BRAND GUIDE
ONCOLOGY NURSING SOCIETY

Update 08.21.19

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INTRODUCTION

This document intends to establish the Oncology Nursing Society's (ONS's) brand guidelines. These guidelines should be used to communicate our overall brand identity, both internally and externally, and consistently followed to maintain the integrity and strength of the ONS brand.

Who We Are

ONS is a professional association of more than 35,000 members committed to promoting excellence in oncology nursing and the transformation of cancer care. Since 1975, ONS has provided a professional community for oncology nurses, developed evidence-based education programs and treatment information, and advocated for patient care, all in an effort to improve quality of life and outcomes for patients with cancer and their families. Learn more at www.ons.org.

Our Vision

To lead the transformation of cancer care.

Our Mission

To advance the excellence in oncology nursing and quality cancer care.

Our Values

Innovation

ONS and its members face every endeavor with knowledge and learning. We strive to apply our broad perspectives consistently while leading the transformation of cancer care.

Excellence

We strive to foster excellence in oncology nursing and quality patient care. We are committed to nothing less than excellence in our organization and the care of patients.

Advocacy

We, as an organization and as individuals, advocate on behalf of people with cancer to ensure their quality of life and access to exemplary care throughout the continuum of life. We advocate on behalf of patients and the profession to ensure respect and recognition, access to education, safe working environments, and fair reimbursement. We also serve as advocates for public health policy.

Overall Tone and Voice

The preferred tone and voice for any ONS communication is professional and authoritative, although for more informal communications (e.g., website, social media, emails) the tone can be conversational and inviting in nature.

LOGOS

PRIMARY

SECONDARY

About the ONS Logo

The ONS logo incorporates many important components, such as connectivity, leadership, excellence, diversity, community, and research. The coxcomb is how Florence Nightingale, considered the founder of contemporary nursing, charted her research demonstrating that sanitary conditions and fresh fruit and water reduced rates of hospital-acquired infections from 60% to 2.2% in 1854. Even the colors used in the logo and the brand are very deliberate. The color blue represents feelings of authority, care, cleanliness, compassion, honesty, intelligence, quality, reliability, sincerity, and trust—all feelings that epitomize nurses and the care they provide to their patients, and most that represent what ONS means to our members. The color orange represents ambition, assurance, competence, encouragement, enthusiasm, warmth, and wisdom—again, words that portray both ONS and the members we serve. The ONS logo is the visual depiction of what oncology nurses mean to their patients and what ONS as a society means to our members.

The ONS Coxcomb

The ONS coxcomb is a vital part of our logo identity. It is important that this element of the logo is never used as a separate graphic, watermark, or any other design feature. Rather, it should only be displayed within the logo in its entirety.

Logo Size Requirements

To retain the quality of the ONS logo and identity, the following minimum size requirements must be followed.
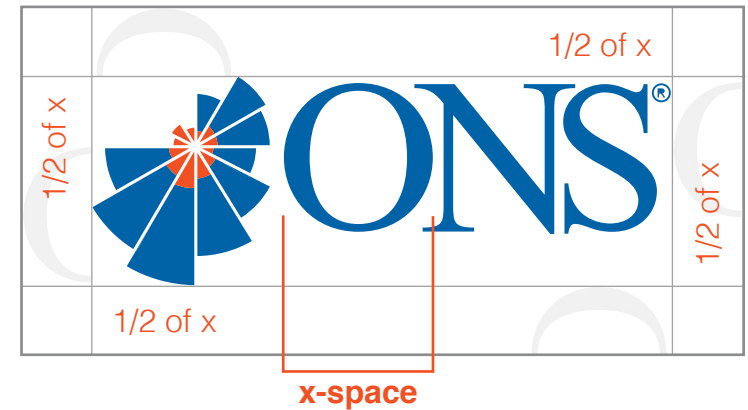
Minimum size should be no smaller than 0.625" or 5/8".

ONS logo with the name "Oncology Nursing Society" should appear no smaller than 5/8" in height to ensure legibility.

