

20/20

VISION

Creating Our Future



AORN

GLOBAL SURGICAL
CONFERENCE & EXPO

Anaheim, CA • March 28 - April 1, 2020

Branding Guidelines

HOW TO USE THIS GUIDE

The objective of these guidelines is to create a shared strategy for the development and execution of all AORN Global Surgical Conference & Expo 2020 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 2020.

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.



20/20 VISION: CREATING OUR FUTURE

20/20 Vision: Creating Our Future is the overall campaign theme for AORN Global Surgical Conference & Expo 2020 in Anaheim, CA. The future of healthcare is a hot topic within the perioperative community and will also be a reoccurring theme at AORN throughout the next few years.

VOICE AND TONE

Any marketing materials to promote AORN Global Surgical Conference & Expo, as well as anything created to be used at the event, should reflect a tone of education, empowerment, impact, influence, force, ownership, inspirational, and motivational tone. AORN Global Surgical Conference & Expo 2020 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 event 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 2020 messaging should integrate the four organizational values, which reflect what is most important to the association: Communication, Collaboration, Quality, and Vision.

CONFERENCE NAME

Correct and appropriate name use

First mention should include full conference name, followed by the year:
AORN Global Surgical Conference & Expo 2020

Second mention of the full conference or education-only portion of the event may include the following. (Note: No name reference is preferred but depends on context and space allowance.)

AORN Expo

AORN annual conference

annual conference (only when appropriate, such as referencing "next year's annual conference")

Expo 2020 (only when limited space is available)

When referencing the exhibit hall only, first reference should be:
AORN Expo 2020

Incorrect use

2020 AORN Global Surgical Conference & Expo 2020

2020 AORN Expo

2020 AORN

AORN 2020

LOGO/GRAPHIC CONFIGURATION

The primary logo is full-color 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 overlapping circles was also created to highlight this year's theme of "20/20 Vision: Creating Our Future". 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 AORN Global Surgical Conference & Expo 2020 logo with the overlapping circles (see page 9 for examples) can also be used in instances where there is limited space. If only one graphic can be used then the primary logo takes priority.

Placement of the logo as well as the theme configuration is determined at the discretion of the designer.

Primary Logo



Theme Configuration



LOGO VIOLATIONS

The AORN Global Surgical Conference & Expo 2020 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 AORN Global Surgical Conference & Expo 2020 communications.

DO'S AND DON'TS

The following samples are the most common misuses of the AORN Global Surgical Conference & Expo 2020 logo. If you are unsure about whether a design meets graphic standards, email 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



Incorrect Use



CAMPAIGN COLORS

The colors for AORN Global Surgical Conference & Expo 2020 are based off of AORN's main brand guidelines. The most prominent colors to be used are PMS 326C, PMS 367C, and PMS 346C (use the CMYK breakdowns when possible), PMS 328, which is part of the main AORN logo configuration can also be used in conjunction with any of the other conference colors.

Any of these colors can also be used in order to assist in providing a system of organization for different conference segments, and wayfinding signage. Black and gray can also be used as necessary.

AORN Global Surgical Conference & Expo 2020 Color Palette

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

Pantone: 326 C | CMYK: 77, 7, 40, 0 | RGB: 0, 173, 167 | HEX: 00ada7

Pantone: 367 C | CMYK: 38, 0, 76, 3 | RGB: 161, 202, 103 | HEX: a1ca67

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

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

TYPEFACES

The typefaces being used for AORN Global Surgical Conference & Expo 2020 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 Open Sans. The secondary typeface, Gentium Basic, will be used for subheaders and any large amount of body copy. These typefaces are both Google open fonts and are therefore available for anyone to download and install.

