Brand Guidelines 2026

ENA
®
EMERGENCY NURSES
ASSOCIATION

Committed
to **Care**™

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Why do we need brand guidelines?

In today's world, people are constantly bombarded with competing messaging. The clutter and volume are overwhelming. It's increasingly difficult for organizations to be noticed and remembered. To counter, organizations are developing a uniform and easily recognized identity system to communicate consistent messaging to their members.

Our goal is whenever a member opens an ENA® email, receives an ENA brochure, visits the ENA website… the experience is the same. They immediately know: **This is ENA.**

With a consistent voice in place, ENA can clearly tell its story and build an emotional connection with members.

This guide provides several identity pieces to help build brand consistency:

- Voice
- Logo
- Color
- Typography
- Applied Brand
- Image/Graphic Style

Who should use this guide?

ENA staff, volunteers, and state and chapter leaders will use these guidelines when designing or producing materials, or when directing outside vendors to produce materials. These guidelines should also be given to corporate partners or other organizations that will produce materials with the ENA name and logo.

"Brand is the promise, the big idea, **the expectations** that reside in each **customer's mind** about a product, service or company. **Branding** is about making an **emotional connection."**

—Alina Wheeler, *author of Designing Brand Identity*

How should this guide be used?

This is a guide to the basics that must be followed in all instances. This guide should not limit creativity; instead, it should provide direction that will guide all to produce materials with greater consistency, recognizability and visual harmony.

This guide is a living document; it will continually be edited and updated. Please visit the **ENA Brand Center** for the current version.

Whom can I contact with questions?

Contact creative at the National Office, **creative@ena.org**.

Our **Story**

ENA has positioned itself as the premier emergency nurses association for nearly 55 years by staying involved with members.

By listening to our member base, understanding is one of ENA's core competencies. We understand what resources emergency nurses need. We understand how to effectively provide educational tools. We understand each other's day-to-day struggles. We also acknowledge that we don't know everything. We recognize that every emergency nurse — experienced and inexperienced — has a unique set of obstacles and opportunities. We want to understand and analyze everything from the best way to triage to understanding when emergency nurses take lunch breaks (if they can find the time). We obsess over these details and distinctions because we believe they contribute to the defining of ENA's story — where we've been, where we are now, and more importantly... where we're going.

Voice

Social Media

Social media has become one of the most effective channels for communication and networking. ENA maintains active profiles on Facebook, Instagram, LinkedIn, Threads and X. Each channel is unique in its own way and offers a fresh opportunity to interact with followers.

The association has compiled tone recommendations for your council or chapter social media use to improve impact and engagement of your social communications.

Facebook
Facebook balances personable, relaxed and professional tones. How your council or chapter posts on Facebook will change based on the context of the post, but this channel will likely give you the most flexibility. The association encourages you to use Facebook as a way to engage your followers with a variety of posts. Examples may include:
- Event updates
- Member spotlights
- Educational information

Instagram
Because Instagram's purpose is to post pictures and videos, the tone taken here can be fun, personal and casual. Post content is usually kept to a minimum so that your pictures and videos can get the point across. Examples may include:
- Member spotlights
- Live coverage of events
- Polls in Instagram's stories

LinkedIn
LinkedIn is a professional social media channel meant for networking, job searching and education leaving the tone to be professional. Examples may include:
- Event updates
- Educational information
- Job opportunities
- Information about the association

Threads
Threads is a new addition to the ENA social media lineup, but thus far interaction has indicated that this channel will be primarily informational. This content can be written in an information tone to get the point across with minimal expectation for a large number of engagements. Examples may include:
- Council/chapter information
- Upcoming deadlines
- Informing followers on registration opening, calls for content, etc.

X
X can be considered similarly to Threads. The channel can be used for engagement, but is often information.

Examples may include:
- Council/chapter information
- Upcoming deadlines
- Informing followers on registration opening, calls for content, etc.

Logo

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. Oftentimes, the logo is the first experience a viewer has with an organization's brand. So, it is imperative that it be legible, conceptually strong and captures the spirit of what the brand is all about. The ENA logo does this with a bold, energetic presence driven by the large letterforms. The logo deservingly places the emphasis on the "N" found in the middle, negative space. Symbolically, it creates a mental link of envisioning oneself filling that space, fitting into ENA.

