



EONS Branding Guidelines – Final Draft, August 2017

What are branding guidelines for?

Branding guidelines are the means by which an organisation ensures that its communications – internally and externally – conform to a consistent style. This style helps to ensure that the organisation's identity and ethos are clear, both to its own members, partners and stakeholders, and to external audiences. The term 'style' includes visual aspects (logo, colours, typeface etc.) and 'softer' aspects like tone of voice, mission and values.

Why does EONS need branding guidelines?

A consistent brand ensures a sense of cohesion and common purpose in a membership organisation such as ours and reassures our audience that communications received are formally endorsed and represent EONS' official position on an issue. This is important both for internal and external audiences – moreover, it is necessary to be aware that what might be regarded as in internal communication very quickly becomes external once it is placed on a website, or emailed to a third party.

Who should use EONS branding guidelines?

Anyone who is seeking to communicate with EONS members or partners in a formal manner should use the guidelines. Most commonly, this will be the EONS Executive Board, National Societies, Working Groups and Team members. The guidelines relate to standard documents such as Minutes, Grant Guidelines, Reports and Presentations. (Designed 'one-off' communications, such as campaign leaflets and posters, will be produced professionally.)

Templates

In order to help EONS communicators adhere to the guidelines, we have produced a series of templates, in Word and PPT, for our organisation's most common requirements, e.g. standard letter, minutes, agenda, grant guidelines etc. (*See Appendix 1*). These templates should be used for all appropriate communications and may be requested from Rudi Brike at the EONS Secretariat on a single use basis – eons.secretariat@cancernurse.eu. They are also available on EONS Link. Certain elements of the template are locked. This is to ensure that they remain in place and users do not unintentionally alter the style.

Final word

Branding guidelines and templates can sometimes feel a little controlling, especially in an organisation like EONS that relies on the generosity and good will of many volunteers, and that is largely 'virtual'. However, this makes these tools doubly important in order to ensure that we all speak with a common voice and purpose, and that our communications have a clear sense of belonging to EONS. The guidelines and templates help ensure we have a common language with which to communicate with each other, and with the world.



Branding guidelines – visual style

The EONS logo

This is the EONS logo:



The logo is the strongest visual signifier that an organisation has. It is therefore very important that it appears in the same format on all communications. In EONS' case this is top and centre. The logo's integrity should never be altered and it must appear in the same form, featuring both words and script at all times.

The colours in the logo reflect EONS' CARE strategy, which is based on:

- Communication – Red
- Advocacy – Blue
- Research – Orange
- Education – Purple

For the purposes of ordering EONS stationery and other promotional products such as T-shirts, hats etc. for conferences and events, you will need to tell the printer the colour and font specifications. They are as follows:

Blue: 80c 40m
Orange: 70m 100y
Purple: 55c 85m
Red: 100m 100y*

(C, M & Y stands for cyan, magenta and yellow.)

Myriad Semibold is the font. However, the professionally designed logo should *always* be used and no attempt made to 'recreate' it. This is to ensure consistency and design accuracy.

The EONS Typeface – Calibri

The typeface is also commonly known as the 'font' style in which the text appears. Although one may barely notice this consciously, the typeface is important for 'feel' and clarity. The EONS typeface is Calibri. Calibri is a commonly available and clear 'sans serif' typeface



(i.e. one that does not have extending features called 'serifs' at the end of strokes and tends to have less line width variation) that is popular in many organisations as it is felt to present particularly well on screen, which where the majority of documents are now read. (It is also now the default font for Microsoft.)

Calibri regular (or 'roman') 11 point should be used for the body text for most documents.

Primary headings should be in 14 point, regular, bold – **Like this**

Secondary headings should be in 12 point, regular, bold – **Like this**

Sub-headings should be in 11 point, regular bold – **Like this**

The leading (that is, the spacing between the lines of text) should be set at 1.0.

The text should be set left (not justified).

However, you won't usually need to apply these specifications to documents yourself as EONS has created templates for your use.

The EONS Templates

A PPT and a Word template are available for your use when communicating on behalf of EONS. The templates are available from Rudi Brike at eons.secretariat@cancernurse.eu and on EONS Link. The Word template is to be used for EONS information sheets, (Grant) guidelines, Working Group minutes etc; the PPT template is for EONS presentations given by the Board, Working Group and EONS staff/freelances. It is particularly important that they are used when addressing an external audience.