Example of Gentium Basic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Styles

Regular

Italic

Bold

Bold Italic

Example of Open Sans

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Styles

Light

Light Italic

Regular

Italic

Semibold

Semibold Italic

Bold

Bold Italic

ExtraBold

ExtraBold Italic

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

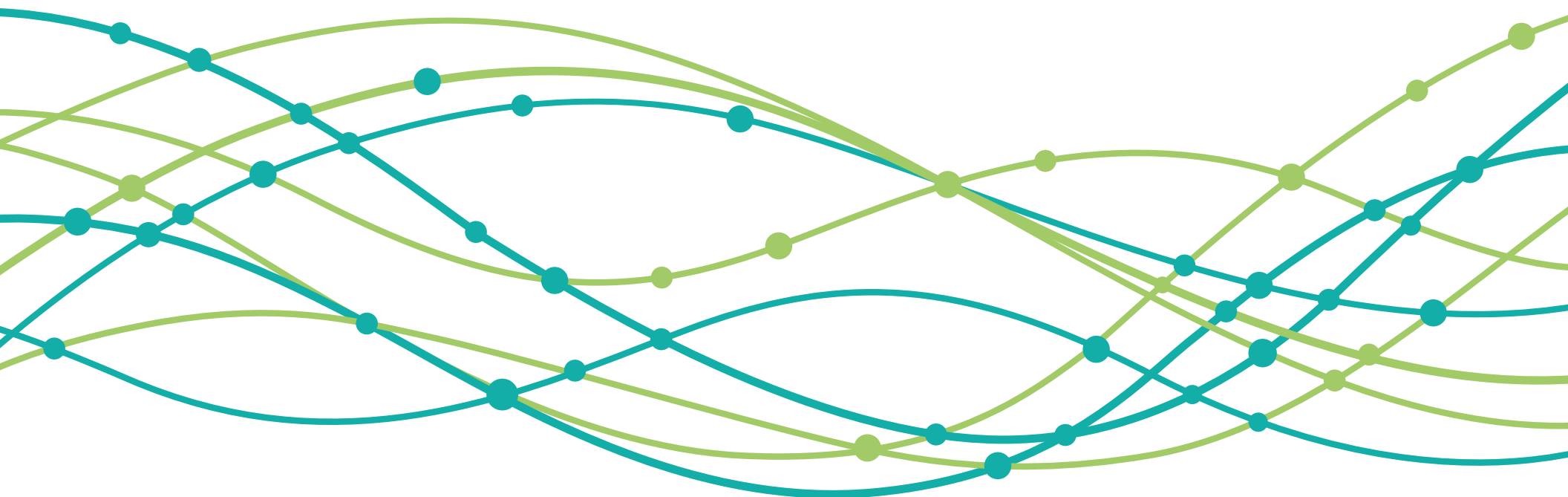
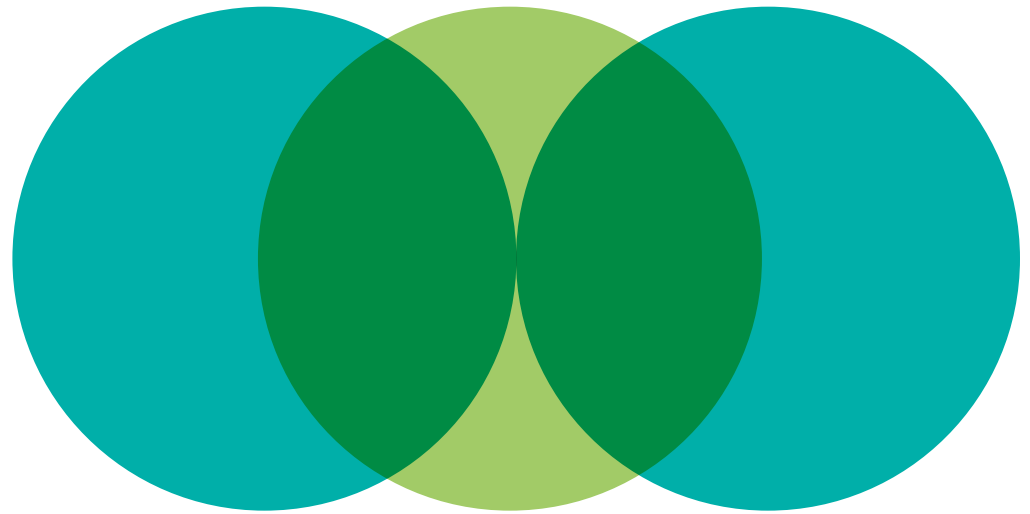
Some of the imagery for this year's conference will highlight the location of Anaheim, CA and surrounding areas of attraction, but other photos that focus on depicting attendees engaged in education, having fun, and networking should be used as much as possible. Stay away from any imagery that is dark,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



