyms: NATO.

D. Copyright, Trademark Symbols: After first usage in a document, it is not necessary to use the symbol again, e.g., NCLEX-RN® (note that the symbol should be set as a superscript). Passages and examples adapted from: Chicago Manual of Style, 15th ed., Chicago: University of Chicago Press, 2003.

E. For news releases and statements, NLN shall follow AP Style, which is used by most media outlets across the nation.

II. CAPITALIZATION

Modern publishers of works in the English language, American perhaps more than British, usually discourage excessive use of capital letters in the text. Proper nouns are still conventionally capitalized, but many words derived from or associated with them may be lowercased with no loss of clarity or significance.

A. Titles

1. Lower case job titles: Lisa L. Allison-Jones, PhD, RN, is an associate professor and department chair for nursing at Jefferson College of Health Sciences, Roanoke, Virginia.
2. Capitalize named professorships: Joyce Fitzpatrick, PhD, RN, FAAN, is an Elizabeth Brooks Ford Professor of Nursing at the Frances Payne Bolton School of Nursing at Case Western Reserve University.
3. For titles that precede name: NLN Chair Anne Bavier; Anne Bavier, NLN chair; and NLN Chair Dr. Anne Bavier
4. For titles in lists of names:
   The members of the committee are:
   Lisa L. Allison-Jones, PhD, RN Associate Professor
   Jefferson College of Health Sciences
   Roanoke, Virginia

B. Academic Degrees and Honors

1. The name of academic degrees and honors should be capitalized when following a personal name, whether abbreviated or written in full: Jane Doe, Doctor of Philosophy; Seth Schwartz, Fulbright Fellow; Lee Wallek, Fellow of the Royal Academy; Eileen Zungolo, Academic Nurse Educator Fellow.
2. When academic degrees are referred to in such general terms as doctorate, bachelor's degree, master's degree, they are not capitalized.

C. Boards, Committees, Institutions, and Companies

1. The full names of institutions and companies and of their departments are capitalized; such generic terms as "school" and "university" are lowercased when used alone: The Villanova University College of Nursing hosted the program. Students at the university were enthusiastic.

2. A "the" preceding a name, even when part of the official title, is lowercased in running text: The NLN was featured in the New York Times.
3. Capitalize full names of boards, committees, and schools. The NLN Board of Governors approved the vision statement last spring. The board issued recommendations about the statement later in the year.

D. Academic Subjects, Movements, Courses, Lecture Series

1. Academic subjects are not capitalized unless they form part of a department name or an official course name or are themselves proper nouns (e.g., English, Latin): She has published widely in nursing education. We make exceptions in some cases, such as Narrative Pedagogy and Curriculum Revolution, out of deference to their importance to nursing education.
2. Official names of courses, workshops, seminars, etc., are capitalized; do not use quotation marks or italics: Barbara Chamberlain will present Clinical Evaluation for Nurse Educators next Friday.
3. Names of lecture series are capitalized. Individual lectures are capitalized and usually enclosed in quotation marks. This year's Robinson Memorial Lectures were devoted to the nursing profession. The first lecture, "How Nightingale Got Her Way," was a sellout.
4. We make an exception for the NLN Summit, which is always capitalized even when "summit" is used alone in subsequent references, i.e. "Summit."

E. Governmental and Judicial Bodies

Full names of legislative, deliberative, administrative, and judicial bodies, departments, bureaus, and offices are usually capitalized. Adjectives derived from them are lowercased, as are paraphrases or incomplete designations, except abbreviations: United States Congress; the Seventy-first Congress; Congress; congressional; Committee on Foreign Affairs; Foreign Affairs Committee; Fulbright Committee; the committee; Chicago Board of Education; the board of education; the board

F. Various

1. Roles are printed in lowercase: citizen, defendant, nurse.
2. Terms designating academic years are lowercased: freshman, sophomore, junior.
3. Seasons are lowercased: spring, fall, the vernal (spring) equinox, winter solstice.
4. Regional names are uppercased unless used as an adjective: Midwest, Southwest, West Coast, the west coast representative.
5. Popular and legendary place names are usually capitalized and not in quotation marks. Geographical terms commonly accepted as proper names are capitalized: Upper West Side, the west side of Manhattan; the Old South, the Promised Land.
6. The word "court" when used alone is capitalized only in reference to the US Supreme Court. The word church used alone is capitalized only in reference to the Catholic Church.
7. Designations based on color, size, or local usage are lowercased: black, deaf, highlander, white.