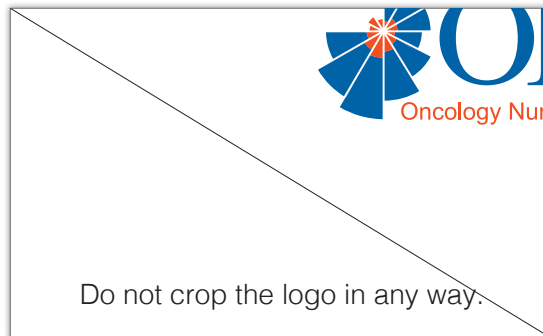**Minimum size should be no smaller than 0.375" or 3/8".**

Logo Spacing

The space between the ONS logo and any other graphic element must equal or exceed one-half the width of the "O" as shown to the left. These graphic elements include typography, illustrative material, other logos, or the edge of the working area (such as trim edges of paper and borders).

For example, if the width of the "O" in the logo is "x-space," then the non-encroachment area must be at least half that measurement.

1/2 of x

1/2 of x

1/2 of x

1/2 of x

x-space

LOGO USAGE

Do not change the logo's orientation.

Do not bevel or emboss the logo.

Do not place on a busy photo or pattern.

Do not change the logo colors.

Do not crop the logo in any way.

Do not add drop shadow effect.

Do not add outline to logo.

Do not stretch or distort the logo.

Do not remove the registration mark.

TYPOGRAPHY AND COLOR

ONS Typography

Content Headline #1 • Helvetica LT Std Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Content Subhead • Minion Pro Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Minion Pro (Bold) same font size as body text.

Body Text • Minion Pro

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Minion Pro no smaller than 9 pt for text size.
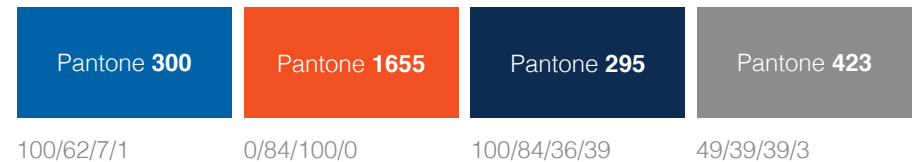Minimum of 6 pt leading between paragraphs.

Bulleted List and Numbered List • Minion Pro

- Hanging indent tab of (0p9) or (0.125")
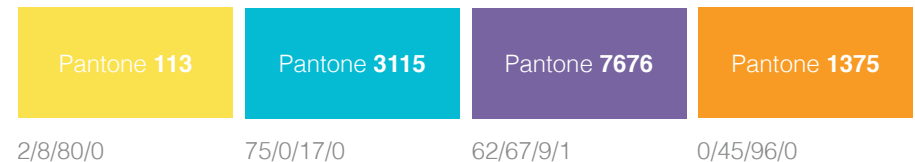- Text should be flush left and have a minimum of 6 pt leading between bullets.

ONS Brand Colors

The ONS primary color palette should be used with the most emphasis as they are considered our signature colors. However, using the accent palette sparingly can add dimension to communications so they do not feel flat and static. The accent colors were selected based on their ability to coordinate and compliment the primary color palette; however, it is not meant to overpower the design.

PRIMARY

Pantone **300**	Pantone **1655**	Pantone **295**	Pantone **423**
100/62/7/1	0/84/100/0	100/84/36/39	49/39/39/3

SECONDARY

Pantone **113**	Pantone **3115**	Pantone **7676**	Pantone **1375**
2/8/80/0	75/0/17/0	62/67/9/1	0/45/96/0

GRAPHIC STYLES

Print Sizes

Journal
- 8.125" wide x 10.875" tall

Flyer
- 8.5" wide x 11" tall

Postcard
- 10.5" wide x 6" tall (oversize)
- 6" wide x 4.25" tall (small)

Brochure
- 6" wide x 10.5" tall (oversize)
- 5.5" wide x 8.5" tall (small)

Bookmark
- 2.5" wide x 7" tall

Poster
- 11" wide x 17" tall

Key Principles

- Photos should exemplify the image of a polished leader and professionalism that is portrayed in a warm and caring way.

- When designing covers, the image should bleed off the page.