The templates conform to the styles set out above. Here is a snapshot of how this looks in practice in Word:

Headline **Calibri 14 point, regular, bold**

Secondary-heading **Calibri 12 point, regular, bold**

Sub-heading **Calibri 11 point, regular, bold**

Body text Calibri 11 point regular

Body text Calibri 11 point regular

Body text Calibri 11 point regular



PowerPoint

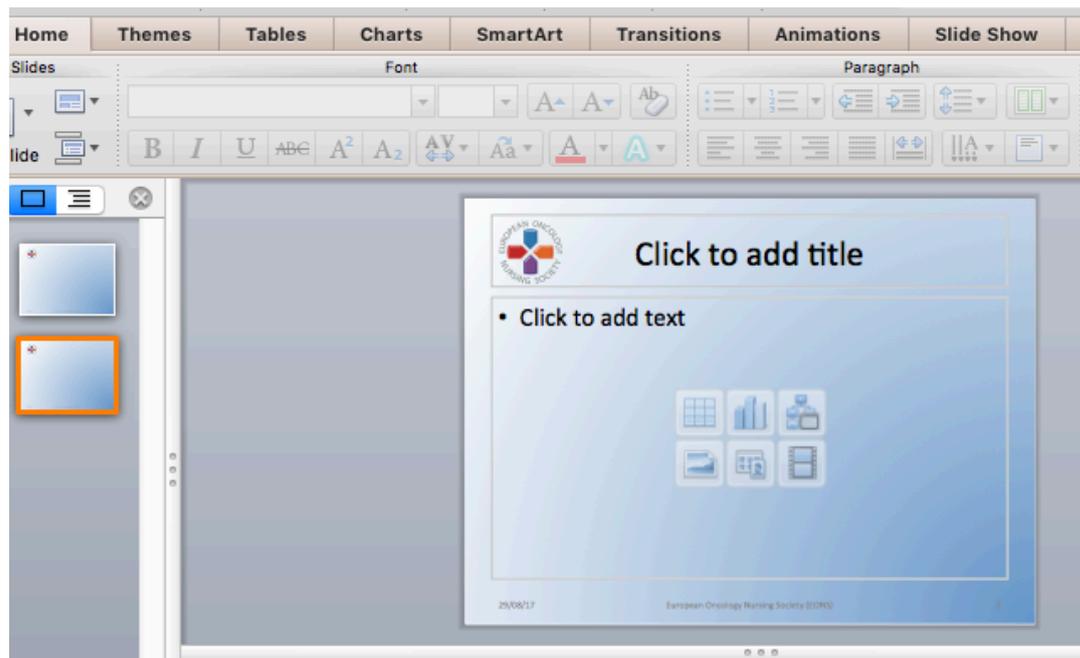
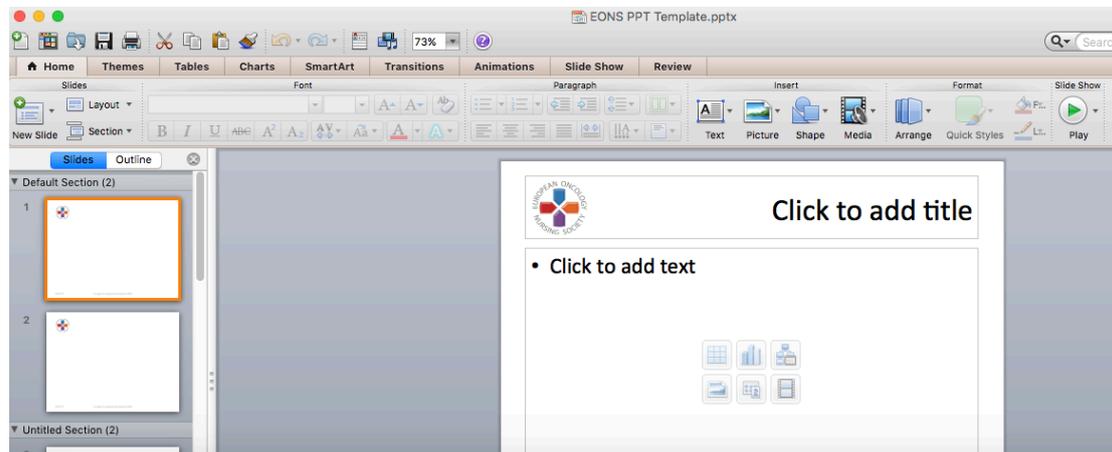
PPT template

The EONS PPT template should be used for all PPT presentations, especially when speaking on EONS' behalf at external events and conferences.

It has been branded clearly and simply. The following elements must appear on every slide:

- EONS logo in the headline box (You will notice that the logo is placed to the left in PPT so that it allows space for the headline within the standard PPT format)
- The date (which will set automatically) and 'European Oncology Nursing Society – EONS' as the footer.

[NB. Two alternatives styles are offered below pending a final decision by the Task Group/Comms WG.]





Within this basic branding format you still have complete freedom to set up and organise your slides as you wish. However, certain approaches are more successful than others. Here are a few tips:

1. Plan what you want to say beforehand (your main points, your beginning, middle and end) – this way, when you come to make your slides, your thoughts and words will be clear and powerful.
2. Do not put *everything* you want to say on the slides – they should simply illustrate and underline the *key* points from the talk you are giving (from your own notes).
3. Do not crowd your slide – limit each one to three or four clear points.
4. Put each graph/chart on a separate slide from the text that explains it.
5. Use images sparingly – choose a few high quality pictures. Ask yourself whether they will really add to your audience's understanding.
6. Remember not to stand with your back to the audience, reading from the screen.
7. Ask questions of your audience – this will draw them in and help them engage with what you're saying.
8. A joke or two to lighten the tone always helps!



