

JOURNEY TO MAGNET EXCELLENCE® TOOLKIT

The contents of this toolkit are intended to be used by health care organizations currently on the Journey to Magnet Excellence.

JOURNEY TO
MAGNET
EXCELLENCE

AMERICAN NURSES
CREDENTIALING CENTER

OVERVIEW

The ANCC Magnet Recognition Program® was started in 1990 with the purpose of identifying and promoting excellence in nursing using evidence-based research and best practices. Today, the Magnet Recognition Program® is considered the gold standard of nursing excellence, a distinction earned by only 8% of hospitals and health care organizations internationally.

Congratulations on your decision to take the Journey to Magnet Excellence®! It's an invaluable investment with many benefits over the long-term:

- Highest standard of care for patients
- Business growth and financial success
- Staff who feel motivated and valued

This Journey to Magnet Excellence® Toolkit is for organizations just like yours, who have made the commitment to share the journey to Magnet designation.

The following pages provide artwork and brand guidelines for the Journey to Magnet Excellence logo as well as templates for a thank-you card and a shout-out card to recognize staff who deserve the extra recognition as they push the team toward achieving Magnet designation.

Questions? Feel free to contact us with any questions you may have at magnetops@ana.org.

To access Magnet program resources, FAQs on the Magnet program, information on redesignation or a list of Magnet facilities, visit nursingworld.org/magnet.

The ANCC Magnet Recognition® name and logo is a trademark of the American Nurses Credentialing Center (ANCC). All rights reserved. The American Nurses Credentialing Center is a subsidiary of the American Nurses Association (ANA). ANCC does not endorse any products or services.

AN EXCLUSIVE AND IMPROVED SHOPPING EXPERIENCE!

Announcing the ANA Enterprise Gift Shop



We are pleased to announce the launch of the new ANA Enterprise Gift Shop. All of your favorite products are now together in one convenient location to make shopping for your team a breeze. Benefits include a new platform, more customization, and a streamlined shopping experience.

We've made it easier for Journey to Magnet Excellence® organizations to order program merchandise. This customer-focused benefit simplifies the process so you can order branded products directly from the new ANA Enterprise Gift Shop.

Here's how it works:

- Visit shopana.org.
- Select your items and proceed to checkout.
- At checkout, you will be required to enter your organization's unique ID. Please refer to ID number provided when your organization was designated.
- Enter your ID number to verify and complete your purchase.

IMPORTANT NOTICE

You will not be able to complete your order without the verification of your unique ID number. ID verification applies *only* to purchase of program merchandise.



LOGO GUIDELINES

The Journey to Magnet Excellence® mark (logo) may only be used by organizations currently on the Magnet journey (i.e., application has been received and approved).

These organizations may use the Journey to Magnet Excellence mark in accordance with the guidelines provided in this document—on letterhead, in brochures, and for publicity activities relating to the program and/or nursing activities within the designated organization.

ANCC expects that representatives of organizations on the Journey to Magnet Excellence will follow established standards of professional practice and ethics in business, advertising, public relations, sales, and marketing when using the logos.

There must be no confusion in copy or design of any marketing materials that suggests your organization is Magnet-designated. In all materials, and at all times, it must be clear that your organization is currently on the Journey to Magnet Excellence.

The Journey to Magnet Excellence mark is a legally trademarked symbol and must be used in accordance with these rules:

- All lettering inside the logo must be readable when the symbol is used on materials.
- If the words are not legible, please increase the size of the logo.
- The logo cannot be altered or modified. It may be resized, provided the proportions of the entire logo are maintained and all features of the logo are clearly distinguishable.
- The logo shall be reproduced:
 - In black or in green (PMS 3278 green or equivalent)
 - In a size that makes all features of the mark clearly distinguishable
 - Without distortion of its dimensions
- The Journey to Magnet Excellence logo cannot be used in isolation from the recognized organization's logo. All materials must contain both the organization's logo and the Journey to Magnet Excellence logo.
- For the use of the certification mark on electronic documentation (e.g., websites), the same rules as stated in these guidelines apply.
- The Journey to Magnet Excellence logo, if used on an organization's website, must include a hyperlink to ANCC's Magnet Recognition Program [web page](#).

NOTE FOR HEALTH CARE SYSTEMS

If all health care organizations in your system are not on the Journey to Magnet Excellence, please be certain that the certification mark is used only in reference to those that are on the journey. There must be no confusion to even a casual viewer/reader regarding to which organizations the certification mark applies.

