



Brand Guidelines

CRNA College of Registered
Nurses of Alberta

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Introduction

A corporate identity is much more likely to be successful if it's consistent from start to finish. This brand guide explains how the elements, when combined, communicate the College of Registered Nurses of Alberta (CRNA) brand. By sticking to these guidelines, we can keep our identity consistent in everything we do.



Usage and Variations

Logo



LOGO

Primary

The College of Registered Nurses of Alberta (CRNA) is a leader in health regulation, dedicated to being at the forefront of the industry in Alberta and beyond. A simple logo was created, using the shape of Alberta tucked seamlessly into the leg of the letter N in CRNA. This demonstrates CRNA's position as a reliable public service, a leg Albertans can stand on, in regards to the regulation of nurses.



LOGO Variations

The CRNA brand uses two primary logos, horizontal and vertical. Always use each logo as shown. The logo can be used without the descriptor only if it was already shown elsewhere on a document, or is used in a space that requires a small logo (e.g. on a pen).



Horizontal with descriptor



Stacked



Horizontal without descriptor

LOGO Usage

When using the logo, be aware of the background colour it's placed on.

On a light background, use the full-colour logo.

On a dark background, use the full-colour reverse logo.

The all-white logo should only be used on the primary colour backgrounds (teal, black or blue).

One-colour (black) on a white or light coloured background. Use this version for black-and-white production only.

Full colour



Full colour reversed



White on teal



Black on white

LOGO

Grayscale

When using logos in grayscale, be aware of the background colour it's placed on.



Horizontal with descriptor - grayscale



Stacked - grayscale



Horizontal without descriptor
- grayscale

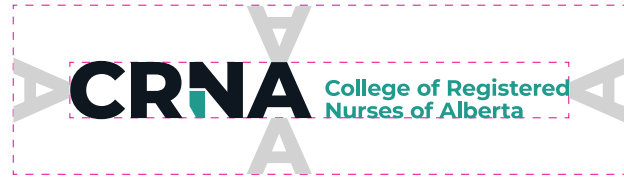
LOGO Guidelines

Clear space

Maintaining enough clear space around the logo keeps it from being visually associated with other elements, which may reduce its presence and effectiveness. Use the height of one uppercase 'A' as a guide for the minimum amount of space to leave around all sides of the logo.

Minimum size

When the logo is too small, it becomes ineffective. Don't use any variation any smaller than the sizes stated here.



Safe space is the height of capital A's for the logo



LOGO Misuse

Misusing the logo damages the integrity of the brand. When the logo is inconsistent, it confuses our audience and diminishes the quality of the CRNA brand.

Don't change the logo, fonts or colours in any way. Only use the approved versions found in this guide.



✗ Don't tilt



✗ Don't stretch or squeeze



✗ Don't apply any effects



✗ Don't change colours



✗ Don't rearrange elements of the logo



Primary and Secondary

Colour Palette



COLOUR Palette

The CRNA brand uses primary and secondary colours. Teal and rich black are the primary colours, while the variety of green and blue are secondary. When using spot colours (Pantones), make sure you're using the right colour book. For example, use Pantone 7473 C when you're printing on coated paper stock and Pantone 7473 U on uncoated stock. When possible, please use the brand pantone colour for all printed materials. If pantones are not an option, please use the CMYK values. All online and digital materials should use the RGB or HEX values.

When using black for the body copy, please use 100% black (K), not the Pantone rich black.

