



Design Identity Program
Overview and Guidelines

HGNI

**Hartford Geriatric
Nursing Initiative**

Part 1

The Logotype
Colors
Typography
Images



This manual introduces the logo and visual identity of the Hartford Geriatric Nursing Initiative (HGNI). It is the result of an ongoing collaboration among the key stakeholders and grantees that are part of the John A. Hartford Foundation's ongoing \$34 million investment in geriatric nursing. Since December 2002, a Communications Working Group consisting of representatives of the John A. Hartford Foundation Institute for Geriatric Nursing, the Building Academic Geriatric Nursing Capacity Initiative at the American Academy of Nursing, the American Association of Colleges of Nursing, and the John A. Hartford Foundation have moved this effort forward.

Together, we have developed a strategic communications plan and a common set of messages for the Initiative. The first objective of the communications plan has been to develop and implement a common visual identity for the Initiative that could be shared and used by its multiple stakeholders. This began by doing a branding exercise that highlighted the initiative's interest in leadership, collaboration/connection, and of course aging. During the summer, we built consensus around the name for the Initiative, and then created a logo and the various colors and elements associated with the broader identity.

Thus far, the "cut off" G or "arrow" has been enthusiastically received. Early discussions reflected an ambivalence about the word geriatrics, that it had negative connotations and that we might want to shy from its use. Instead, the arrow focuses our attention directly on the word geriatrics, transforming it into a positive symbol of possibility, energy and hope. We are excited by this direction and pleased by its positive reception thus far. Already, various HGNI scholars and CGNE directors and staff have expressed interest in adapting the logo to their needs, and we look forward to helping them. We also look forward to employing it to create a more powerful identity for the HGNI as a whole and as a key element in our continuing communications efforts.



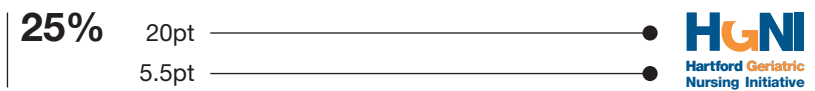
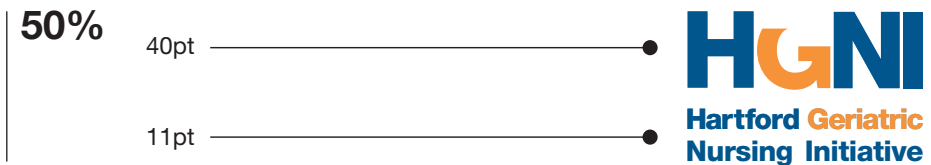
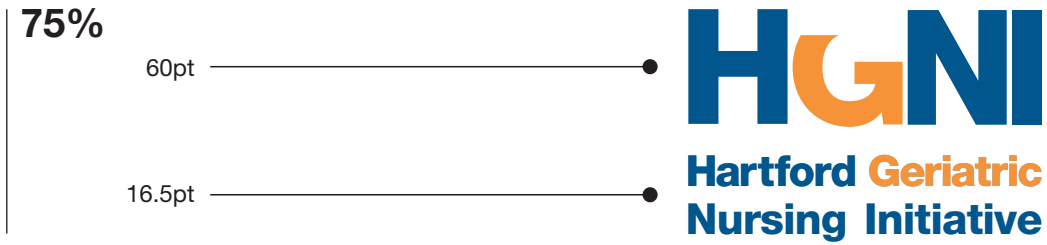
Helvetica Neue Heavy

HGNI

**Hartford Geriatric
Nursing Initiative**

The Logotype

1.1



The Logotype Proportions



1.3

The G / Arrow



Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvw
1234567890!?!%&().,;:“”

Helvetica Neue Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvw
1234567890!?!%&().,;:“”

Helvetica Neue Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvw
1234567890!?!%&().,;:“”

Primary and Logotype
Typefaces

Coordinated use of typography reinforces the impact of the graphic identity. The Helvetica Neue family, are the typefaces for the HGNI Identity program. Helvetica Neue Heavy is the font used in the logo.



