GANNETT
Healthcare Group

Corporate Identity Guidelines
Part 1: Corporate Brands
Part 2: Product Brands
Part 3: Contact Sheets

Version 2.3
June 30, 2011

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About This Document

The Gannett Healthcare Group corporate brands have been redesigned to align with the brand identity system adopted by Gannett Co. Inc. GHG's product brands also have been redesigned to apply a contemporary look that more accurately represents the progressive nature of the company. An identity system has been created that includes new a new Signature system for corporate rands and an Endorsement System for Product Brands. The following is a comprehensive set of requirements for how these brand identity systems are to be managed and applied.

This document is a reference tool providing written and visual best-practice examples for correctly applying the identity system assets. When working with these assets, it is important to adhere to the guidelines to elevate awareness and ensure consistent brand expression. Note that these guidelines represent a living document that will periodically require updates reflecting changes to our business and brands.

If you have any questions about the application of GHG's brand identities or the guidelines included here, please contact Noreen Francis, Creative Director, at 847-490-6686 or nfrancis@gannetthg.com.

Glossary

You will find the following words used frequently throughout these guidelines. Definitions are specific to this document and intended to provide a common understanding of content.

Wordmark:
Refers to the proper name of our parent company, "Gannett".

Standalone Signature:
Refers to the proper names of our corporate brands, which consist of the words "Gannett Healthcare Group" or "Gannett Education" formally displayed in all sans serif letters in Logo format.

Endorsement
Refers to the words "A Gannett Company" formally displayed in all capital letters in direct association with a product brand identity.

Co-Branding:
Refers to the physical display of the Standalone Signature in association with, or next to, a business partner or a Gannett Healthcare Group Product Logo. Also refers to the display of Product Logos in association with, or next to, other Product Logos.

Tagline:
Refers to the words "where the nurses are" formally displayed in sans serif, lower-case letters for the following product brands: Nurse.com, Nurse.com Nursing Spectrum, Nurse.com NurseWeek, Nurse.com The Magazine, Nurse.com specialty guides.

Logo Arches:
Refers to the stylized symbol of three arches used as an element of Product Logos.

Logo Arches

Outward Facing Title Logo:
Refers of the use of the Product Logo acting as a title of the application on which it appears (e.g., Nurse.com Nursing Spectrum Logo on the magazine cover acts as the magazine's title, Nurse.com Logo in the header of the website acts as the title of the website).

Publication Title Logo:
Refers to Product logos used for our publications. This includes Nurse.com Nursing Spectrum, Nurse.com NurseWeek, Nurse.com The Magazine, Nurse.com (Specialty).

Title Line:
Refers to letterforms used in the Production Title Logo that identify the publication.

THEMAGAZINE Title Line

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Corporate Identity Guidelines
Part 1: Corporate Brands

Version 2.3
June 30, 2011

Introduction

The corporate Signature System is comprised of four primary assets designed to ensure uniform expression of GHG brands. These assets include the **Standalone Signature** for corporate brands and the **Product Logo**, the **Endorsement**, the **Tagline**, and **Co-Branded Logos** for product brands.

When working with one or more of these assets, best practice requires all size relationships, distances and color arrangements to be maintained. It is through adherence to guideline requirements and the consistent and uniform application of the brand assets that brand value is created.

Standalone Signature

The corporate Standalone Signature refers to the Gannett Healthcare Group and Gannett Education logos. While the Gannett Healthcare Group logo is used across these guidelines for illustration purposes, all standards for the Standalone Signature apply to Gannett Education as well.

The Standalone Signature is designed for application when direct expression of the corporation or its education division as singular unified entities is desired or mandated by physical limitations, e.g., podium or stage signage, architectural signage, promotional merchandise.

The Standalone Signature has been created to allow for maximum legibility and scaling (enlarging and reducing); it is provided as an .EPS file and should be used as a fixed piece of art. Individual letterforms have been carefully positioned, may not be altered and must always remain as one cohesive unit. Individual letters may never be reset, resized, replaced or in any other manner changed to alter the final appearance of the Standalone Signature.

It is not necessary to include the Endorsement with the Standalone Signature.

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GANNETT
Education

Standalone Signature
Color

The Standalone Signature color is PMS 294 and is available in three formats: PMS (Pantone Matching System), CMYK (4-color process) and RGB / HTML. Each has a specific usage described below.

PMS 294:
The PMS version should only be used in applications where it is possible to produce or display solid Pantone colors.

CMYK:
This version should be used for all applications printed in 4-color process inks.

Specific applications will require using a one-color version of the Standalone Signature. The black or white one-color Standalone Signature may be used when:

• The Standalone Signature color (PMS 294) does not provide adequate contrast and legibility.

• The Standalone Signature appears non-complementary when placed on a color background or photograph.

RGB/HTML:
This version should be used for all web applications and all applications where the Standalone Signature appears on screen.

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PMS 294	
Cool Gray 10	

c100 | m53 | y2 | k21	
c26 | m16 | y9 | k43	

r0 | g86 | b150 or #005696	
r128 | g127 | b131 or #807F83	

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WS

White
c0 \| m0 \| y0 \| k0
r255 \| g255 \| b255
or #FFFFFF

GANNETT
Healthcare Group

KS

Black
c0 \| m0 \| y0 \| k100
r0 \| g0 \| b0
or #000000

Gray
c0 \| m0 \| y0 \| k60
r130 \| g130 \| b130
or #828282

Standalone Signature
Clear Space

To maintain the integrity of the GHG corporate brands' visual identity, it will be important to preserve a clear, unobstructed area surrounding the Standalone Signature. This area, known as Clear Space, is intended to eliminate visual disruption and distortion of the identity.

The Clear Space required around the Standalone Signature equals 1x the cap height of the "G" in the corporate Wordmark.

x x

GANNETT
Healthcare Group

Standalone Signature
Minimum Sizing

To ensure consistency, legibility and reproduction quality, adherence to minimum sizing is required. As one cohesive unit, the Standalone Signature may be scaled (enlarged or reduced) but should never be reproduced smaller than 35mm or 1.38" in total overall length. For screen use, this would be 100 pixels at 72 dpi.

The following example defines minimum acceptable sizing.

GANNETT
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Healthcare Group

35 mm (1.38")

Standalone Signature
Unacceptable Usage

When working with the Standalone Signature, it is important that all applications adhere to the guidelines. Maintaining maximum signature legibility is critical for consistent brand expression.

The following examples visually depict various unacceptable uses of and modifications to the Standalone Signature.

Do not re-create the signature by typesetting the words "Gannett" or "Healthcare Group"

Do not alter letter spacing.

Do not alter or replace fonts.

Do not incorporate art into the Signature.

Do not skew the Signature or scale it disproportionately.

Do not use unapproved colors.

Do not apply strokes to letterforms.

Do not alter size, position, or spacing relationships.

Do not alter baseline.

Standalone Signature
Acceptable Usage
on Backgrounds

When placing the Standalone Signature on photographs, graphics or color fields, care should be taken to ensure optimum legibility.

The following examples visually depict acceptable use of the Standalone Signature on various backgrounds.

The preferred background for the full-color Standalone Signature is white.

It is acceptable to place the full-color Standalone Signature on light, neutral or pastel backgrounds.

If the Standalone Signature is placed on a solid color, the white solid Signature should be used.

If the Standalone Signature is placed on a PMS 294 background, the white solid Signature should be used.

It is acceptable to place the full-color Standalone Signature on light, clean areas of photography.

If the Standalone Signature must be placed on a dark photographic background, use the white solid Signature.

Standalone Signature
Unacceptable Usage on Backgrounds

When placing the Standalone Signature on photographs, graphics or color fields, care should be taken to ensure optimum legibility.

