We care for oncology nurses and patients with cancer.

Branding Guidelines
The ONS brand is more than just our logo, tagline, colors, and fonts; however, these concrete elements reinforce the somewhat abstract concept of a brand. Our brand is the perception that our members and other customers have of our organization (not what we tell them it is). That’s why we must consider the brand in everything we do.

The ONS logo incorporates many important components, such as connectivity, leadership, excellence, diversity, community, and research. The coxcomb is how Florence Nightingale, considered the founder of contemporary nursing, charted her research demonstrating that sanitary conditions and fresh fruit and water reduced rates of hospital-acquired infections from 60% to 2.2% in 1854. Even the colors used in the logo and the brand are very deliberate. The color blue represents feelings of authority, care, cleanliness, compassion, honesty, intelligence, quality, reliability, sincerity, and trust — all feelings that epitomize nurses and the care they provide to their patients, and most that represent what ONS means to our members. The color orange represents ambition, assurance, competence, encouragement, enthusiasm, warmth, and wisdom — again, words that portray both ONS and the members we serve. The ONS logo is the visual depiction of what oncology nurses mean to their patients and what ONS as a society means to our members.

With branding guidelines leading our work, we can reinforce the message that ONS is a strong, forward-thinking leader in the healthcare arena and the only place where oncology nurses can truly have all of their professional needs met. The ONS brand reflects a collection of members who are dedicated to the tireless pursuit of excellence, quality, and patient care. As an employee, you can reinforce this image by always presenting yourself as a professional, caring individual, with the needs of our members, customers, and the public at the forefront of your daily activities and operations.
Message

We care

These two words encompass why ONS exists as a member organization: We care for oncology nurses and patients with cancer. Because we care, we provide ONS members and users with the tools they need to develop professionally, stay informed about the latest cancer care information, and, ultimately, improve the care of patients with cancer. According to the 2012 market research study, ONS’s members and users look to ONS to provide high levels of clinical content as well as look out for the best interest of oncology nurses. This concept should be reinforced in all written content.

Following is standardized wording for the “we care” message that can be included in or adapted for a variety of ONS marketing and communications.

ONS: We care for oncology nurses

While you’re busy caring for your patients, we’re busy caring for you. When you’re part of ONS, you’re part of the largest international community of oncology nurses. We’re here to positively affect your future because we care about you, the nursing profession, and most importantly, advancing the care of patients with cancer. You’ll find the resources you need within ONS, including evidence-based education, treatment information, and practice resources, that help you improve quality of life and outcomes for patients with cancer and their families.

ONS Boilerplate

When communicating about ONS, please use one of the following two “about us” statements. The short version should be used for press releases and other areas where space or word count is limited. The longer version should be used in all other instances.

Short version

The Oncology Nursing Society (ONS) is a professional association of more than 35,000 members committed to promoting excellence in oncology nursing and the transformation of cancer care. Since 1975, ONS has provided a professional community for oncology nurses, developed evidence-based education programs and treatment information, and advocated for patient care, all in an effort to improve quality of life and outcomes for patients with cancer and their families. Learn more at www.ons.org.

Longer version

The Oncology Nursing Society (ONS) is a professional association of more than 35,000 members committed to promoting excellence in oncology nursing and the transformation of cancer care. Since 1975, ONS has provided a professional community for oncology nurses, developed evidence-based education programs and treatment information, and advocated for patient care, all in an effort to improve quality of life and outcomes for patients with cancer and their families. Together, ONS and the cancer community seek to reduce the risks, incidence, and burden of cancer by encouraging healthy lifestyles, promoting early detection, and improving the management of cancer symptoms and side effects throughout the disease trajectory. Learn more at www.ons.org.
Tone and Voice

One of the goals of ONS’s brand is to provide consistently professional communications. This means that our communications efforts need to be predictable — in a good way. By presenting our messages in a clear and consistent manner, there will be no confusion over who the sender is and no question about the professionalism of the message sender.