- Be careful not to overcrowd the image with text: allow the image to breathe.

- Make sure the image used is a high-quality, high-resolution file.

- Gradients and other filters can be used to enhance a photo; however, they should not distract from the image.

- Photography, illustrations, and icons are acceptable graphic styles. Clip art and other unprofessional graphic styles should NOT be used.
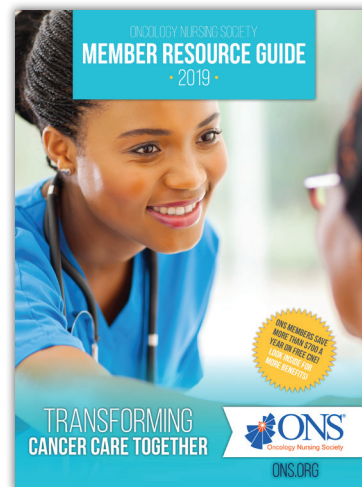
GRAPHIC STYLES

Illustration

Illustration is a widely used component of the ONS brand. This style of imagery is used on journal covers, emails, social media, brochures, and numerous other materials. When using illustrations, be sure the images have a professional tone and style that reflects the brand's message.

Appropriate examples of imagery

Clip Art

Visual content is an important part in communicating our message and brand. It is important to select appropriate imagery. Clip art is not considered an appropriate reflection of the ONS brand and should not be used. It does not convey the level of quality and professionalism that ONS strives to represent.

Inappropriate examples of imagery
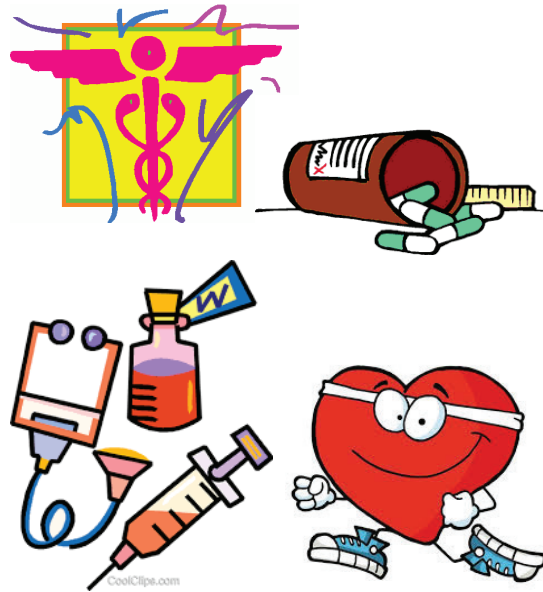
Icons

An icon represents an idea, concept, operation or action. Icons simplify an operation through a graphic representation. Although icons are commonly used in applications (or apps), and are a key element in UI/UX interface (see page 15), there are times when icons can be used in print. When choosing an icon, be sure the style is clean and recognizable.

Appropriate examples of imagery
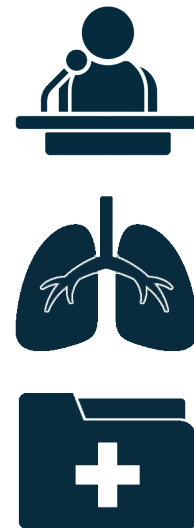
CONGRESS STYLES

About ONS Congress

The Oncology Nursing Society was incorporated in 1975, and the inaugural annual conference was held in 1976 in Toronto, Canada. The first conference was one day, had about 200 attendees, and all sessions took place in one room. In 1979, the annual conference adopted the current name of the conference, "Congress," and the first official theme was created: "Nursing Makes a Difference."

Since its creation, Congress has evolved into a five-day event with more than 4,000 attendees. It features educational sessions, posters, non-CNE learning opportunities, an exhibit hall, networking opportunities, industry-sponsored events, and the annual ONS business meeting. Nurses come to Congress for clinical practice information, to connect with colleagues, and to earn contact hours that can be used toward their licensure and certification.

