

# Branding Guidelines for Action Coalitions

## Future of Nursing: *Campaign for Action* Communications Resources

Communications resources—including messages, templates, tip sheets, and marketing videos—are available to help Action Coalitions spread your messages and engage new stakeholders. These can be found on the Future of Nursing: *Campaign for Action* website here:

<http://CampaignforAction.org/campaign-progress/directory-resources/communications>.

## Using the Action Coalition Designation

Only groups that have been through the formal application process and officially selected as Action Coalitions can use this name, designating themselves as Action Coalitions in printed materials, on websites, in presentations, or in the media.

As participants in the Future of Nursing: *Campaign for Action*, Action Coalitions may:

- Use *Campaign* collateral and turnkey materials—such as handouts, templates, fact sheets, and marketing videos—to educate Action Coalition members, potential supporters, and other key stakeholders about the *Campaign* and the role of nurses as essential partners in providing care and promoting health.
- Conduct their own media outreach using approved *Campaign* templates and materials.
- Incorporate *Campaign* messaging, graphics, and the designated *Campaign* logo for Action Coalitions (see below) on websites and in social media.

## Using the Future of Nursing: *Campaign for Action* Name and Logo

Approval is required prior to use of the Future of Nursing: *Campaign for Action* logo. To request approval of the logo, please submit proposed materials to [CampaignforAction@aarp.org](mailto:CampaignforAction@aarp.org) and describe how the logo will be used and how the materials will be distributed. Allow at least five business days for approval. However, as described on page 4 of these guidelines, the *Campaign* name and logo are never to be used on lobbying materials.

The only exception to the approval requirement is when Action Coalitions use pre-developed collateral or template documents provided by the *Campaign*, such as the template postcard or *Campaign* brochure.

Following approval, the *Campaign for Action* logo always should be used in the following manner:

### ***Printed Materials/Presentations/PowerPoints/Websites***

If the *Campaign* logo is not used, then a written identifier must be included:

- [Name of Action Coalition] is part of the Future of Nursing: *Campaign for Action*, a nationwide movement to improve health and health care through nursing. An initiative of AARP and the Robert Wood Johnson Foundation, the *Campaign* includes Action Coalitions in 50 states and the District of Columbia working to implement the Institute of Medicine's *Future of Nursing* recommendations.

OR

- [Organization] is a member of the [Name of Action Coalition], one of 51 Action Coalitions in every state and the District of Columbia, in support of the Future of Nursing: *Campaign for Action*. An initiative of AARP and the Robert Wood Johnson Foundation, the *Campaign* is working to implement the Institute of Medicine's *Future of Nursing* recommendations to improve health and health care through nursing.

### ***Signage/Banners***

Signage and banners must include the Future of Nursing: *Campaign for Action* logo. Please note, the correct *Campaign* logo includes the ™ identifier. You can request this logo via the *Campaign* website (<http://CampaignforAction.org/resource/campaign-marketing-materials>) and it is shown below.



Specific colors are designated for the Future of Nursing: *Campaign for Action* brand. These are the only approved colors for reproducing the *Campaign*'s signature look in communications materials. Accuracy in color reproduction is important to the integrity and legal protection of the brand. Always match approved Pantone Matching System color swatches when reproducing the Future of Nursing: *Campaign for Action*'s colors.

### ***Approved Colors for the Campaign Logo***

Lighter Blue: Pantone 301C/RGB 0,101,164

Darker Blue: Pantone 546C/RGB 0, 51, 78

Red: Pantone 485C/RGB 238, 49, 36

The Future of Nursing: *Campaign for Action* brand uses specific font styles to create the exact logo. The font used for 'Future of Nursing' is Helvetica Neue (T1) Heavy Condensed. '*Campaign for Action*' is styled in Helvetica Neue (T1) Light Condensed. While these fonts are not readily available in Microsoft Office, they can be purchased and installed on individual computers.

Action Coalitions are welcome to create their own logos and are encouraged to develop a look that complements the national brand. We request that you notify us prior to developing a logo, so we can provide any guidance, suggestions, or assistance needed. Please contact [CampaignforAction@aarp.org](mailto:CampaignforAction@aarp.org).

