



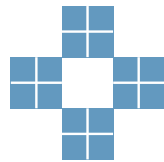
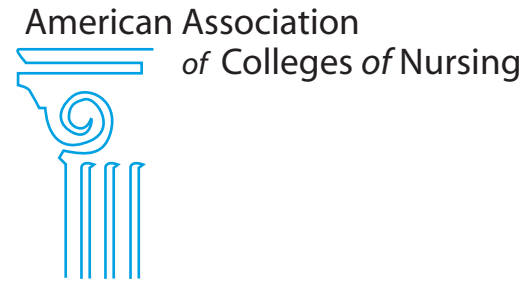
Design Identity Program  
Applications

**HGNI**

**Hartford Geriatric  
Nursing Initiative**

Part 2

Logotype Integrated with Different Graphics  
Brochure  
Power Point Templates  
Merchandise



**BUILDING ACADEMIC GERIATRIC NURSING**



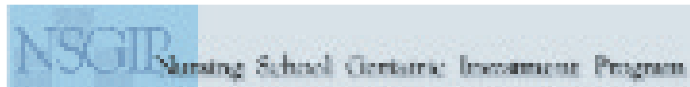
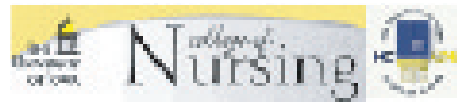
**THE JOHN A. HARTFORD FOUNDATION  
INSITUTE FOR GERIATRIC NURSING**



## 2.1

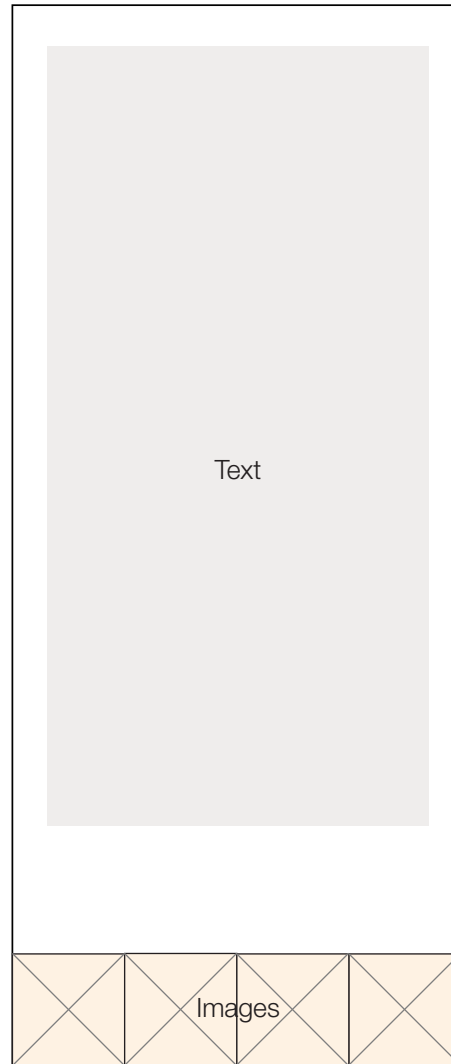
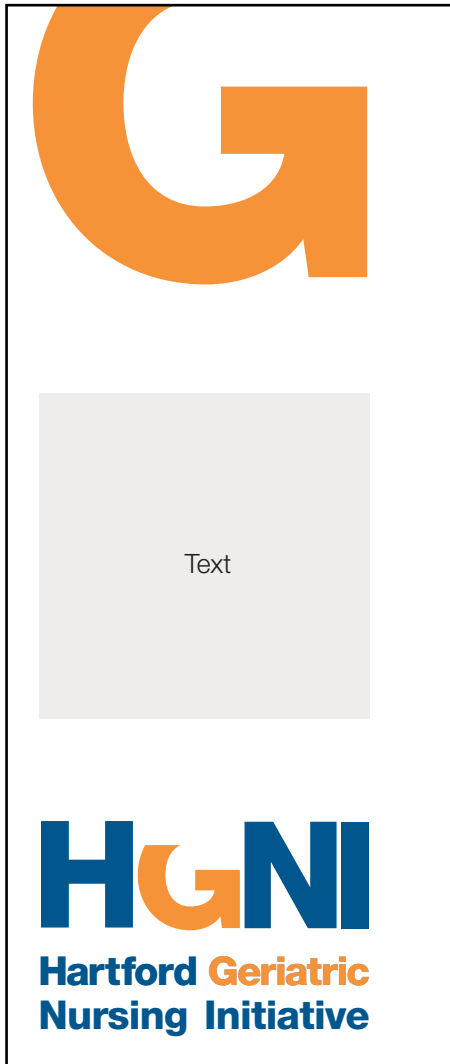
### The Logotype Integrated

