

-EMBRACE

Action

Mind • Body • Spirit

BRAND GUIDELINES



AORN
GLOBAL SURGICAL
CONFERENCE & EXPO

HOW TO USE THIS GUIDE

The objective of these guidelines are to create a shared strategy for the development and execution of all AORN Global Surgical Conference & Expo 2018 external marketing. These guidelines are consistent with the AORN master brand and are designed to ensure the correct and consistent use of the brand identity system.

Along with the logo, typography, color palette and other visual elements, specific instructions are included to help manage other marketing materials. Please share the guidelines with designers and others involved in the planning of AORN Global Surgical Conference & Expo 2018.

Accurately implementing this brand identity system will result in a unified and consistent identity that leverages and reinforces the existing AORN master brand. Messages that deviate from the guidelines will be confusing to the audience and weaken the equity of the brand. All efforts should be judged against this criterion.

EMBRACE ACTION: MIND, BODY, SPIRIT

Embrace Action: Mind, Body, Spirit is the overall campaign theme for this year's AORN Global Surgical Conference & Expo 2018 in New Orleans, LA. Empowerment is a relevant topic within the healthcare industry which resonates with AORN, perioperative nurses, and Industry partners. This year's theme will resonate with attendees, helping to give them an important experience that they will carry back home to share with their facilities and peers.

VOICE AND TONE

Any marketing materials to promote AORN Global Surgical Conference & Expo 2018, as well as anything created to be used at the event, should reflect an educational, yet inspirational, motivational and empowering tone. The AORN Global Surgical Conference & Expo 2018 is an event that people in the perioperative field attend in order to refresh and reconnect with others that share the same interests and values as themselves. The Global Surgical Conference & Expo 2018 is also a place for attendees to expand their knowledge in a variety of perioperative topics, therefore all messaging created for collateral must try to balance a tone of fun as well as informative and emotional in order to try and connect with the audience.

AORN'S VALUES

Creating AORN's Core Values was a significant part of the mission, vision and strategic planning process with the AORN Board of Directors and the AORN Leadership Team. This also included surveying the AORN Employees regarding what the Core Values should be. The Association is guided by our Core Values, they are reflected in our work and interactions, we hold each other accountable for them and they are the foundation of our organizational culture and are included as part of the performance appraisal for all staff.

The AORN Global Surgical Conference & Expo 2018 messaging should integrate the four organizational values, which reflect what is most important to the association: Communication, Collaboration, Quality, and Embracing Action through mind, body, and spirit.



LOGO/GRAPHIC CONFIGURATION

The primary logo is a two-color logo and should only be used on a white or light background. Black and white versions were also created for use on a dark or colored background or when a one-color version is required.

A second graphic configuration featuring the fleur de lis design was also created to highlight this year's theme of "Embrace Action." This configuration should be used in conjunction with the primary logo. It works best on a white background, but can also be used on specific colors if necessary. A hybrid logo, combining the Global Surgical Conference & Expo 2018 logo with the hexagon graphic can also be used in instances where there is limited space.

As with most AORN associated logos, the Global Surgical Conference & Expo 2018 logo should typically be placed in the bottom right hand corner of all designs. The theme configuration is more flexible and can be used as the main graphic, therefore placement is determined at the discretion of the designer.

Primary Logo



March 24-28, 2018 | New Orleans, LA

Theme Configuration



Hybrid Configuration



March 24-28, 2018 | New Orleans, LA

LOGO VIOLATIONS

The AORN Global Surgical Conference & Expo 2018 logo is the most fundamental element of the brand. It is vital that our logotype is always reproduced from the approved artwork. Never alter, distort or adjust the letterforms, typestyle or visual relationships, either digitally or photographically. Our logotype must always be clearly visible and positioned to promote all of the AORN Global Surgical Conference & Expo 2018 communications.

DO'S AND DON'TS

The following samples are the most common misuses of the AORN Global Surgical Conference & Expo 2018 logo. If you are unsure about whether a design meets graphic standards, e-mail Colleen Ladny at cladny@aorn.org, for clarification.