Overall, the preferred tone and voice for any communication from ONS is professional and authoritative. For informal communications (e.g., website, news articles, social media, email, marketing materials), the tone can also be conversational and inviting in nature. When communicating about our membership to external audiences, the message should evoke warm and caring feelings and instill how oncology nurses help to promote positive outcomes for patients with cancer and their families. Guidelines for specific informal communications content follow.

News articles

News articles should have an attention-grabbing lead and be written in inverted pyramid style. They can be authoritative or instructional, depending on the subject matter. They should always be written in third-person point of view, past tense, and active voice. Headlines should always be active, although subheads do not have to be active phrases. Writing should be as direct, tight, and concise as possible.

Example:

**Translate Genomic and Molecular Testing Into Personalized Treatment Planning**

Genomic and molecular testing have become increasingly important in clinical practice because they offer more precise cancer recurrence risk estimates than standard clinical and pathologic factors. Oncology nurses have the opportunity and challenge of finding effective ways of using genomic and molecular test results to help patients make decisions about treatment. In her ONS 12th Annual Institutes of Learning session, Translating Genomic and Molecular Testing Into Personalized Treatment Planning, held on Friday, November 4, Mei Fu Qiu, RN, PhD, ACNS-BC, explored models for incorporating genomic and molecular test results in personalized treatment plans.

“Patients and healthcare providers can use genomic and molecular test results to guide decisions about adjuvant treatment,” Fu Qiu said. “Patients with high recurrence risk may opt for more aggressive treatment, whereas those with lower recurrence risk may safely avoid overtreatment and its potential side effects.”

Fu Qiu is an assistant professor in the College of Nursing at New York University, where she developed and taught a course on genetics and genomics for health care after graduating from the National Institute of Nursing Research’s (NINR’s) Summer Genetics Institute in 2009.
News articles cont...

“From my teaching experience, I understand that a lot of nurses are longing for and eager to learn more about molecular genomics and its implications for practice,” Fu Qiu said.

Along with her copresenter, Yelena Novik, MD, Fu Qiu provided today’s session attendees with a knowledge base and framework for future learning and practice of genomic and molecular tests.

“Through effective patient education and counseling, nurses can be the leading force to translate genomic and molecular testing into personalized treatment planning,” Fu Qiu said.

Fu Qiu also has received funding from the ONS Foundation and NINR to research proinflammatory biomarkers and genomic variations for lymphedema following breast cancer.

Marketing materials and articles (social media, product pages on the website):

Marketing materials should be written in second-person, imperative point of view; present tense; and active, persuasive voice. Headlines should always be active, although subheads do not have to be active phrases. Writing should be as direct, tight, and concise as possible.

Example:

**Turn Congress Into Your Own Personalized Learning Experience**

You’re going to love this year’s Congress sessions, which hit on hot topics like new treatments and technologies, symptom management, survivorship, leadership, patient education, and more. Plus, we know that all nurses aren’t alike, so you can customize your schedule based on your interests and skill level.

Customized scheduling lets you march to your own beat. Everyone has different educational needs. Make sure your conference schedule is in tune with yours. Customize your days by picking and choosing the sessions that interest you. Sessions are categorized by topic and practice level, making it simple to turn Congress into your own personal learning experience. Learn more about this year’s Congress sessions today.
Style

ONS house style is modeled after the *Chicago Manual of Style*, *APA Style Manual*, and the *Associated Press Stylebook*, all of which should be consulted for situations outside of those outlined in ONS house style. Specifically, *Chicago* is the model for body text style, *APA* is used to style references and scientific body text, and *AP* is the model for informal communication materials. The ONS Publishing Department style guide should be followed for all formal, scientific communication (e.g., scientific journals, books, research materials). For more informal communication (e.g., websites, emails, e-newsletters, social media, news articles), follow the ONS Publishing Department style guide with the following key differences.

**acronyms in headlines:** okay to use as long as the acronym is spelled out for clarification in the first paragraph of the article

**blog:** use this term when referring to a complete blog site. It's defined as a collection of entries, called “posts,” loosely grouped around a similar overarching topic. The *ONS Connect* blog is a blog about issues facing oncology nurses. Traveling Companions is a blog that supports patients and their caregivers on the cancer journey.

