

Same amazing nurses, new amazing look.

Did we see you at the 2016 ANA Conference in Buena Vista? If so, you might recognize our lovely new logos. If not...surprise! The new ANA Enterprise has arrived – and it's brought the American Nurses Association and the American Nurses Foundation along with it.

That's right. We started thinking about all of the amazing, innovative things that you've been up to and decided it was time for us to revamp the amazing factor for our logos too. So after nearly two years of researching, testing and designing, we unveiled these beauties in front of some of the smartest and savviest nurses around at our annual conference. We love them, and we think you'll love them too.



Why the new brand now?

2015 was a big year for nurses. We got closer to reaching IOM's challenge of raising the number of nurses with bachelor's degrees from 50% to 80% by 2020, we rallied momentum for the Nurse and Health Care Worker Protection Act, and for the 14th time since 1999 (drumroll please) nursing was rated the most trusted profession by Gallup.

Our point? Nursing is changing *fast*, and so are we! But before forging our path forward, we took a long, hard look at logos past and made some tough decisions on what should make the cut for our new look and feel.



Bringing our brand to life.

Believe it or not we started our journey towards the perfect logo nearly two years ago. Rebranding one organization can be an undertaking – imagine tackling three!

Our team of planners, designers, writers, and researchers kicked into high-gear to make sure our i's were dotted and our t's were crossed to bring you the best logos possible. It was a long road of focus groups, in-depth interviews, and color palette dilemmas before our designers started on logo concepts. And then an even longer road of qualitative and quantitative testing to see whether you loved the logo concepts or not so much.

At the end of the day we picked a group of winners that are as unique as they are unified. Mission accomplished!



The new look and feel.

Our designers developed tons of beautiful logos before we landed on a winner – but we can't imagine our logo looking any other way.

You may have noticed the lamp in our logos past, and we don't need to tell you that we're proud of our heritage. So creating new logos inspired by our legacy Florence Nightingale lamp was a no-brainer.

The three stylized flames of Florence Nightingale's lamp (one for each brand) illustrate the first initial of each of our organizations: E for Enterprise, A for Association and F for foundation. See it now? The stylization and red and blue colors of the flames balance confidence and trust – and our mixed font weights create a sophisticated word-mark.



ANA Blue:
CMYK 85 / 21 / 0 / 0
PMS 2925

RGB 0 / 156 / 222
HEX 009CDE



ANA Red:
CMYK 0 / 82 / 94 / 2
PMS 173

RGB 207 / 69 / 32
HEX CF4520



ANA Gray:
CMYK 44 / 34 / 22 / 77
PMS Cool Gray 11

RGB 83 / 86 / 90
HEX 53565A

PRINT USAGE

WEB USAGE

The big unveil!

We couldn't have done it without you. So after all of the hard work was over, we couldn't imagine celebrating with anyone else. We've got 120 years of nursing excellence under our belts, imagine what happens next.



Nursing practice is changing. So are we.