**The use of the Robert Wood Johnson Foundation (RWJF) or AARP logo is forbidden without prior written permission.**

## Style Guidelines for Referencing the Future of Nursing: *Campaign for Action*

The following indicates the style, including capitalization, in which these proper nouns should appear in all materials.

**Future of Nursing: *Campaign for Action*** should be spelled out when first referenced in a document. The first reference should be the full name appearing this way: Future of Nursing: *Campaign for Action*. Subsequent references can use the *Campaign for Action* (italicized) or the *Campaign* (italicized).

Always spell out the full *Campaign* name, Future of Nursing: *Campaign for Action*, in a header.

**Action Coalition** should be spelled out and capitalized. On the first reference, it should be written in one of two ways:

- [Name of state] Action Coalition
- If applicable, by the coalition's unique name

A first reference also should offer the following supportive text in this way: The [name of state] Action Coalition, one of 50 states and the District of Columbia supporting the Future of Nursing: *Campaign for Action*.

Subsequent references can use Action Coalition or the Coalition.

## Use of Boilerplate Language

The following approved description should be used as a reference on all materials describing the Future of Nursing: *Campaign for Action*.

The Future of Nursing: *Campaign for Action* seeks to improve health and health care through nursing. An initiative of AARP and the Robert Wood Johnson Foundation, the *Campaign* works with Action Coalitions in 50 states and the District of Columbia to implement the Institute of Medicine's *Future of Nursing* recommendations. Our vision is to ensure that everyone in America can live a healthier life, supported by a system in which nurses are essential partners in providing care and promoting health. The *Campaign* is coordinated by the Center to Champion Nursing in America, an initiative of AARP, the AARP Foundation and the Robert Wood Johnson Foundation. Get connected:  
[www.CampaignforAction.org](http://www.CampaignforAction.org), [www.twitter.com/Campaign4Action](https://twitter.com/Campaign4Action),  
[www.facebook.com/CampaignForAction](https://www.facebook.com/CampaignForAction).

Any additional reference describing RWJF or AARP *Campaign* roles or activity requires prior approval by the respective organization.

## News Releases, Publications and Websites

### *News Releases and Other Printed Materials*

The approved boilerplates should be used in all Action Coalition news releases. Except for approved language or as part of the approved *Campaign* description, neither RWJF nor AARP should be referenced without prior permission from the respective organization.

### *Websites and Other Electronic Media*

References to the *Campaign* on participating organizations' websites and social media platforms are encouraged and should include links to the *Campaign for Action* website:

[www.CampaignforAction.org](http://www.CampaignforAction.org).

## Lobbying Materials

Action Coalitions are encouraged to engage in lobbying, but they may not use *Campaign for Action* or RWJF funds to do so. Neither the Future of Nursing: *Campaign for Action*, RWJF, nor Center to Champion Nursing in America (CCNA) names or logos may be used on Action Coalitions' lobbying materials, other than in a disclaimer stating that no *Campaign* funds were used for lobbying (see below). For specific definitions of what constitutes "lobbying," see the materials available on the *Campaign for Action* Directory of Resources here: <http://CampaignforAction.org/campaign-progress/directory-resources/capacity-building>.

Action Coalitions conducting lobbying must:

- Provide advance notice to your CCNA liaison.
- Include a disclaimer.
- Not use RWJF or CCNA names, logos, funds or other resources.

Providing advance notice is straightforward; when your Action Coalition has a lobbying activity planned, please notify your CCNA liaison.

The disclaimer to use on your lobbying materials is as follows:

"The [ ] Action Coalition participates in the Future of Nursing: *Campaign for Action*, which is supported by the Robert Wood Johnson Foundation (RWJF) and the Center to Champion Nursing in America (CCNA). These materials, however, were produced independently of RWJF and CCNA and do not use their funds or other resources."

## Get Connected



[www.twitter.com/Campaign4Action](http://www.twitter.com/Campaign4Action)



[www.facebook.com/CampaignForAction](http://www.facebook.com/CampaignForAction)