DO: place the logo prominently

DO: use the appropriate logo for corresponding background color

DO NOT: change the color of the logo.

DO NOT: rearrange the logo formation.

DO NOT: rotate the logo

DO NOT: remove any part of the logo formation. Keep the original logo signature together.

DO NOT: distort or stretch the logo either horizontally or vertically. Keep the original logo proportions.

DO NOT: substitute fonts in the logotype.

Correct Use



March 24-28, 2018 | New Orleans, LA



March 24-28, 2018 | New Orleans, LA



March 24-28, 2018 | New Orleans, LA



March 24-28, 2018 | New Orleans, LA



March 24-28, 2018 | New Orleans, LA



March 24-28, 2018 | New Orleans, LA

Incorrect Use



TYPEFACES

The typefaces being used for this year's AORN Global Surgical Conference & Expo 2018 are being limited to one serif and one san-serif. The main font that should be used for headings and signs and important information will be Avenir. There are many different styles to choose from including condensed and regular versions in light and heavy. The secondary typeface, Garamond, will be used for subheaders and any large amount of body copy.

Example of Garamond

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Styles

Regular
Italic
Bold

Example of Avenir

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Styles

35 Light
35 *Light Oblique*
85 **Heavy**
85 **Heavy Oblique**
Condensed
Condensed Italic
Bold Condensed
Bold Condensed Italic

WEB AND BUSINESS COMMUNICATIONS

In order to expeditiously and cost effectively meet communication needs, the typeface Arial may be used as a substitute for Avenir in its regular, bold, and black forms. The usage of this typeface should be limited to Microsoft Word® documents and Microsoft PowerPoint® templates, but should not be used on professionally designed materials.

Arial is a standard typeface inherent in most computer operating systems; consequently, it needs not be specially licensed or supplied. To ensure internet applications are seen consistently, the font family should be used in the code.

Arial

True Type Helvetica

Font Family Code {font-family:Arial, Helvetica, sans-serif}

Example of Arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Styles

Regular

Italic

Bold

Bold Italic

CAMPAIGN COLORS

The colors for the AORN Global Surgical Conference & Expo 2018 are based off of AORN’s main brand guidelines. The three most prominent colors to be used are White, PMS 319C, PMS 7706C, PMS 328C, and PMS 346C (use the CMYK breakdowns when possible).

Additional colors should be used in order to assist in providing a system of organization for different conference segments, and wayfinding signage. Secondary colors include PMS 7474C, PMS 3035C, and PMS 549C (use the CMYK breakdowns when possible). Black and gray can also be used as necessary.

EXPO PALETTE

<p>Pantone: 319 C</p> <p>CMYK: 66, 8, 25, 0</p> <p>RGB: 74, 180, 191</p> <p>HEX: 4ab4bf</p>	<p>Pantone: 346 C</p> <p>CMYK: 59, 0, 70, 3</p> <p>RGB: 106, 186, 118</p> <p>HEX: 6aba76</p>
<p>Pantone: 549 C</p> <p>CMYK: 52, 6, 0, 25</p> <p>RGB: 86, 155, 190</p> <p>HEX: 569bbe</p>	<p>Pantone: White</p> <p>CMYK: 0, 0, 0, 0</p> <p>RGB: 255, 255, 255</p> <p>HEX: ffffff</p>

AORN IMAGERY

Overview

Imagery is the primary driver of emotion. As such, illustrations, photography or other design elements should be selected to reinforce the AORN brand expressions and support the content and design objectives. Images may be of people (inside and outside the clinical setting), buildings, structures, or products; clinical images should always adhere to AORN *Guidelines for Perioperative Practice*. (Please refer the AORN's Standards of Photography document.) Photography should be crisp and not distorted. Photos should be clean, clear, and color corrected in order to avoid "yellow" or "dirty" looking imagery. If the photo is clinical (nurse in full gown, mask and eye wear in an OR setting), photo should not be cut out but remain in the original environment. All photography must be approved by AORN. Please contact Colleen Ladny in the production department for approval: cladny@aorn.org.

Dingbats and standard clip art are not allowed as it detracts from the professional identity of the AORN brand. AORN production/design team may develop icons and other graphical designs that are consistent with the design and project objectives.