III. PUNCTUATION

A. Commas, Periods, Quotation Marks

1. The NLN does not use periods in credentials: PhD, RN, FAAN; in short forms/abbreviations: NLN, ANA; and acronyms: NATO.
2. Always use the serial comma as in teaching, curriculum design, and student learning.
3. Commas and periods are always inside quotation marks as in: The NLN Board of Governors approved the vision statement, "Debriefing Across the Curriculum," last spring.
4. Do not use superscripts as in these examples: 21st century, APA 6th edition. When stating a date, avoid the "th" (e.g., the Writing Retreat begin on June 10).

NLN QUICK REFERENCE STYLE GUIDE

B. Dashes

1. Em dashes (the widest dashes) have a space on both sides: The students –all women – attended the program in the evening.
2. Use hyphens (not en dashes) as follows: Nurse-client relationship; public-private sector.
3. Use an en dash (the medium-sized dash) in titles or headings:
4. The Annual Block Family Budget: 2004–2005

IV. REFERENCES

Follow APA 6th ed. style for reference lists. Use DOIs (digital object identifier) when available.

The Chicago Manual of Style (The University of Chicago Press, Chicago, IL) guides us in word usage, spelling, grammar, capitalization, use of corporate names and trademarks, a reference for academic and professional titles, word breaks, and most punctuation.

The Publication Manual of the American Psychological Association (APA) volume 6 is the NLN's guide for references in the NLN's scholarly publications: *Nursing Education Perspectives*, the NLN research journal; documents in the NLN Vision Series; and books published by the NLN in conjunction with Wolters Kluwer, our publishing partner.

V. SPELLING (commonly used words)

adviser
databank
database
dataset
decision-making
email
health care
internet
manikin
Narrative Pedagogy
online
prelicensure
postlicensure
service-learning
simulated patient (abbreviated SP)
website
web-based
technology

Note: "ly" words never have a hyphen. A technologically advanced society…

I. NUMBERS AND PERCENTAGES

A. Spell out numbers 1 to 9; exceptions: chapter 5, page 30
B. Use numerals for 10 and higher, except at beginning of the sentence when numbers must always be spelled out.
C. Never use "%," except in tables where space is tight and it cannot be avoided. Write out "80 percent," even within parentheses.
D. At beginning of sentences, the number must always be spelled out: Eighty percent of the students…

VII. ACRONYMS AND ABBREVIATIONS

Define acronym the first time it is used, e.g., Watson Glaser Critical Thinking Appraisal (WGCTA). It is usually not necessary to define common nursing terms, though: RN, APN, RN to BSN program, BSN degree. Journal style is to use words such as "registered nurse" and "baccalaureate degree" before using the abbreviation – without the parentheses.

"Registered nurses with baccalaureate degrees are in short supply in California. There is a tendency for the typical RN to BSN program to attract RNs who work in nursing homes."

VIII. STATISTICS IN RESEARCH ARTICLES

Follow guidelines in the APA Publication Manual. Note space around symbols: (p .005) (N = 343).

IX. PROPER NLN PRODUCT NAMES

This section lists the proper names and usages for some of NLN's products and services. Use the spelling and capitalization shown in this section. Note that NLN may introduce products, services, and events -- this list doesn't include every product name – it does include some of the most commonly used products.

A. NLN Certifications = CNE®, CNE®cl, and CNE®N

For every instance used in print, always use the registered trademark ®. The trademark should always be used as a superscript and there is no spacing between any of the letters in this acronym. In mediums where a superscript is not allowed (i.e. Twitter or Facebook), use as an example CNE®cl or CNEcl.

B. NLN Commission for Nursing Education Accreditation = NLN CNEA

Use all caps. Space between NLN and CNEA

C. NLN Centers for Nursing Education

a. NLN Center for Transformational Leadership
   i. NLN Leadership Institute
   ii. NLN Institute for Diversity & Global Initiatives
   iii. NLN Advocacy and Public Policy

b. NLN Center for the Care of Vulnerable Populations
   i. Advancing Care Excellence for Vulnerable Populations
      1. Advancing Care Excellence for Persons with Disabilities = ACE.D
      2. Advancing Care Excellence for Seniors = ACE.S
      3. Advancing Care Excellence for Veterans = ACE.V
      4. Advancing Care Excellence for Alzheimer's Patients and Caregivers = ACE.Z
      5. Advancing Care Excellence for Pediatrics = ACE.P
      6. Advancing Care Excellence for Caregivers = ACE.C
      7. Advancing Care Excellence for LGBTQ+ = ACE+

c. NLN Center for Innovation in Simulation and Technology

d. NLN Chamberlain University College of Nursing Center for the Advancement of the Science of Nursing Education

LOGO

National League *for* Nursing

LOGO CLEAR SPACE
Clear space protects and maintains brand integrity by allowing a minimum area of relief around the logo. There must be a .5x margin of clear space surrounding all four sides of the logo, where x is the height of the icon. The margin must be kept clear of any text, elements, or additional visual marks.

