



Brand Book

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Aims and values

Overview

[Nursing Now](#) aims to raise the status and profile of nursing globally. Run in collaboration with the [World Health Organization](#) and [International Council of Nurses](#), the campaign seeks to empower nurses to take their place at the heart of tackling 21st Century health challenges. Nursing Now is a [programme of the Burdett Trust for Nursing](#). Find out more at www.nursingnow.org

The campaign [launched globally](#) on 27 February 2018. Launch events took place worldwide, with sessions in London and Geneva [filmed](#).

Running until the end of 2020, the campaign aims to improve perceptions of nurses, enhance their influence and maximise their contributions to ensuring that everyone everywhere has access to health and healthcare.

Approach

Nursing Now will work with partners around the world to advocate for more nurses in leadership positions – to help nurses achieve the influence they deserve. It will also help nurses access better education and training, while supporting them to share research and evidence of effective practice.

Nursing Now will encourage health leaders to invest in nursing and introduce new models of care that maximise nurses' contributions to achieving both the Sustainable Development Goals and Universal Health Coverage, which would guarantee everyone the right to quality health care without financial hardship.

Our aims for 2020

1. Greater investment in improving education, professional development, standards, regulation and employment conditions for nurses.
2. Increased and improved dissemination of effective and innovative practice in nursing.
3. Greater influence for nurses and midwives on global and national health policy, as part of broader efforts to ensure health workforces are more involved in decision-making.
4. More nurses in leadership positions and more opportunities for development at all levels.
5. More evidence for policy and decision makers about: where nursing can have the greatest impact, what is stopping nurses from reaching their full potential and how to address these obstacles.

Referencing the brand

The name of our campaign and our brand is Nursing Now. When writing about it, the following approach should be followed:

- A space should be included between the words 'Nursing' and 'Now';
- Each of the words 'Nursing' and 'Now' should have their first letters capitalised and do **not** capitalise any other letters (e.g. Do not use Nursing NOW)
- Do **not** italicise the campaign's name or end it with an exclamation mark.

Using our logo

Before using the Nursing Now logo, please review the [aims](#), [vision](#) and [principles](#) and sign our [campaign pledge](#) first.

An exclusion zone (see below) has been established to ensure our logo stands out and has impact – do not place any other visual elements within the exclusion zone. The size of this zone is the width of the 'N' in 'Nursing'. This zone should scale up and down in size by the same percentage as the logo you are using.

It's worth remembering that this exclusion zone is set at a minimum – it's better to give the logo more space wherever possible.



Exceptions to the exclusion zone

The only exceptions to the exclusion zone apply to the 'We/I support Nursing Now' images and country group logos. If you are a national Nursing Now group and would like a country logo made up for you, please email info@nursingnow.org.



How not to use the logo

Do not stretch or distort the logo when resizing it



Do not surround the logo with any additional visuals



Do not use a different font



Do not use alternative colours

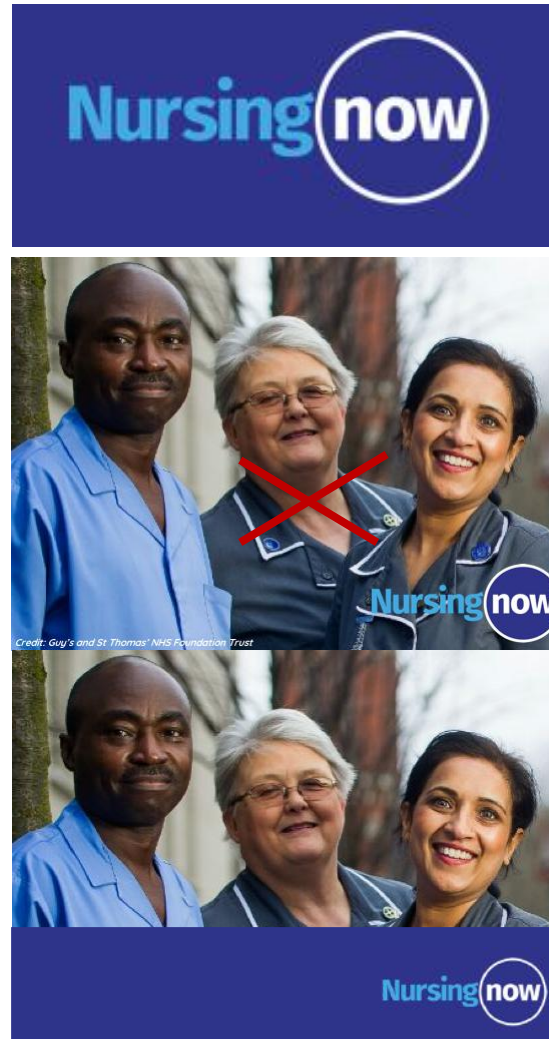


Placing the logo on a suitable background

When placing the logo on a background matching the colour of the circle in the logo, use a white ring to help differentiate the logo from the background.

Avoid placing the logo directly on a photographic or otherwise 'busy' background.

Wherever possible, place the logo on a block background in one of the Nursing Now colours, overlaid on the 'busy' background.



Other versions of the logo



Avatar logo

The avatar version of the logo may be used where limited space for branding is available. The avatar version should only be used where space does not allow for use of the primary logo.

Use of the avatar logo

The avatar logo should be used when the holding space is square in appearance, contains a ratio of 1:1 and contains space where the primary logo would be illegible. Example uses are on social media profiles, posts notifications, application icons and website favicons.



Using our logo alongside others

Please note that you may not use the Burdett Trust for Nursing, World Health Organization or International Council of Nurses logos without securing authorisation from them separately.

When featuring the Nursing Now logo alongside others, please ensure that the logos are a similar size and that the Nursing Now logo's exclusion zone is respected.

Colours

When using the Nursing Now logo, we encourage simple, bold designs that rely on the primary colours, bringing in the secondary colours when accents are necessary.

Primary colours



C 65	R 42	C 95	R 47
M 15	G 169	M 86	G 52
Y 1	B 223	Y 1	B 138
K 0	#2AA9DF	K 4	#2F348A

Secondary colours



C 50	R 135	C 76	R 89	C 2	R 251
M 44	G 133	M 70	G 93	M 15	G 211
Y 33	B 146	Y 5	B 161	Y 90	B 52
K 3	# 878592	K 0	# 595DA1	K 0	# FBD334

Fonts

Use the following typefaces to ensure a consistent clarity of our messaging at all times.

Primary font

For web content and visual materials, we recommend **Quicksand**, a freely available Google font, which can be obtained from <https://fonts.google.com/specimen/Quicksand>.

Quicksand
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
&0123456789*#@+<=>'"/÷±%

Secondary font

Where it is inconvenient to use Quicksand, for example when producing documents for sharing with a wider audience, use **Calibri**.

Calibri
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
&0123456789*#@+<=>'"/÷±%

Logo font

Use **Fira Sans Bold** to match the font used in the Nursing Now logo.

Fira Sans
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
&0123456789*#@+<=>'"/÷±%

Contact details

Contact the Nursing Now communications team with any questions about how to use the branding.

- Email: info@nursingnow.org
- Website: www.nursingnow.org
- Twitter: [@NursingNow2020](https://twitter.com/NursingNow2020)
- Facebook: www.facebook.com/NursingNow2020