GRAPHIC ELEMENTS

A main graphic element of this year's theme is the overlapping circles. The circles should be used to help carry the conference campaign through various mediums, and is very versatile. Photos can be placed in the circles, they can be a variety of sizes and colors, or they could hold text.

The other graphic element this year is a wave design. This can also be used in different ways or be different colors to create visual interest when necessary. Please refer to pages 12-16 of these guidelines for samples and reference.



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 AORN Global Surgical Conference & Expo 2020 logo in order to maintain consistency with the rest of the conference brand. The imagery used in these instances should also reflect Congress activities, such as, voting, campaigning, and public speaking. Separate but complimentary graphic elements and color palette are provided.

Congress Color Palette

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

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

Pantone: 326 C | CMYK: 77, 7, 40, 0 | RGB: 0, 173, 167 | HEX: 00ada7



C O N G R E S S

Congress Photography



LEADERSHIP SUMMIT AT AORN GLOBAL SURGICAL CONFERENCE & EXPO 2020

There is no Leadership Summit logo, but the name should be consistently presented in Open Sans Extra Bold with the year after in Open Sans Regular. Imagery should depict previous summit scenarios or other influential related topics such as networking, mentoring, managing teams, and leading discussions. Separate but complimentary graphic elements and color palette are provided.

Congress Color Palette

Pantone: 3035 C | CMYK: 100, 55, 35, 50 | RGB: 0, 61, 84 | HEX: 003d54

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

Pantone: 549 C | CMYK: 52, 6, 0, 25 | RGB: 86, 155, 190 | HEX: 569bbe

Pantone: 124 C | CMYK: 7, 35, 100, 0 | RGB: 236, 170, 32 | HEX: ecaa20

LEADERSHIP SUMMIT 2020

Congress Photography



PRINT MATERIALS



20/20
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AORN | GLOBAL SURGICAL
CONFERENCE & EXPO

SAVE THE DATE March 28 - April 1, 2020 - Anaheim, CA
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris semper nulla nisi. Duis vehicula dictum justo non venenatis. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut cursus leo in ligula efficitur pharetra eu non enim.
Learn more at: www.aorn.org/expo