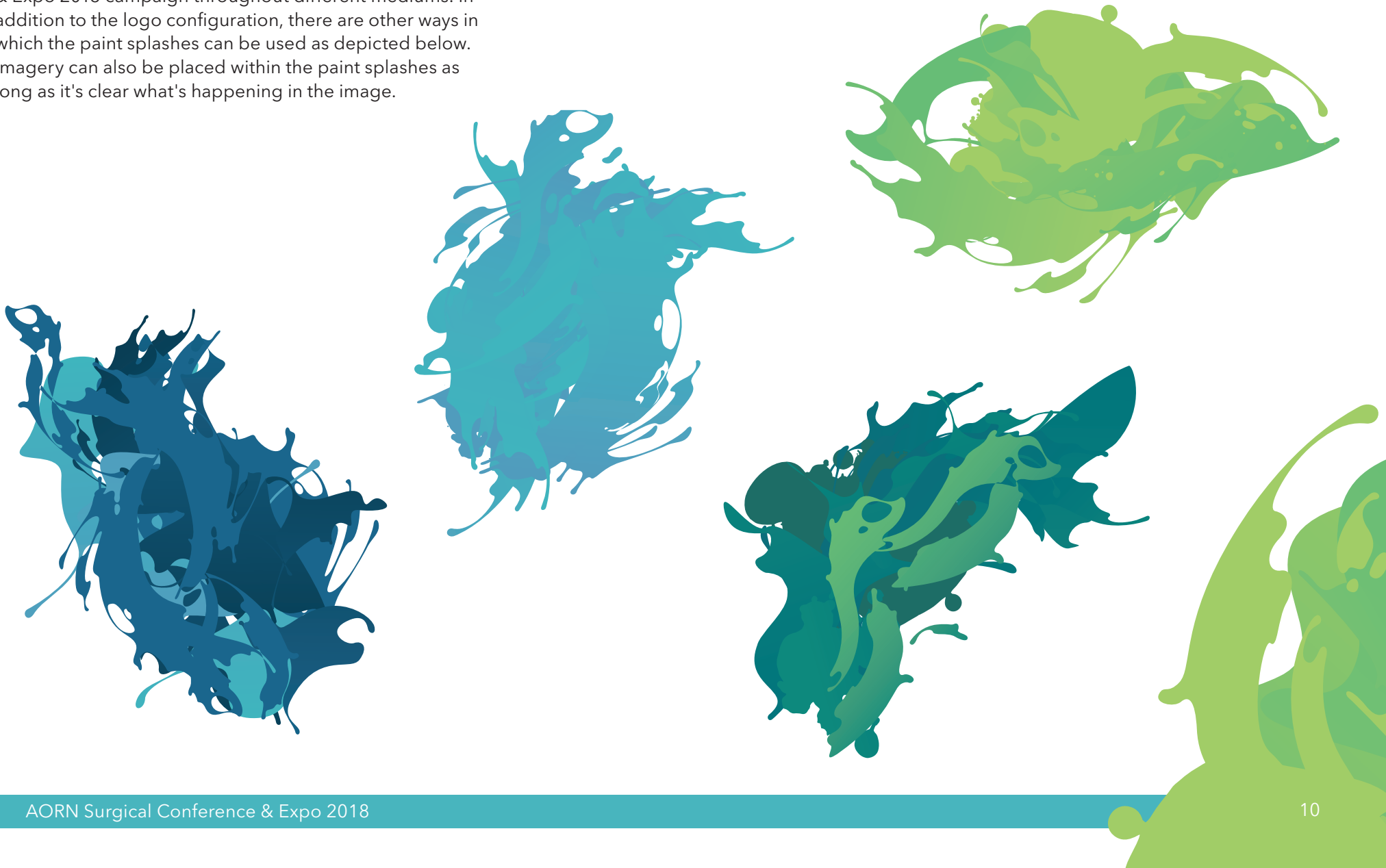
Conference Photos

Some of the imagery for this year's conference will highlight the location of New Orleans, LA, but other photos that focus on depicting attendees engaged in education, having fun, and networking should be used as much as possible. Stay away from any imagery that is dark, has people frowning or making funny faces, or lots of empty seats. Any photos showing the exhibit floor should be as full and busy looking as possible.