Negative space forming "N" letterform

Logomark

ENA
EMERGENCY NURSES
ASSOCIATION

Logotype
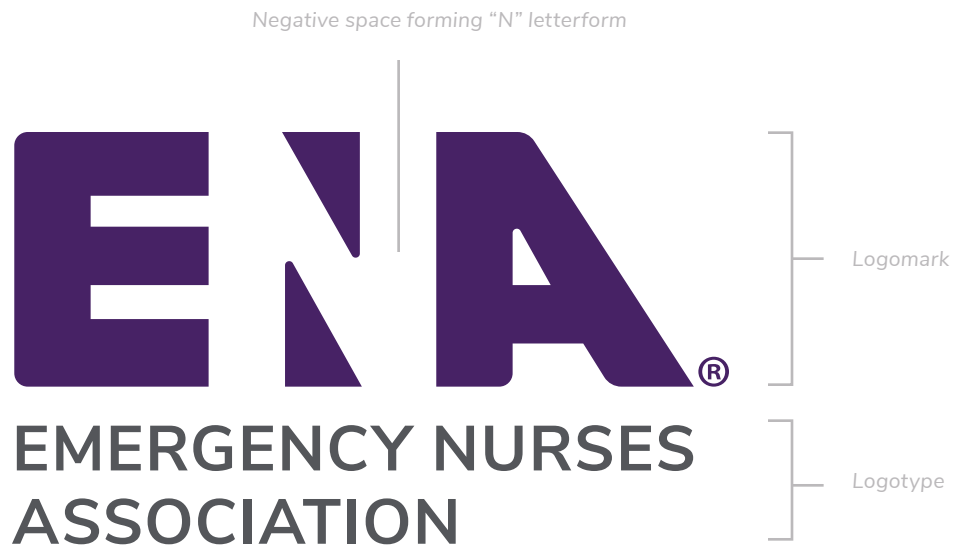
Tagline Overview

Whether it's through education or advocacy, ENA genuinely cares about the members' safety and preparation when in the emergency department. Additionally, "Committed to Care" is something that's deeply embedded within the emergency nursing profession as a whole.

Tagline

Committed
to **Care**™

Tagline Horizontal Alternate

Committed to **Care**™

Logo/Tagline

ENA® | Committed to **Care**™
EMERGENCY NURSES
ASSOCIATION

Logo Colors

The primary use of the logo should always be in the primary purple and dark gray (see pages 22–25 for color breakdown). White is permitted for environments that require contrast. When color is not possible, black is permitted.

Other logo productions

METALLIC SILVER AND FOIL STAMP
If there's a need for a touch of elegance, a metallic silver color (not gold, bronze, etc.) may be used. Pantone 10077 is a premium silver metallic ink that's a cost-efficient way to add a bit of sparkle to a piece. In addition to printing, a more expensive, but beautiful, way to add silver is by using a foil stamp process.

OTHER PRODUCTION METHODS
In addition to printing, the logotype can be produced using a variety of methods, such as silk screening, embroidery, molded plastic or environmental installations. The logotype can be produced as jewelry. It can be blind embossed, debossed or etched on glass. The logotype can also be laser-cut into materials. Additionally, it can be printed or embroidered onto fabric. Always remember that quality control is vitally important, so be sure to ask for a proof to ensure the integrity of the logotype. In certain limited circumstances, it may be necessary to use an alternate version (as seen on page 20) of the logo to ensure the legibility of the "N" in the negative space. This alternate version of the logo is only to be used with explicit permission from creative, **creative@ena.org**.

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 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

1in./72pt.
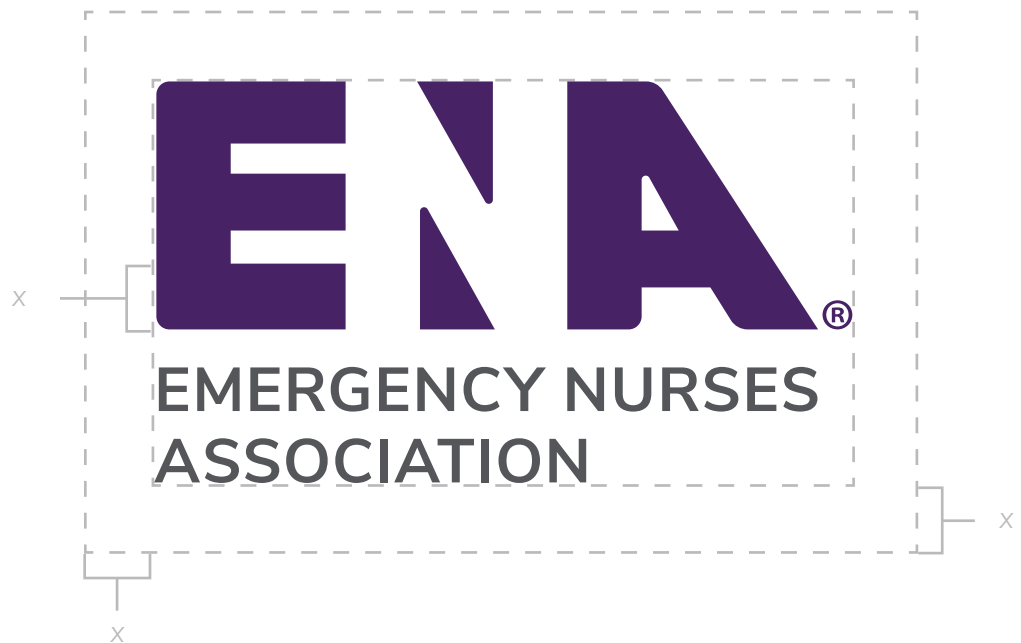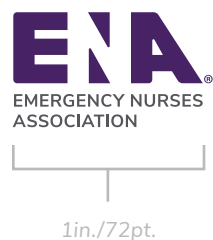
Logo Misuse

To establish and reinforce awareness and recognition of the logo, consistent reproduction is essential. To ensure consistency, never alter the color, rotate, distort or add shadows, glows, strokes or other effects to the logo. Never fill in the negative space of the "N" with another color. The logo must never appear within a shape or container, be typeset or be used in a sentence. The logo should also never be used to create a custom lockup (e.g., chapter name or custom URL). Use only the approved digital files that are supplied from the National Office.
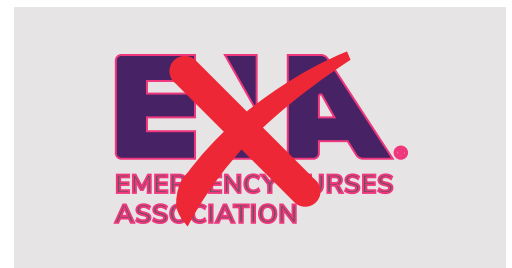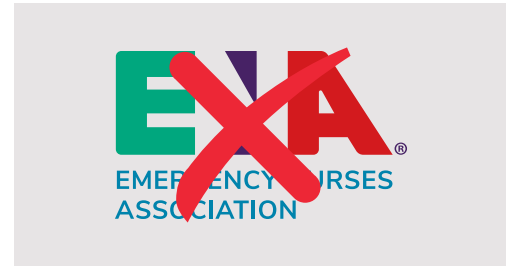
Foundation Logo