Email signature

The email signature is the information that automatically appears at the bottom of every email that you are sending on behalf of EONS. This helps the recipient see immediately who you are, your relationship to EONS and how they can contact you if they need to. The EONS team largely uses a bespoke EONS email provide. *However, many of the Board and Working Group members use their personal or employer email. If the latter is the case you probably will not be able to adapt the signature details, but it is worth asking whether you can add some elements of the EONS one.*

The EONS email signature includes your name, role, email address, phone number. And the EONS logo. It then encourages the recipient to find out more about EONS through the website and ideally to engage through social media. Finally, it includes EONS registered charity address and contact details. Like this:

Helen Oswald
EONS Communications Manager
eons.communications@cancernurse.eu
07507 353957



www.cancernurse.eu
www.facebook.com/cancernurseEU
www.twitter.com/cancernurseEU

European Oncology Nursing Society
c/o Haysmacintyre
26 Red Lion Square
London, WC1R 4AG
UK
Tel: +32 (0)2 779 9923
eons.secretariat@cancernurse.eu

This may seem like quite a lot of information, but recipients will simply glance at it quickly to find what they need, or ignore it. (The signature is used in all initial emails, but does not have to be used in a reply email.)



How to set up/change your email signature

It's easy to set up or change your email signature. On most email systems you simply go to settings/options/layout/email signature and paste the details you wish to include there, save and close.

Sometimes EONS adds an extra graphic feature or logo at the end of the signature to mark a special event. This is a very simple and effective way of helping everyone know about what we're doing. For example, some of us added a pre-designed, colourful ribbon logo to advertise European Cancer Nursing Day in May. These are added in the same way as detailed above.

EONS' vision, mission and values

These provide focus for an organisation and explain to others what it is that you do.

While a mission statement talks about the organisation's purpose, (i.e. direction), a vision statement talks about what the organisation would like to be. In other words, the mission sets out the journey, the vision is the destination.

EONS' Vision

That all people affected by cancer across Europe will benefit from the care of well educated, well informed and highly competent cancer nurses, who will play a central role in providing support, promoting health and improving clinical outcomes.

EONS' Mission

Working in partnership to develop and promote excellence in cancer nursing practice through education, research, leadership and support to cancer nurses across Europe.

Values

An organisation's values are a set of commonly-held values that define its culture and beliefs. EONS values are that we are an inclusive and credible organisation, which aims to provide effective and practical support to all members across Europe.

The strategic CARE plan

The CARE strategy provides the Board with a framework within which activities can be developed that will deliver benefit to members. By these means the CARE plan ensures that EONS' mission is delivered.

You can read more about EONS' vision, mission, values and CARE strategy at http://www.cancernurse.eu/about_eons/strategy.html



Tone of voice

This might seem like common sense but it comes more naturally to some than others. Just bear in mind that we are a professional organisation and our tone should reflect that. We are also a membership organisation and this means that our tone should therefore be inclusive and friendly. We want our audience – our members and partners – to know that we are there to support them and that we are approachable and have their interests at heart. It can be helpful to imagine that you are speaking to a specific person when you write – someone you respect, know quite well and wish to be friendly with.

Language

EONS does translate some educational resources but most communication is in English. Many EONS members have English as a second language, therefore it is especially important that we communicate clearly in plain English that is easy to understand. This means using fairly short sentences and paragraphs, and trying to avoid too much idiomatic English. A basic style guide is being produced which we hope will help EONS writers avoid some of the main pitfalls and apply a few key rules regarding the EONS style.

**These guidelines have been produced by the Branding Guidelines Task Group: Paz Fernandez Ortega, Stelios Katsaragakis, Charlotte Weston, Mariska Mooijekind and Helen Oswald. Please do contact us with any comments, questions or suggestions:*

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Charlotte Weston – Charlotte.Weston@rmh.nhs.uk

Helen Oswald – eons.communications@cancernurse.eu



Appendix 1

Agenda:



EONS Meeting Agenda

Subject of meeting:

Date:

Time:

Location:

Invitees:

Agenda Items:

1.

1

European Oncology Nursing Society
c/o Haysmacintyre, 26 Red Lion Square, London, WC1R 4AG, UK
EONS is a UK registered charity. Registration number: 802484



Minutes:



Minutes – EONS Advocacy Working Group Meeting

Date:
Time:
Location:
Attendees:
Apologies:

Minutes



Grant guidelines:



EONS Grant Guidelines

Name of grant:

Amount available:

Deadline:

Online application form URL:

What is the grant's purpose?

What does the grant fund?

What does it *not* fund?

Who may apply?

Further information

Contact details

1

European Oncology Nursing Society
c/o ~~Macmillan~~, 26 Red Lion Square, London, WC1R 4AG, UK
EONS is a UK registered charity. Registration number: 802484



Standard Letter:



European Oncology Nursing Society
c/o Haysmacintyre
26 Red Lion Square
London, WC1R 4AG
UK
Tel: +32 (0)2 779 9923
eons.secretariat@cancernurse.eu

Date

Subject of letter

Dear

EONS is a UK registered charity. Registration number: 802484