GRAPHIC ELEMENTS

A variety of graphical elements have been created this year in order to help carry the AORN Global Surgical Conference & Expo 2018 campaign throughout different mediums. In addition to the logo configuration, there are other ways in which the paint splashes can be used as depicted below. Imagery can also be placed within the paint splashes as long as it's clear what's happening in the image.



AORN CONGRESS

AORN will continue to list all Governance activities under the heading of "Congress", including the House of Delegates, Forums, etc. A new Congress logo has been created and will be used in these instances only. It has been modeled after the AORN Surgical Conference & Expo 2018 logo in order to maintain consistency with the rest of the conference brand. The imagery used in these instances should also reflect Congress activities, like voting, campaigning and public speaking.



CONGRESS PALETTE

Pantone: 328 C
CMYK: 96, 24, 58, 6
RGB: 0, 135, 124
HEX: 00877c

Pantone: 7474 C
CMYK: 100, 44, 47, 9
RGB: 0, 109, 123
HEX: 006d7b



AORN GLOBAL SUMMIT

AORN will be featuring a special Global Summit this year in order to highlight our focus on world-wide topics. The theme this year revolves around "The Power of Global Collaboration in Perioperative Nursing". This tagline should be used whenever the Global Summit is referenced. Two versions of the logo have been created to accommodate a variety of design scenerios like signage, digital templates, and handouts. The stacked version (main logo) should be used whenever possible, however an alternative (horizontal logo) has also been created to be used in smaller vertical spaces, like headers.

COLOR PALETTE

Pantone: 7706 C
CMYK: 100, 50, 25, 12
RGB: 0, 102, 141
HEX: 00668d

Pantone: 328 C
CMYK: 96, 24, 58, 6
RGB: 0, 135, 124
HEX: 00877c

Pantone: 346 C
CMYK: 59, 0, 70, 3
RGB: 106, 186, 118
HEX: 6aba76

Pantone: White
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: ffffff



Main Logo



Horizontal Logo

AORN EXECUTIVE LEADERSHIP SUMMIT

AORN will be offering 3-day summit specifically tailored to VPs, directors, and managers. Perioperative leaders will learn new strategies and tactics for solving the top issues facing today's perioperative leaders and health care facilities at AORN's Executive Leadership Summit. Two variations of the logo are available and acceptable for use depending on the design need. The tagline "The Power to Lead" should be used whenever possible. Imagery should reflect the "professional" look and feel of the summit, focusing more on executive and managerial looking people. Black and white photos are preferred, but color photography is also allowed as part of the branding.

