

American Nurses Credentialing Center's (ANCC) Magnet Recognition Program® Frequently Asked Questions (FAQs)

Q: Why did ANCC update the Magnet “look”?

A: We updated our “brand” to showcase ANCC’s progress as an organization, while underscoring our continued commitment to preparing nurses and organizations for the rapidly changing world of health care.

Q: How are the new Magnet logos different from the previous designs?

A: The ANCC program-specific logos each have a distinct color for simple recognition. All Magnet logos are green. The new Magnet credentialing logos combine modern text and style with the familiar laurel leaf symbol that has long been an ANCC hallmark. Magnet organizations are only allowed to use the credentialing marks and are not allowed to use ANCC’s logo.

Q: How do these logo changes benefit Magnet organizations?

A: We believe this fresh take on the Magnet Recognition Program’s appearance and approach will help convey the true spirit of the program and what it means to be Magnet recognized. We see this change as signifying new possibilities for the future of the nursing profession.

Q: What materials should Magnet organizations update with the new logos?

A: The updated look applies to any ANCC or Magnet-recognized organization materials that use the Magnet Recognition Program name and logos. These include stationery, brochures, websites and publicity activities relating to the program and/or nursing activities within the designated organization.

Q: Is there a deadline for Magnet organizations to switch to the new logos?

A: To align with the updated brand look, we ask that you update your website and frequently distributed online materials (such as e-newsletters) in the coming months with the new Magnet logos. We would like all of our Magnet-recognized organizations and partners to complete the branding transition by December 31, 2012.



Q: Can we use up the existing materials in stock that still have the old Magnet logo?

A: Yes, please feel free to use any existing materials before ordering updated ANCC resources.

Q: How can Magnet organizations upload the new logo files for use?

A: Logo art files, as well as information on how to talk about the Magnet Recognition Program is available in the online marketing kit at:

<http://www.nursecredentialing.org/MagnetMarketingKit.aspx>. You will need your user name and password to access the toolkit. Magnet's credentialing logos must have a .25" margin of white space on all four sides of the logo. To maintain readability, the logo should not be reduced to a proportional size of less than 1.125" wide.

Q: What are the guidelines for using the ANCC logo on promotional items?

A: The Summit Group is the official licensed vendor of Magnet and Journey to Magnet Excellence products. The Magnet and Journey to Magnet Excellence logos may not be reproduced for use on promotional items except through the Summit Group. This includes all requests for embroidery or customized items featuring the Magnet and Journey to Magnet Excellence logos with your organization's name and logo. The Summit Group is a wholesale vendor and can procure any promotional product commercially available. For product ideas, you can refer to the Fresh Ideas catalog. For pricing and design concepts, please contact the ANCC E-Store Customer Service team at 877.435.2011 or at cs.ancc@summitmg.com.

Q: Who can I contact for more information?

A: Please contact anccmarketing@ana.org or via phone at 1.800.284.2378.