

Send Logo Use Requests to: [staff@nanda.org](mailto:staff@nanda.org)

### Logo / Identity Use Requirements

In order to maintain the consistent use of NANDA International's branding and visual identity, the following is requested when using our logo:

- Request logo image files from NANDA-I to ensure optimum quality. Logo images **should not** be saved or clipped from the NANDA-I website or any other NANDA-I materials.
- Use of the NANDA-I logo on any individual's or organization's materials must have prior approval by the NANDA-I Executive Director.
- Logo files available include Burgundy, Gray, or Black. File formats include JPG, WMF or EPS.
- A color logo/tagline combination file is available in JPG format (see header of this document).
- NANDA-I must be hyphenated and NANDA International must not be hyphenated.
- The name North American Nursing Diagnosis Association has been discontinued and should not be used.
- The NANDA-I tagline must be stated as *Defining the Knowledge of Nursing* and formatted in Rockwell font.
- Approved fonts are Rockwell for headers and Arial for body copy.
- Approved colors are as follows:
  - Burgundy PMS 409/ HEX #a40046 / RGB 164 0 70 / CMYK C=10 M=97 Y=37 K=43
  - Gray PMS 208 / HEX # 555544 / RGB 85 85 68 / CMYK C=11 M=19 Y=18 K=35
  - Black
- **Please do not:**
  - Change the relative size or spatial relationship of any of the logo elements.
  - Separate the elements of the logo; the logo must always be used in its entirety, including both the graphic element and the association name.
  - Change the color of the logo elements or add any graphic design changes, such as drop shadows or screens.