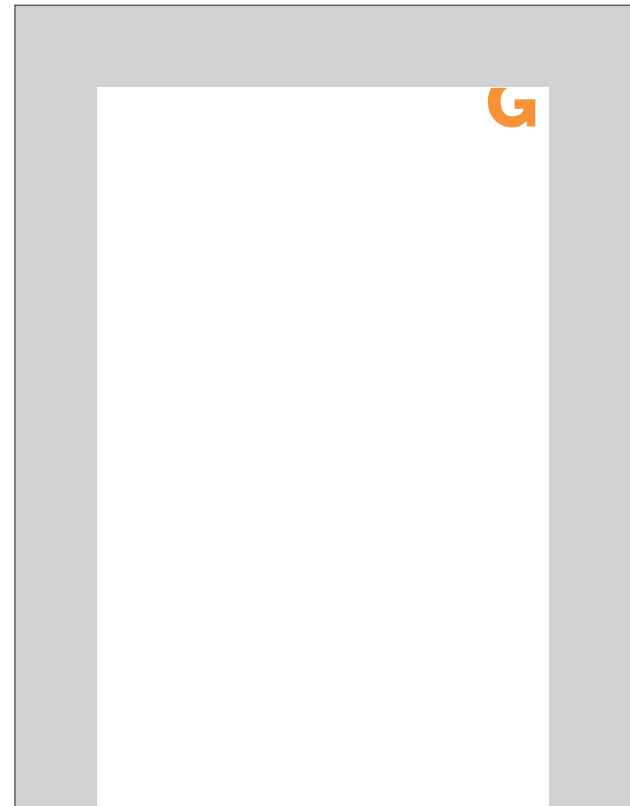
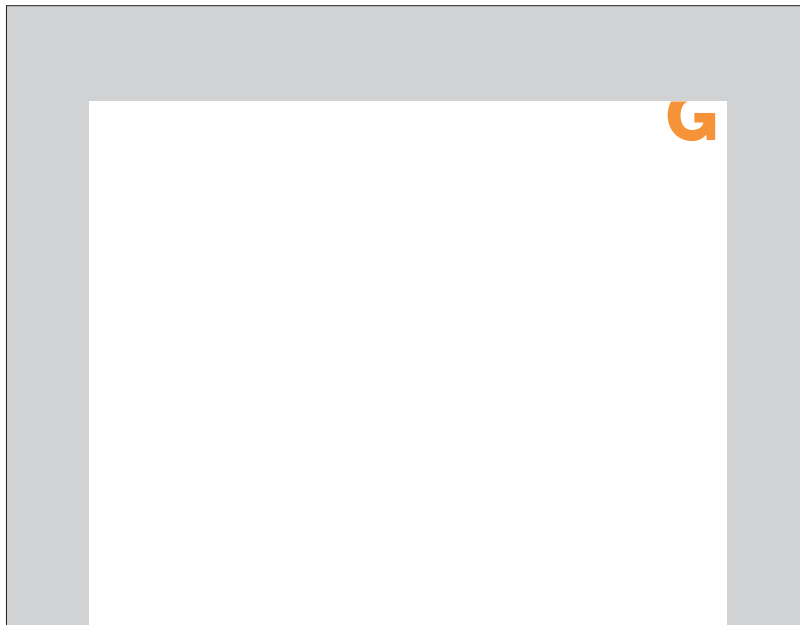
In the next two pages, we demonstrate how different stakeholders can use their home institution's colors to adapt the HGNI's logo to their needs. This may provide more graphic harmony on the Web and in print materials and may save money, particularly in the production of stationery and other paper products.



# 2.2

The Logotype Variations






## 2.4

### Templates For Various Applications

These can be used as templates for handouts, program covers and other materials in a variety of venues.



**Data on Care of Older Adults**  
 Compiled by  
**Mathy Mezey, EdD, RN, FAAn**  
*Independence Foundation Professor  
 of Nursing Education  
 Director, The John A. Hartford Foundation  
 Institute for Geriatric Nursing*  
 NYU Steinhardt School of Education  
 Division of Nursing  
 October, 2003




**Take Away Message #1**

Since Medicare enacted,  
 adults are living much longer  
 and with chronic rather  
 than acute conditions




**Adults > 65: 1965 and 2002**

<b>1965</b> % : 9.5%	<b>2002</b> % : 13%
LE @ birth: 71 yrs @65: 79 yrs	LE @ birth: 78 yrs @65: 85 yrs
Centenarians: 3,300	Centenarians: 70,000
Chronic conditions: % unknown	Chronic conditions: 50% ≥ 3




Light background – White

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
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Dark background – 70% black

# 2.5

## Templates For PowerPoint Presentations

These can be used by a scholars and stakeholders in academic and public presentations. The template can be modified to use one's home institution's logo and colors.



Merchandise (T-Shirt)



Merchandise (Cups)