The following examples visually depict unacceptable uses of the Standalone Signature on various backgrounds.

Do not place the Standalone Signature on busy graphic patterns.

Do not place the Standalone Signature on busy photographic backgrounds.

Do not place the full-color Standalone Signature on backgrounds that do not provide sufficient contrast.

Do not place the full-color Standalone Signature on conflicting colors.

Corporate Identity Guidelines
Part 2: Product Brands

Version 2.3
June 30, 2011

Introduction

The Product Logo System is comprised of five primary assets designed to ensure uniform expression of GHG product brands. These assets include the **Product Logo,** the **Tagline,** the **Endorsement,** the **Outward Facing Title Logo,** and **Co-Branded Logos.**

When working with one or more of these assets, best practice requires all size relationships, distances and color arrangements to be maintained. It is through adherence to guideline requirements and the consistent and uniform application of the brand assets that brand value is created.

Product Logo

Product Logo
Introduction

The Product Logo refers to the various Gannett Healthcare Group product assets.

The Product Logo has been created to allow for maximum legibility and scaling (enlarging and reducing); it is provided as an .EPS file and should be used as a fixed piece of art. Individual letterforms have been carefully positioned, may not be altered and must always remain as one cohesive unit. Individual letters may never be reset, resized, replaced or in any other manner changed to alter the final appearance of the corporate Product Logo.

Examples of the Product Logo appear on the following pages.

NURSE.com

NURSE.com
NURSINGSPECTRUM

NURSE.com
NURSEWEEK

NURSE.com
THEMAGAZINE

Today_{in}**PT**

Today_{in}**OT**

CEdirect

pearls**REVIEW**

Today_{in}**OT**.com   Today_{in}**PT**.com   pearls**REVIEW**.com

Product Logo
Full Color

The Product Logo consists of two colors: PMS 158 and Pantone Black 6. It is available in three formats: PMS (Pantone Matching System), CMYK (4-color process) and RGB /HTML. Each has a specific usage described below.

PMS: The PMS version should be used in applications where it is possible to produce or display solid Pantone colors.

CMYK: The CMYK version should be used for all printing applications using 4-color process inks.

RGB/HTML: This version should be used for all web applications and all applications where the Product Logo appears on-screen.

Art files for color Product Logos are provided as .EPS files.

NURSE.com
THE MAGAZINE

	Pantone Black 6		c15	m5	y5	k100		r0	g0	b0 or #000000
	PMS 158		c0	m73	y100	k0		r242	g105	b34 or #F26922
	50% PMS 158		c0	m45	y60	k0		r250	g160	b100 or #FAA064

Product Logo
Full Color Options

Specific applications may require use of varying colors in the Logo Arches only (An exception is the Nurse. com Logo, in which the "." MUST match the Logo Arches). Color for the Logo Arches should be chosen according to the colors of surrounding elements. The choice of color must provide adequate legibility.

All color used in the Logo Arches will be handled on a case-by-case basis and may require approval of the Creative Director.

The color of letterforms that create the Product Logo can not be altered without special permission of the Creative Director. Letterforms must remain black or white.

All varied, color Product Logos can be saved with the following naming convention as new .EPS files:

XX_CMYK_XXX-XXX-XXX-XXX.EPS

XX_RGB_XXX-XXX-XXX.EPS

XX_PMS_XXX.EPS

Example: If a Nurse.com Product Logo was created as a CMYK .EPS that used the color green having a break-down of c-75 m-5 y-100 k-0, the name would be:

NCW_CMYK_75-5-100-0.EPS
Logo | color mode | color breakdown
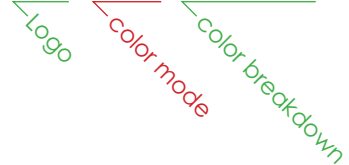
Acceptable Color Use

NURSE.com

NCW_CMYK_75-5-100-0.EPS   c75 | m5 | y100 | k0   c5 | m5 | y15 | k100

NURSE.com

NCW_RGB_50-150-200.EPS   r50 | g150 | b200   r23 | g24 | b28

Unacceptable Color Use

NURSE.com
Do not change the color of the letterforms that create the Logo.

NURSE.com
Do not use colors that does that do not provide sufficient contrast.

Product Logo
Full Color Options

Publication Title Logos must apply a color tint within the Title Line in order to clearly separate words. This must be a tint within the range of 30%-70% or 130%-170% of the Logo Arch color.

Acceptable Color Use

NCNS_CMYK_75-5-100-0.EPS

c75 | m5 | y100 | k0

130% shade

c5 | m5 | y15 | k100

NCNS_RGB_50-150-200.EPS

r50 | g150 | b200

40% tint

r23 | g24 | b28

Unacceptable Color Use

Do not apply the same value color to the entire Title Line.

Do not use mix hues within the Title Line.

Product Logo
Black & White

Specific applications may require a Product Logo to be produced without the use of color. Black, white and grey scale versions of the Product Logo have been created. The application is dependent upon the background, and use of these versions must provide adequate legibility.

Art files for KS, WS and GS Product Logos are provided as .EPS files.

NURSE.com
THE MAGAZINE

c0	m0	y0	k100		r0	g0	b0 or #000000
c0	m0	y0	k60		r130	g130	b130 or #828282
c0	m0	y0	k30		r190	g190	b190 or #BEBEBE
c0	m0	y0	k0		r255	g255	b255 or #FFFFFF
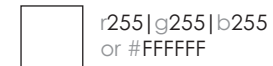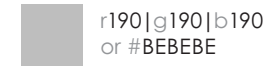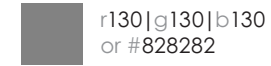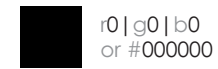
NURSE.com   **NURSE.com**   **NURSE.com**

Product Logo
Clear Space

To maintain the integrity of the Product Logo's visual identity, it will be important to preserve a clear, unobstructed area surrounding the Product Logo. This area, known as Clear Space, is intended to eliminate visual disruption and distortion of the identity.

The Clear Space required around a Product Logo equals 1x the x height (represented as "x").

The following examples demonstrate the minimum Clear Space for the Product Logo.

Product Logo
Optimal Sizing

Product Logos have been created and provided at the following optimal sizes. When possible, this size is the most desirable. Product Logos should only be used at the minimum size when absolutely necessary.

Logo	Width(mm)	Width(in)	Example (300dpi)
NCW	38.0mm	1.5"	NURSE.com
NCNS	38.0mm	1.5''	NURSE.com NURSINGSPECTRUM
NCNW	38.0mm	1.5''	NURSE.com NURSEWEEK
NCTM	38.0mm	1.5''	NURSE.com THEMAGAZINE
OT	32.8mm	1.3"	TodayinOT
OTW	36.7mm	1.85"	TodayinOT.com
PT	30.6mm	1.2"	TodayinPT
PTW	44.5mm	1.75"	TodayinPT.com
CE	28.7mm	1.15"	CEdirect
PR	45.6mm	1.8"	pearlsREVIEW
PRW	60mm	2.35"	TodayinPT.com

NURSE.com NURSINGSPECTRUM — 6.23 mm

TodayinOT.com — 6.23 mm

pearlsREVIEW — 6.23 mm

Product Logo
Minimum Sizing (print)

To ensure consistency, legibility and reproduction quality, adherence to minimum sizing is required. As one cohesive unit, the Product Logo may be enlarged but should never be reduced below its minimum size.

A Product Logo should never be reproduced with a cap height below 5mm, or 0.2".

The following list defines the minimum acceptable width of each Product Logo.

