



nurse giraffe



## *Nurse Giraffe Brand Guide*

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print

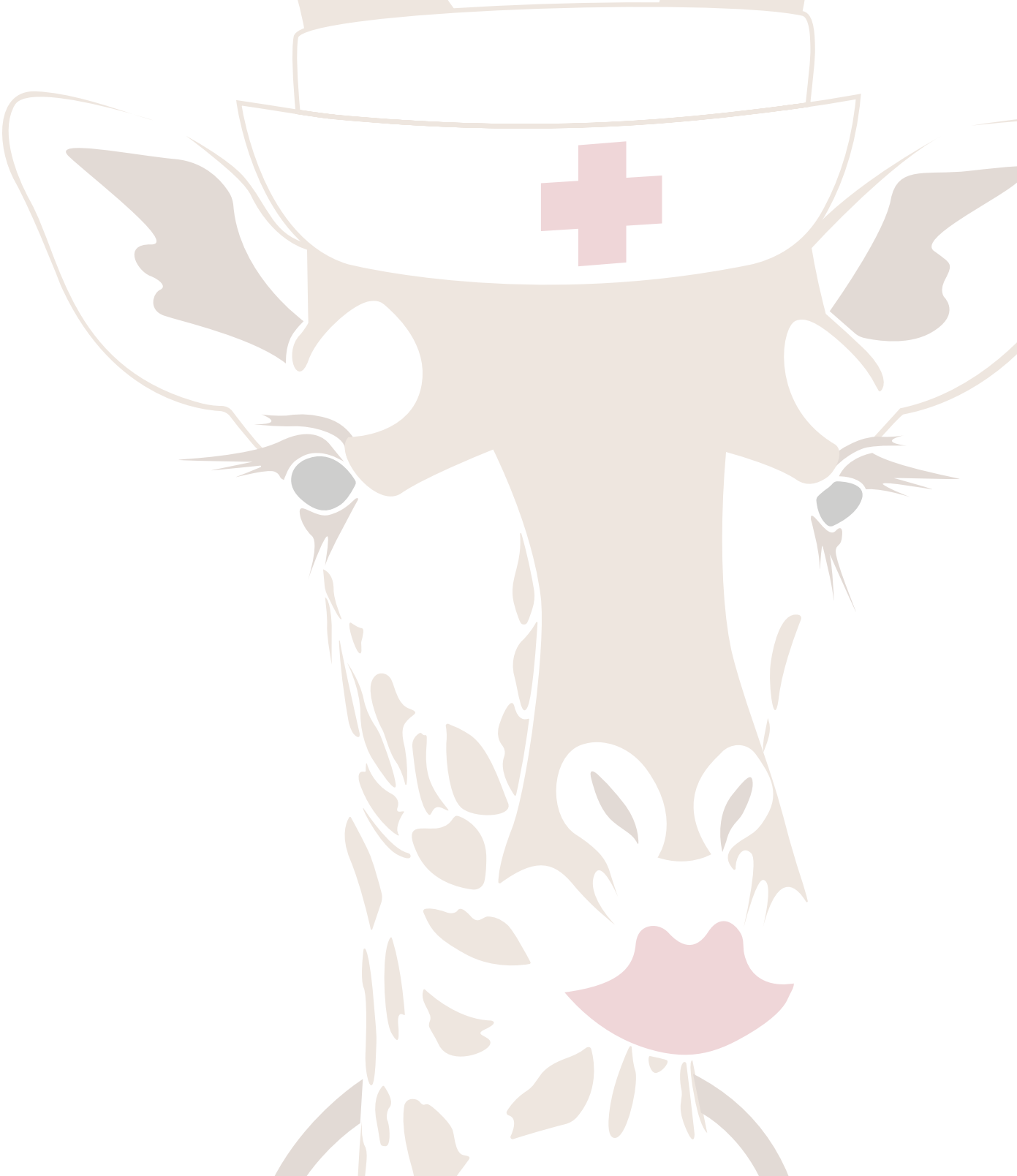
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logo