LOGO USAGE

DO use the NLN logo in your marketing materials. Logo should be used in full color; black and white or reversed out logos can also be used.

DO use the NLN logo in black for black and white print materials only.

DO use the NLN logo in white on a color background, using black, one of the logo colors or the NLN gradient swatch as the background color.

IMPROPER LOGO USAGE

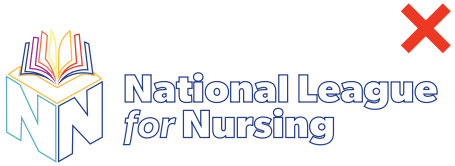
DO NOT use a ghosted or tinted version of the logo.

DO NOT change the logo orientation.

DO NOT distort or alter the proportions of the logo.

DO NOT cut off or remove parts of the logo design.

DO NOT alter the colors in the logo.



DO NOT use an outlined version of the logo.

DO NOT add anything to the logo.

The icon from the logo can be used as a standalone in limited situations. Small sized print collateral or digital material where the full size of the logo scales too small to view properly.

COLORS

When using NLN brand colors on material, prioritize using the primary colors listed below **(Tangerine, Indigo and Dusted Aqua)**. The Tomato and Burnt Orange colors also work well as an accent to pair with the primary colors in headers, footers, and callouts. Body copy works most effectively in the indigo or muted navy colors, unless the copy is on a solid color or gradient in which case the copy should be reversed out in white. **DO NOT** use the golden yellow in body copy; can use for headers if the text is on the solid color indigo.

PRIMARY COLORS

TANGERINE
#F6BC3B
CMYK: 3, 27, 88, 0
RGB: 246, 188, 59
PMS: 136C

INDIGO
#274191
CMYK: 95, 84, 0, 10
RGB: 39, 65, 145
PMS: 7687C

DUSTED AQUA
#56B3C5
CMYK: 63, 10, 20, 0
RGB: 86, 179, 198
PMS: 311UP

SECONDARY COLORS

GOLDEN YELLOW
#FFF26E
CMYK: 2, 0, 70, 0
RGB: 255, 242, 110
PMS: 393C

TOMATO
#EF3824
CMYK: 7, 88, 100, 1
RGB: 220, 68, 38
PMS: BRIGHT RED C

BURNT ORANGE
#F3713D
CMYK: 0, 70, 84, 0
RGB: 243, 113, 61
PMS: 16-1462 TPG

PLUM
#A22388
CMYK: 41, 100, 5, 0
RGB: 162, 35, 136
PMS: 248CP

MUTED NAVY
#006BA3
CMYK: 93, 54, 12, 3
RGB: 0, 107, 133
PMS: 7691 CP

GRAPE
#6E2F8E
CMYK: 70, 98, 2, 0
RGB: 110, 47, 142
PMS: 526C

GLOWING GREEN
#5BC500
CMYK: 58, 0, 100, 0
RGB: 91, 197, 0
PMS: 2287 C

COLOR GRADIENT

BUILD:

4 COLOR VERSION

#56B3C5 #274191

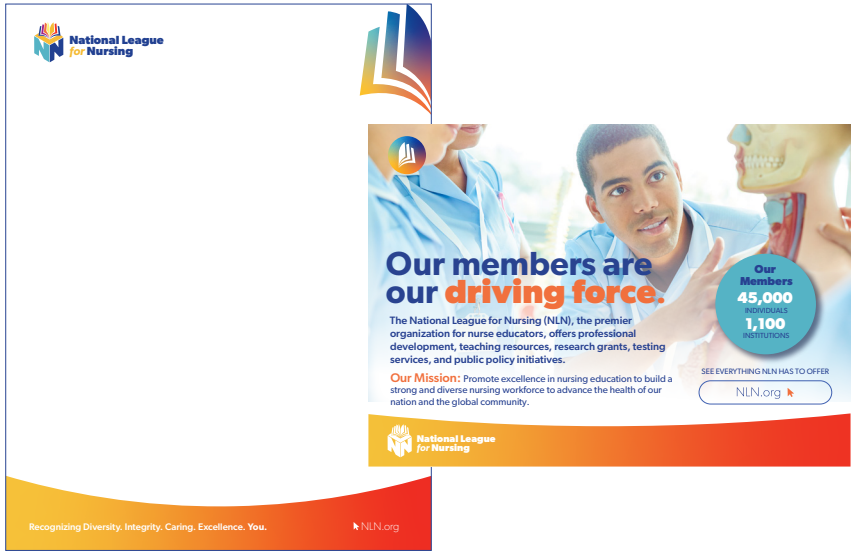
#F4BC3A #F2703D

2 COLOR VERSION

#F4BC3A #EF3824

SAMPLES IN USAGE:

Recognizing
Diversity.
Integrity.
Caring.
Excellence.
You.