**blog posts, or simply “posts”:** individual entries within a blog. Do not call these “blogs.”

**capitalization:** most of ONS’s web-based products and services should be lowercased: ONS profile, evaluation center, speaker upload system, online courses, etc. The most notable exception is ONS’s Putting Evidence Into Practice web-based products.

**conversational writing:** because informal communications should be written in a conversational tone, established rules around various sentence constructions can be a bit looser than for formal scientific materials. Please use your judgment. If you would use a certain construction in a professional business conversation, then it’s okay to use it in informal ONS communication. Some examples that are permitted:

- Occasional “there is” or “there are” constructions
- Splitting verbs
“e-” words: use e-book, e-reader, e-conference, e-poster, etc. Do not use “camel case” (e.g., eBook, eConference). Capitalize as E-book or E-reader if used at the beginning of a sentence or bullet. Capitalize as E-Book or E-Reader if used in a headline or title.

email: use instead of e-mail

exam: okay to use instead of examination

fax numbers: do not use ONS’s fax numbers except on forms that may need to be returned by fax.

is: this is a verb and should always be capitalized in a headline or title.

number of community served: always use “more than 110,000 nurses who care for patients with cancer”

number of ONS members: always use “more than 35,000 members”

“of the” constructions: watch for overuse of these and rewrite when possible to keep copy tight and concise. It is more straightforward to say “Paula Rieger is the ONS chief executive officer” than “Paula Rieger is the chief executive officer of ONS.”

online course: use instead of webcourse

ONS online courses: use instead of ONS University

ONS: always use acronym on first mention if the audience is ONS members.

URLs/links: never place a URL directly in the text of electronic material. URLs should always be set as hyperlinked text in digital content. The only exception is for APA-formatted references.

- Yes: Visit the ONS website membership area for more information about your member benefits.

- No (but acceptable for print content): Visit www.ons.org/Membership/


website: use instead of Web site
Criteria for Content

ONS is not a news-gathering organization, such as the general media, nor should we promote other organizations’ news unless there is a direct connection to ONS (e.g., partnership, ONS has a stake in the information, the information has implications for ONS). Therefore, all news requests must be accompanied by a business case that proves the ONS context (see box on page 9).

In addition, we use a set of questions to help guide decision making about the types of news stories that will be addressed. These questions include the following.

- **Is ONS the definitive source for this news?** If so, a formal communications plan may be needed. If not but the news meets at least one of the criteria below, then it may be shared through social media as a retweet from the definitive source on Twitter or a share from the definitive source on Facebook.

- **Does the external news item directly affect our members or the practice of oncology nurses?** If a news item directly affects ONS’s core audience of members and oncology nurses, ONS’s objective is to provide context and understanding of the issue. Reference to formal positions and the use of official spokespeople are desired.

- **Does the news affect the larger nursing and/or oncology community?** If so, another news organization or professional association will likely be better able to explain or inform on the topic. ONS may choose to share these original sources via social media, the website, and/or e-newsletters as outlined earlier, but the decision about whether to do so and the appropriate vehicle will be made on a case-by-case basis, again keeping in mind that ONS should not promote other organizations’ news unless there is a direct connection to ONS.

- **Does the news affect the general public?** If so, ONS is usually not the best organization to address it, as mainstream media will have already provided thorough and timely coverage. Again, the decision will be made on a case-by-case basis based on the situation; if covered, the goal is to provide context specific to oncology nurses or ONS.

Web Content

With the ONS website redesign and relaunch, ONS is adapting a new philosophy toward website content. The previous website had simply too much content that wasn’t being used, making it difficult for users to find the useful content they did need. Going forward, all web content must meet an ONS business need, which you may be asked to supply. Some content—although still very important to ONS and its users—may not be appropriate for the website. In those cases, a different communications vehicle may be selected.

Alternative Channels

If a piece of news or website content does not fit into the previous criteria, there are still options for communicating it to our members.

- Non-ONS events that have a relation to oncology or nursing may be included in the online calendar.