## variations



logo mark isolated

nurse  
giraffe  
nurse giraffe

word mark isolated

w/ magenta on dark background



w/ magenta on light background

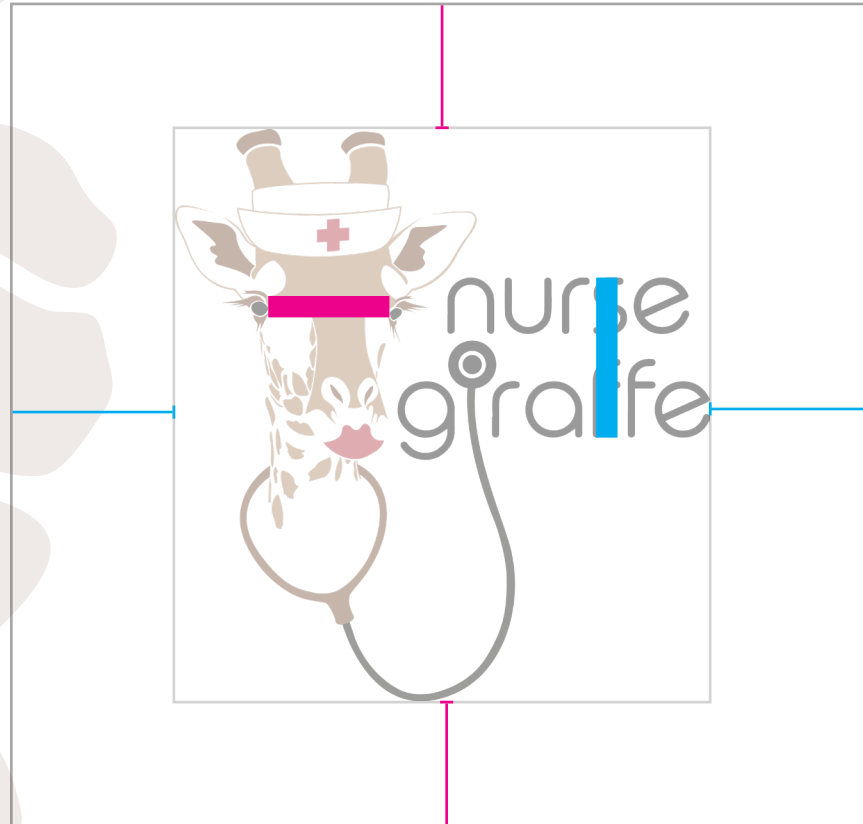


grayscale on light background



grayscale on dark background

## spacing



**Spacing** guidelines are put in place to guarantee that the logo has plenty of room when surrounded by other elements, such as other logos, text, etc.

The spacing will always be proportional to the size of the logo. This is the minimum amount of room that should be placed around the logo at all times, which means that more space may be used if necessary.

The spacing to the left and right of the logo will be equivalent to the distance from the top of the wordmark to the bottom of the wordmark.

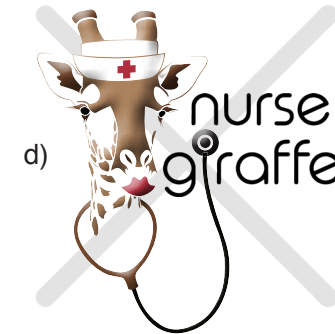
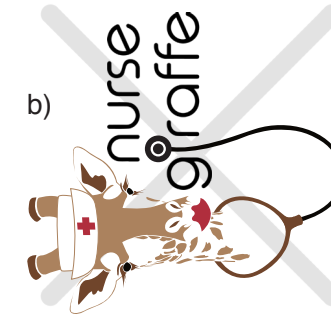
The spacing above and below the logo will be determined by the distance between the giraffe's eyes.

## no-go's

The logo can be altered in various ways, but there are certain changes that should never be applied.

When using the logo, **do NOT**:

- a) interchange colors
- b) rotate
- c) compress, horizontally or vertically
- d) digitally bevel, emboss, or use any other unapproved effect
- e) use any colors not specified in color palette
- f) outline
- g) skew or distort
- h) add a drop shadow
- i) place within a box or other shape







style



typefaces

# nurse giraffe

logo wordmark: typo round light

Welcome to  
Nurse Giraffe!