The ENA Foundation is differentiated from the main ENA brand in color applied to the logomark. Structurally, it's arranged and locked up much like the main ENA logo. The "Foundation" logotype is typeset in the same space underneath the main logomark and spans the full length of the "E-N-A." The tagline lockup follows suit with the main ENA logo, having a separating line with the tagline to the right.

Main Foundation Logo

Foundation Logotype

Foundation Logo/Tagline Lockup

Logo Alternate

In limited scenarios where the ENA logo is being produced in various methods where the "N" in the negative space becomes illegible or does not allow for the floating triangle spaces within the mark, there's an alternate logo that's available for use. These various methods may include signage, embroidery or environmental productions. This version of the logo is only to be used when the primary ENA logo can't be used to properly produce in a legible fashion that maintains the integrity of the brand and name. This alternate is only to be used with approval from creative at the National Office, **creative@ena.org**.

Enclosed white space for increased legibility

ENA®

EMERGENCY NURSES ASSOCIATION

State and Chapter Logos

State and Chapter Logos

Because ENA is a nationwide organization with a number of chapters within each state, it's important for the logo to function well as a stand-alone brand element, as well as locked up with the names of local chapters. In this way, states and chapters have a sense of ownership within the overall ENA organization and brand. The state/chapter name is typeset below and left-aligned to the main logomark. The state/chapter name should use the Nunito Sans SemiBold Italic font and same gray as the main logotype to maintain a cohesive look and feel, while introducing a new level of hierarchy. Placing the state/chapter name below the main logo allows these lockups to work with the tagline as well.

The state/chapter names should not extend past the width of the main ENA mark, whether by itself or locked up with the tagline. If the name is too long to fit on one line underneath the ENA mark, there should be a break to a second line of text. Whenever possible, widows (single-word lines of text) should be avoided. It's also important to balance multiple-line lockups so that the width disparity between these lines of text are as minimal as possible. See the next page for examples of multiple-line state/chapter lockups.

State and chapter logos are available in the **ENA Brand Center**. For alternate logos, contact creative at the National Office, **creative@ena.org**.
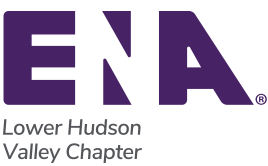
State/Chapter Lockup

Alabama State Council — State/Chapter Type

State/Chapter Lockup with Tagline

Additional Lockup Examples

ENA ®
Alabama State Council

ENA ®
*Greater Los Angeles
County Chapter*

ENA ®
Iowa State Council

ENA ®
*Metropolitan
Baltimore Chapter*

ENA ®
*Massachusetts
State Council*

ENA ®
*Lower Hudson
Valley Chapter*

ENA ® | Committed
to **Care**
Alabama State Council

ENA ® | Committed
to **Care**
*Greater Los Angeles
County Chapter*

ENA ® | Committed
to **Care**
Iowa State Council

ENA ® | Committed
to **Care**
*Metropolitan
Baltimore Chapter*

ENA ® | Committed
to **Care**
*Massachusetts
State Council*

ENA ® | Committed
to **Care**
*Lower Hudson
Valley Chapter*

National Logo Usage

External audiences may or may not know what the letters "E-N-A" stand for. When creating materials for these audiences, we encourage the use of the National ENA logo which spells out "Emergency Nurses Association." Positioning the state council or chapter name below or to the side is acceptable as long as the spacing follows branding guidelines. See page **10, "Size and Spacing."**

ENA
EMERGENCY NURSES
ASSOCIATION

X   X

Utah State Council

ENA
EMERGENCY NURSES
ASSOCIATION

X

X   *Utah State Council*

Personalization

There may be times when state and chapters will want to show their local pride. ENA encourages this and asks that the following be kept in mind:

- When using a personalized crest, the official ENA state or chapter logo, or the national logo should appear as well somewhere else on the piece

- When adding additional elements around the state and chapter logo, make sure adequate space is allowed. See page **10, "Size and Spacing."**

- While ENA encourages state and chapters to show their local pride, we ask that it is limited to internal usage only (ie: General Assembly, local meetings) and using the National ENA brand when marketing externally. See page **17, "National Logo Usage."**

PERSONALIZED
CREST
The official logo appears elsewhere on the piece.

PLACING ELEMENTS
There is adequate space between the official logo and the crest.

Do's and Don'ts

Below are some do's and don'ts to help you use your state and chapter logos correctly. If you are unsure about the way you are using your logo, feel free to contact creative at the National Office, **creative@ena.org**.

DO
When marketing to an external audience, use the national ENA logo. You can spell out your State or Chapter name below or to the side.

DON'T
Use personalized crests to market externally.

DO
When the audience is internal, you may use your personalized crest and have your official State or Chapter logo somewhere else on the piece.

DON'T
*Fill in the negative space of the "N" with another color. See page **11, "Logo Misuse."***

DON'T
Use your personalized crest alone.