Congress Colors

Pantone **300**	Pantone **1655**	Pantone **295**	Pantone **423**

Theme Colors

* Varies from year to year

On every printed and digital piece, the Congress logo should always contain

- ONS XXTH Annual Congress, Oncology Nursing Society logo, Location, and Date

In formal text or first mention, Congress should always be written as the ONS 45th Annual Congress. There is a slight variance between the Congress graphic logo and when ONS 45th Annual Congress is written out in formal text. In the graphic, the "th" after the year is capitalized and superscript. When written out, the "th" after the year is lowercase and not superscript.

> ### NOT
> - 45th Annual ONS Congress
> - ONS 45th Annual Congress (with superscript)

In more casual references or on second mention, it can be shortened to the examples below, with Congress remaining capitalized in all instances.

- ONS Congress
- Congress

Official Congress Website and Hashtag

- congress.ons.org
  (NOT Congress.ons.org or www.congress.ons.org)
- #ONSCongress
  (NOT #ONS45thAnnualCongress or #ThemeTagline)

CONGRESS STYLES

FULL COLOR LOGO

BLACK LOGO

REVERSE LOGO

Congress Typography

*Content Headline #1 • **Helvetica LT Std Bold**

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

*Content Subhead • **Minion Pro Bold**

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Minion Pro (Bold) same font size as body text.

Body Text • **Minion Pro**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Minion Pro no smaller than 9 pt for text size.
Minimum of 6 pt leading between paragraphs.

Bulleted List and Numbered List • **Minion Pro**

- Hanging indent tab of (0p9) or (0.125")
- Text should be flush left and have a minimum of 6 pt leading between bullets.

*Can vary from year to year according to theme.

Education Track Colors

CP Clinical Practice:
Pantone 1655

AP Advanced Practice:
Pantone 1375

L Leadership/
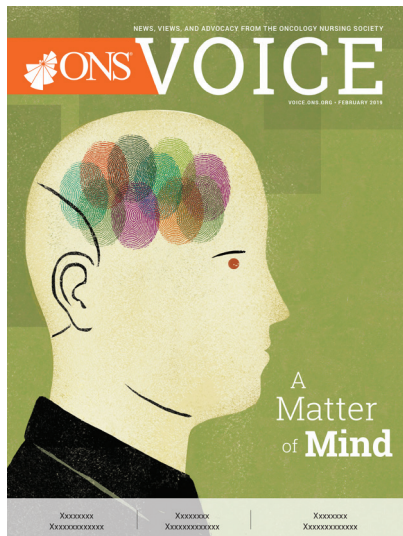Management/Education:
Pantone 300

R Research:
Pantone 295

RT Radiation:
Pantone 368

ONS VOICE STYLES

Trim Size

8.125" x 10.875"

Margins/Columns

Top: 1"
Bottom: 0.625"
Inside: 0.75"
Outside: 0.75"
Gutter Spacing: 0.1667"
Bleed: 0.125"

Baseline

Increments: 14 pt

Bullet Increments

Indent: 0.9 pt

ONS VOICE Typography

The design of all visual elements should be limited to the fonts below. Italic versions may be used when needed. *DO NOT substitute fonts for any reason.*

FEATURE HEADLINE (41 pt)
77/25/0/0 - 0/88/82/0
Roboto Black
Roboto Black Italic
Roboto Bold
Roboto Bold Italic
Roboto Italic

OTHER ARTICLE HEADLINES (22 pt)
100/84/36/39
Roboto Slab Regular

SUBHEADLINES (13 pt)
99/50/0/0
Roboto Light
Roboto Light Italic
Roboto Medium
Roboto Medium Italic
Roboto Regular

PULL QUOTES (14 pt)
0/88/82/0 (Standard–
Color Variations Permitted)
Roboto Slab Bold

SIDEBAR HEADLINE (12 pt)
100/84/36/39
Roboto Slab Bold

SIDEBAR TEXT (8 pt)
100/84/36/39
Roboto Regular

REFERENCES (8 pt)
0/0/0/100
CrimsonText Roman
CrimsonText Italic

ONS VOICE COLORS

Cover and interior pages print as four-color process. Below are swatches of the approved color palette. *DO NOT substitute colors for any reason.*