LOGO HORIZONTAL

EXECUTIVE LEADERSHIP SUMMIT 2018

LOGO STACKED

EXECUTIVE
LEADERSHIP
SUMMIT

2018

COLOR PALETTE

Pantone: 7706 C
CMYK: 100, 50, 25, 12
RGB: 0, 102, 141
HEX: 00668d

Pantone: 7706 C
CMYK: 100, 50, 25, 12
RGB: 0, 102, 141
HEX: 00668d

Pantone: White
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: ffffff

EXAMPLE JOURNAL AD



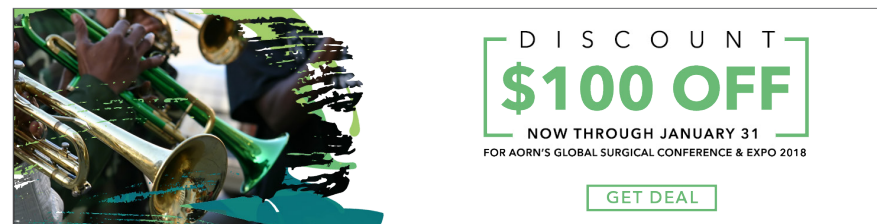
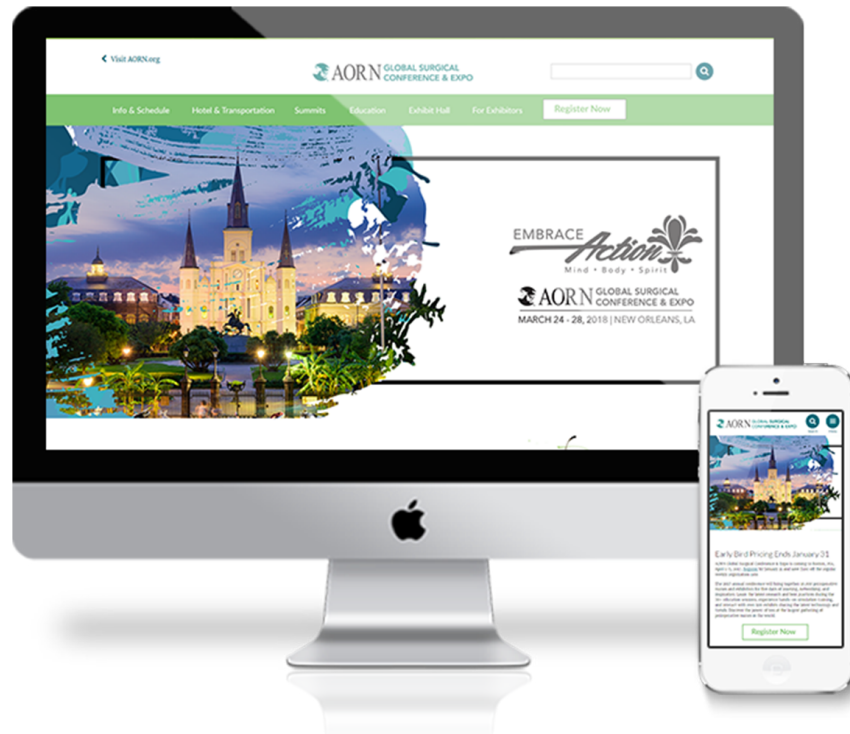
EXAMPLE BANNER AD



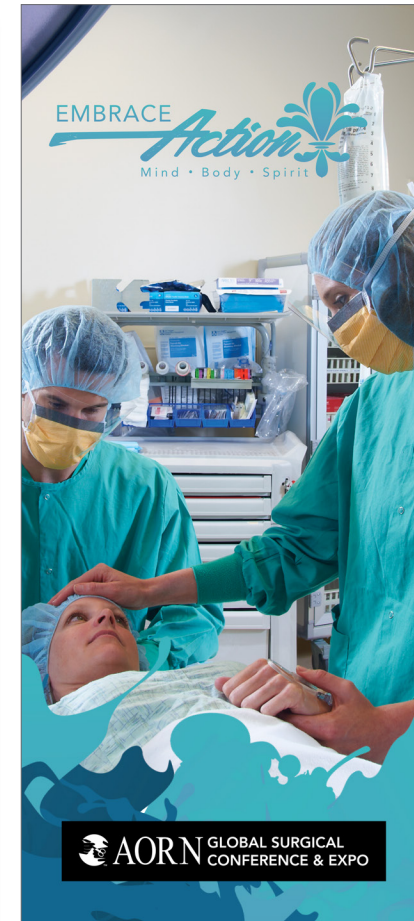
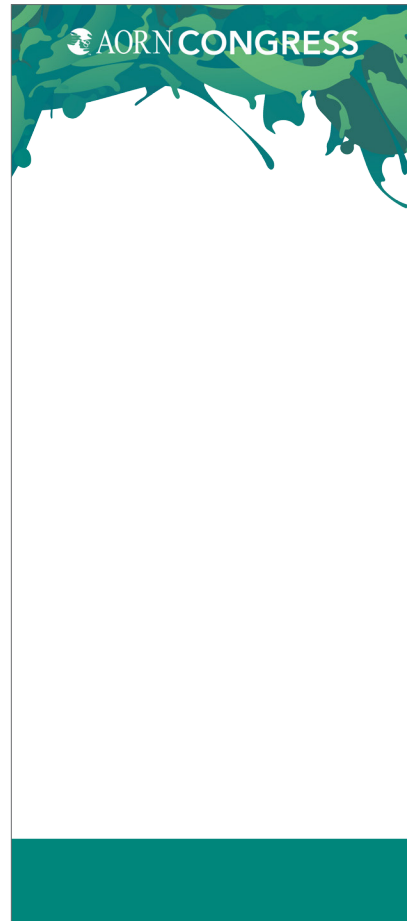
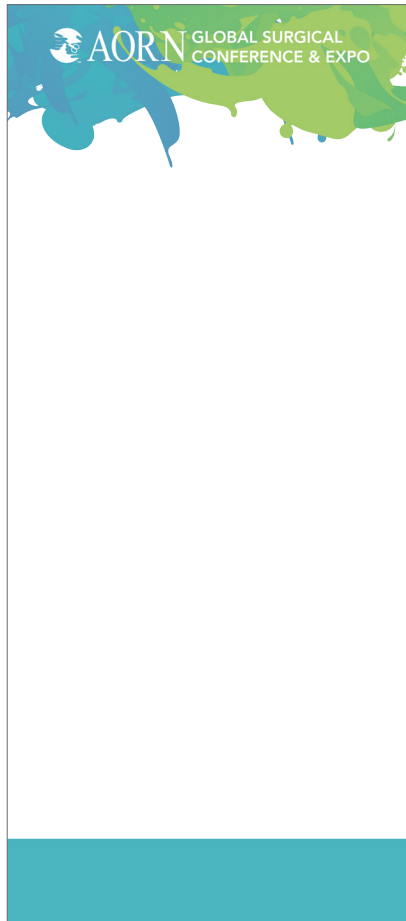
Print Materials