Garamond Three Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvw
1234567890!?!%&().,;:“”

Garamond Three Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvw
1234567890!?!%&().,;:“”*

Garamond Three Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvw
1234567890!?!%&().,;:“”**

Secondary Typefaces



PANTONE 2995

CMYK:
C 100%-M.43%-K.34%

PANTONE ORANGE 021

CMYK:
M.51%-Y.87%

Colors

1.6



White Background



Blue Background

PANTONE 2955
(CMYK: C.100%-M.43%-K.34%)



Orange Background

PANTONE Orange 021
(CMYK: M.51%-Y.87%)



The Logotype in Color



Blue Background

PANTONE 2955
(CMYK: C.100%-M.43%-K.34%)

"G" 40% PANTONE 2955
(CMYK: C.40%-M.17.2%-K.13.6%)



**Hartford Geriatric
Nursing Initiative**

Orange Background

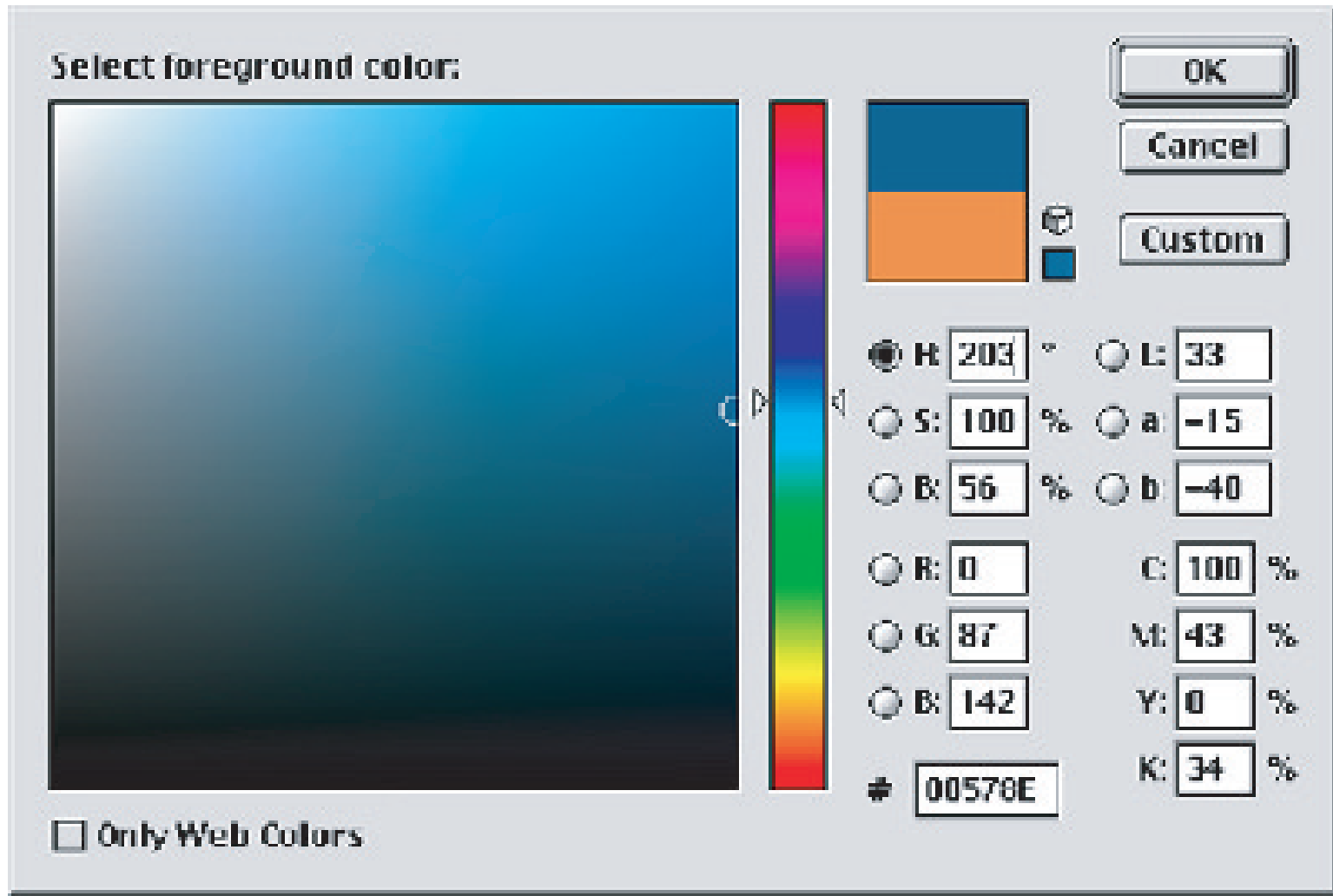
PANTONE Orange 021
(CMYK: M.51%-Y.87%)