titles/subtitles: helvetica light

**Nurse Giraffe** is a free online  
resource for both nurses...

**important points:** helvetica bold

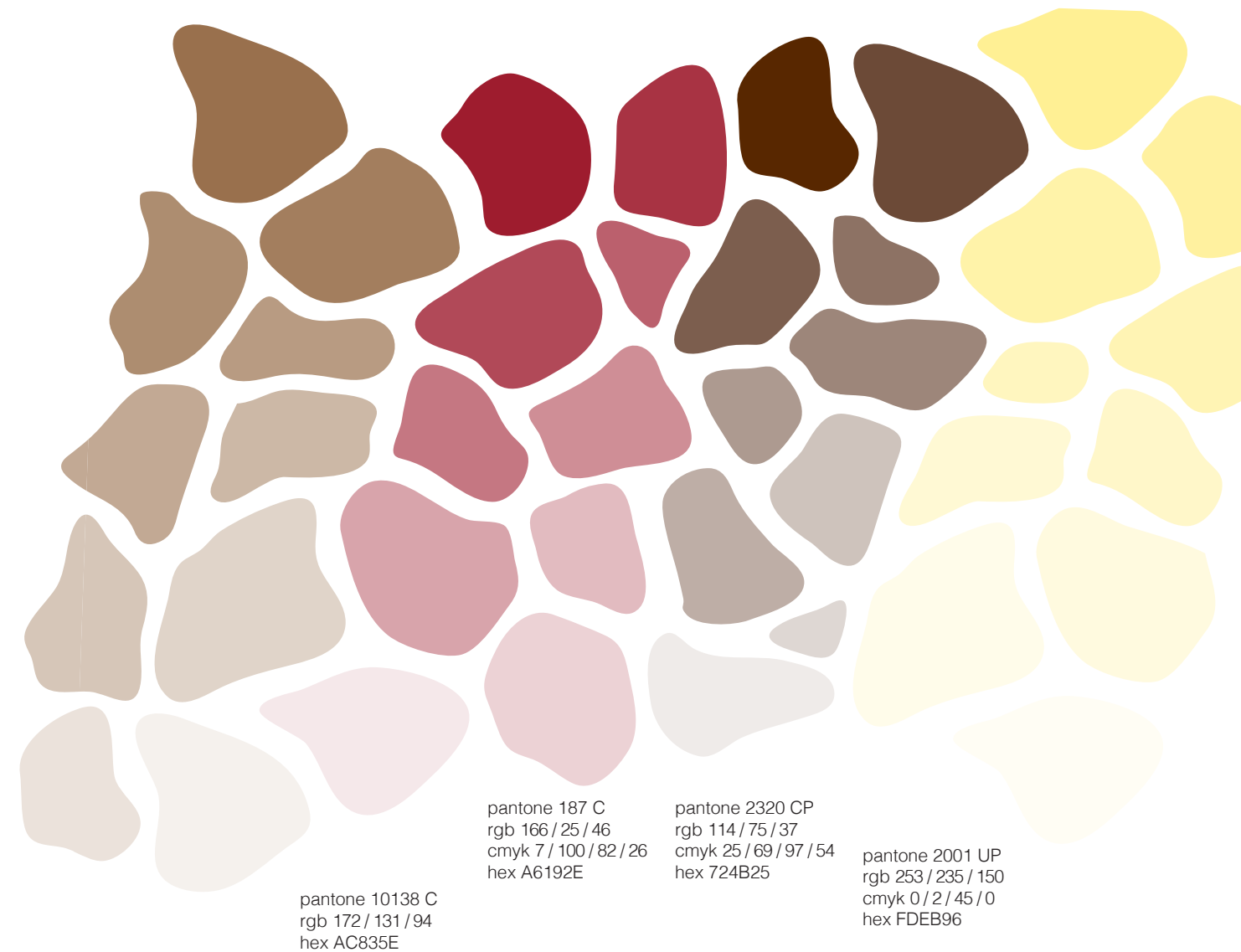
Nurse Giraffe is a free online  
resource for both nurses and  
families. Sign up today and get  
a free Nurse Giraffe exclusive  
first aid kit!

**body text:** helvetica light

*Click here to sign up!*

**links:** helvetica light italic

colors



pattern



The **pattern** is made of giraffe spots on top of a transparent background. The graphic to the left is “seamless,” so it may be set in a grid-like arrangement, and the edges will blend together seamlessly.

This pattern can be altered in numerous ways. The spots can be pulled from the graphic (as displayed on the edges of the left pages in this guide). They may change in color or they can be placed on top of a colored background, as long as the colors are within the brand’s color palette. The spots can also be rearranged, but it is best to avoid this as much as possible.