FONTS

When using the NLN approved fonts, please use the Gibson font for headers, callouts, and short body copy. Using Gibson Bold and Semibold are most effective for headers. Raleway should be used for longer copy and can be used for callouts.

GIBSON

GIBSON BOLD

GIBSON SEMIBOLD ITALIC

GIBSON THIN

GIBSON LIGHT

GIBSON BOOK

GIBSON REGULAR

GIBSON ITALIC

GIBSON MEDIUM

GIBSON SEMIBOLD

RALEWAY

RALEWAY BOLD

RALEWAY REGULAR

RALEWAY MEDIUM

RALEWAY SEMIBOLD

RALEWAY EXTRABOLD

RALEWAY BLACK

RALEWAY HEAVY

TEMPLATES

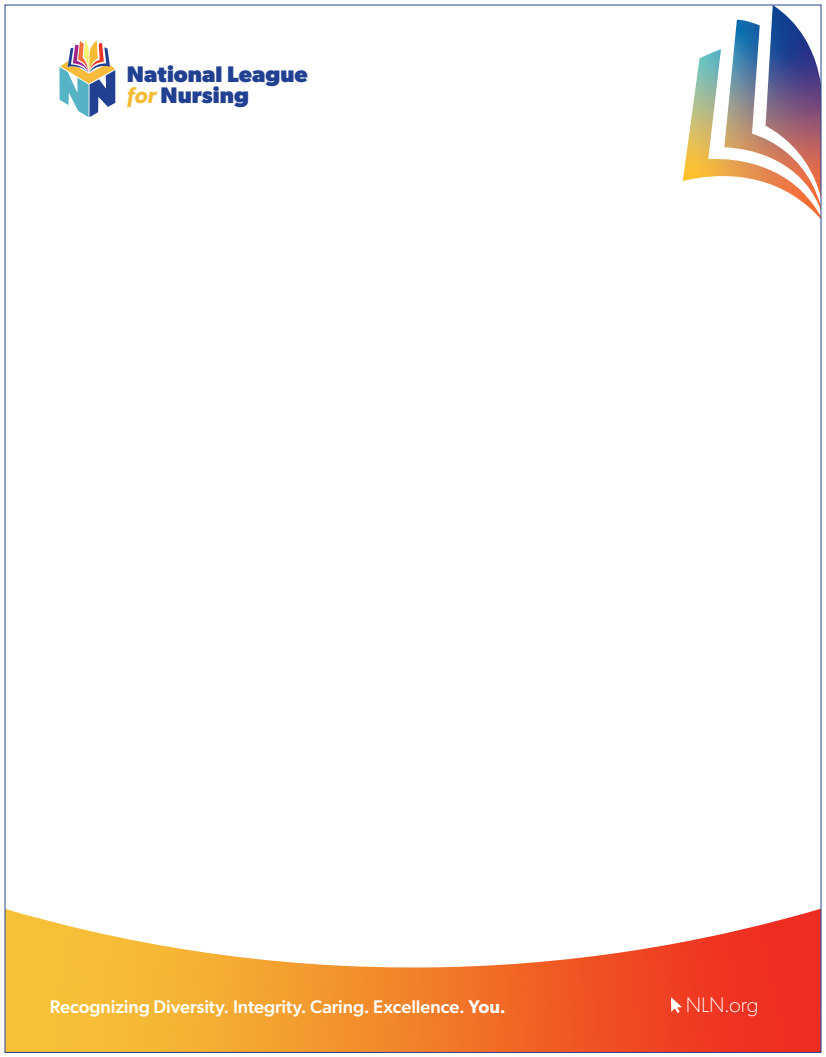
BUSINESS CARDS

SIDE A

SIDE B

TEMPLATES

LETTERHEAD



TEMPLATES

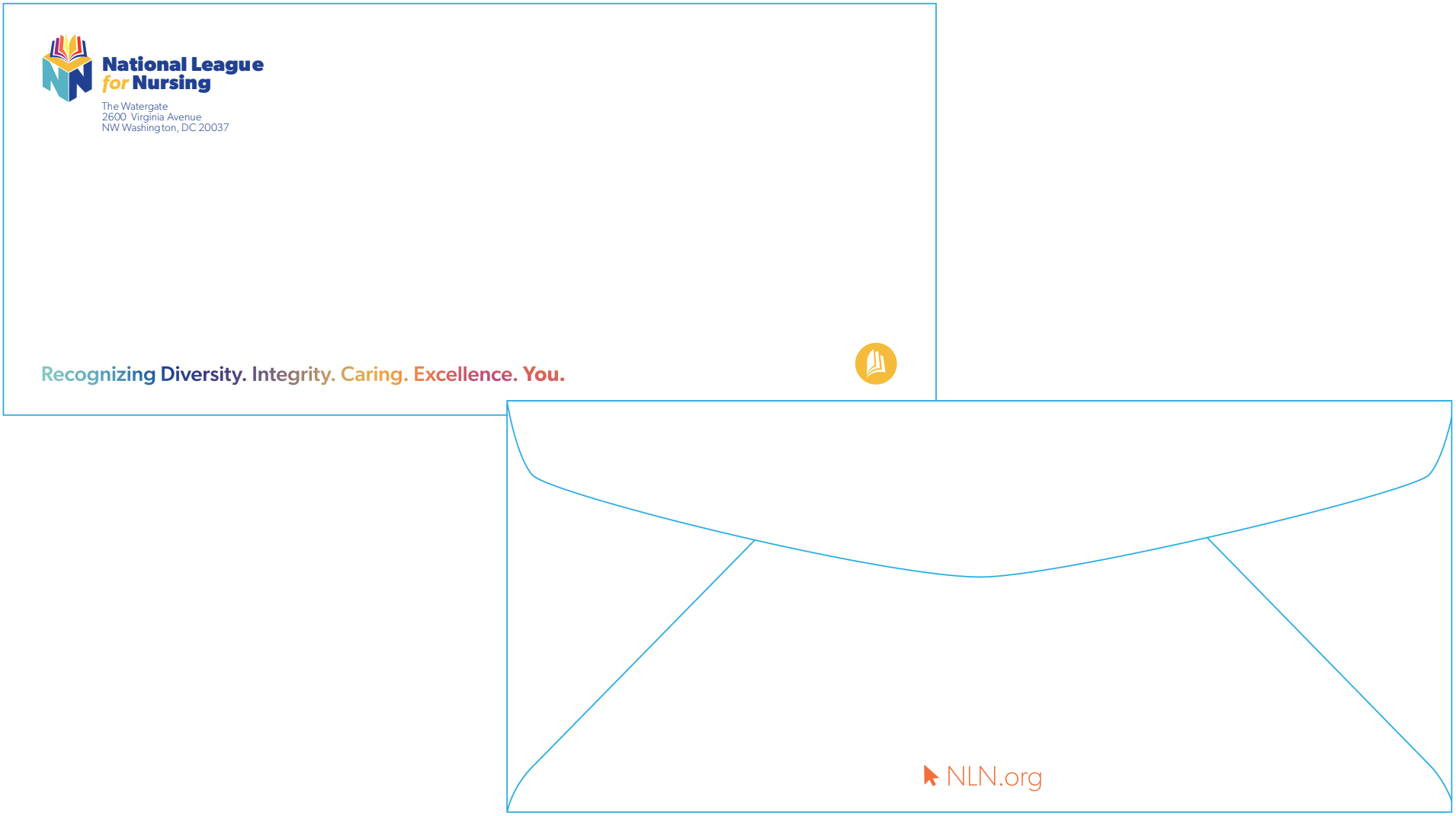
POCKET FOLDER

OUTSIDE COVER

INSIDE COVER

TEMPLATES

ENVELOPES



TEMPLATES

PRINT ADS

When designing the print ad make sure there is balance between the text and image. Body copy should never be smaller than 9 pt, and headers should be approximately three times the height of the body copy. Make sure that the logo is legible and allow for sufficient space on all sides (see: page 8 for details). Be sure to include the URL (NLN.org).