Web Graphics/Banner Ads/Social Images



Sign Templates



Partnering

Partners are an important part of AORN's success. As such, partners may sometimes be represented in the AORN Global Surgical Conference & Expo 2018 exhibit space with a physical presence or by logo. In this case, the partner presence should be complementary to AORN, never superior. The AORN Global Surgical Conference & Expo 2018 logo guidelines, including the exclusion zones, should not be compromised.

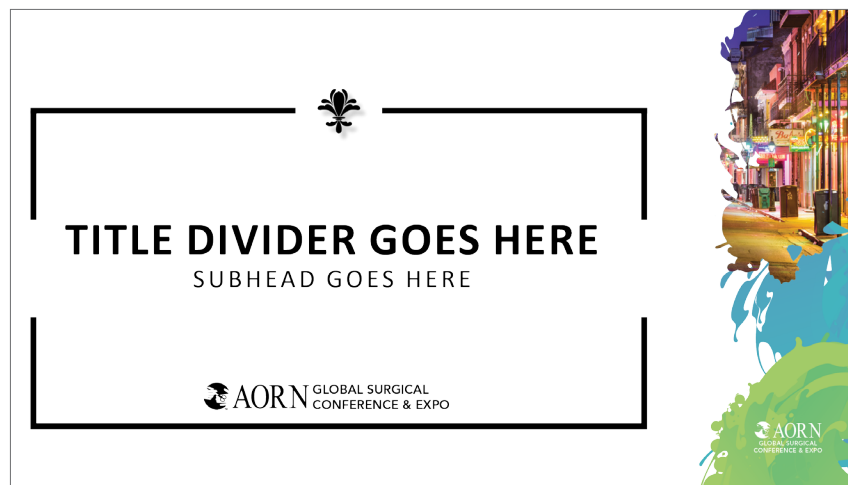
Partner logos must not be used without the appropriate permission and licensing of the partners. In addition, only original, high quality graphic files should be used.

Care should be taken to treat all partners equitably in creating a partner wall. That is, appropriate white space should be left around each logo to provide legibility and to avoid a cluttered appearance. Logos of multiple partners should appear balanced and equal without favoring one partner over another. The one exclusion to this rule occurs when partner logo use reflects sponsorship levels or another hierarchy.