Logo	Width(mm)	Width(in)	Example (300dpi)
NCW	31.8mm	1.25"	NURSE.com
NCNS	31.8mm	1.25''	NURSE.com NURSINGSPECTRUM
NCNW	31.8mm	1.25''	NURSE.com NURSEWEEK
NCTM	31.8mm	1.25''	NURSE.com THEMAGAZINE
OT	27.4mm	1.10"	TodayinOT
OTW	39.0mm	1.55"	TodayinOT.com
PT	25.5mm	1.00"	TodayinPT
PTW	37.0mm	1.5"	TodayinPT.com
CE	24.0mm	0.95"	CEdirect
PR	38.0mm	1.50"	pearlsREVIEW
PRW	50.0mm	2"	TodayinPT.com

31.8mm

5mm

5mm

5mm

Product Logo
Minimum Sizing (screen)

To ensure consistency, legibility and reproduction quality, adherence to minimum sizing is required. As one cohesive unit, the Product Logo may be enlarged but should never be reduced below its minimum size. Minimum sizing for on screen is different from that of print.

The following list defines the minimum acceptable width of each Product Logo when used for on-screen applications.

Logo	Width(px)	Example (72dpi)
NCW	125px	NURSE.com
NCNS	125px	NURSE.com NURSING SPECTRUM
NCNW	125px	NURSE.com NURSEWEEK
NCTM	125px	NURSE.com THEMAGAZINE
OT	107px	TodayinOT
OTW	153px	TodayinOT.com

Logo	Width(px)	Example (72dpi)
PT	100px	TodayinPT
PTW	146px	TodayinPT.com
CE	94px	CEdirect
PR	150px	pearlsREVIEW
PRW	196px	TodayinPT.com

Product Logo
Title Logos

Because of the various applications of the Publication Logos, a secondary version of the Logo has been created. Versions of Nurse.com Publication Title Logos were created for small format applications. Because of the varied weight required for legibility and visual balance, these Logos have both a minimum and maximum size.

For instances in which a Product Logo is needed at more than the maximum size of the normal Product Logo, a large format version has been created. This version is indicated at the start of the naming convention, with the letters "LRG" prior to the Logo name. (e.g., LRG_NCTM_CMYK.EPS) This Logo has been created for large format situations and should only be used when the normal version cannot. Do not use the LRG versions of these logos under 50mm or 2".

The examples provided here indicate the appropriate application according to size.

Less than 31.8mm (1.25'') is below minnimum size for standard format

NCTM_CMYK.EPS

31.8mm (1.25") is minnimum size for standard format

NCTM_CMYK.EPS

38mm (1.5") is optimal size for standard format

NCTM_CMYK.EPS

50mm (2") is maximum size for standard format

NCTM_CMYK.EPS

Greater than 50mm (2") is above maximum size for standard format

NCTM_CMYK.EPS

50mm (2") is minnimum size for large format

LRG_NCTM_CMYK.EPS

The large format can be scaled up without limit

LRG_NCTM_CMYK.EPS

Product Logo
Title Logos

In order to insure proper usage, the following comparison is meant to visually identify the difference between the standard Publication Title Logo and the large format Publication Title Logo. They are shown at an oversized but equal width to make the differences as apparent as possible. The bottom example is an overlay of the two Logos showing the difference in Title Line size. The standard Logo has a larger Title Line to make it easier to read at smaller sizes. The Large Format Title Logo uses smaller letterforms with increased tracking in order to maintain a visual balance at a larger size.

NCTM_CMYK.EPS

LRG_NCTM_CMYK.EPS

Product Logo
Specialty Guide

A template for the Specialty Guide Logo has been created to insure consistency within the product branding system (**Spec_XX_CMYK.eps**). Because the Outward Facing Title Logo for specialty guides changes according to the specialty, the template must be updated and saved as a new EPS document. All previous standards for Product Logos still apply. The diagram shows specifications for updating the Specialty Guide Logo. Do not create this logo from scratch. Always use the template and always save the new Logo as a new document with the following naming convention:

Spec_PED_CMYK_2011.eps

Specialty   color mode   Year

Note: Make sure that the URL created by the Logo actually exists before creating the Logo.

NURSE.com
/CRITICALCARE

NURSE.com
/ONCOLOGY

NURSE.com
/SPECIALTYGUIDE

x

2x

Specialty Title
Font: Century Gothic Std, Regular | **Font size:** 24pt
Tracking: 400 | **Kerning:** Optic | **Case:** All Caps
Color: Match Logo Arches
(+/- Tint for two word specialties)

Product Logo
Unacceptable Usage

When working with the Product Logo, it is important that all applications adhere to the guidelines. Maintaining maximum Logo legibility is critical for consistent brand expression.

The following examples visually depict various unacceptable use of and modifications to the Product Logo.

Do not re-create the Logo by typesetting anything.

Do not alter letter spacing.

Do not alter or replace fonts.

Do not incorporate art

Do not skew the Logo or scale it disproportionately.

Do not apply colors to letterforms.

Do not apply strokes

Do not alter size, position or spacing relationships.

Do not alter baseline.

Product Logo
Acceptable Usage on Backgrounds

When placing a Product Logo on photographs, graphics or color fields, care should be taken to ensure optimum legibility.

The following examples visually depict acceptable uses of the Product Logo on various backgrounds.

The preferred background for the color Logo is white.

It is acceptable to place the full-color Logo on light, neutral or pastel backgrounds.

If placed on a solid color, the white solid Logo should be used.

If the Logo is placed on a PMS 158 background, the white solid Logo should be used.

It is acceptable to place the color Logo on light, clean areas of photography.

If the Logo must be placed on a dark photographic background, the white solid Logo should be used.

Product Logo
Unacceptable Usage
on Backgrounds

When placing a Product Logo on photographs, graphics or color fields, care should be taken to ensure optimum legibility.

The following examples visually depict unacceptable uses of the Product Logo on various backgrounds.

Do not place the Logo on busy
graphic patterns.

Do not place the Logo on busy
photographic backgrounds.

Do not place the color Logo on backgrounds
that do not provide sufficient contrast.

Do not place the color Logo on conflicting colors.

Tagline

Tagline

The Tagline has been created for maximum legibility and scaling (enlarging and reducing). It is provided as an .EPS file and should be used as a fixed piece of art. Individual words and letterforms have been carefully positioned, may not be altered and must always remain as one cohesive unit. Individual letters may never be reset, resized, replaced or in any other manner changed to alter the final appearance of the Tagline.

The Tagline may not be used as an independent asset, expressed or implied, for any other corporate or product brands. In specific circumstances, the Tagline may be used apart from Logos. Any such use must be approved by the Creative Director.

The Tagline may not be altered or parodied for use as a Tagline or in any form, unless approved by the Creative Director. (e.g. "where the stars are" or "where the fun is" cannot be used.)

The Tagline will typically be used on Outward Facing Title Logos (e.g. website header, publication covers) and will not appear on company letterhead, internal materials or where minimum sizing requirements restrict legibility, unless requested by the Creative Director.

Discretion may be used in instances in which use of the Tagline would benefit company or branding objectives (e.g., booth signage). Questions regarding discretionary use of the Tagline should be directed to the Creative Director.

To create a visual system that can be easily recognized as one cohesive element, a certain proximity must be maintained between the Logo and the Tagline. Because of this association through proximity, the Tagline may appear within the established Clear Space of the Product Logo. The Tagline, however, must maintain its own established Clear Space.

where the **nurses** are

Tagline
Color Usage

For Product Logo color standards see page 20-23. The recommended primary color for the Tagline is PMS Cool Gray 10. The Tagline color also may be changed to match the Logo Arch color of the Logo, when applicable.