HALF PAGE - 4.8x6.8

FULL PAGE - 8.5x11

HALF PAGE - 3.3x9.8

TEMPLATES

SOCIAL MEDIA ADS

SOCIAL MEDIA STYLE GUIDE

The purpose of this section is to outline style guidelines for NLN's social media accounts.

ACTIVE ACCOUNTS

https://www.facebook.com/NationalLeagueforNursing

http://www.linkedin.com/company/national-league-for-nursing

https://twitter.com/NLNursing

https://www.youtube.com/channel/UCs6gj-7ABCzIBfaM79KAa6A

https://plus.google.com/b/101175510109903376101/101175510109903376101/posts

https://www.instagram.com/nlnursing

Official NLN Twitter Handle: @NLNursing

COMMONLY USED HASHTAGS

#NLN	#NLNDiversity	#Simulation	#healthcare	#nursing
#NLNVoices	#NLNSummit2021	#NLNNursingEdge	#nurses	#NLNFoundation

(or current year)

IMAGE GUIDELINES

When selecting images, be mindful of our core values: Caring, Integrity, Diversity, and Excellence. The imagery used should reflect those values. Images should be engaging and relevant to our members. Image content can focus on both plain clothes nurse educators and nurses wearing scrubs and medical gear. Always use high quality, high resolution images.