ANCC reserves all rights in its trademarks. ANCC reserves the right to change the guidelines herein, and/or cancel use at any time. Any organization failing to strictly adhere to these guidelines shall have their right to use the ANCC logo terminated immediately. In addition, the Magnet Recognition Program® reserves the right to terminate its recognition of an organization should an organization violate or continue to violate these guidelines in a manner that may jeopardize the integrity of ANCC trademarks or programs, as defined solely by ANCC.

NAME USAGE

The ANCC Magnet Recognition Program encompasses a variety of brands under this umbrella name: ANCC Magnet Recognition®, Magnet®, Magnet Recognition Program®, Journey to Magnet Excellence®, ANCC National Magnet Conference®, The Magnet Prize®, National Magnet Nurse of the Year® Award, Magnet Learning Communities®, names and logos are registered trademarks of the American Nurses Credentialing Center. Forces of Magnetism® and Magnet Model® are registered copyrights of the American Nurses Credentialing Center (ANCC). ANCC is a subsidiary of the American Nurses Association (ANA).

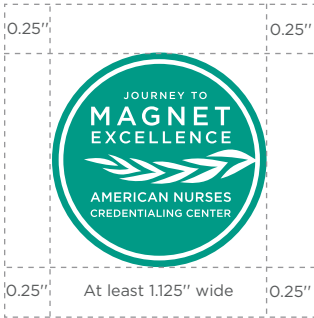
The correct trademark and language to represent your organization's journey have all been included for your convenience.

Please forward questions regarding these guidelines to the ANCC Magnet Recognition Program via email at magnetops@ana.org

LOGOS

ORGANIZATIONS ON THE JOURNEY TO MAGNET EXCELLENCE®

Organizations currently on the Journey to Magnet Excellence (those organizations whose applications have been submitted and accepted) may use the Journey to Magnet Excellence logo series. There must be a 0.25" margin of white space surrounding the logo on all four sides. To maintain readability, the logo should not be reduced to a proportional size of less than 1.125" wide.



[DOWNLOAD](#)

File formats include:
EPS, JPEG, PNG

SIMPLIFIED LOGOS



AMERICAN NURSES
CREDENTIALING CENTER

AMERICAN NURSES
CREDENTIALING CENTER

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File formats include:
EPS, JPEG, PNG

MAGNET COLOR



PMS 3278
82C 17M 57Y 2K
HEX 009a86

GIVE A SHOUT OUT!

The Journey to Magnet Excellence® shout-out card and social media nurse spotlight ad recognize exceptional individuals within your organization who exemplify what it means to be a Magnet nurse. Magnet nurses represent nursing excellence in their dedication to their patients, their peers, and their profession and is shown in the work they do each and every day.

At the core of every Magnet-recognized organization is a team of nurses who work tirelessly to achieve Magnet status. Give a shout to all of the superstar nurses who are pushing your team closer to Magnet-designation!



In recognition of

REMOVE THIS BOX AND PLACE LOGO HERE



NAME OF THE PERSON YOU ARE RECOGNIZING (first and last name, department)

YOUR NAME (first and last name, department)

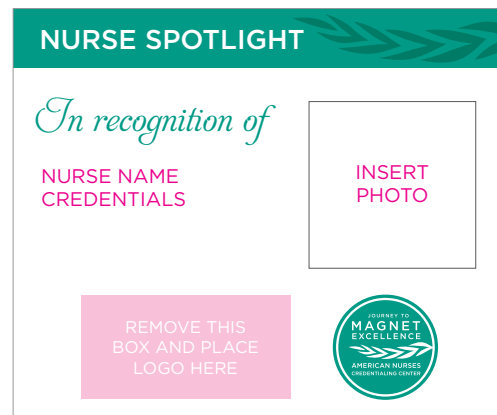
WHAT MAGNET® VALUE(S) DID THE INDIVIDUAL DEMONSTRATE?

WHAT DID THE INDIVIDUAL DO TO MODEL THOSE VALUES?

HOW DID THE INDIVIDUAL'S ACTION EXEMPLIFY NURSING EXCELLENCE AND THE MAGNET GOLD STANDARD OF CARE?

DOWNLOAD File formats include:
PDF

Monthly nurse spotlights are a great way to recognize nurses for going above and beyond. Customize this ad with your Magnet nurse's information and picture, and post it to your organization's social media newsfeed with a personalized congratulations message!




NURSE SPOTLIGHT

In recognition of

NURSE NAME CREDENTIALS

INSERT PHOTO

REMOVE THIS BOX AND PLACE LOGO HERE



DOWNLOAD File formats include:
JPEG

THANK-YOU CARD

Use this professionally designed thank-you card to show your nurses how much you appreciate their commitment to nursing excellence. Download the files below to customize the card by adding a personalized message, or print it out to handwrite messages.



[DOWNLOAD](#)

File formats include:
PDF, Adobe Indesign