PRINT USE

99/50/00	0/84/100/0	1/2/24/0
10/100/78/2	0/88/82/0	0/22/84/0
100/84/36/39	59/2/100/0	10/2/0/0
77/25/0/0	89/0/40/0	47/94/0/36

WEB USE

0/114/188	255/77/0	253/243/203
213/0/55	239/70/59	255/200/68
0/40/86	118/188/33	225/238/249
0/154/22	0/187/180	107/27/104

CJON STYLES

Trim Size

8.125" x 10.875"

Margins/Columns

Top: 1.5"
Bottom: 0.875"
Inside: 0.75"
Outside: 0.5833"
Columns: 12 (unless otherwise noted)
Gutter Spacing: 0.1667"

Baseline

Increments: 12 pt
Start: 0.5"

CJON Typography

The design of all visual elements should be limited to the fonts below. Italic versions may be used when needed. *DO NOT substitute fonts for any reason.*

Freight Big Pro Black
Freight Display Pro Black
Freight Display Pro Book
Freight Display Pro Light

Freight Text Pro Black
Freight Text Pro Book
Freight Text Pro Medium
Freight Text Pro Semibold

Museo Sans 100
Museo Sans 300
Museo Sans 500
Museo Sans 700
Museo Sans 900

Museo Sans Cond 100
Museo Sans Cond 300
Museo Sans Cond 500
Museo Sans Cond 700
Museo Sans Cond 900

Museo Slab 100
Museo Slab 300
Museo Slab 500
Museo Slab 700
Museo Slab 900

CJON Colors

Cover and interior pages print as four-color process. Below are swatches of the approved color palette. *DO NOT substitute colors for any reason.*
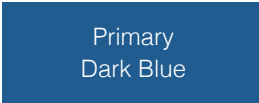
PRINT USE

84/100/0/0	11/85/0/19	90/16/0/11
0/69/100/0	0/18/100/0	56/0/91/13
18/0/0/2	0/0/24/4	11/8/0/0

WEB USE

84/46/145	180/61/131	0/143/202
243/113/33	255/207/1	222/225/242
199/230/245	246/240/197	222/225/242

ONF STYLES

TRIM SIZE

8.125" x 10.875"

MARGINS/COLUMNS

Top: 96 pt
Bottom: 63 pt
Inside: 96 pt
Outside: 84 pt
Columns: 10 (unless otherwise noted)
Gutter Spacing: 12 pt

BASELINE

Increments: 12 pt
Start: 0.5"

ONF TYPOGRAPHY

The design of all visual elements should be limited to the fonts below. Italic versions may be used when needed. *DO NOT substitute fonts for any reason.*

Freight Display Pro Black

Freight Text Pro Book
Freight Text Pro Semibold Italic
Freight Text Pro Black

Franklin Gothic URW Light
Franklin Gothic URW Medium
Franklin Gothic URW Demi
Franklin Gothic URW Heavy

Franklin Gothic URW Condensed Book
Franklin Gothic URW Condensed Medium
Franklin Gothic URW Condensed Demi

ONF COLORS

Cover and interior pages print as four-color process. Below are swatches of the approved color palette. *DO NOT substitute colors for any reason.*
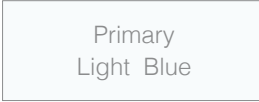
PRINT USE

84/100/0/10	51/60/0/6	90/16/0/21
54/10/0/13	18/5/0/3	6/2/0/0
0/18/100/15	9/0/50/7.5	1/2/24/4
56/0/91/29		
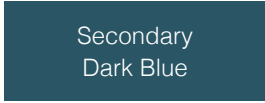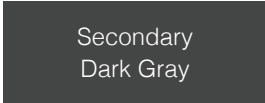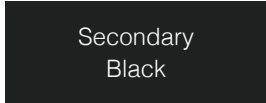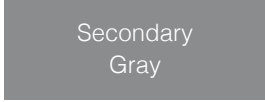
WEB STYLES

PRIMARY

Primary Orange	**Primary Dark Blue**
#FF6600 • 255/102/0	#215C8E • 33/92/142
Primary Blue	**Primary Light Blue**
#0079C2 • 0/121/194	#F6F9FA • 246/249/250

