CANP Identity Guidelines

September 13, 2012
Ver.: 2.1.2

CANP CALIFORNIA ASSOCIATION
FOR NURSE PRACTITIONERS

Contents

1.0 Introduction

The California Association for Nurse Practitioners (CANP) unites nurse practitioners in an exchange of ideas, practice advice and development of professional assets. Its ability to be effective, particularly in terms of advocacy, is inextricably linked to the audience's perception of CANP. That perception commonly goes by another name: the brand.

A brand is much more than any collection of signatures, slogans or color palettes. No organization can wholly control its brand, but there are important things it can do to support it and uphold its value. Staying on-message, engaging the audience and applying visual elements consistently are important parts of successful brand management.

This document contains the vocabulary and prescribed usage for CANP branded materials. It includes all the "dos and don'ts" for spacing, placement, typography, color and general treatment of visual identity elements in all their various applications. The purpose of this document is to make consistency simple and intuitive.

2.0 Signature

A picture, they say, tells a thousand words. The challenge of creating a signature (also commonly known as a logo) is to take an idea or concept and compress it down into an emblem or wordmark.

The CANP signature was designed to communicate the concept of people coming together in a dynamic exchange of ideas and to suggest strength as indicated in the tagline, "Power in Practice." The bridge formed between the letter forms CA and NP reinforces both these notions.

As a key component of the CANP visual identity, the clean, bold, contemporary look of its new signature will help support and strengthen the CANP brand.

2.1 Components

The signature must be treated with the same care and consistency a nurse practitioner offers her patients.

The signature comprises two components: the acronym enclosure and the wordmark.

⚠ *These components have been carefully designed and proportioned and should never be redrawn, altered or distorted.*

Acronym Enclosure   Wordmark

2.2 Configuration

The primary configuration for the signature is horizontal and should be used whenever possible. It has been designed to be of use in most applications.

The secondary configuration utilizes only the acronym enclosure. Its use should be restricted to occasions when confined or limited space make the use of the primary horizontal signature prohibitive.

⚠ *These components have been carefully designed and proportioned and should never be redrawn, altered or distorted.*

Primary Horizontal

CALIFORNIA ASSOCIATION
FOR NURSE PRACTITIONERS

Secondary Acronym Enclosure

2.3 Color

If your application and budget allow for color, the full color signature should be your first choice. The one-color variations are meant for extremely limited use when budget prohibits full or two-color reproduction. The reverse variations are meant for extremely limited use against a dark solid background.

⚠ *Please note that the boxes surrounding the reverse signatures on this page are for illustrative purposes only. The signature should never be placed inside a box or other shape.*

Full Color Positive

One Color Positive

Black and White Positive (also known as "knocked out")

Full Color Reverse

One Color Reverse

Black and White Reverse (also known as "knocked out")

2.4 Clear Space

Allowing for an appropriate amount of clear space around the signature is important. It prevents the signature from getting crowded by images, text or other graphics which can lessen its visual impact.

The minimum clear space is derived from **x,** which is measured by the cap-height of the acronym type.

The minimum clear space should always be **1x** on all sides of the signature. This measure is a minimum requirement—clear space should be increased whenever possible. The more space you give the signature, the greater its visual impact.

⚠ *Please note minimum clear space requirements are the same for all color variations and configurations.*

Minimum Clear Space

2.5 Sizing

The signature can be used as large as needed. It should never be used at sizes smaller than the recommended minimum shown here, based on the height of the acronym enclosure.

⚠ *Please note sizing requirements are the same for all color variations and configurations.*

* *At 72 dpi.*

.3125″
23 px.*
8 mm

CANP CALIFORNIA ASSOCIATION FOR NURSE PRACTITIONERS

2.6 Typography

Typography is an important component of the signature, it uses Univers Condensed and a customized version of Gotham.

⚠ *Please note Gotham Medium is exclusively reserved for use in the signature.*

CALIFORNIA ASSOCIATION FOR NURSE PRACTITIONERS

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ HAMBURGEFONTSIV

1234567890 abcdefghijklmnopqrstuvwxyz hamburgefontsiv

The quick brown fox jumps over the lazy dog

Univers 57 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ HAMBURGEFONTSIV

1234567890 abcdefghijklmnopqrstuvwxyz hamburgefontsiv

The quick brown fox jumps over the lazy dog

2.7 Incorrect Usage

The signature has been carefully designed and proportioned and should never be redrawn, altered, distorted or recolored. Care must be taken to ensure correct and consistent use in every application.

It is preferred that the signature is placed on a white or light solid background. The reverse variations are meant for extremely limited use against a dark solid background. Do not place the signature on backgrounds or full-color images lacking sufficient contrast.