DON'T
*Place your personalized crest too close to the official State or Chapter logo. See page **10, "Size and Spacing."***

DON'T
*Incorporate the official State or Chapter logo in your personalized crest. See page **11, "Logo Misuse."***

Lapel Pins

Placing logos within a shape or container is not permitted. See page **11, "Logo Misuse."** However, an exception will be made when it comes to lapel pins. Due to the size restraints of a pin, you may place your State or Chapter logo within the shape of your state as long as the shape does not touch the logo.

DON'T
*Place the official State or Chapter logo within a shape or container. See page **11, "Logo Misuse."***

EXCEPTION
You may place your State or Chapter logo within the shape of your state as long as the shape does not touch the logo.
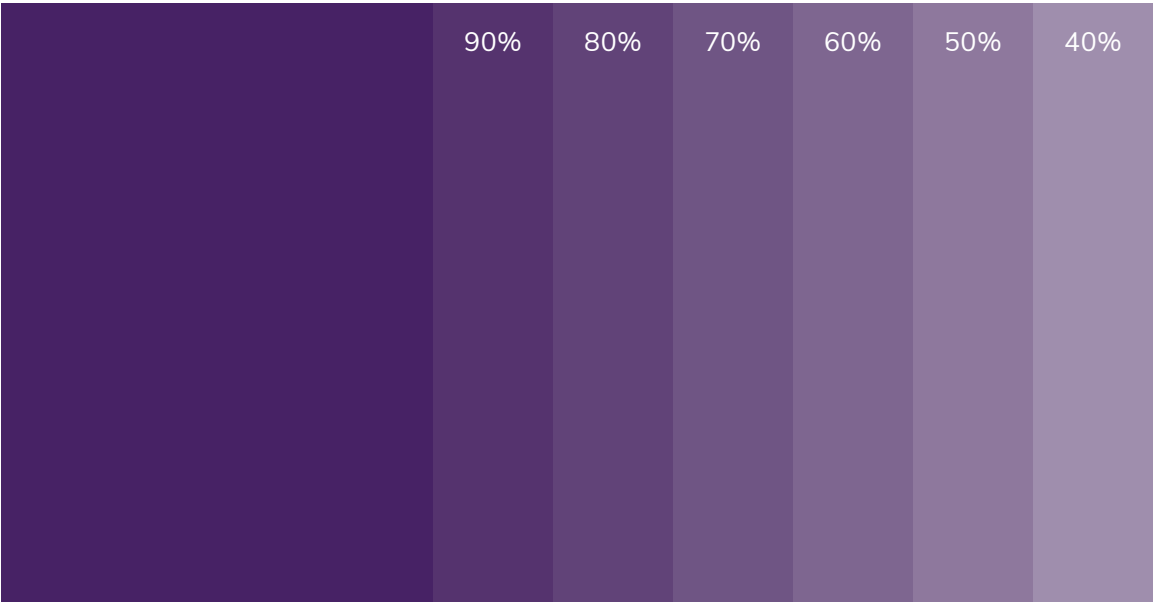
Color

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. These primary colors capture the spirit of the ENA brand and emphasize a unique presence within the professional nursing organizational space.
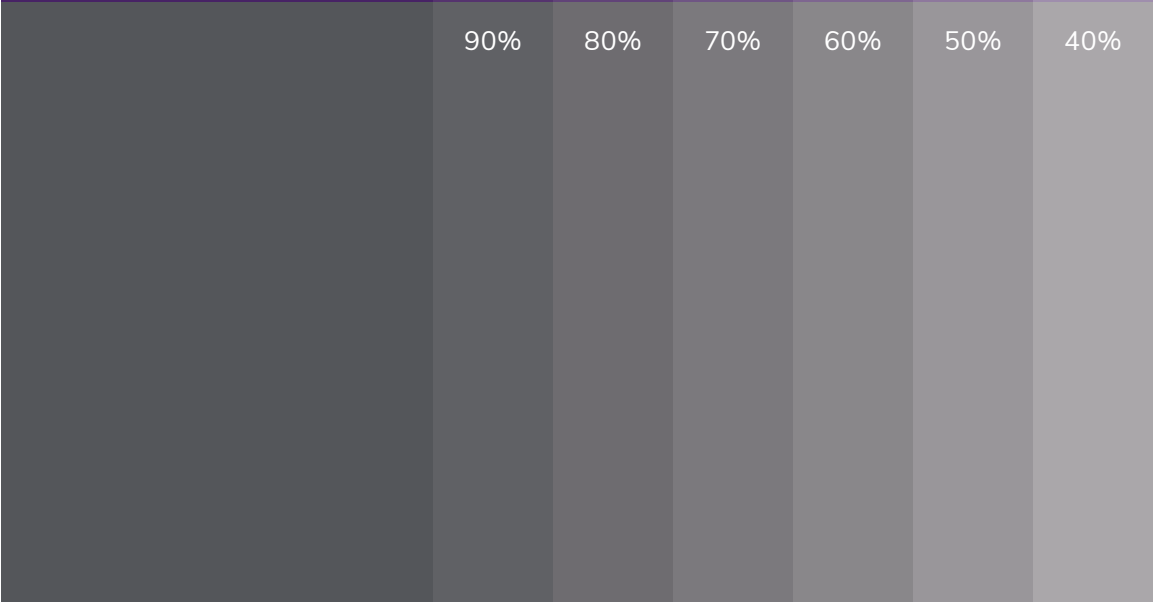
PMS 2617 C