Primary

Teal

PANTONE 7473 C

C: 80 M: 19 Y: 51 K: 2
R: 29 G: 152 B: 140
#1D988C

Rich Black

PANTONE BLACK C

C: 82 M: 71 Y: 59 K: 75
R: 17 G: 25 B: 33
#111921

Secondary

Bright Green

PANTONE 381 C

C: 24 M: 0 Y: 100 K: 0
R: 205 G: 220 B: 41
#CDDC29

Grass Green

PANTONE 336 C

C: 90 M: 37 Y: 73 K: 27
R: 0 G: 101 B: 80
#006550

Blue

PANTONE 7687 C

C: 100 M: 86 Y: 15 K: 3
R: 29 G: 69 B: 137
#1D4589

Light Blue

PANTONE 7684 C

C: 88.16 M: 67.95 Y: 9 K: 0.64
R: 50 G: 93 B: 158
#325D9E



Graphic Elements



GRAPHIC ELEMENTS

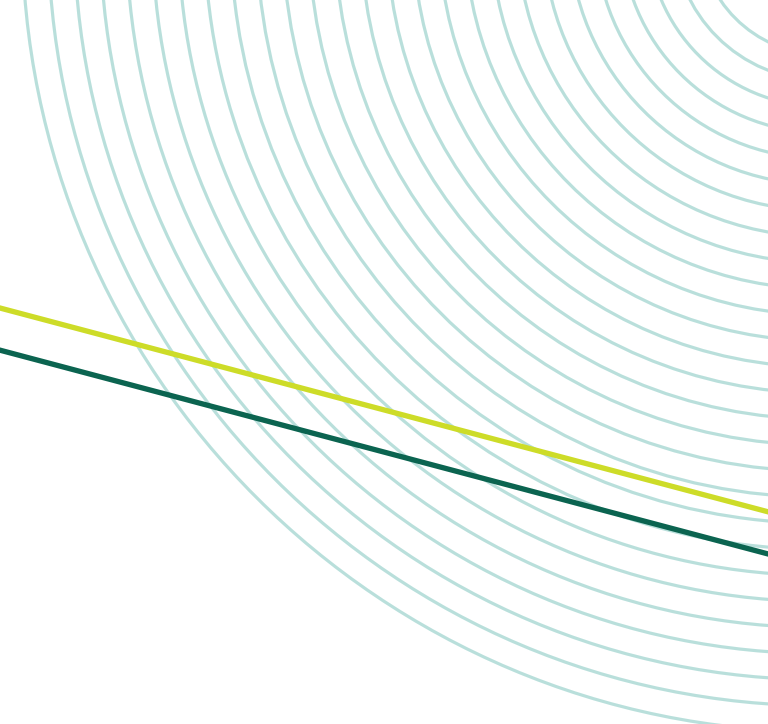
Shapes and Lines


The CRNA brand uses various shapes and elements to enhance its aesthetic and increase visual interest.

The radial lines are generally used in corners, or along the left and right edges. Be sure to only show roughly half, or less, of the circle, and avoid showing the exact middle point.

Overlapping lines can be used to highlight headings, or to frame content in a uniquely way. These are most often to be used at the bottom of a layout, or coming down from the top of the layout.

The stacked horizontal lines are used to help with framing, by aligning to content, or images, throughout a design's layout.





Primary Font and Usage

Typography



TYPOGRAPHY

Primary Font

Montserrat is the primary font to use for CRNA. It is available to download for free in Google Fonts - <https://fonts.google.com/specimen/Montserrat>

The font weights we use are Montserrat Extrabold, Bold and Regular.

Missing fonts?

If Montserrat is not available, please use Arial.

Aa
Montserrat Extrabold

Aa
Montserrat Bold

Aa
Montserrat Regular

TYPOGRAPHY

Usage

When choosing a font weight, always consider the hierarchy of the content.

Extrabold

Main Header

Regular

Body paragraph, Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.



Writing Guide

Brand Language



BRAND LANGUAGE

Writing Guide

CRNA has chosen a unified language based on guidelines and not individual preferences.

Style	Spelling	Citations Only	Court Filed
The Canadian Press Stylebook	The Canadian Press Caps and Spelling	Publication Manual of the American Psychological Association	Corresponding practice note directives

BRAND LANGUAGE

The Basics

This guide is the standard for accurate content and provide clarity for usage. Any item that is externally facing must follow the latest version of this style books listed above. Internally facing items, at a minimum, should follow the guide.

Simplicity is the goal.

Your readers do not have the same experience as you. Write for a diverse audience.

'They', 'them' or 'their' should be used rather than 'her' or 'him'.

Write through a regulatory lens.

Ensure your tone is consistent with right-touch regulation. Avoid using tone and language that stems from an association lens.

Use sentence case for headers.

BRAND LANGUAGE

Frequently Used Terms

When referring to the organization use: 'College', 'College of Registered Nurses of Alberta' or 'CRNA'.

Lowercase 'registrants' and use the term rather than referencing 'registered nurse' or 'nurse practitioner'.