## icons



heart health



first aid



become certified



education



print page



recieve updates



links



external references



search



find a hospital



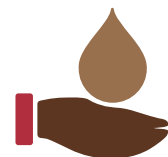
find a pharmacy



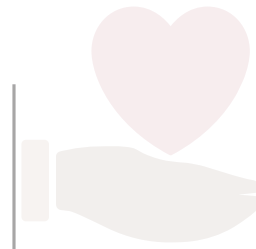
help at home



contact



hygiene



**Icons** will often use rounded edges and incorporate parts of the giraffe's identity, such as the lips, eyes, hooves, oscicorns and spots.

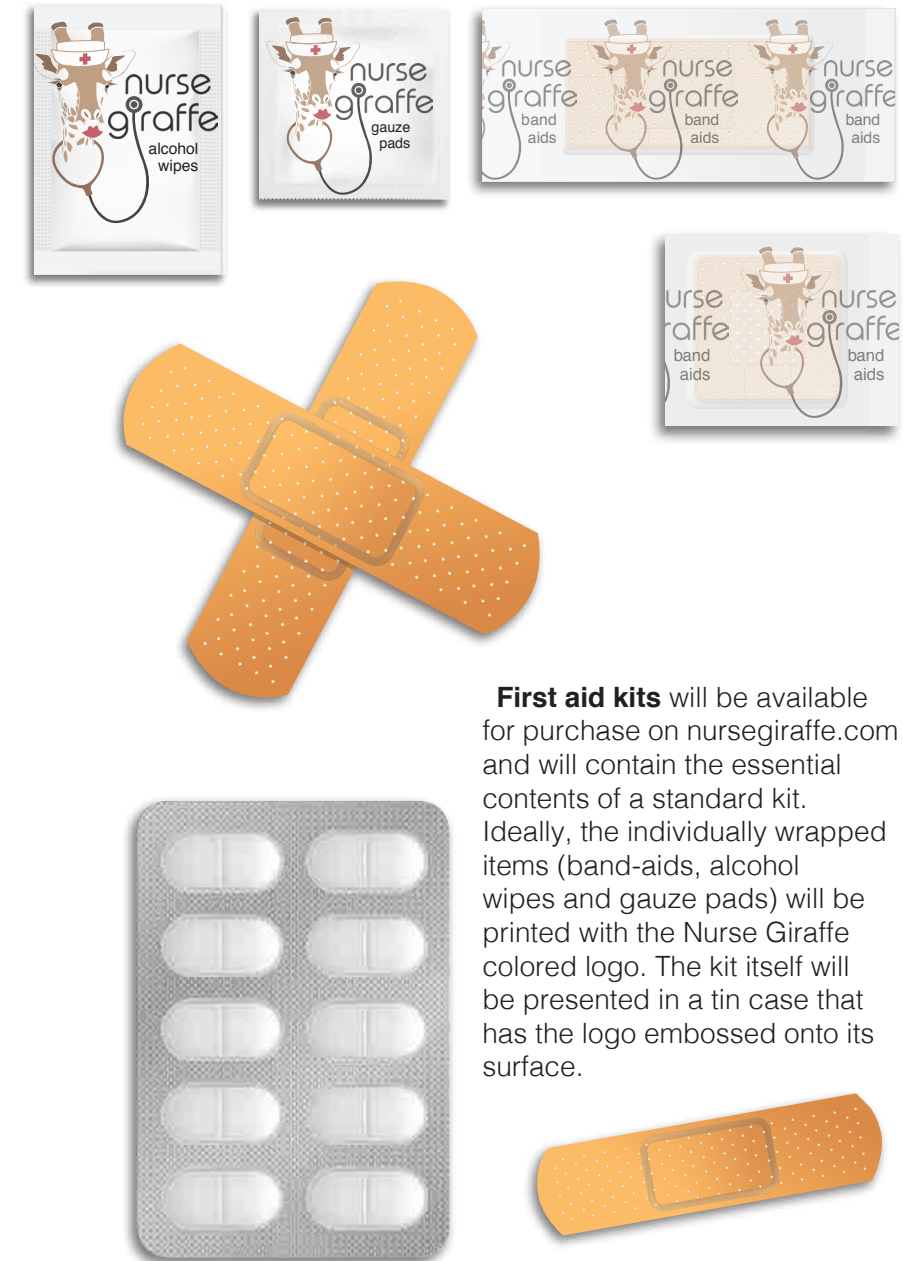
They will use the four colors (light brown, dark brown, magenta and yellow) that are specified in the brand's color palette.