- The item may be directed to a particular SIG or chapter that would have a higher or more appropriate stake in the information.

- Mail or email lists directly targeting a specific ONS audience may be rented by third parties. Or they may wish to place a job posting on the ONS Career Center, a display ad in ONS Connect or the journals, or a website ad on the ONS or ONS Connect websites.
Specific Considerations for Social Media

ONS social media aims to foster community and promote ONS products and services. The following are the official guidelines for social media use on behalf of ONS. Any employee or volunteer representing ONS on blogs, wikis, social networks, or virtual communities should understand and follow these guidelines and be aware that they will continually evolve as social media evolves.

- **Live the ONS mission, vision, and values.** ONS's presence on social media follows same content guidelines as all other ONS communications. Compose messages with a warm and caring tone. Keep in mind the mission, vision, and values of ONS when making decisions about appropriate resources and links outside of the organization to share.

- **Be yourself and be responsible for what you write.** You are responsible for the content you post. Distinguish yourself from ONS when appropriate and state when you are giving your personal opinion as opposed to representing ONS. What you say can have consequences so exercise good judgment and common sense.

- **Write what you know.** Stick to your area of expertise and provide unique, individual perspectives on what is going on at ONS.

- **Don’t tell secrets.** Respect proprietary information and content, confidentiality, brand, trademark, copyright, and fair use. Know the laws and don’t break them. Do not share information about outside organizations, vendors, or volunteers without permission.

- **Don’t spam. Ever.** ONS social media sites are not a promotional dumping ground. Consider the audience and platform to make decisions regarding posting frequency.

- **Mistakes happen.** Mistakes are inherent in social media. Errors noticed immediately can be removed and re-posted. If someone has already commented on the mistake, acknowledge it and move forward.

- **Share.** Not all links have to be from www.ons.org or a related ONS resource to be shared on ONS social media. Sharing a link from another organization or news source can get a discussion going or update members of the community on issues not reported by ONS. Links are not an endorsement.

- **Be a good conversationalist.** Monitor and reply to comments in a timely manner when appropriate. Make an attempt to add to the conversation and share ONS resources. Bring value to the community by framing the conversation within an oncology nursing context and creating buzz.

- **Be clear but not defensive.** Be polite and professional, especially when you disagree with someone. Once the words are out there, you can't get them back. If you find yourself working too hard to defend your position, take a step back, let the community defend for you (because they will if you’re justified). If the issue is beyond the scope of your role at ONS, contact the appropriate person for a response (or provide that person’s contact information). Remember, part of social media is customer service.
ONS Logo

About the ONS LOGO

The ONS logo incorporates many important components, such as connectivity, leadership, excellence, diversity, community, and research. The coxcomb is how Florence Nightingale, considered the founder of contemporary nursing, charted her research demonstrating that sanitary conditions and fresh fruit and water reduced rates of hospital-acquired infections from 60% to 2.2% in 1854. Even the colors used in the logo and the brand are very deliberate. The color blue represents feelings of authority, care, cleanliness, compassion, honesty, intelligence, quality, reliability, sincerity, and trust — all feelings that epitomize nurses and the care they provide to their patients, and most that represent what ONS means to our members. The color orange represents ambition, assurance, competence, encouragement, enthusiasm, warmth, and wisdom — again, words that portray both ONS and the members we serve. The ONS logo is the visual depiction of what oncology nurses mean to their patients and what ONS as a society means to our members.

The ONS Coxcomb

The ONS coxcomb is a vital part of our logo identity. It is important that this element of the logo is never used as a separate graphic, watermark, or any other design feature. Rather, it should only be displayed within the logo in its entirety.
Logo Size Requirements
To retain the quality of the ONS logo and identity, the following minimum size requirements must be followed.

ONS logo with the name “Oncology Nursing Society” should appear no smaller than 5/8” in height to ensure legibility.

Minimum size should be no smaller than .625” or 5/8”.

When space constraints of a printed piece do not allow for a minimum of 5/8” of an inch for the ONS logo with the name, the ONS logo without the name must be used.

Minimum size should be no smaller than .375” or 3/8”.