1 20 200 200 ft. or 61 m

2 20 100 100 ft. or 30.5 m

3 20 70 70 ft. or 21.35 m

4 20 50 50 ft. or 15.24 m

5 20 40 40 ft. or 12.19 m

6 20 30 30 ft. or 9.14 m

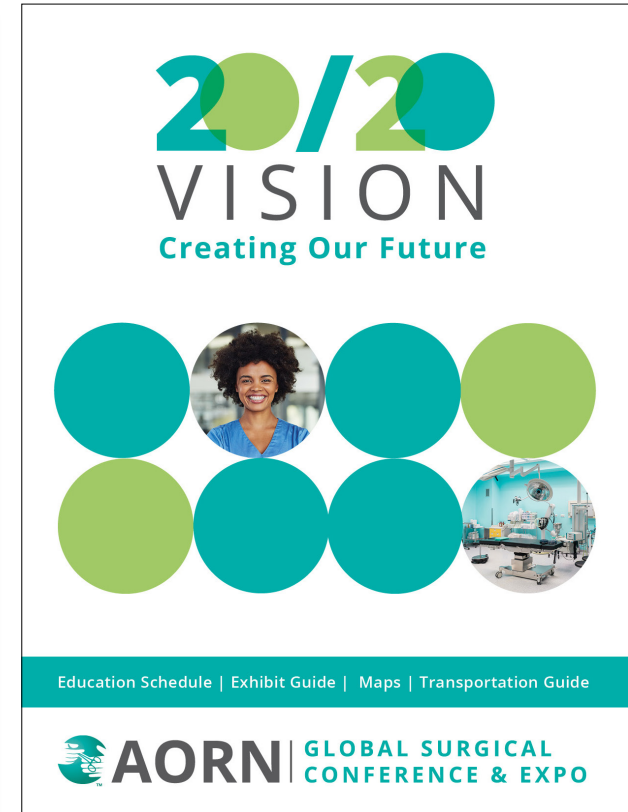
7 20 20 20 ft. or 6.10 m

**E
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V E T H
E D A T E**


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Education Schedule | Exhibit Guide | Maps | Transportation Guide

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WEB GRAPHICS/BANNER ADS



ATTEND THE LARGEST TRADE SHOW FOR SURGICAL NURSES
Anaheim, CA · March 28 - April 1, 2020

Earn 200 CHs!

20/20 VISION
Creating Our Future

REGISTER NOW  **AORN** GLOBAL SURGICAL CONFERENCE & EXPO



Anaheim, CA
March 28 - April 1, 2020

Discover Surgical Nursing Excellence

Earn 200 CHs!