ADDITIONAL PROGRAM LOGOS

NLN Certificate Program

NLN Division for Innovation in Education Excellence

NLN Center of Excellence in Nursing Education

2021 NLN SUMMIT

Academy of Nursing Education
NATIONAL LEAGUE FOR NURSING

NLN Foundation for Nursing Education

CNEA
NLN Commission for Nursing Education Accreditation

Research Priorities

NLN Center for Transformational Leadership

Assessment Services

OnDemand

CNE®
Academic Nurse Educator

CNEcl®
Academic Clinical Nurse Educator

CNEn®
Academic Novice Educator

STEP IN to Leadership
NLN | Seniors Transitioning & Entering Practice

NLN Leadership Institute

NLN Credentialing Department

SIRC
Simulation Innovation Resource Center

NLN/Chamberlain University College of Nursing Center
for the Advancement of the Science of Nursing Education

ACE PROGRAM LOGOS

Advancing Care Excellence for Vulnerable Populations

Advancing Care Excellence for Persons With Disabilities

Advancing Care Excellence for Alzheimer's Patients and Caregivers

Advancing Care Excellence for Veterans

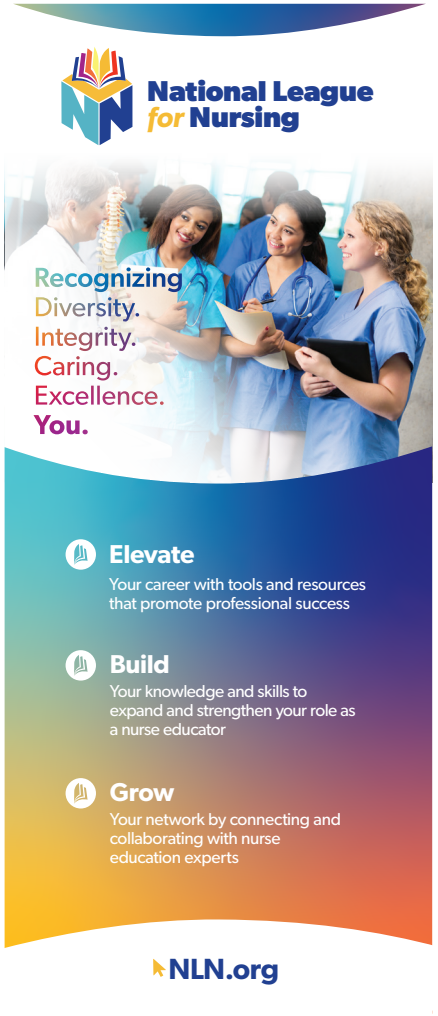
Advancing Care Excellence Pediatrics

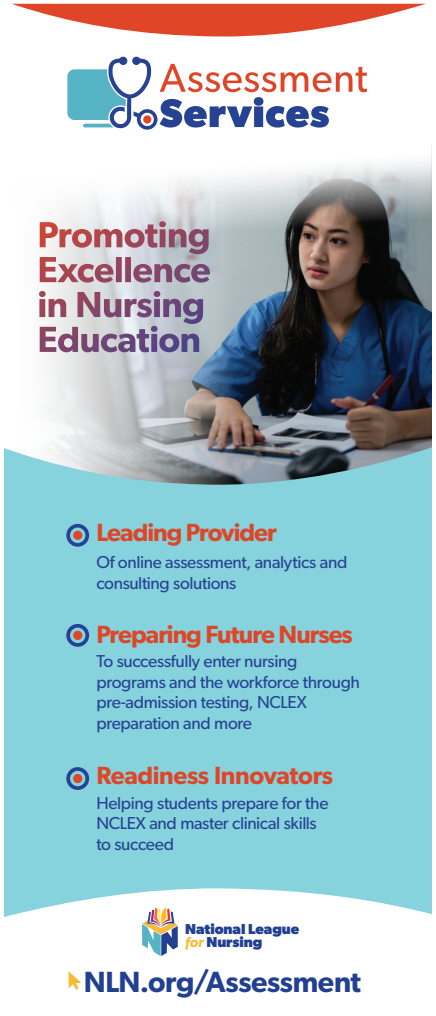
Advancing Care Excellence for Seniors

Advancing Care Excellence for Caregivers

Advancing Care Excellence for LGBTQ+

PULL-UP BANNER DESIGNS



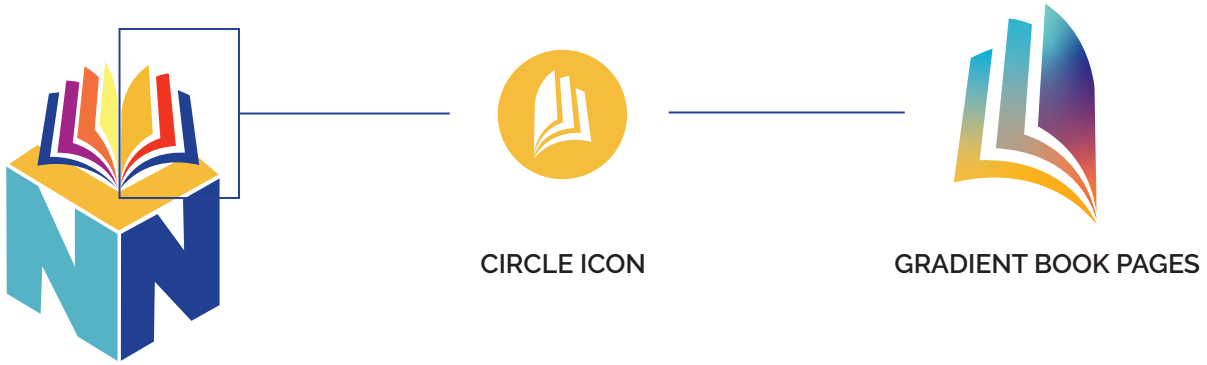


BACKDROP BANNER DESIGNS

The backdrop (Step-and-Repeat) banners are to be used for events. The NLN Logo must always feature primarily and the tagline is a secondary element.

CIRCLE/BOOK ICON

A repeated element that features throughout NLN branded material is the book icon, pulled from some of the pages in the logo. This element is used as an accent feature only, and should only be used as a secondary element to complement a design.



CIRCLE ICON

GRADIENT BOOK PAGES

USAGE EXAMPLE:

CNEA QUICK GUIDES

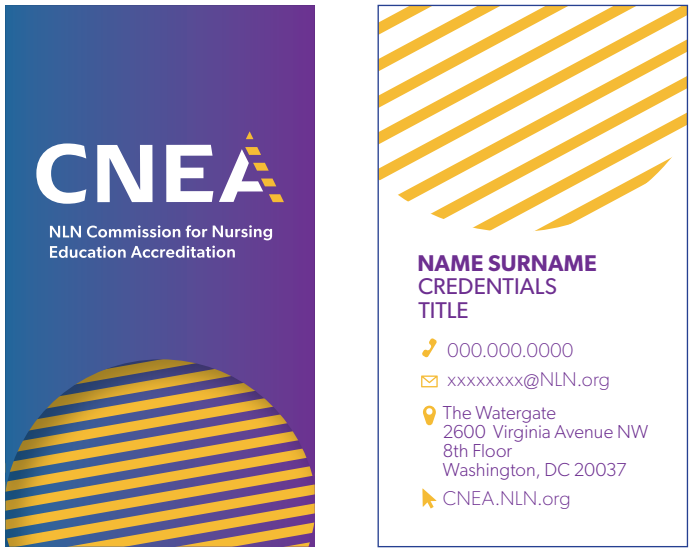
CNEA

NLN Commission for Nursing Education Accreditation

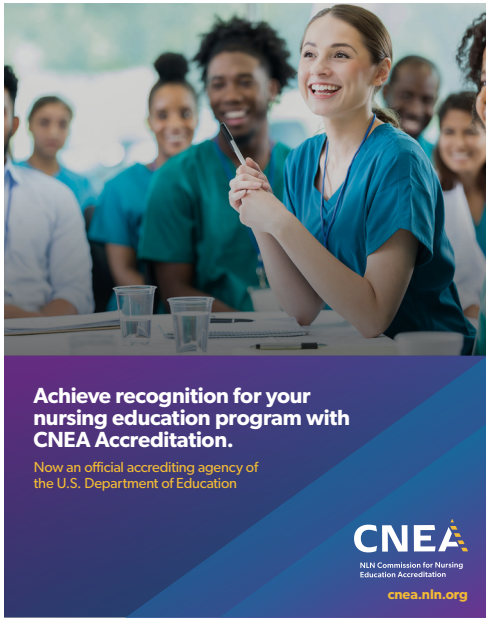
GRADIENT BUILD:

#17689B #6E2F8E

BUSINESS CARDS:



POSTER DESIGN:



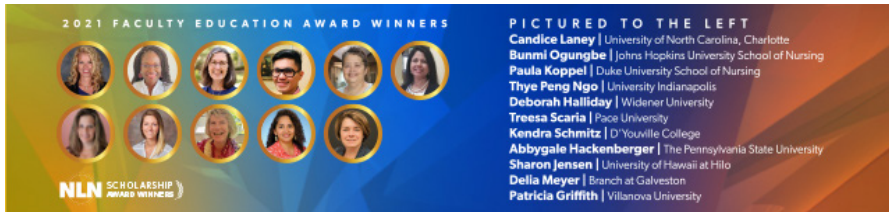
BADGE:

