

# 50<sup>th</sup> Anniversary Logo Guidelines 2020



**ENA50** YEARS  
EMERGENCY NURSES  
ASSOCIATION

## LOGO

### 50<sup>th</sup> Anniversary Logo Elements

The logo is one of, if not the most important element within a brand system. It's designed to act as the face of a brand and represent its essence and overall aesthetic.

The anniversary logo was created to celebrate ENA's 50<sup>th</sup> milestone anniversary. ENA's main logomark is carried over with "50 years" added.

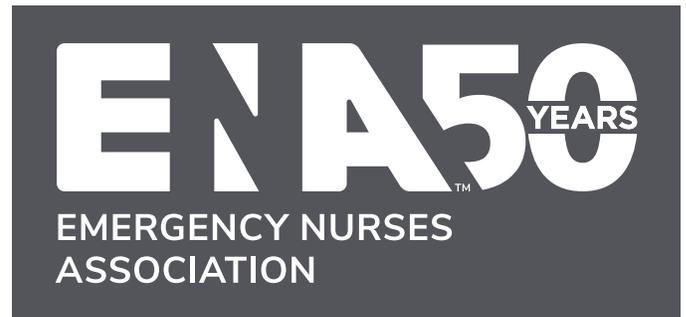
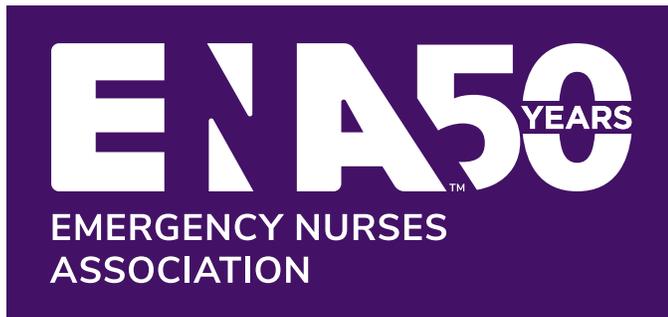


## LOGO

### 50<sup>th</sup> Anniversary Logo Colors

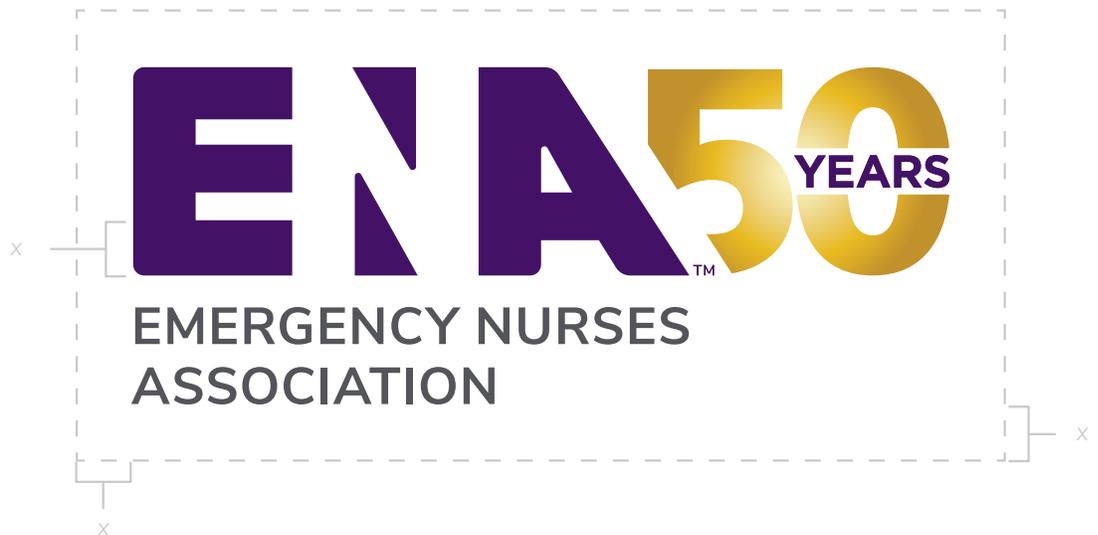
The primary use of the 50th anniversary logo should always be in the primary purple, dark gray and gold (see page five for color breakdown). The addition of gold (gradient or solid) is an exception to the ENA brand in honor of the 50<sup>th</sup> anniversary celebrations.

White is permitted for environments that require contrast. When color is not possible, black is permitted.



## Size and Spacing

Every logo lives in a variety of environments, surrounded by various design elements — patterns, images, graphic elements or even other logos. For this reason, the space allotted around the logo is essential to properly represent the brand. The logo should be surrounded on all sides by clear space equal to the height of the bottom arm of the “E.” The only exceptions to this rule are the tagline or chapter lockups. To protect legibility and impact, the logo must be reproduced no smaller than 0.5" (12.7 mm). When reproduced in sizes smaller than this minimum, the logo loses its legibility and impact.