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

| | 90% | 80% | 70% | 60% | 50% | 40% |

PMS Cool Gray 11 C

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

| | 90% | 80% | 70% | 60% | 50% | 40% |

Secondary Color Palette

These colors should play a supporting role. Use them only as secondary accents to complement the primary colors. In most cases, only one or two secondary hues should be used in addition to the primary colors to avoid a cluttered appearance. Full shades of color should be used as the default; however, tints of secondary colors can be a good strategy for certain graphic elements like graphs, diagrams, charts and tables. Tints of secondary colors should not be used for text, where it's likely too hard to read.
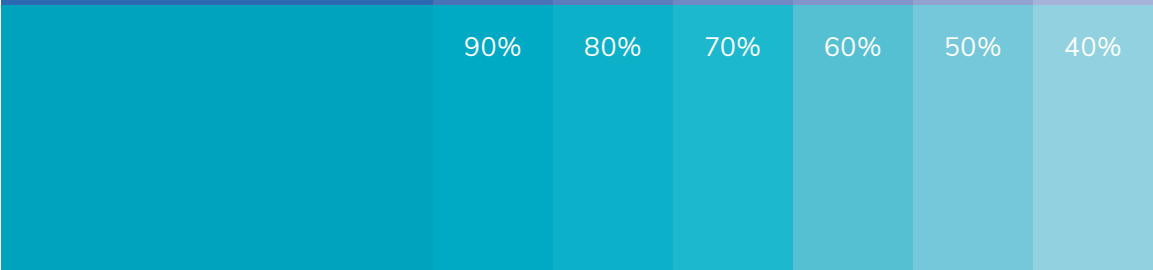
PMS 2386 C

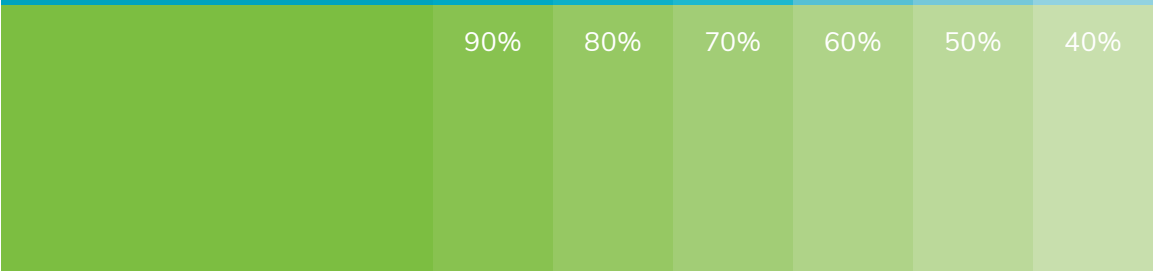C83 / M54 / Y0 / K0
R45 / G104 / B96
HEX#2D68C4

| | | 90% | 80% | 70% | 60% | 50% | 40% |
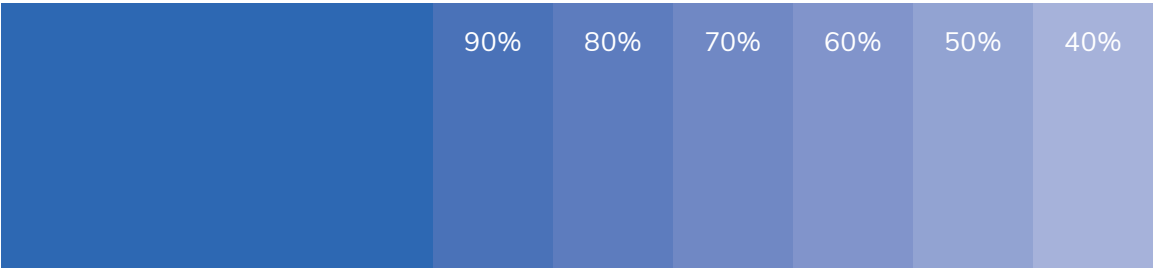
PMS 2228 C