The Tagline also may be displayed in a single complementary color to the product brand identity being endorsed, as shown in the following examples.

Tagline
Clear Space

To maintain the integrity of the Tagline's visual identity, it will be important to preserve a clear, unobstructed area surrounding the Tagline. This area, known as Clear Space, is intended to eliminate visual disruption and distortion of the identity.

The Clear Space required around a Tagline equals 1x the x height (represented as "x").

The following example demonstrates the minimum Clear Space for the Tagline.

Note: Clear Space for the Tagline can be measured from the X-height of the Tagline instead of the ascender when used with the Logo. This can be seen in the following example.

where the x **nurses** are

where the **nurses** are

Tagline
Minimum Sizing

To ensure consistency, legibility and reproduction quality, adherence to minimum sizing is required. As one cohesive unit, the Tagline may be scaled (enlarged or reduced) but should never be reduced below 40mm or 1.5". On-screen use has a minimum size of 160px.

The following example defines minimum acceptable size.

where the **nurses** are

where the **nurses** are

40mm
(Print)

where the **nurses** are

160px
(Screen)

Tagline
Manual Placement

The layout for the Product Logo with Tagline is created manually and must follow all previously established guidlines, including minimum size, Clear Space and color use.

To create a consistent look, the far lower right of the Product Logo has been determined to be the ideal placement of the Product Logo Tagline. The "e" in "are" should be aligned with the right side of the Product Logo base (i.e., the farthest right-side point that lays on the baseline of the Logo).

Other Tagline positions are acceptable but must follow established guidelines.

Tagline
Unacceptable Usage

When applying the Tagline, it is important that all applications adhere to the guidelines. Maintaining maximum legibility is critical for consistent brand expression.

The following examples visually depict various unacceptable uses of and modifications to the Tagline when used with the Product Logo.

Do not break the Tagline into individual elements

Do not alter or replace fonts.

Do not skew the Tagline or scale it disproportionately.

Tagline
Unacceptable Usage

where the **nurses** are

NURSE.com

Do not alter baseline.

NURSE.com

where the **nurses** are

Do not use conflicing colors

NURSE.com

where the **nurses** are

Do not break Tagline Clear Space
or place over the Logo

Endorsement

Endorsement

The Endorsement, "A GANNETT COMPANY," is the best tool for identifying and acknowledging a direct association between the Gannett brand and GHG product brands.

The following pages depict a range of acceptable ways in which to apply the Endorsement. The Endorsement may be integrated within or near a group of product brand identities being endorsed.

The Endorsement will typically be used on Outward Facing Title Logos (e.g. website header, publication covers) and will not appear on company letterhead, internal materials or where minimum sizing requirements restrict legibility, unless requested by the Creative Director.

Discretion may be used in instances in which use of the Endorsement in connection with the Product Logo would benefit company or branding objectives. Questions regarding discretionary use of the Endorsement should be directed to the Creative Director.

To create a visual system that can be easily recognized as one cohesive element, a certain proximity must be maintained between the Product Logo and the Endorsement. Because of this association through proximity, the Endorsement may appear within the established Clear Space of the Product Logo. The Endorsement, however, must maintain its own established Clear Space.

A GANNETT COMPANY

Endorsement
Color Usage

For Logo color standards see page 20-23.

The recommended color for the Endorsement is PMS Cool Gray 10.

The Endorsement also may be displayed in a single complementary color to the product brand identity being endorsed, as shown in the following examples.

Endorsement
Manual Placement

The Endorsement must be placed manually when its use is required. Endorsement placement must follow the established guidelines in the Endorsed Signature section of Part 1 of the *Gannett Corporate Brand Identity Guidelines*.

For more information on the placement of the Endorsement, refer to the *Gannett Corporate Brand Identity Guidelines,* page 33-54.

Endorsement
Manual Placement

Endorsement
Unacceptable Usage

When working with the Endorsement, it is important that all applications adhere to the guidelines. Maintaining maximum legibility is critical for consistent brand expression.

The following examples visually depict various unacceptable uses of and modifications to the Product Logo with Endorsement.

Do not break the Endorsement into individual elements

Do not apply the Endorsement to small logos

Do not alter or replace fonts.

Do not skew the Endorsement or scale it disproportionately.

Endorsement
Unacceptable Usage

Do not alter baseline.

Do not use conflicing colors

Do not break Endorsment Clear
Space or place over the Logo

Outward Facing Title Logo

Outward Facing Title Logo

Nurse.com The Magazine Cover Logo:
Color example A.

When used on the Cover, the colors of the individual elements must be consistent with their respective groups.

177.8mm (7")

| Base Color | Support Elements | Title Color Tint | Title Color |

Outward Facing Title Logo

Nurse.com Nursing Spectrum Cover Logo:
Color example B.

When used on the Cover, the colors of the individual elements must be consistent with their respective groups.

177.8mm (7")

Base Color	Support Elements	Title Color Tint	Title Color

Outward Facing Title Logo

Nurse.com Nurseweek Cover Logo:
Color example C.

When used on the Cover, the colors of the individual ele-
ments must be consistent with their respective groups.

177.8mm (7")

| Base Color | Support Elements | Title Color Tint | Title Color |

Outward Facing Title Logo

Nurse.com Header Logo:
Color example A.

When used on the web, the colors of the individual elements must be consistent with their respective groups.

NURSE.com A GANNETT COMPANY
where the **nurses** are

266px

| Base Color | Support Elements | Title Color Tint | Title Color |

Outward Facing Title Logo

Specialty Guide Logo:
Color example A.

When used on the Cover, the colors of the individual ele-
ments must be consistent with their respective groups.
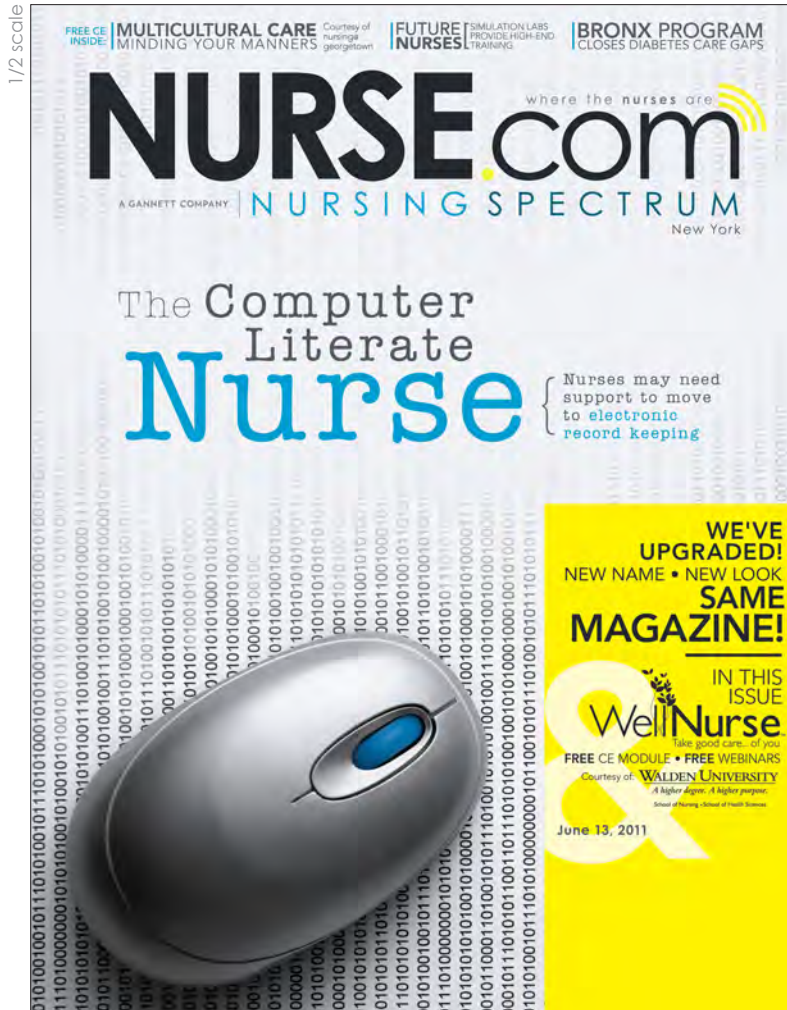
162.5mm (6.4")