Some common signature misuses and incorrect background control examples are shown here.

⚠ *Please note that the boxes surrounding the reverse signatures on this page are for illustrative purposes only. The signature should never be placed inside a box or other shape.*

Signature Misuse

Incorrect Background Control

2.8 Tagline

The CANP tagline "Power in Practice" was formulated to communicate strength. Like the signature, it should not be crowded by other elements.

Though the signature may be used without the tagline, the tagline should always be used in proximity to the signature to reinforce its role in the CANP brand. The tagline size is derived from **z,** which is measured by the cap-height of the signature wordmark it is associated with. The minimum clear space between the signature and tagline should always be **2x.**

The tagline should be colored California Blue and set in Univers 57 Condensed.

⚠ *The minimum clear space is derived from **x,** which is measured by the cap-height of the acronym type (see section 2.4).*
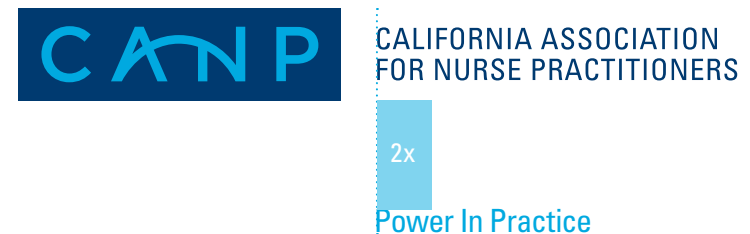
Calculating z

— z

Resulting Tagline Size

Power In Practice

Tagline Alignment Options

CALIFORNIA ASSOCIATION
FOR NURSE PRACTITIONERS

2x

Power In Practice

CALIFORNIA ASSOCIATION
FOR NURSE PRACTITIONERS

2x

Power In Practice

3.0 Color

Color is an integral part of the visual identity. It brings the brand to life and creates instant recognition.

The visual identity colors are clean, bold and contemporary. They communicate clarity, consistency and a modern sophistication across all applications.

3.1 Primary

The primary color palette is comprised of colors derived from the signature.

⚠ *Ensure you match the correct color model to your application.*

* *Please note to ensure consistent reproduction Beyond Blue has a specific uncoated PANTONE® PMS reference for use on uncoated paper stock that is different to the coated PANTONE® PMS reference.*

Primary Palette

Beyond Blue

PMS: 654 C / 295 U*
CMYK: C=100 M=71 Y=10 K=47
RGB: R=0 G=58 B=112
HEX: 003A70

California Blue

PMS: 2995
CMYK: C=83 M=1 Y=0 K=0
RGB: R=0 G=169 B=224
HEX: 00A9E0

3.2 Secondary

The secondary color palette has been designed to complement the primary color palette.

⚠ *Ensure you match the correct color model to your application.*

Light Poppy

PMS: 1575
CMYK: C=0 M=50 Y=77 K=0
RGB: R=255 G=136 B=73
HEX: FF8849

Dark Poppy

PMS: 7417
CMYK: C=0 M=80 Y=80 K=0
RGB: R=220 G=80 B=52
HEX: DC5034

Sockeye Pink

PMS: 178
CMYK: C=0 M=74 Y=57 K=0
RGB: R=255 G=88 B=95
HEX: FF585F

Fern Yellow

PMS: 458
CMYK: C=2 M=7 Y=58 K=7
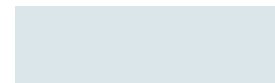RGB: R=221 G=205 B=105
HEX: DDCD69

Leaf Green

PMS: 367
CMYK: C=37 M=0 Y=58 K=0
RGB: R=165 G=216 B=103
HEX: A5D867

Meadow Green

PMS: 7489
CMYK: C=55 M=2 Y=75 K=5
RGB: R=115 G=175 B=85
HEX: 73AF55

Fog Blue

PMS: 7541
CMYK: C=10 M=3 Y=2 K=2
RGB: R=224 G=230 B=230
HEX: E0E6E6

Cloud Blue

PMS: 290
CMYK: C=24 M=1 Y=1 K=0
RGB: R=194 G=222 B=234
HEX: C2DEEA

Midnight Blue

PMS: 282
CMYK: C=100 M=82 Y=10 K=64
RGB: R=0 G=33 B=71
HEX: 002147

3.3 Neutral

The supplementary neutral color palette has been designed to support the primary color palette.

