



National League
for **Nursing**

Visual Identity Guidelines
Abbreviated for Constituent Leagues

Constituent League Logo

The logo is available in a horizontal and vertical format. Either can be used depending on the best fit for a particular composition.

The color of the NLN logo is gold **PMS 129 U** on uncoated stock for stationery items and anything else printed on uncoated stock. On coated stock the color is **PMS 130 C**. This would be used on folders, publications, or anything printed on a coated stock. When working with publications printed in four color process, the cmyk mix is 100% yellow and 30% magenta.

The name of the league can print in black or white depending on the color of the background. If only one color can be used, it should be black.

Care should be taken in selecting a background color for the logo. The gold works best against the NLN complementary color (light blue), and white.

PMS 129 U
PMS 130 C
Hex fdb813
RGB: 246,183,33
CMYK: 0,30,100,0



Alabama League
for **Nursing**



Alabama League
for **Nursing**

Incorrect Logos and Usage

The following are some examples of incorrect adaptations of the NLN Constituent League logo.



Logo Usage Don'ts

- ▶ Don't stretch or squeeze the logo to distort proportions.
- ▶ Don't change the logo's orientation.
- ▶ Don't bevel or emboss the logo.
- ▶ Don't place the logo on a busy photograph or pattern.
- ▶ Don't crop the logo in any way.
- ▶ Don't add any effect such as "glow" or "drop shadow."
- ▶ Don't present the logo on "vibrating" colored backgrounds.
- ▶ Don't present the logo in "outline only" fashion.
- ▶ Don't place the logo on similarly-colored backgrounds.
- ▶ Don't outline the logo.
- ▶ Don't put a white box around the logo when placed on a darker busy background.
- ▶ Don't recreate elements.

Typography

The NLN brand uses a combination of modern condensed sans-serif typography and traditional serif typography. The individual fonts for print and online use differ in certain cases. The typefaces used come in a variety of weights which provide flexibility for the designer while staying within the NLN identity system.



Print

The two primary typefaces used for print are Helvetica Neue and Adobe Garamond. Trajan is used only for the logo box. **Helvetica Neue Roman should be used for body copy of letters and printed literature, not Garamond.**

Helvetica Neue

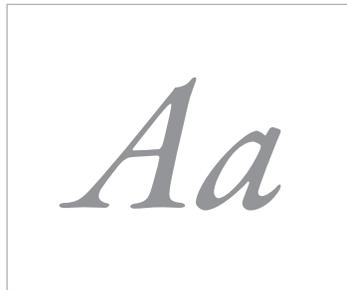
Helvetica Neue Black is reserved for the logo title. Other weights and widths of this typeface are available for use including oblique. The condensed form should be most often used for headings and titles. 45 Condensed is shown below.



Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy
Zz 1234567890
.:;”!?”+/-=

Adobe Garamond Premier Pro Italic

Garamond should be used as a complement to Helvetica Neue but only in italic form. It is a very classic serif typeface that comes in many weights. Italic should never be used for more than a few sentences as it becomes hard to read. This implementation is useful for pullquotes or captions.



*Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy
Zz 1234567890
.,:;”!?”+/-=*

Screen

The three primary typefaces used for the screen are Arial, Helvetica Neue, and Dosis.

Arial

Is a very common sans-serif typeface available on all platforms. It is limited in breadth but is a reliable default. It should be used for **EMAIL** communication and running text of the website.



Aa Bb Cc Dd
Ee Ff Gg Hh
Ii Jj Kk Ll Mm
Nn Oo Pp Qq
Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1234567890
.,;,"!?!+/-=

Helvetica Neue Condensed

This typeface (same family as the print version) should be used for **POWERPOINT** presentations. See template.



Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy
Zz 1234567890
.,:;"!?'+ -/=

NLN Blue

The other primary color used is a muted, neutral blue. The blue works well with the NLN gold as well as the colors of the Tier 1 logos. It is not intended to be used with the NLN Foundation Logo.



National League
for **Nursing**

PMS 7461U
PMS 279C
Hex 4d75b1
RGB: 77,117,177
CMYK: 70,45,0,10

Thank You

Adherence to this carefully crafted system allows us to not only maintain a consistent voice, but also conveys a level of polish and professionalism to which we strive. Needed files can be found on the NLN website. Thank you for your continued commitment to excellence.

The Communications Team