 **AORN** GLOBAL SURGICAL CONFERENCE & EXPO



 **AORN** GLOBAL SURGICAL CONFERENCE & EXPO
Anaheim, CA · March 28 - April 1, 2020

HOUSING NOW OPEN

20/20 VISION
Creating Our Future

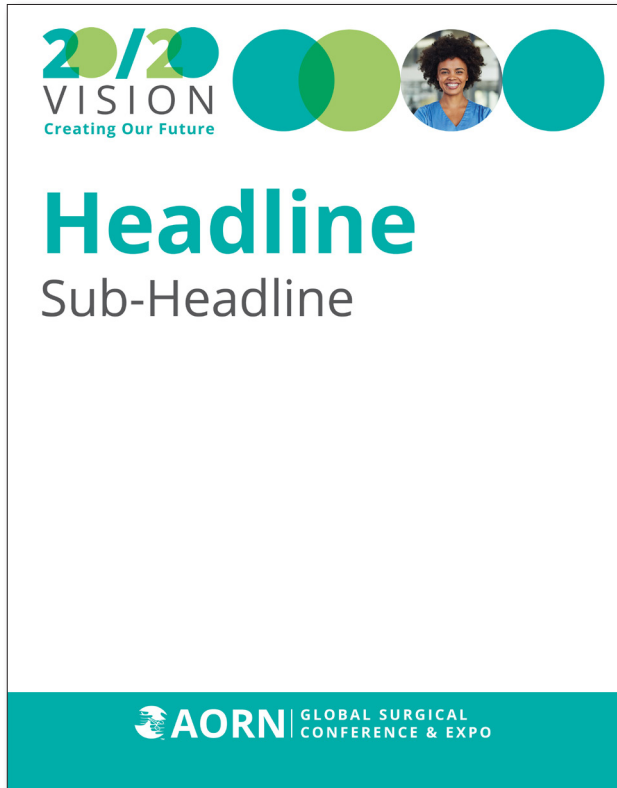


20/20 VISION
Creating Our Future




 **AORN**
GLOBAL SURGICAL CONFERENCE & EXPO
March 28 - April 1, 2020
Anaheim, CA

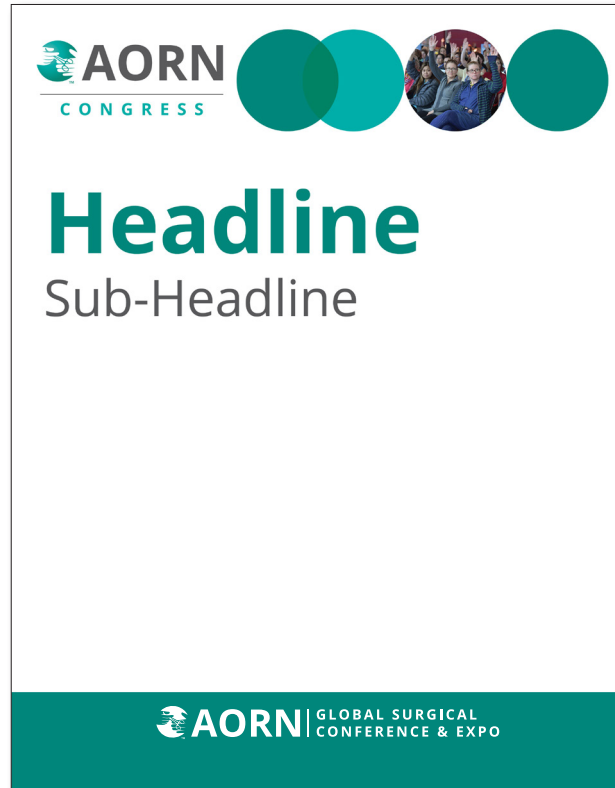

SIGN TEMPLATES




20/20
VISION
Creating Our Future




Headline
Sub-Headline



AORN
CONGRESS



Headline
Sub-Headline



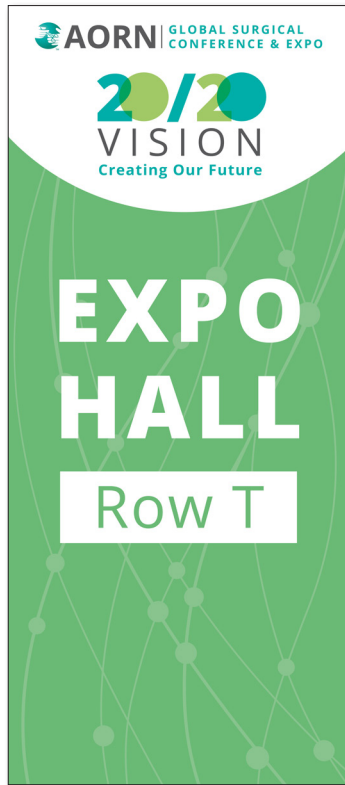
LEADERSHIP
SUMMIT 2020



Headline
Sub-Headline



ALTERNATIVE SIGN TEMPLATES



SIGN TEMPLATES

Partners are an important part of AORN's success. As such, partners may sometimes be represented in AORN Global Surgical Conference & Expo 2020 exhibit space with a physical presence or by logo. In this case, the partner presence should be complementary to AORN, never superior. AORN Global Surgical Conference & Expo 2020 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.



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THANK YOU
to our official corporate sponsors

ETHICON
PART OF THE *Johnson & Johnson* FAMILY OF COMPANIES

3M Health Care

Ansell **BERCHTOLD** **SAGE**
PRODUCTS INC.

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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 2020. Additional design options can be created for special circumstances if necessary. Please contact Mary Anna McOwen at mmcowen@aorn.org for more information.



**20/20
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Ready To Serve:
Tips for Successful Health
Care and Beyond Board of
Directors' Service

Rebecca M. Patton, DNP, RN, CNOR, FAAN

AORN GLOBAL SURGICAL
CONFERENCE & EXPO

The slide features a teal background with a white circular graphic on the left containing a photograph of a conference session. The graphic is overlaid with a network of white lines and dots. The text is positioned on the right side of the slide.



**LEADERSHIP
SUMMIT 2020**

**Perioperative
Surgical Home:**
Lessons Learned, Challenges
Met, and Outcomes Achieved

*Carol D. Applegett, MSN, RN, CNOR, NEA-BC, FAAN;
David M. Brouhard, MD; Paul Levy, MD*

AORN GLOBAL SURGICAL
CONFERENCE & EXPO

The slide features a dark teal background with a white circular graphic on the left containing a photograph of a conference session. The graphic is overlaid with a network of white lines and dots. The text is positioned on the right side of the slide.