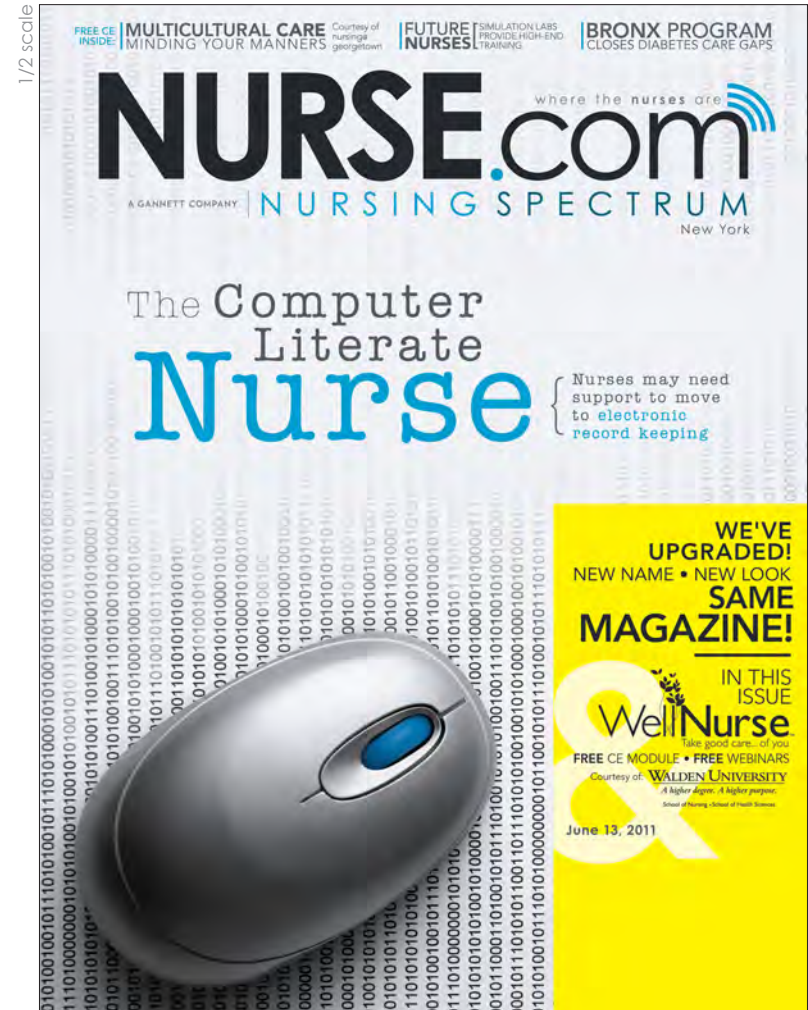| Base Color	Support Elements	Title Color Tint	Title Color

Application Examples

Application Examples

X Multiple hues within Logo
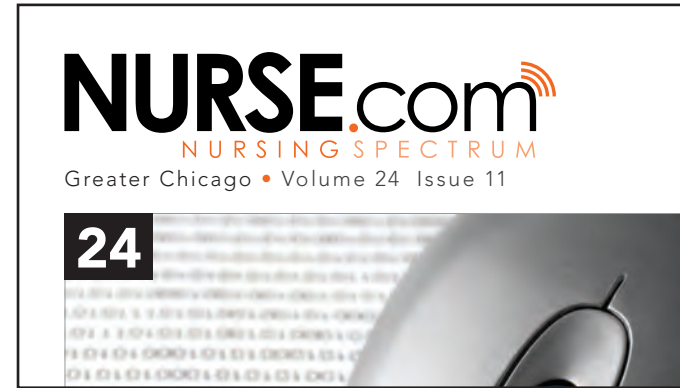

✓

Application Examples

X Small format Logo in large format application

✓

X Small format Logo in large format application

✓

Application Examples

X Busy graphic pattern background

✓

Application Examples

CAREER ENRICHMENT

DEAR DONNA
SEMINARS
Presented by Donna Cardillo, RN, MA

Learn to Speak with Style for Fun and Profit
This program offers practical tips on how to improve your presentation content and delivery while helping you to develop confidence and poise behind the podium, regardless of your level of speaking experience.
6.0 contact hours

Key course benefits:
• Deliver attention-getting openings • Add humor even if you aren't funny
• Keep your listeners interested and involved • Maximize your audiovisuals
• Use speaking to promote your business or showcase your expertise

10/18/11 · New York Stock Exchange – New York, NY

Early bird rate: **$179** *(available up to 21 days before the event)*
Regular rate: $204

REGISTER TODAY! **Call:** 800-866-0919
Email: ce@gannetthg.com · **Visit:** Nurse.com/Events

NURSE.com NURSING SPECTRUM

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Gannett Education is also accredited by the Florida Board of Nursing (provider no. FBN 50-1489) and the California Board of Registered Nursing (provider no. CEP 13213).

✗ Color background without sufficient contrast

CAREER ENRICHMENT

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SEMINARS
Presented by Donna Cardillo, RN, MA

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✓

Application Examples

Left Example

E D U C A T I O N   O P P O R T U N I T Y

Putting Diabetes Educators at the Top of the Class

Presented by: Tracey Long, RN, BSN, MS, CDE

June 27-28, 2011
RWJ Hamilton Center for Health and Wellness, Mercerville (Trenton), NJ

October 13-14, 2011
Donald E. Stephens Convention Center - Rosemont/O'Hare, IL

7:30 AM – 5:00 PM · 14.0 contact hours *(must attend both days)*

Diabetes prevalence is rapidly increasing with 1,600,000 new cases of diabetes diagnosed every year. This comprehensive two-day seminar presents healthcare providers with the current knowledge about the diagnosis, pathology and treatment of diabetes mellitus. Eligible diabetes educators will also learn essential information to prepare for the National Certification Board for Diabetes Educators (NCBDE) exam.

Key course benefits:
- In-depth review of diabetes mellitus
- Prepare for the NCBDE exam

Early bird rate: $300 (available up to 21 days before the event) **Regular rate: $350**

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NURSE.com NURSING SPECTRUM

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✗ Large format Logo in small format application

Right Example

E D U C A T I O N   O P P O R T U N I T Y

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✓

Application Examples

EDUCATION OPPORTUNITY

Evidence-Based Meditation Seminars

Provided by Susan Taylor, PhD

The Meditation Specialist™ Competency Training Seminar
This is a complete course in the theory, science, and practice of meditation therapy.
Earn 36.0 contact hours per retreat.

July 28-Aug. 2, 2011 - Retreat 1   **October 9-14, 2011 - Retreat 2**
Build Your Foundation Skills   *Expand Your Practice*

Must attend both retreats for certification. Retreat 1 is a prerequisite to retreat 2.
Certification Program is an ANCC-accredited Nursing Skills Competency Program. Expiration date is November 2012.