The icons will be used primarily on the website to identify menu items and important site functions.

merch



## first aid kits



**First aid kits** will be available for purchase on [nursegiraffe.com](http://nursegiraffe.com) and will contain the essential contents of a standard kit. Ideally, the individually wrapped items (band-aids, alcohol wipes and gauze pads) will be printed with the Nurse Giraffe colored logo. The kit itself will be presented in a tin case that has the logo embossed onto its surface.

## products



All other **products** will be branded with the logo word mark and/or the giraffe hoof icon. These may be embossed or printed on the item's surface. These items will be available for purchase through the website.



## adult t-shirts



*front*



**Adult t-shirts** will be available in the four colors in the brand palette, and will have the logo on the front, and "got health?" on the back. They will be available on [nursegiraffe.com](http://nursegiraffe.com).



*back*

Lighter colored shirts will be printed in black, and darker colored shirts will be printed in white. Both of these variations will contain the colored cross and lips in the logo, except for the magenta t-shirts. These will be printed completely in white.



## youth t-shirts



*front*

All specifications regarding content and print colors for **youth t-shirts** will remain the same as the adult t-shirts.



*back*

Youth t-shirts will be available in the four brand colors, as well as five additional colors. This is to cater to the younger target audience members and their frequent preference of brighter colors.



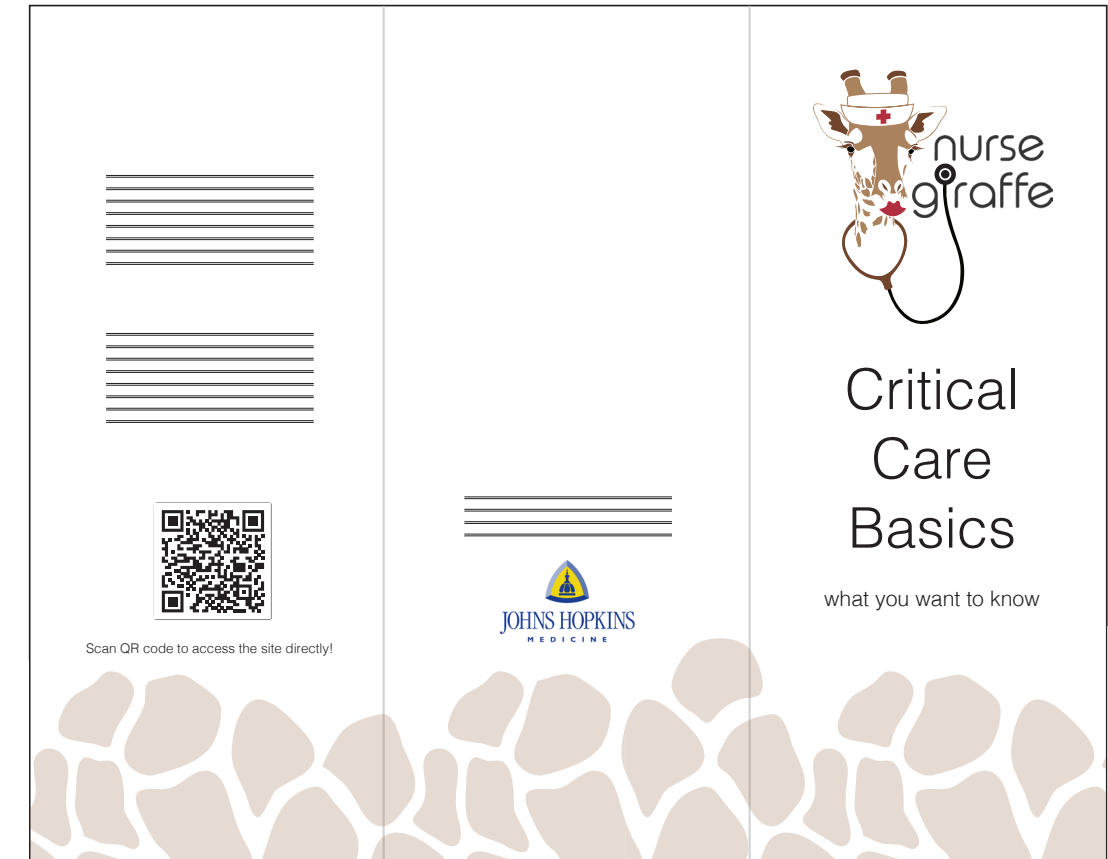
print

## flyers

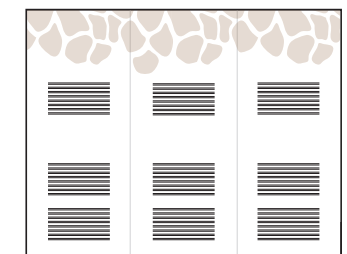


**Flyers** and **brochures** will be placed in hospital waiting rooms and will include a QR code that visitors can scan to directly view the website. They should offer an idea of what information can be found on nursegiraffe.com, and they may use the giraffe pattern for decoration.