NLN FOUNDATION QUICK GUIDES

NLN Foundation for Nursing Education

NLN Foundation for Nursing Education

SOCIAL AD:

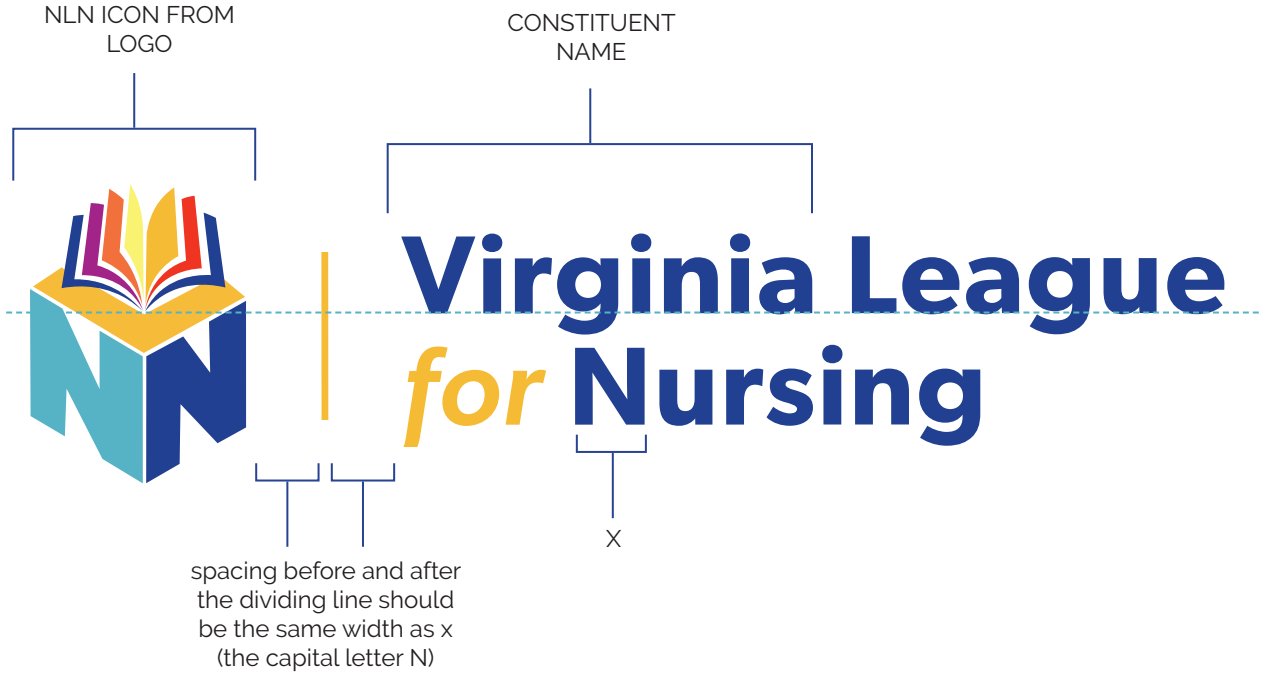


POSTER DESIGN:

CONSTITUENT LEAGUE BRANDING

TO BUILD YOUR OWN CONSTITUENT LEAGUE LOGO:

1. Pull the icon from the primary NLN logo. It should be about **1.125x1.5 inches.**
2. Insert a dividing line in the **tangerine color (#F6BC3B),** with a stroke width of 2.5 pts. and a height of .875 inches.
3. After the dividing line, include the name of the state or states followed by "League" on the same line and "Nursing" on the second, all in **42 pixel size.**
4. The font style should be **Gibson Semibold** and the color should be **Indigo (#274191)**, only the word "for" should be in **Gibson Medium Italic**, and the font color should be **tangerine**.
5. **All content should align under the bottom apex of the book. See dotted line.**



CONSTITUENT LEAGUE LOGOS

Alabama League *for* Nursing

Arizona League *for* Nursing

Connecticut League *for* Nursing

Florida League *for* Nursing

District of Columbia/Maryland League *for* Nursing

Illinois League *for* Nursing

Indiana League *for* Nursing

Iowa League *for* Nursing

Kentucky League *for* Nursing

Louisiana League *for* Nursing

Michigan League *for* Nursing

Massachusetts/Rhode Island League *for* Nursing

Missouri League *for* Nursing

Nebraska League *for* Nursing

New Jersey League *for* Nursing

New York League *for* Nursing

North Carolina League *for* Nursing

Ohio League *for* Nursing

Pennsylvania League *for* Nursing

South Carolina League *for* Nursing

Texas League *for* Nursing

Virginia League *for* Nursing

West Virginia League *for* Nursing

Wisconsin League *for* Nursing