- Example: 'CRNA has over 38,000 registrants.'
 - Not: 'regulated members' or 'member'.
-

Protected titles and accreditations are lowercase with capitalized acronyms. A maximum of three credentials can be listed.

- Registered nurse (RN)
 - Doctor of philosophy in nursing (PhD)
-

Capitalize Council and governance committees' names. All other groups and committees are lowercase.

- Council
- Finance and Audit Committee

BRAND LANGUAGE

Frequent Spelling

'Councillor' (an individual on our Council)
vs. 'counselor' (a person who gives advice)

Entry-to-practice competencies (adj.)
vs. entry to practice (noun)

Fitness to practice

Health care (noun) vs. health-care (adj.)

Front line (noun) vs. front-line (adj.)

Practice (verb) vs. practice (noun)

'Practice permit' not 'license'

Right-touch regulation

BRAND LANGUAGE

Exceptions

Exceptions are based on the discretion and approval of the central communications team.



Print and Digital

Applications



APPLICATIONS

Business Cards



APPLICATIONS

Letterhead

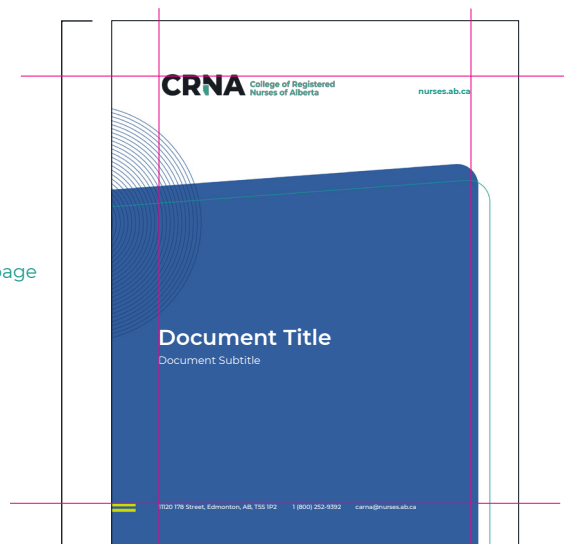
Letterhead is used for letters, memos, FAQs, internal information documents, forms, etc.

The CRNA letterhead comes pre-built with styles for headings and tables. This ensures anyone using the document is utilizing correct colours and sizing throughout.

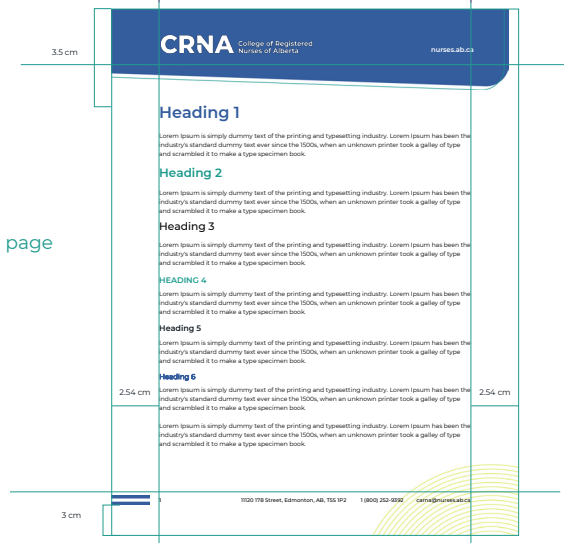
There are two versions of the letterhead, one with a full-page cover, and one without. The letterhead with no cover page still has a slightly different treatment on the first page, to allow for the full CRNA logo and website URL. In both versions subsequent pages have minimal graphics to ensure body copy is the primary focus (and for ease of printing too).

When printing this document, there will be a white border around the edges due to in-house printer restrictions. It will appear full bleed on screen only.