## brochures



front



back

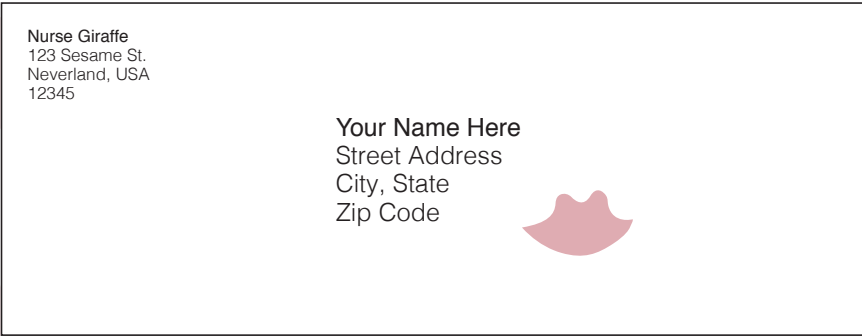
stationery



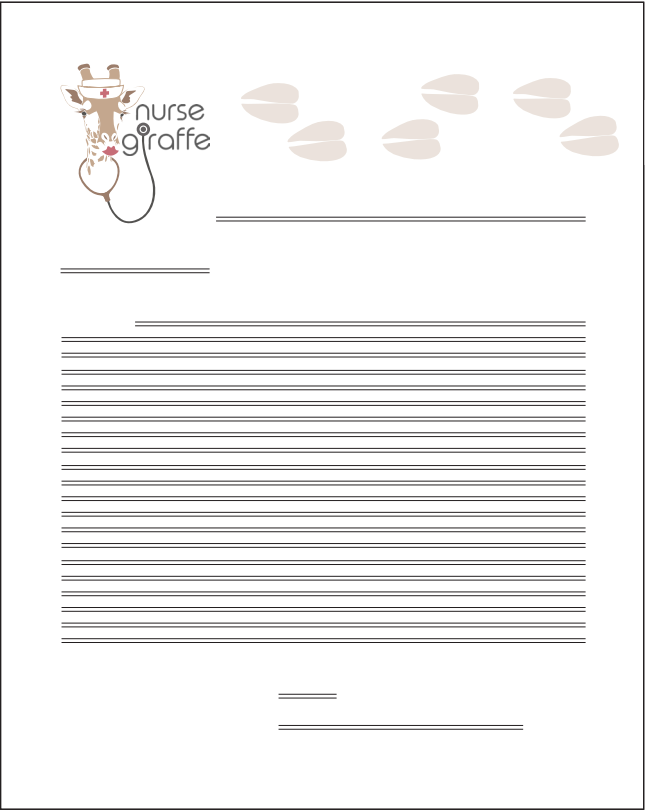
front

back

business cards



envelopes



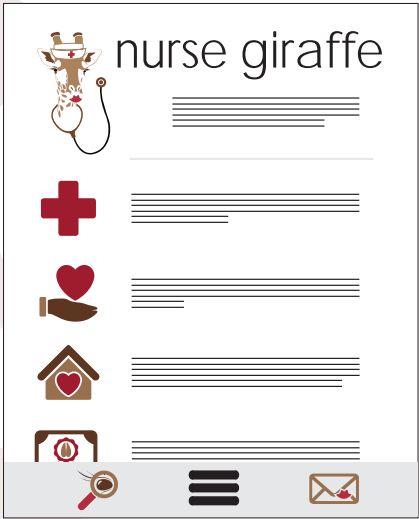
letterheads

The pattern on **business cards** may be any of the four brand colors. The logo will be present on the back of the cards, and the magenta lips from the logo will be printed on the front of the **envelopes** next to the mail address.

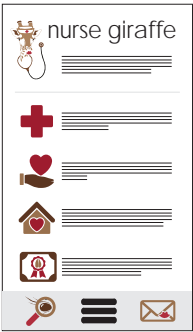
web



website



tablet



mobile

desktop

**Website** layout will remain consistent across all platforms and will use the provided icons.