How to Reduce Inflammation with Diet, Supplements & Meditation
The physiology of inflammation and its causes; this course will shed light on what
specific foods, supplements, and meditation practices will reduce inflammation
and promote healing. **Earn 7.0 contact hours.** September 8, 2011

Evidence-Based Meditation in the Clinical Setting
This seminar provides practical application of state-of-the-art, scientifically
proven clinical protocols of stress reduction to help patients heal faster.
Earn 13.5 contact hours. September 9-11, 2011

Program Questions? Visit www.DrSusanTaylor.com.
Please visit **Nurse.com/Events** for locations
& registration fees* for each seminar date.

*Early bird rates apply. REGISTER TODAY!
Call: 800-866-0919   **Email:** ce@gannetthg.com   **Visit:** Nurse.com/Events

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✗ Endorsement on small format application

EDUCATION OPPORTUNITY

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✓

Application Examples

• Receive **14.0 contact hours**
• Learn how to prepare for the CCM Exam
• Receive *"The Case Manager's Handbook, Fourth Edition"* (textbook and CD, an $82.95 value) • Expand your career opportunities and income
• Apply the process of case management to actual cases.

Managing Case Management

7/20/11 · Pace University – New York City, NY

Key course benefits:
• Receive **7.0 contact hours**
• Provides basic management direction for hiring, mentoring, evaluating personnel, and creating a dept. with credible outcomes, savvy business direction and personal care mgmt. to patients.

CCM hours by Commission on Case Manager Certification will be available from Mullahy & Associates LLC.

Please visit **Nurse.com/Events** for more information, including registration fees* for each seminar date.

Early bird rates apply, so REGISTER TODAY!
Call: 800-866-0919 · **Email:** ce@gannetthg.com
Visit: Nurse.com/Events

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✗ Drop shadow (any "effect")

✓

Application Examples

Popular self-study continuing education modules, with information on upcoming CE seminars and career fairs near you

Blind readership study, Harvey Research, 2009

☐ **YES!** I am an RN and I would like to receive
Nursing Spectrum
Greater Chicago Area magazine
FREE OF CHARGE!
☐ **No.** Please give mine to someone else.

Signature: _____ Date: _____
SIGNATURE AND DATE **REQUIRED** BY THE U.S. POST OFFICE

Name: _____

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City: _____ State: _____ Zip Code: _____

Home E-mail: _____

Specialty: _____

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fax to: **847-490-0469** or call: **800-770-0866**

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NURSING SPECTRUM

✗ solid color.

Popular self-study continuing education modules, with information on upcoming CE seminars and career fairs near you

Blind readership study, Harvey Research, 2009

☐ **YES!** I am an RN and I would like to receive
Nursing Spectrum
Greater Chicago Area magazine
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SIGNATURE AND DATE **REQUIRED** BY THE U.S. POST OFFICE

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Hoffman Estates, IL 60195-9860
fax to: **847-490-0469** or call: **800-770-0866**

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NURSING SPECTRUM

✓

Application Examples

Left coupon example:

CE IN EVERY ISSUE

Popular self-study continuing education modules, with information on upcoming CE seminars and career fairs near you

Blind readership study, Harvey Research, 2009

☐ **YES!** I am an RN and I would like to receive

Nurse.com Nursing Spectrum
DC/Maryland/Virginia magazine
FREE OF CHARGE!

☐ **No.** Please give mine to someone else.

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*SIGNATURE AND DATE **REQUIRED** BY THE U.S. POST OFFICE*

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Address: _____

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Specialty: _____

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TO REMOVE THIS COUPON PLEASE CUT ALONG DOTTED LINE

✗ Busy background, conflicting hues, large format Logo in small format application

Right coupon example:

CE IN EVERY ISSUE

Popular self-study continuing education modules, with information on upcoming CE seminars and career fairs near you

Blind readership study, Harvey Research, 2009

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Nurse.com Nursing Spectrum
DC/Maryland/Virginia magazine
FREE OF CHARGE!

☐ **No.** Please give mine to someone else.

Signature: _____ Date: _____

*SIGNATURE AND DATE **REQUIRED** BY THE U.S. POST OFFICE*

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Address: _____

City: _____ State: _____ Zip Code: _____

Home E-mail: _____

Specialty: _____

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simply complete this coupon and **mail it today to:**
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Hoffman Estates, IL 60195-9856
fax to: **847-490-0469** or call: **800-770-0866**

☐ *I do not want to receive e-mails from Nurse.com Nursing Spectrum with news and opportunities in my specialty, continuing education offerings and more.*

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✓

Application Examples

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Application Examples

Application Examples

and register today!

well as CE credit for your time spent in live review sessions.

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- CEN, CCRN, PCCN Review
- Current Clinical Updates in Nursing
- Healthcare Legal
- Leadership and Management Review
- Medical-Surgical Review

- Orthopedic Nursing Review
- Pediatric CEN & ICU Review
- Trauma Review
- Triage Review
- 12 Lead EKG & Rhythm Strip Interpretation

**FOR FULL SCHEDULE VISIT
PEARLSREVIEW.COM/WEBINARS**

pearls**REVIEW**

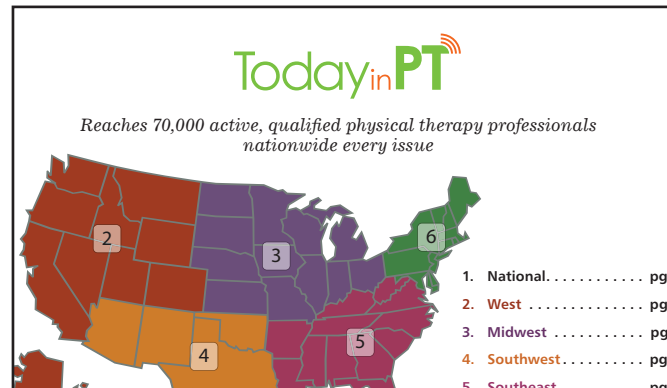# Application Examples
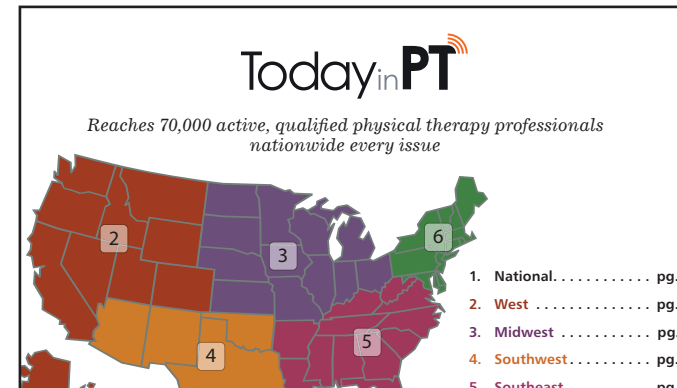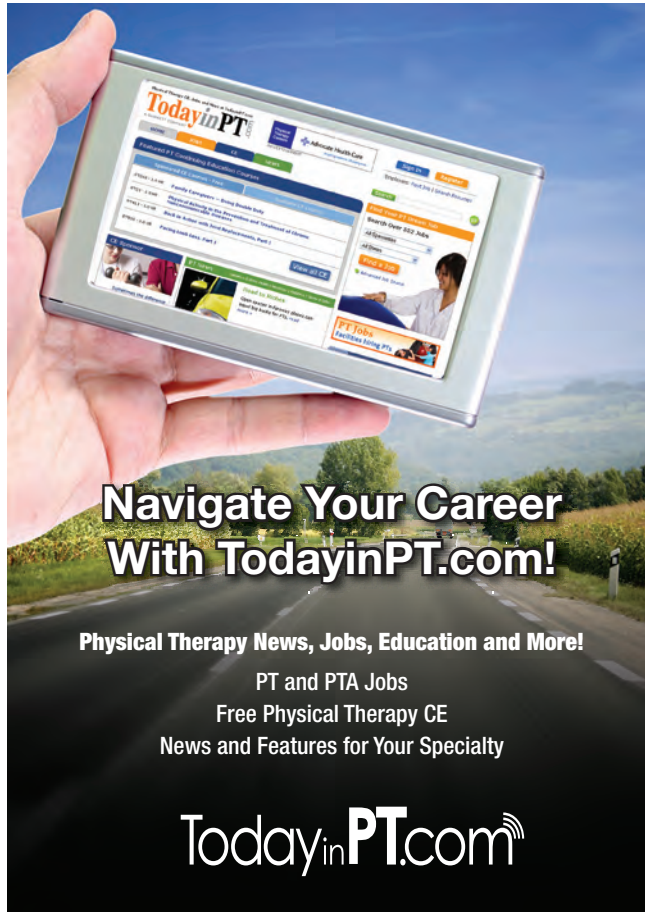