C92 / M0 / Y34 / K0
R0 / G165 / B189
HEX#00A5BD

| | | 90% | 80% | 70% | 60% | 50% | 40% |

PMS 376 C

C54 / M0 / Y100 / K0
R132 / G189 / B0
HEX#84BD00

| | | 90% | 80% | 70% | 60% | 50% | 40% |

Accent Color Palette

Accent colors should be used sparingly a little goes a long way. Use when a pop of color is needed to highlight and draw attention. Just one accent color should be used at a time. Full shades of color should be used as the default; however, tints of accent colors can be a good strategy for certain graphic elements like graphs, diagrams, charts and tables. Tints of accent colors should not be used for text, where it's likely too hard to read.
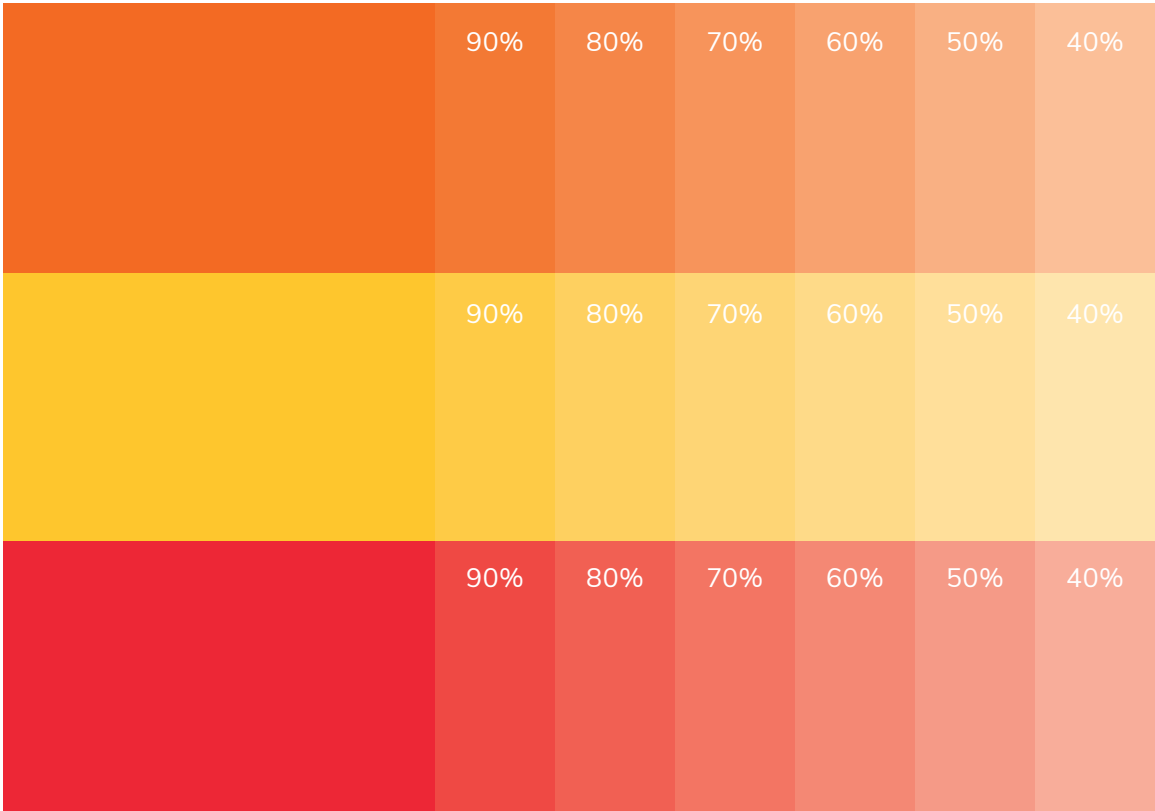
PMS 1585 C

C0 / M61 / Y97 / K0
R255 / G106 / B19
HEX#FF6A13

| | 90% | 80% | 70% | 60% | 50% | 40% |

PMS 123 C

C0 / M19 / Y89 / K0
R255 / G199 / B44
HEX#FFC72C

| | 90% | 80% | 70% | 60% | 50% | 40% |

PMS 1788 C

C0 / M88 / Y82 / K0
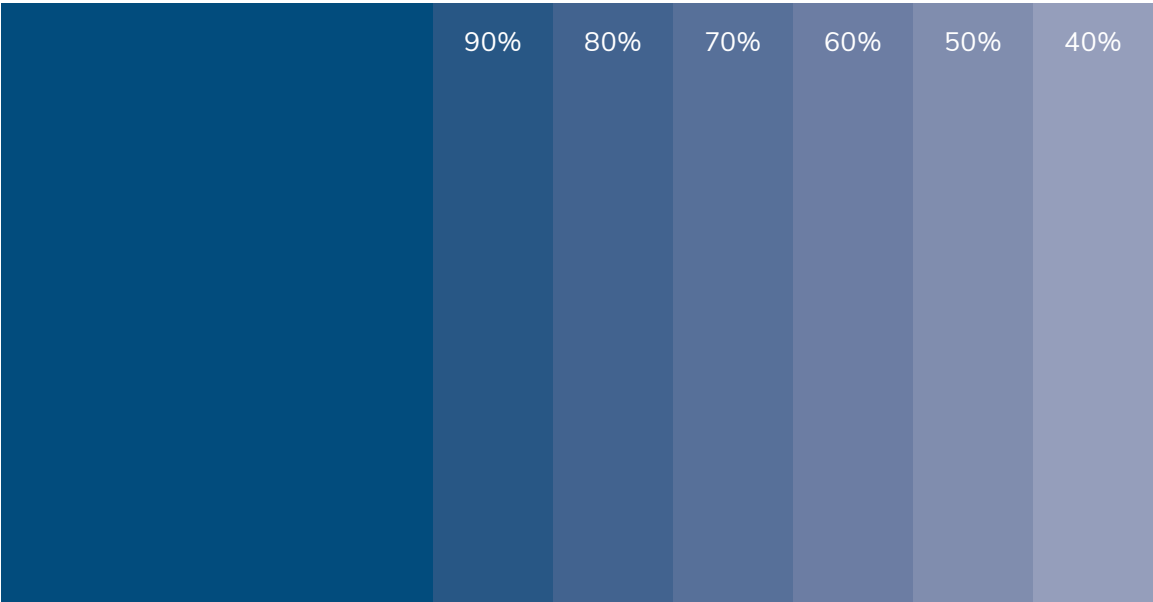R238 / G39 / B55
HEX#EE2737