When space constraints of a printed piece do not allow for a minimum of 3/8” for the color ONS logo without the name, the black or white version of the ONS logo w/out name must be used.

Use black and white for times that space will not allow for the .375” minimum.
ONS Logo

Logo Do’s and Don’ts

1. Do not change the logo’s orientation.
2. Do not bevel or emboss the logo.
3. Do not place the logo on a busy photograph or pattern.
4. Do not change the logo colors.
5. Do not crop the logo in any way.
6. Do not add drop shadow effect.
7. Do not present the logo in an outline fashion.
8. Do not stretch or squeeze the logo.
9. Include the registration mark in the logo.

1. Orientation

2. Bevel & Emboss

3. Background Image or Pattern

4. Logo Colors

5. Crop

6. Drop Shadow

7. Outline

8. Distortion

9. Registration Mark
**Logo Spacing**

The space between the ONS logo and any other graphic element, must equal or exceed one-half the width of the “O” as shown to the left. These graphic elements include typography, illustrative material, other logos or the edge of the working area (such as trim edges of paper and boarders).

For example, if the width of the “O” in the logo is “x-space”, then the non-encroachment area must be at least half that measurement.

**Logo Placement**

Any logo you plan to use should be placed in a position of moderate dominance. When looking at a printed piece the viewer should be able to easily find and read the logo. However, the recommended placement is the upper left-hand or lower right-hand side of the page whenever possible.
The ONS primary color palette should be used with the most emphasis as they are considered our signature colors. However, using the accent palette sparingly can add dimension to communications so they don’t feel flat and static. The accent colors were selected based on their ability to coordinate and complement the primary color palette; however, it is not meant to overpower the design.

<table>
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<th>Pantone</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
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</thead>
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<td>423</td>
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<td>142/144/143</td>
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<tr>
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<td>52/182/228</td>
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<td>22/97/89/13</td>
<td>175/41/46</td>
<td>9f292e</td>
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<td></td>
<td>7493</td>
<td>29/12/48/0</td>
<td>187/198/149</td>
<td>bbc695</td>
</tr>
</tbody>
</table>

Appropriate examples of color balance

Incorrect examples of color balance
Graphic Styles

Type Faces

Body Text
Minion Pro
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Content Headline #1
Helvetica LT Std Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Content Subhead
Minion Pro Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Footer Text
Minion Pro Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Callout #1
Helvetica LT Std Bold Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Callout #1, Web Address
Helvetica LT Std Bold Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Content Headline #1
Helvetica LT Std Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Content Subhead
Minion Pro Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Body Text
Minion Pro
No smaller than 9 pt for text size. Minimum of 6 pt leading between paragraphs.

Web Address
Helvetica LT Std Bold Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Headlines
Can be subject to manipulation of weight and italics within the Helvetica Lt Std font family this allows to callout attention by breaking the standard.

Footer Text
Minion Pro Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Content Subhead
Minion Pro Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Bulleted List & Numbered List
Minion Pro
• Hanging indent tab of (0p9) or (.125”)
• Text should be flush left and a minimum of 6 pt leading between bullets.

Callout #1
Helvetica LT Std Bold Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
Graphic Styles

Print Sizes

Journal
8.125” wide x 10.875” tall

Flyer
8.5” wide x 11” tall

Postcard
10.5” wide x 6” tall (oversize)
6” wide x 4.25” tall (small)

Brochure
6” wide x 10.5” tall (oversize)
5.5” wide x 8.5” tall (small)

Bookmark
2.5” wide x 7” tall

Poster
11” wide x 17” tall

Key Principles

• Photos should convey a professional, friendly, warm caring tone.
• When designing covers, the image should bleed off the page.
• Be careful not to overcrowd the image with text: allow the image to breathe.
• Make sure the image used is a high-quality, high-resolution file.
• Gradients and other filters can be used to enhance a photo; however, they should not distract from the image.

Clip art
To ensure optimum brand identity, we need to be clear and consistent about the message our products and designs convey. Therefore, please refrain from the use of clip art graphics.

Appropriate examples of imagery use

Inappropriate examples of imagery