Solid color Logo
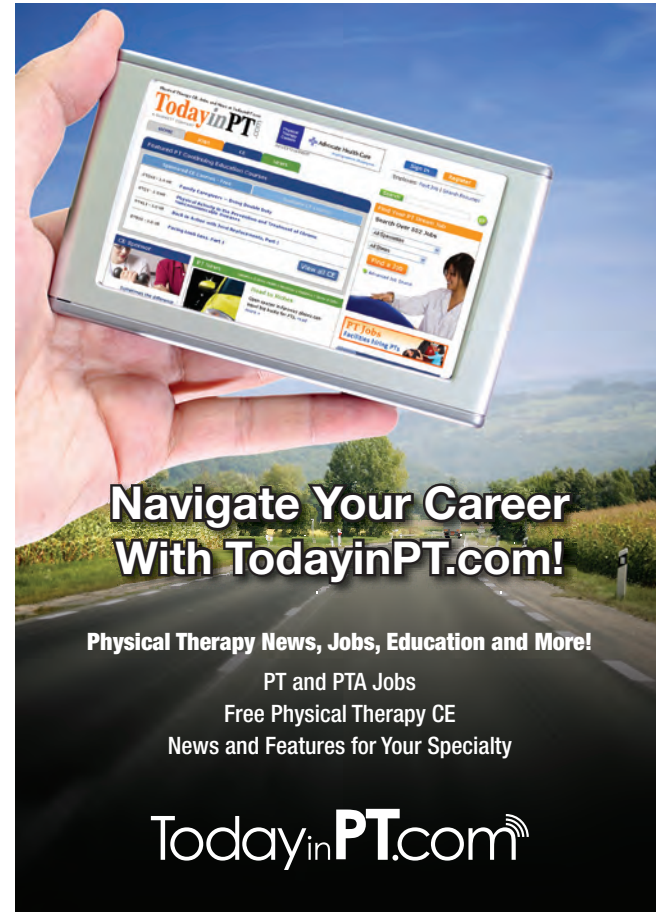

Inconsistent hues within Logo

Application Examples

X Scaled disproportionately

Application Examples

X Wrong Outward Facing Title Logo

✓

Application Examples

X Hues that do not match accent colors

Application Examples

✗ Old Product Logos

✓

Application Examples

X Using the Endorsement in unnecessary instances

Cheat Sheets

Cheat Sheet (print)

NURSE.com
THE MAGAZINE

■	c15	m5	y5	k100	■	c0	m73	y100	k0	■	c0	m45	y60	k0
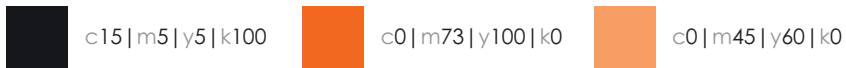
NURSE.com

Minimum Size

Logo	Width(mm)	Width(in)	Example (300dpi)
NCW	31.8mm	1.25"	NURSE.com
NCNS	31.8mm	1.25''	NURSE.com NURSING SPECTRUM
NCNW	31.8mm	1.25''	NURSE.com NURSEWEEK
NCTM	31.8mm	1.25''	NURSE.com THEMAGAZINE
OT	27.4mm	1.10"	TodayinOT
OTW	39.0mm	1.55"	TodayinOT.com
PT	25.5mm	1.00"	TodayinPT
PTW	37.0mm	1.5"	TodayinPT.com
CE	24.0mm	0.95"	CEdirect
PR	38.0mm	1.50"	pearlsREVIEW
PRW	50.0mm	2"	TodayinPT.com

Cheat Sheet (screen)

NURSE.com THEMAGAZINE
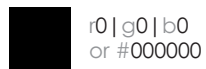
■	r0|g0|b0 or #000000	
■	r242|g105|b34 or #F26922	
■	r250|g160|b100 or #FAA064	

Minimum Size

Logo	Width(px)	Example (72dpi)
NCW	125px	NURSE.com
NCNS	125px	NURSE.com NURSINGSPECTRUM
NCNW	125px	NURSE.com NURSEWEEK
NCTM	125px	NURSE.com THEMAGAZINE
OT	107px	TodayinOT
OTW	153px	TodayinOT.com

Logo	Width(px)	Example (72dpi)
PT	100px	TodayinPT
PTW	146px	TodayinPT.com
CE	94px	CEdirect
PR	150px	pearlsREVIEW
PRW	196px	TodayinPT.com