⚠ *Ensure you match the correct color model to your application.*

Aluminum Grey

PMS: 427
CMYK: C=7 M=3 Y=4 K=8
RGB: R=209 G=212 B=211
HEX: D1D4D3

Steel Grey

PMS: 7543
CMYK: C=23 M=11 Y=8 K=21
RGB: R=164 G=174 B=181
HEX: A4AEB5

Drizzle Grey

PMS: 430
CMYK: C=33 M=18 Y=13 K=37
RGB: R=129 G=138 B=143
HEX: 818A8F

Sandpaper

PMS: 7500
CMYK: C=1 M=5 Y=23 K=3
RGB: R=225 G=216 B=183
HEX: E1D8B7

Putty

PMS: 7502
CMYK: C=0 M=8 Y=33 K=10
RGB: R=211 G=191 B=150
HEX: D3BF96

Latte

PMS: 728
CMYK: C=3 M=27 Y=38 K=8
RGB: R=211 G=169 B=133
HEX: D3A985

White

PMS: NA
CMYK: NA
RGB: R=255 G=255 B=255
HEX: FFFFFF

Grey

PMS: 425
CMYK: C=38 M=28 Y=21 K=63
RGB: R=86 G=90 B=92
HEX: 565A5C

Black

PMS: Process Black
CMYK: C=0 M=0 Y=0 K=100
RGB: R=0 G=0 B=0
HEX: 000000

4.0 Typography

Typography is an important component of the visual identity. Homogeneous use of typography across all applications achieves consistency, clarity and simplicity. It supports and reinforces the brand's recognition and visual style.

4.1 Primary

The primary typeface is Univers Condensed, a highly legible and versatile contemporary sans serif primarily for use in business system and external marketing communications applications.

To purchase Univers Condensed, please go to: www.linotype.com

Univers 47 Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ HAMBURGEFONTSIV
1234567890 abcdefghijklmnopqrstuvwxyz hamburgefontsiv
The quick brown fox jumps over the lazy dog

Univers 47 Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ HAMBURGEFONTSIV
1234567890 abcdefghijklmnopqrstuvwxyz hamburgefontsiv
The quick brown fox jumps over the lazy dog

Univers 57 Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ HAMBURGEFONTSIV
1234567890 abcdefghijklmnopqrstuvwxyz hamburgefontsiv
The quick brown fox jumps over the lazy dog

Univers 57 Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ HAMBURGEFONTSIV
1234567890 abcdefghijklmnopqrstuvwxyz hamburgefontsiv
The quick brown fox jumps over the lazy dog

Univers 67 Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ HAMBURGEFONTSIV
1234567890 abcdefghijklmnopqrstuvwxyz hamburgefontsiv
The quick brown fox jumps over the lazy dog

Univers 67 Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ HAMBURGEFONTSIV
1234567890 abcdefghijklmnopqrstuvwxyz hamburgefontsiv
The quick brown fox jumps over the lazy dog

4.2 Correspondence

The correspondence typeface is Arial, a standard sans serif on all platforms primarily for use in business correspondence such as letters, memos, email and press releases.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ HAMBURGEFONTSIV
1234567890 abcdefghijklmnopqrstuvwxyz hamburgefontsiv
The quick brown fox jumps over the lazy dog

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ HAMBURGEFONTSIV
1234567890 abcdefghijklmnopqrstuvwxyz hamburgefontsiv
The quick brown fox jumps over the lazy dog

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ HAMBURGEFONTSIV
1234567890 abcdefghijklmnopqrstuvwxyz hamburgefontsiv
The quick brown fox jumps over the lazy dog

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ HAMBURGEFONTSIV
1234567890 abcdefghijklmnopqrstuvwxyz hamburgefontsiv
The quick brown fox jumps over the lazy dog

4.3 Digital Media

The digital media typeface is Urbano, a versatile, economical sans serif similar to Univers primarily for use in online, mobile, multimedia and digital applications.

To purchase Urbano, please go to: www.fontspring.com

Urbano Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ HAMBURGEFONTSIV
1234567890 abcdefghijklmnopqrstuvwxyz hamburgefontsiv
The quick brown fox jumps over the lazy dog

Urbano Condensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ HAMBURGEFONTSIV
1234567890 abcdefghijklmnopqrstuvwxyz hamburgefontsiv
The quick brown fox jumps over the lazy dog

Urbano Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ HAMBURGEFONTSIV
1234567890 abcdefghijklmnopqrstuvwxyz hamburgefontsiv
The quick brown fox jumps over the lazy dog

Urbano Bold Condensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ HAMBURGEFONTSIV
1234567890 abcdefghijklmnopqrstuvwxyz hamburgefontsiv
The quick brown fox jumps over the lazy dog

Urbano Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ HAMBURGEFONTSIV
1234567890 abcdefghijklmnopqrstuvwxyz hamburgefontsiv
The quick brown fox jumps over the lazy dog