| | 90% | 80% | 70% | 60% | 50% | 40% |

Foundation Color Palette

Below are the dark blue and gray that make up the primary colors for the ENA Foundation color palette. The same gray is used as found in the ENA primary color palette to offer a level of consistency. When applying color to Foundation pieces, these — along with the colors on the previous page — should be used.
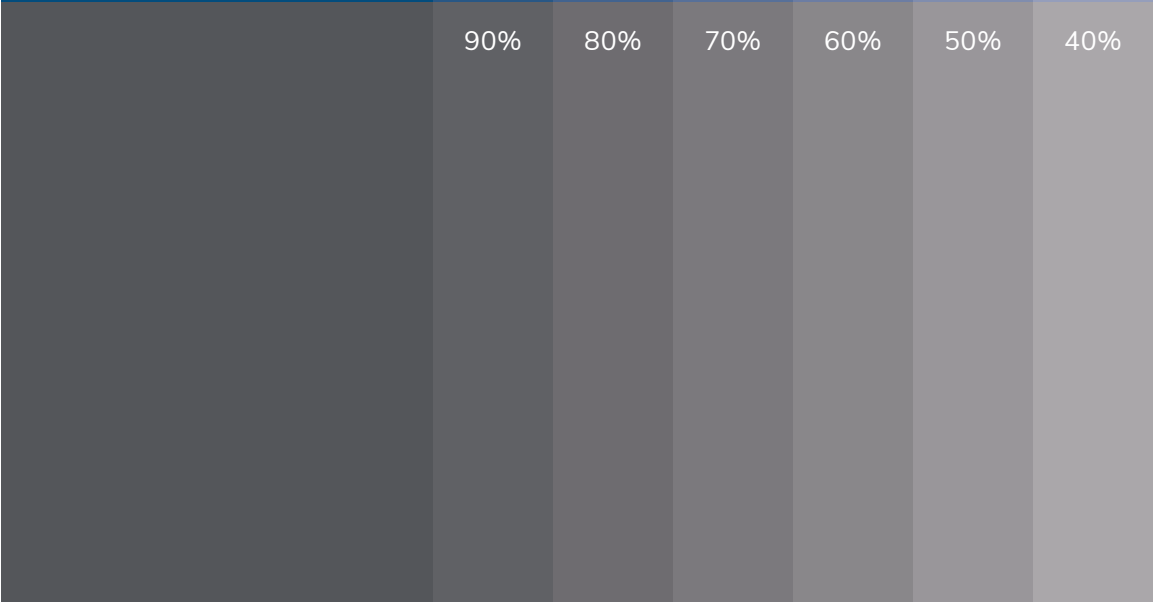
PMS 2186 C

C100 / M46 / Y0 / K46
R0 / G73 / B134
HEX#004986

| | 90% | 80% | 70% | 60% | 50% | 40% |

PMS Cool Gray 11 C

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

| | 90% | 80% | 70% | 60% | 50% | 40% |

Typography

Primary, Sans-Serif Typeface

Nunito Sans is a contemporary and legible font choice with a variety of weights for design flexibility. Aesthetically, it strikes a balance between professional and approachable that fits well to communicate ENA messaging. This typeface can be used in headlines and body copy .

It's available for free to download, as well as for use with both Google Fonts and Adobe Typekit. When Nunito Sans is unavailable, it should be substituted with Arial.

Arial should only be used when Nunito Sans is unavailable for use.

Aa

Nunito Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#$%&

Nunito Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#$%&

Nunito Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#$%&

Nunito Sans Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#$%&

Nunito Sans Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#$%&

Nunito Sans Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#$%&

Nunito Sans Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#$%&

Nunito Sans Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#$%&

Please make sure you are using "Nunito Sans" and not "Nunito." Plain Nunito has rounded corners and is not as professional. You can download Nunito Sans here: **fonts.google.com/specimen/Nunito+Sans**

Secondary, Serif Typeface

EB Garamond offers elegance and readability, making it suitable when there's a large amount of type or when the contrast of a serif is needed.

It's available for free to download, as well as for use with both Google Fonts and Adobe Typekit. When EB Garamond is unavailable, it should be substituted with Times.

Times should only be used when EB Garamond is unavailable for use.

Aa

EB Garamond Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#$%&

EB Garamond Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#$%&

EB Garamond SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#$%&

EB Garamond SemiBold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#$%&

EB Garamond ExtraBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#$%&

EB Garamond ExtraBold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#$%&

Primary Web-Safe Alternate Typeface

There are any number of computers, web browsers and digital applications where the ENA brand is visualized. In many of these occurrences, Nunito Sans may not be available for use. In these cases, Arial should be used in its place as a web-safe alternate.

Aa

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#$%&

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
**abcdefghijklmnopqrstuvwxyz**
0123456789?!@#$%&

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#$%&

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#$%&

Applied **Brand**

Brand Identity: Letterhead

It is essential that this piece of the core brand identity visually represent ENA with a clean, professional aesthetic. This letterhead clearly displays the logo and contact information at the top of the page. This, in conjunction with the overall tone of the messaging, creates an established presence for future communications.