SECONDARY

Secondary Light Blue	**Secondary Dark Blue**	**Secondary Dark Gray**	**Secondary Black**
#AAD2DF • 170/210/223	#2B5564 • 43/85/100	#454545 • 69/69/69	#222222 • 34/34/34
Secondary Blue	**Secondary Gray**		
#447584 • 68/117/132	#7F7F7F •127/127/127		

TYPOGRAPHY • Sans Serif

Aa — ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;:?!$&*) — Open Sans Font Weight: 300 Style: normal

Aa — *ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;:?!$&*)* — Open Sans Font Weight: 300 Style: italic

Aa — **ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;:?!$&*)** — Open Sans Font Weight: 600 Style: normal

Aa — ***ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;:?!$&*)*** — Open Sans Font Weight: 600 Style: normal

TYPOGRAPHY • Serif

Aa — ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;:?!$&*) — Roboto Slab Font Weight: 100 Style: normal

Aa — ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;:?!$&*) — Roboto Slab Font Weight: 300 Style: normal

Aa — **ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;:?!$&*)** — Roboto Slab Font Weight: 400 Style: normal

Aa — **ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;:?!$&*)** — Roboto Slab Font Weight: 700 Style: normal

WEB ICONS

ICONS

Icons

Wayfinding   Social

Icon Fonts

For basic icons we are using Material Design Iconic Fonts. Further documentation and instructions can be found here.
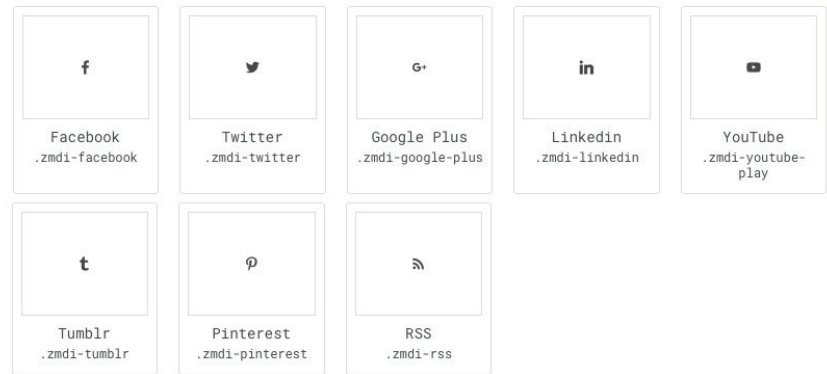
Wayfinding

Example:

Arrow Left	Arrow Right	Menu	Close
←	→	≡	×
.zmdi-long-arrow-left	.zmdi-long-arrow-right	.zmdi-menu	.zmdi-close

Code:

```
1  <span class="zmdi zmdi-xxxxx">
2      <span class="screen-reader-text">Hidden Icon Title</span>
3  </span>
```

Social

Example:

Facebook	Twitter	Google Plus	Linkedin	YouTube
f	y	G+	in	▶
.zmdi-facebook	.zmdi-twitter	.zmdi-google-plus	.zmdi-linkedin	.zmdi-youtube-play

Tumblr	Pinterest	RSS
t	P	ᐳ
.zmdi-tumblr	.zmdi-pinterest	.zmdi-rss

Code:

```
1  <span class="zmdi zmdi-xxxxx">
2      <span class="screen-reader-text">Hidden Icon Title</span>
3  </span>
```

CONTACT INFORMATION

Questions

If you have any questions regarding this document or need approval for brand usage, please reach out to the contacts below.

ONS BRAND

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marketing@ons.org

CONGRESS STYLES

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CJON STYLES

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ONF STYLES

+1-412-859-6100 **(phone)**
+1-412-859-6165 **(fax)**
pubONF@ons.org

ONS VOICE STYLES

+1-412-859-6100 **(phone)**
+1-412-859-6163 **(fax)**
pubONSVoice@ons.org

WEB STYLES

+1-412-859-6100 **(phone)**
+1-412-859-6162 **(fax)**
help@ons.org

CHAPTER STYLES

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+1-412-859-6165 **(fax)**
chapters@ons.org