### Size and Spacing



## COLOR

# 50<sup>th</sup> Anniversary Primary Color Palette

Purple and dark gray are the core colors of our brand. They should be present and most prominent in each and every communication, without exception.

Gold is not part of ENA's core brand but it has been added in honor of the 50<sup>th</sup> anniversary celebrations.

### PMS 2617 C

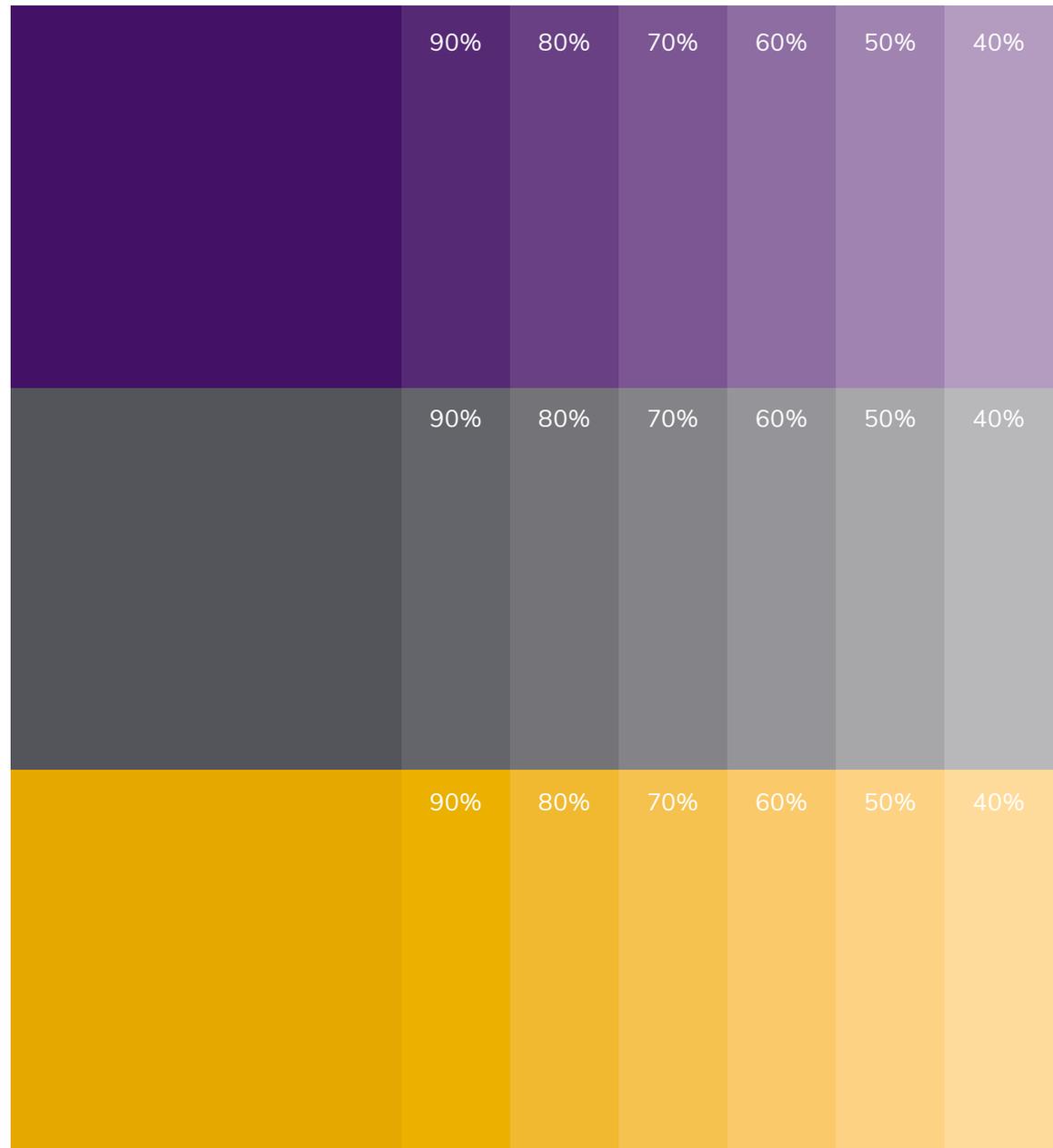
C84 / M99 / Y0 / K12  
R89 / G0 / B114  
HEX#590072

### PMS Cool Gray 11 C

C44 / M34 / Y22 / K77  
R83 / G86 / B90  
HEX#53565A

### PMS 110 C

C15 / M32 / Y100 / K0  
R219 / G170 / B0  
HEX#DBAA00



# Thank You

**For taking the time to review ENA's 50<sup>th</sup> anniversary logo guidelines.**

If you have any questions, please contact [creative@ena.org](mailto:creative@ena.org).



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