PowerPoint Presentation Templates

PowerPoint templates have been created by the AORN design team, which should be used by all presenters in order to maintain a consistent look and feel for all of AORN Global Surgical Conference & Expo 2018. Presentation templates will be created in both the 4:3 and 16:9 formats, in order to accommodate various formatting scenerios. Additional design options can be created for special circumstances if necessary. Please contact Mary Anna McOwen at mmcowen@aor.org for more information.



PowerPoint Presentation Guidelines

Color Schemes

Color can add a certain atmosphere to your presentation or highlight important points. Your subject matter may lend itself naturally to a color or two. You should also make color selections based on readability and the location of your presentation.

- Use a dark background with lighter text if you are presenting in a dark room. Use a light background with darker text if you are presenting in a bright room or if you are creating overhead transparencies. If you use an image as a background, make sure it is not too busy and does not distract from the content on the slides.
- Make sure there is enough contrast between colors so they can be easily distinguished, especially background and text colors. High contrast is extremely important.
- Consider one of the following types of color schemes:

Achromatic: Black, white, and shades of gray

Monochromatic: Shades of the same color

Analogous: Different colors next to each other on the color wheel

Complimentary: Colors are opposite each other on the color wheel.

- Select only two or three colors and stick with them throughout the presentation.
- Use the same colors consistently throughout the presentation (i.e. use the same color for all titles, each level of text, and all backgrounds).

Text

- Sans serif fonts (i.e. Arial, Helvetica, Verdana) are more readable than serif fonts (i.e. Times New Roman, Garamond, Palatino). AORN's designated web font is Arial.
- Stick with standard fonts that can be found on most computers so you can be sure that your presentation will display properly on different computers. Arial and Times New Roman are standard fonts. If you use a non-standard font, embed the font in the presentation to make sure the presentation will display properly on any computer.
- Your text should be larger than 20 points so it is easily visible. Titles and headings are usually slightly larger.
- Large blocks of text are often ineffective. Use bulleted phrases instead.
- Slides should have no more than 6-8 lines each.
- Use bold, italics, or color for emphasis on specific words.
- Use no more than two fonts in the presentation.
- Leave space between lines for easier reading.
- Avoid using all CAPS, except on a title slide.

Saving Your File for Formatting

Embed true type fonts in your file.

- Click on "File," "Save As," "Tools," "Embed True Type Fonts," **or**
- Click on "File," "Save As," and check "Embed True Type."

Graphs and Figures

- Simple line drawings or bar graphs are often best.
- Make all lines sufficiently thick.
- Dotted, dashed, or other specialty lines should be very bold and thick.
- Make sure fonts other than Arial bold are not incorporated into figures.
- Graphical data imported from other programs may have small fonts and thin lines. (Fix this in the source program.)

Photos and Graphics

- Use a consistent layout for all of your slides; this is easily done by creating a master slide prior to starting. (Use the AORN Global Surgical Conference & Expo 2018 template to achieve this.)
- Use one graphic element per slide.
- Use animation and transitions sparingly; dissolves, blinds and fly-ins distract the audience from your message.
- Photographs, graphic designs and clip art are most useful in telling a story or illustrating a point, but they can be distracting when they do not directly support the point(s) of the current slide. The creative services team is a good source for high-quality photography.
- Use only high-quality photographs or graphic designs.
- Avoid using PowerPoint or Word clip art.
- Use photos that are large enough to show the details of the image, but do not resize photos in PowerPoint.

Wayfinding Signs

Overview

This section provides guidelines necessary to ensure the design and development of a successful and cost effective wayfinding system for AORN Global Surgical Conference & Expo 2018. Wayfinding involves the development of a consistent vocabulary of design and material, including signs, to function as AORN branding and the cohesive visual identity.

Signs that are strategically placed, provide very important guidance tools that aid in wayfinding, so consistency and clarity are vital to the success of a wayfinding system. When done correctly, signage should lead attendees to their destinations within an acceptable amount of time and energy. This means that wayfinding is more than just a navigational tool, it's a device that also affects users emotions and attitudes regarding their experience at the Global Surgical Conference & Expo 2018. Wayfinding can also be used to market a specific area's resources, alter negative perceptions, or evoke a sense of history, character, and pride.