"G" 40% PANTONE Orange 021
(CMYK: M.20.4%-Y.34.8%)

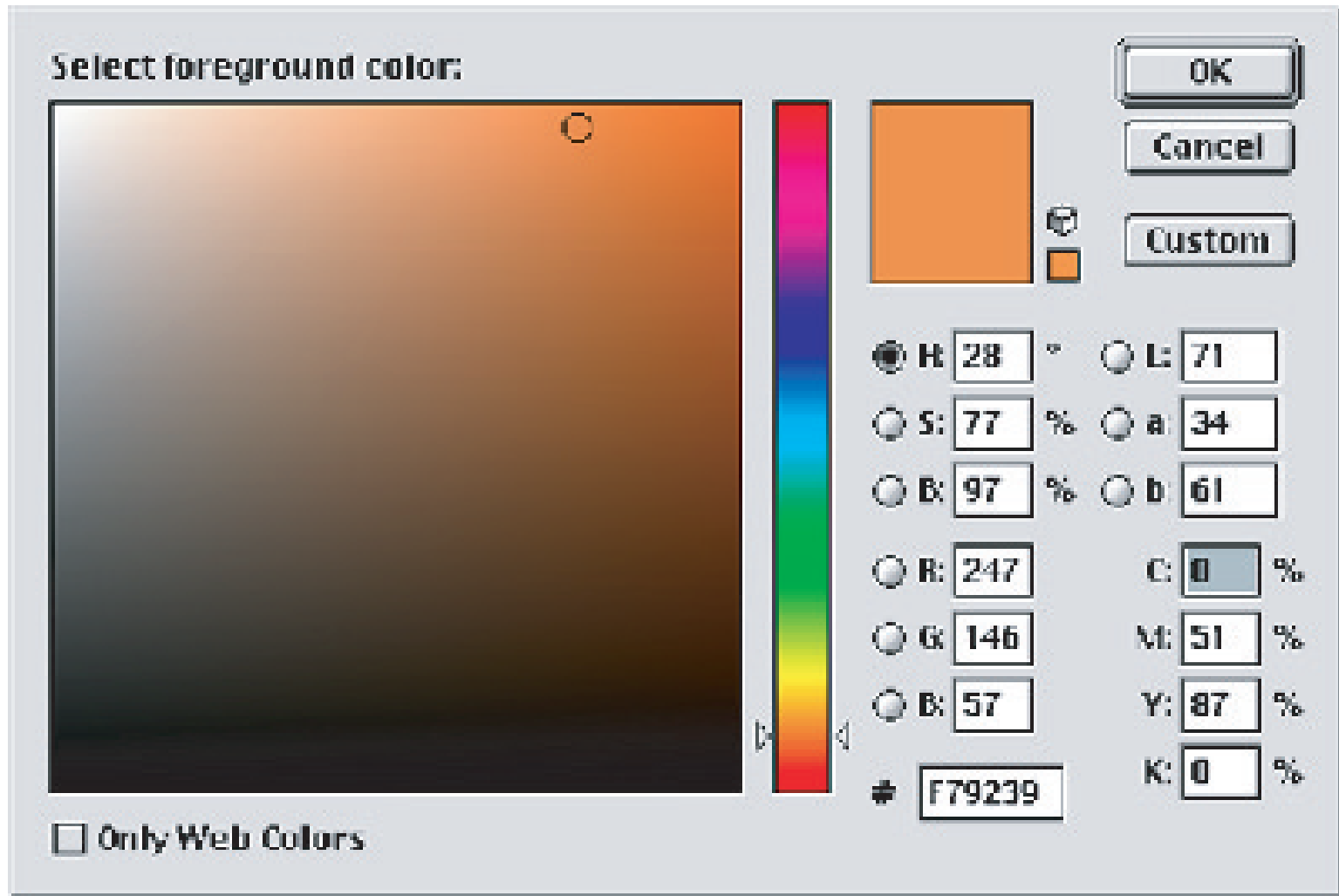


**Hartford Geriatric
Nursing Initiative**

The Logotype in One Color



The Screen Colors
Blue





White Background

"G" 40% of black

**Hartford Geriatric
Nursing Initiative**

Gray Background

K=40%

**Hartford Geriatric
Nursing Initiative**

Black Background

K=100%

"G" 40% of black

**Hartford Geriatric
Nursing Initiative**

The Logotype in Black & White

