



## FROM THE NNA PRESIDENT

Linda Hardy, PhD, RN, CNE, CTN-A

### GREETINGS TO ALL NEBRASKA NURSES!

#### Exciting new branding for the American Nurses Association (ANA)

After extensive feedback from constituents and with guidance from experts, the ANA unveiled a new branding initiative in November. Previously, the branding centered around the concept of American Nurses Enterprise. This included the ANA, the Foundation, and the Credentialing Center. There was a lack of recognition as to what the Enterprise was as well as a lack of cohesiveness with the various logos.

The new logo prominently emphasizes “Nurses” with each entity. That is American Nurses Association, American Nurses Foundation, and American Nurses Credentialing Center. The team also identified a new theme line: **The Power of Nurses™**. An expanded color scheme was approved which provides more options for constituent use. There is work in progress to change the ANA website address to a more universally recognized search term. If you type [ana.org](http://ana.org) in the search bar, you arrive at the website: <https://www.nursingworld.org/> Please go to the website to view the new branding logos, colors, etc.

At our NNA board meeting, we unanimously

approved adoption of the new branding program from ANA. Of note, ANA will provide extensive support for the state to transition to the new branding as well as a generous stipend to pay for the replacement of various items — e.g. the NNA banner that we use at events.

I know some of you, myself included, have t-shirts, jackets, etc. with the NNA logo. There is no problem with continuing to use these items as the logo is very similar and the colors are still part of the new palette.

### NNA BOARD MEETING

The NNA board will meet in person on Saturday, February 1, 2025, for an in-person retreat and orientation of new board members. If you have concerns or items for discussion, please contact me via email to add your item to the agenda.

As I am writing this column in December, I wish all of you a happy holiday season! And a special thank you to all of you who will be working during holidays to care for the people of our great state of Nebraska. 🌟

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