General

All typography and layout, including letter spacing, line spacing, alignment of arrows, etc., will be required to comply with AORN branding standards. Only the AORN Global Surgical Conference & Expo 2018 logo is permitted on the signs. Simple identification is important, so no redundant or superfluous information should be used.

Navigation

Signs that are strategically placed, provide very important guidance tools that aid in wayfinding, so consistency and clarity are vital to the success of a wayfinding system. When done correctly, signage should lead attendees to their destinations within an acceptable amount of time and energy. This means that wayfinding is more than just a navigational tool, it's a device that also affects users emotions and attitudes regarding their experience at the Global Surgical Conference & Expo 2018. Wayfinding can also be used to market a specific area's resources, alter negative perceptions, or evoke a sense of history, character, and pride.

Symbols

Care must be taken not to expect too much from the use of symbols. Symbols work best when supported by clear wording. Always strengthen a symbol with written text. Symbols and custom icons used for all printed graphics, maps and signs shall use the International Symbols developed for the Department of Transportation, the Society for Environmental Graphic Design standard accessibility symbols, or custom icons developed specifically by the AORN creative services team. Custom icons shall be designed using the same or similar visual vocabulary in order to fit within the overall system of icons.

Landmarks

People tend to use landmarks, entry portals and pathways to help orient themselves and navigate public spaces. In complex environments and when floor plans are discontinuous or confusing, signage may not always be sufficient. The creation of landmarks, such as entrances, destination kiosks, sculpture, and floor graphics all help to create a legible environment in which people orient themselves and navigate from place to place.

Wayfinding Signs

Principals of Wayfinding

An effective wayfinding system is based on the principals of predictability, logic and legibility. A successful wayfinding program is intuitive and self-navigable, and it protects the overall visual integrity of the site. Some of the basic guidelines include:

- Do not make them think.
- Create a comprehensive, clear and consistent visual communication system with concise messaging.
- Show only what is needed.
- Show information that is relevant to the space, location, and/or navigational path.
- Remove excessive information.
- Remove unnecessary elements to create a clear visual environment ahead.

Typography

Avenir should be the typeface used on all AORN Global Surgical Conference & Expo 2018 signage because it meets all legibility requirements:

- Clear and straightforward type design (san serif)
- Easily recognizable letterforms
- Positive letter spacing to enhance the visual appearance
- Several different weights and styles are available in the family
- The typeface has a large X-height for good readability

Avenir 85 Bold should be used for any primary sign information and 45 Light should be used for anything supplementary. Where all caps messages are required, it should be remembered that letter spacing should be wider than what is typically used for upper and lower case copy. The accepted typographic rule of thumb is to track letter spacing between 110% and 120% depending on the typeface.

Legibility is contributed to by font style, size, contrast and letter spacing in conjunction with viewing distance. Overhead directional signs may be upper and lower case, and must have a cap height of at least 3". Other directional signs do not have a specified cap height, but must be sized according to viewing distance. In a situation where space and viewing distance is otherwise unrestricted, a minimum 3" cap height, for a 75 foot viewing distance is recommended.

Consistency

Like the Identity Standards, the AORN Wayfinding and Signage program should be developed to be flexible but also work in a methodical and hierarchical matter. Clear, logical hierarchies must exist to help users remember and use the nomenclature. The classification system should be explained in some form near the entrance to any area organized in this way.

All public information such as brochures, mailers, manuals and handouts aid in consistency and become part of the users' information on how to use the environment. All forms of public information must be consistent in their representation of facility in order for communication to be clear; published maps must agree with facility maps, driving instructions must agree with how the facility is accessed.

When creating any materials that will be viewed by attendees, it's important to use a logical and consistent naming structure. Whether it's the name of a building or the name of a function or the description of a process, when a word is used anywhere in the system, such as the program guide or information kiosk, its meaning must be exactly the same.

Consistency should also be apparent in regards to typography by using similar type height, icons, grid design, and color. Capital letters, hyphens, slashes, dashes apostrophes and other forms of punctuation should also be used in a similar manner. All of these elements will help act as visual cues to attendee, helping them to understand the system of organization and aid in their wayfinding.