With cover page

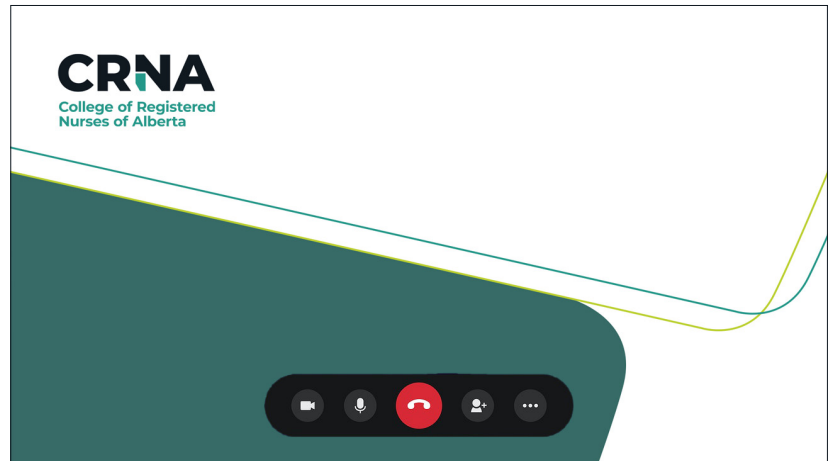
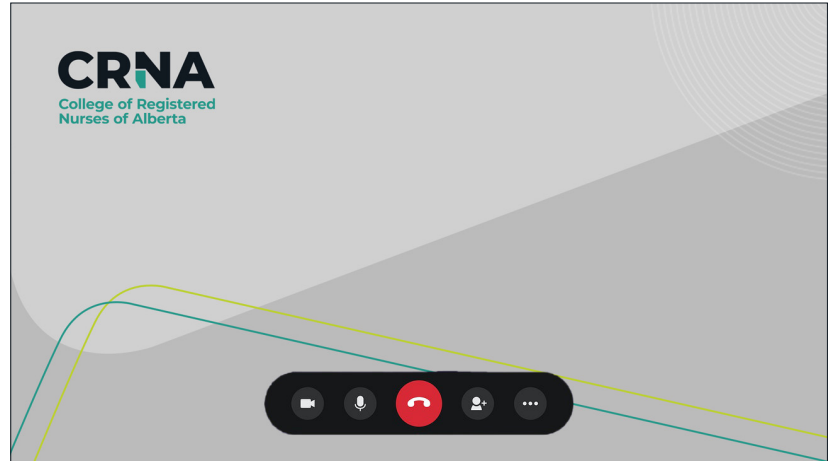


Without cover page



APPLICATIONS

MS Teams and Zoom Backgrounds



APPLICATIONS

PowerPoint

A robust PowerPoint template has been developed using CRNA brand graphics and images. This is how the branding elements come together.

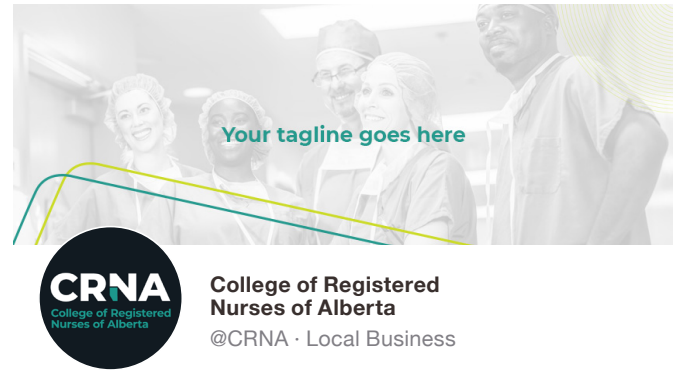


APPLICATIONS

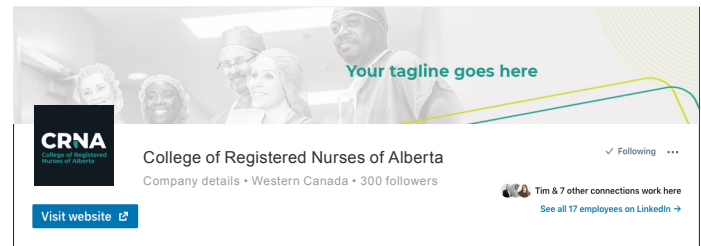
Social Media

For social media applications, use the logo as the profile image. A duotone image along with our brand elements are used to create a main header graphic.

FACEBOOK



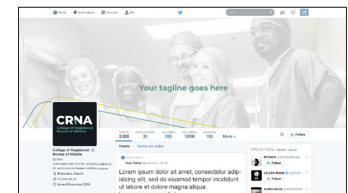
LINKEDIN



INSTAGRAM



TWITTER





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