Urbano Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ HAMBURGEFONTSIV
1234567890 abcdefghijklmnopqrstuvwxyz hamburgefontsiv
The quick brown fox jumps over the lazy dog

Urbano Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ HAMBURGEFONTSIV
1234567890 abcdefghijklmnopqrstuvwxyz hamburgefontsiv
The quick brown fox jumps over the lazy dog

Urbano Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ HAMBURGEFONTSIV
1234567890 abcdefghijklmnopqrstuvwxyz hamburgefontsiv
The quick brown fox jumps over the lazy dog

5.0 Reference

5.1 Terminology

1C: One-color spot (PMS), a color system used for printing

2C: Two-color spot (PMS), a color system used for printing

4C: Four-color process (CMYK), a color system used for printing

Acronym Enclosure: A visual component used in primary and secondary signature configurations

AI (Adobe Illustrator): Editable vector format used primarily for printing

BLK: Black, a color system for black & white use

EPS (Encapsulated Postscript): Vector format used primarily for printing, compatible with AI (Adobe Illustrator)

Font: A single style of a typeface family

HEX: Hexadecimal, an alternative base-16 red, green, blue color system primarily for online, mobile, multimedia and digital applications

HR: High-resolution (300 dpi)

JPG (Joint Photographic Experts Group): Raster (pixel) image format primarily for online, mobile, multimedia and digital applications

KO: Knocked out (negative) version for use on solid color backgrounds

LR: Low-resolution (72 dpi

PMS C: PANTONE Matching System® for coated paper stock

PMS U: PANTONE Matching System® for uncoated paper stock

PNG (Portable Network Graphics): Transparent raster (pixel) image format primarily for online applications

PRI: Primary horizontal signature

REV (Reverse): Signature version for use on dark solid color backgrounds

RGB: Red, Green, Blue a color reference primarily for online, mobile, multimedia and digital applications

SEC: Secondary acronym enclosure signature

Signature: A combination of acronym enclosure and wordmark, also referred to as a logo

Typeface: A visual representation/style of a set of characters (glyphs) comprising multiple fonts to form a typeface family

Wordmark: A visual component used in the primary signature configuration

5.2 Identity Suite Reference CANP_IDENTITY_SUITE_EPS_2_1.zip

EPS (Encapsulated Postscript), AI (Adobe Illustrator) compatible

CANP_PRI_4C.eps

CANP_PRI_REV_4C.eps

CANP_SEC_4C.eps

CANP_PRI_2C_PMS_C.eps

CANP_PRI_REV_2C_PMS_C.eps

CANP_SEC_2C_PMS_C.eps

CANP_PRI_2C_PMS_U.eps

CANP_PRI_REV_2C_PMS_U.eps

CANP_SEC_2C_PMS_U.eps

CANP_PRI_1C_PMS_C.eps

CANP_PRI_REV_PMS_C.eps

CANP_SEC_1C_PMS_C.eps

CANP_PRI_1C_PMS_U.eps

CANP_PRI_REV_PMS_U.eps

CANP_SEC_1C_PMS_U.eps

CANP_PRI_RGB.eps

CANP_PRI_REV_RGB.eps

CANP_SEC_RGB.eps

CANP_PRI_BLK_KO.eps

CANP_PRI_REV_BLK_KO.eps

CANP_SEC_BLK_KO.eps

CANP_SEC_REV_BLK_KO.eps

5.2 Identity Suite Reference CANP_IDENTITY_SUITE_JPG_2_1.zip

JPG (Joint Photographic Experts Group)

CANP_PRI_RGB_LR.jpg

CANP_SEC_RGB_LR.jpg

CANP_PRI_RGB_HR.jpg

CANP_SEC_RGB_HR.jpg

CANP_PRI_BLK_LR.jpg

CANP_SEC_BLK_LR.jpg

CANP_PRI_BLK_HR.jpg

CANP_SEC_BLK_HR.jpg

5.2 Identity Suite Reference CANP_IDENTITY_SUITE_PNG_2_1.zip

PNG (Portable Network Graphics)

CANP_PRI_RGB.png

CANP_PRI_REV_RGB.png

CANP_SEC_RGB.png

CANP_PRI_BLK_KO.png

CANP_PRI_REV_BLK_KO.png

CANP_SEC_BLK_KO.png

CANP_SEC_REV_BLK_KO.png

5.3 Notes

April 25, 2012
Ver.: 2.1.1

If you have questions relating to the identity guidelines,
require additional artwork or artwork specific to a CANP
Chapter please contact: *identity@canpweb.org.*