Corporate Identity Guidelines
Part 3: Contact Sheets

Version 2.2
June 30, 2011

01

GANNETT
Healthcare Group

02

GANNETT
Healthcare Group

03

GANNETT
Healthcare Group

04

GANNETT
Healthcare Group

05

GANNETT
Healthcare Group

01 | GHG_CMYK.EPS
02 | GHG_KS.EPS
03 | GHG_PMS.EPS
04 | GHG_RGB.EPS
05 | GHG_WS.EPS

01

GANNETT
Education

02

GANNETT
Education

03

GANNETT
Education

04

GANNETT
Education

05

GANNETT
Education

01 | GE_CMYK.EPS
02 | GE_KS.EPS
03 | GE_PMS.EPS
04 | GE_RGB.EPS
05 | GE_WS.EPS

01

NURSE.com
NURSING SPECTRUM

02

NURSE.com
NURSEWEEK

03

NURSE.com
THE MAGAZINE

01 | LRG_NCNS_CMYK.EPS
02 | LRG_NCNW_CMYK.EPS
03 | LRG_NCTM_CMYK.EPS

01

CEdirect

02

NURSE.com
NURSING SPECTRUM

03

NURSE.com
NURSEWEEK

04

NURSE.com
THEMAGAZINE

05

NURSE.com

06

Today in OT

01 | CE_CMYK.EPS
02 | NCNS_CMYK.EPS
03 | NCNW_CMYK.EPS
04 | NCTM_CMYK.EPS
05 | NCW_CMYK.EPS
06 | OT_CMYK.EPS

01

Today_{in}**OT**.com

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pearls**REVIEW**

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pearls**REVIEW**.com

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Today_{in}**PT**

05

Today_{in}**PT**.com

01 | OTW_CMYK.EPS
02 | PR_CMYK.EPS
03 | PRW_CMYK.EPS
04 | PT_CMYK.EPS
05 | PTW_CMYK.EPS

01

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NURSE.com
NURSINGSPECTRUM

03

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NURSEWEEK

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THEMAGAZINE

05

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06

TodayinOT

01 | CE_RGB.EPS
02 | NCNS_RGB.EPS
03 | NCNW_RGB.EPS
04 | NCTM_RGB.EPS
05 | NCW_RGB.EPS
06 | OT_RGB.EPS

01

Today in **OT**.com

02

pearls**REVIEW**

03

pearls**REVIEW**.com

04

Today in **PT**

05

Today in **PT**.com

01 | OTW_RGB.EPS
02 | PR_RGB.EPS
03 | PRW_RGB.EPS
04 | PT_RGB.EPS
05 | PTW_RGB.EPS

01

NURSE.com
NURSING SPECTRUM

02

NURSE.com
NURSEWEEK

03

NURSE.com
THE MAGAZINE

01| LRG_NCNS_PMS.EPS
02| LRG_NCNW_PMS.EPS
03| LRG_NCTM_PMS.EPS

01

CEdirect

02

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03

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04

NURSE.com
THE MAGAZINE

05

NURSE.com

06

Today in OT

01

Today in**OT**.com

02

pearls**REVIEW**

03

pearls**REVIEW**.com

04

Today in**PT**

05

Today in**PT**.com

01 | OTW_PMS.EPS
02 | PR_PMS.EPS
03 | PRW_PMS.EPS
04 | PT_PMS.EPS
05 | PTW_PMS.EPS

01

NURSE.com
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02

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NURSEWEEK

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01 | LRG_NCNS_GS.EPS
02 | LRG_NCNW_GS.EPS
03 | LRG_NCTM_GS.EPS

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Today in OT

01 | CE_GS.EPS
02 | NCNS_GS.EPS
03 | NCNW_GS.EPS
04 | NCTM_GS.EPS
05 | NCW_GS.EPS
06 | OT_GS.EPS

01

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Today in**PT**

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02| PR_GS.EPS
03| PRW_GS.EPS
04| PT_GS.EPS
05| PTW_GS.EPS

01

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02

NURSE.com
N U R S E W E E K

03

NURSE.com
T H E M A G A Z I N E

01

02

03

04

05

06

01 | CE_KS.EPS
02 | NCNS_KS.EPS
03 | NCNW_KS.EPS
04 | NCTM_KS.EPS
05 | NCW_KS.EPS
06 | OT_KS.EPS

01

Today_{in}**OT**.com

02

pearls**REVIEW**

03

pearls**REVIEW**.com

04

Today_{in}**PT**

05

Today_{in}**PT**.com

01 | OTW_KS.EPS
02 | PR_KS.EPS
03 | PRW_KS.EPS
04 | PT_KS.EPS
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01 | LRG_NCNS_WS.EPS
02 | LRG_NCNW_WS.EPS
03 | LRG_NCTM_WS.EPS

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NURSING SPECTRUM

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01 | CE_WS.EPS
02 | NCNS_WS.EPS
03 | NCNW_WS.EPS
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05 | NCW_WS.EPS
06 | OT_WS.EPS

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where the **nurses** are

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where the **nurses** are

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where the **nurses** are

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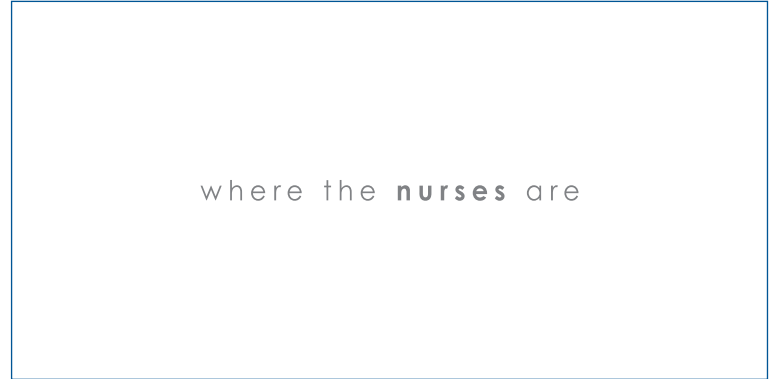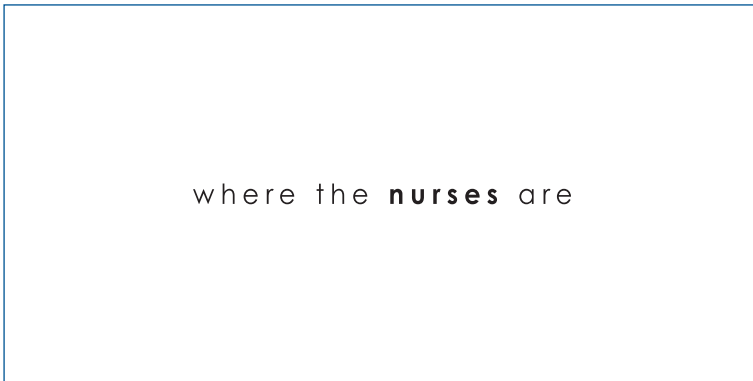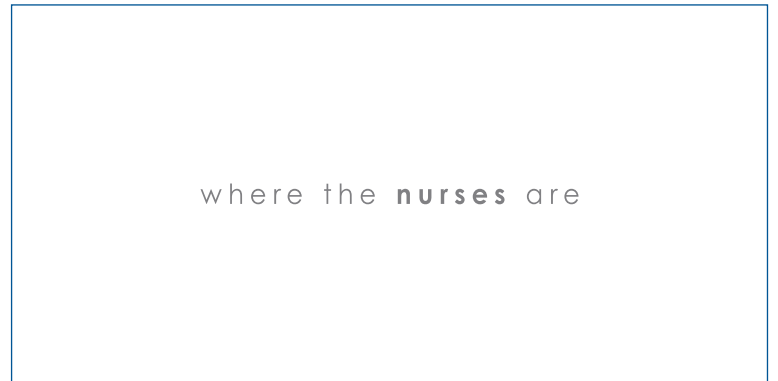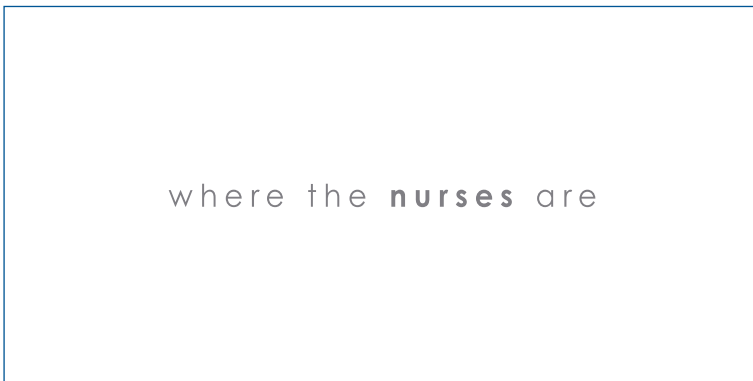
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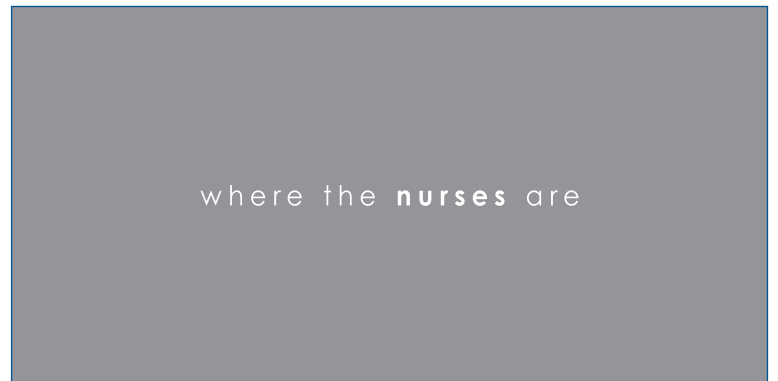
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