Letterhead Front
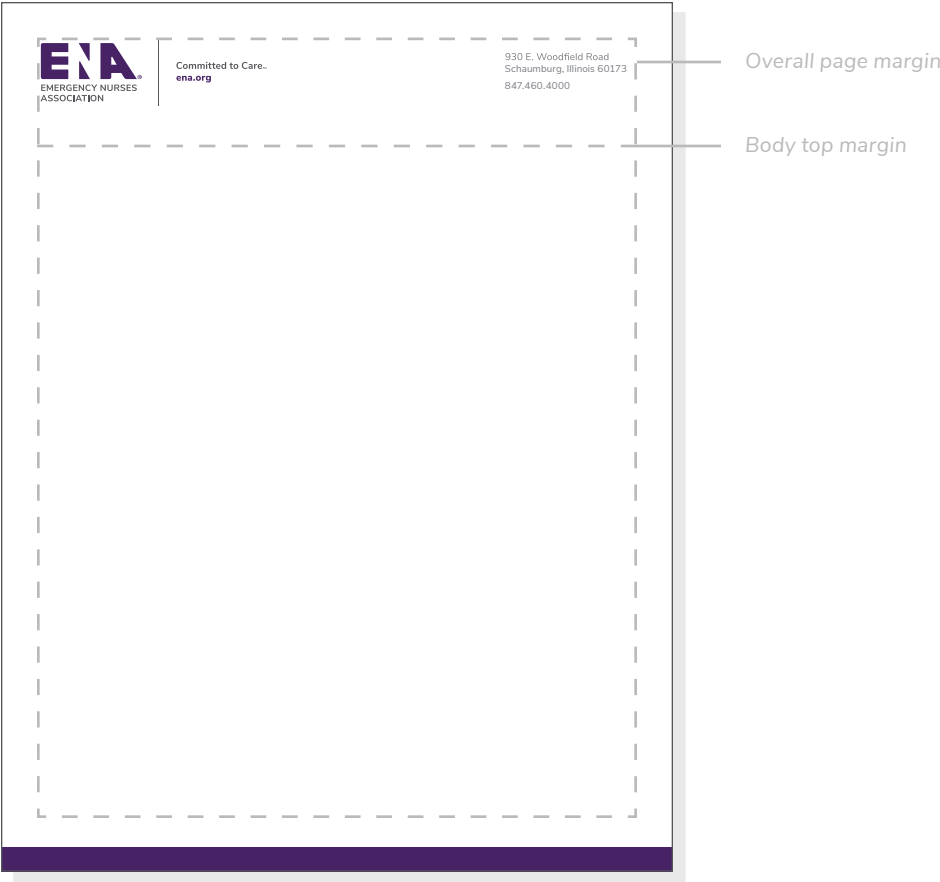
Brand Identity: Business Card

As a key piece of the ENA brand identity, the business card is designed to quickly and efficiently express the overall professional aesthetic in a concise format. It features the logo and tagline prominently along with all of the information displayed on the front. The business card establishes precedent for certain typographic design decisions that build hierarchy for this piece as well as other brand materials moving forward.

Card Front

ENA
EMERGENCY NURSES
ASSOCIATION

Jane Jefferson
SENIOR MANAGER, CREATIVE SERVICES

930 E. Woodfield Road
Schaumburg, Illinois 60173
ena.org

DIRECT 515.275.1653
EMAIL   jane.jefferson@ena.org

Card Back

collaboration
compassion
philanthropy excellence
learning inquiry
diversity integrity

Brand Identity: Envelope

The envelope is designed to clearly and succinctly display the logo and contact information in a way that's clean and professional so that the recipient develops an innate trust of the content found within it.

Envelope Front

Image/Graphic Style

Photography Style

Being an organization consisting of thousands of valued members, it's important to capture the spirit of these members with imagery that's bold, energetic and emotive. By incorporating imagery that adheres to the following style guidelines, brand and marketing collateral can more readily connect with both current and potential members with an elevated margin of relatability.
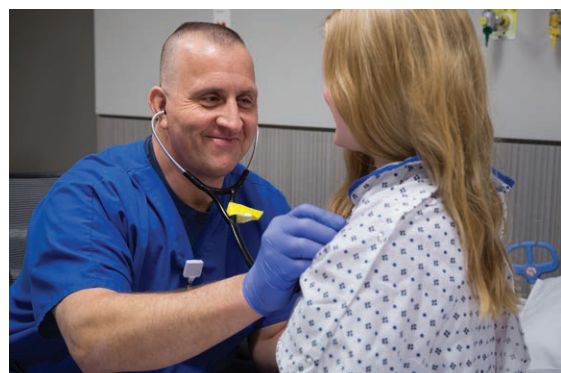
SAFETY STANDARDS
Images should feature emergency nurses following proper safety protocols.

EMOTIVE
Photography should spark a sense of inspiration, emotion, excitement, etc. Use images that are dynamic, bright and optimistic in subject matter.

CONNECTED
It's important to capture a sense of community within photography. Images of members interacting with each other can emphasize the true power and depth of the ENA network.

Graphic/Pattern

The ENA brand captures the fast-paced, energetic, and cohesive environment that emergency nurses thrive in every single day. The following graphics and patterns have been developed to emphasize the overall brand essence in conjunction with the core ENA brand elements, color, typography, and imagery.
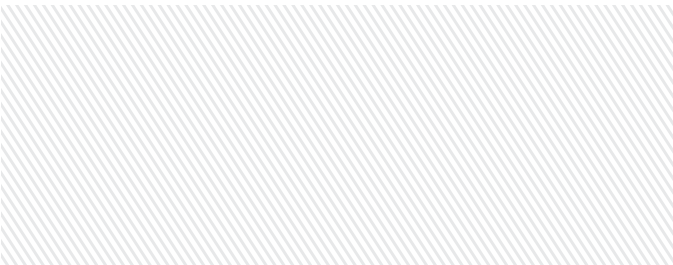
COLOR CORNERS
The color corner element can be used in the upper right and/or lower left corners. The angle of the corner matches the angle found in the "A" of the ENA logo.

GRAY DIAGONAL LINES
The angle of the diagonal lines matches that of the angle in the "A" of the ENA logo.
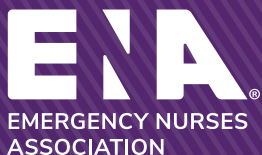
VALUES
ENA's values can be used as a word cloud background texture. Care should be taken not to compete with other typography found on the piece.

collaboration
compassion
philanthropy excellence
learning inquiry
diversity integrity

Thank **You**

For taking the time to review ENA's brand guidelines.
If you have an questions, please contact *creative@ena.org*.