



ACCORDS

ADULT AND CHILD CENTER FOR OUTCOMES  
RESEARCH AND DELIVERY SCIENCE

UNIVERSITY OF COLORADO  
CHILDREN'S HOSPITAL COLORADO

Prevention Research Center for Family and Child Health

ACCORDS (Adult and Child Center Outcomes Research and Delivery Science) University of Colorado School of Medicine Children's Hospital  
Colorado Mailstop F443

1890 North Revere Court Aurora, CO 80045

## International Nurse-Family Partnership® (NFP)

### Guidance Document - Branding, Trademarking, and Copyright of Nurse-Family Partnership®: Updated December 2022.

#### Introduction

This guidance is for current/future countries implementing the Nurse-Family Partnership® (NFP) program to: 1) ensure consistent use of the registered trademark and branding; and 2) support the use of the NFP's registered trademarks and development of a country's own unique program name and trademarks if desired. This document also provides details on how to correctly display the copyright notice that must be included on all program materials and derivative works that are owned by the Regents of the University of Colorado (UCD). As a reminder, UCD's Proprietary Materials, as defined in the License Agreement, remain the sole property of UCD. Prior written approval from UCD is required before sharing NFP information with any third parties. The overarching goal of consistent branding is to visually unite all NFP programs globally and lay a strong foundation for international collaboration, while being mindful of the legal requirements set forth in each license agreement.

#### How to use the NFP Trademarks and Brand

Countries can decide to either:

1. Solely use the U.S. brand and registered trademarks,
2. Co-brand using the U.S. brand and registered trademarks in conjunction with a unique name and logo, or to
3. Use an approved variation of the U.S. brand and registered trademarks. Your International Consultant can support you to make decisions about the best choice for your country.



The license holder and all designated individuals delivering NFP within their jurisdiction are responsible for ensuring that the name and graphic signature of Nurse-Family Partnership are used in ways that consistently communicate the quality image and standards set out in this document.

When others wish to reproduce, incorporate, or make other use of the Nurse-Family Partnership name, icon and images, permission should be given by license holders only when it is appropriate. And once permission is granted, it is up to the license holder to monitor those uses to safeguard the image and identity of NFP.

#### Guidelines for Using the U.S. Brand

The NFP trademarks in the United States (U.S. NFP Trademarks) are as follows:

TRADEMARK	REGISTRATION NUMBER	REGISTRATION DATE
Nurse-Family Partnership	3318098	October 23, 2007

Icon Design: Disc-Head Family of 3 formed by Circles & Stripes 	3449527	June 17, 2008
Helping First-Time Parents Succeed	3318097	October 23, 2007
NFP complete Logo: Nurse-Family Partnership Helping First-Time Parents Succeed and Design. 	4789318	August 11, 2015

In general, here are the requirements for using the U.S. Brand:

- The official U.S. NFP Trademark must be used on all marketing materials including any electronic displays/web sites (stationery, brochures, handouts, posters, etc.).
- “Nurse-Family” must always be hyphenated.
- The ® should be used when the trademark is first mentioned in materials, when the trademark is shown prominently, and whenever possible, but not if it disrupts the flow or visual effect of the materials. This applies to the name Nurse-Family Partnership, as well as the logo.
- The U.S. NFP Trademark must be used as registered (font, color, etc.) – in compliance with the Image Standards and Logo Usage section of this document.
- Neither the graphic icon nor the typeface/font in the NFP icon may ever be altered, nor may NFP’s name be separated or omitted from the icon in any use of the brand image.

Because significant resources have been invested in developing and designing the NFP images, and communicating their value, they must be presented correctly and consistently to maintain and enhance Nurse-Family Partnership’s valuable and enduring identity

#### Use of the tag line:

The tag line (‘Helping First Time Mothers Succeed’) may be omitted from the logo by countries who feel that this does not represent the families that they are serving, or because the language used does not conform with the expectations for working with families in their country.

#### Guidelines for Co-Branding

Countries may choose a unique name and logo for the NFP program in its country or other relevant geographic boundary. This unique name and logo should be sufficiently different from the U.S. NFP Trademark (for example, including the country’s name as part of the program name and using a distinct logo design and color scheme), and not merely a translation of the U.S. NFP Trademark into another language. Co-branding allows an opportunity for program participants to choose a name and visual representation of the NFP program that will resonate with the target population and language of that country, so that

the name and logo will become a recognized brand for the NFP program in the community and among the country's service providers.

Here are the requirements for co-branding:

- The official U.S. NFP Trademark must continue to be used on all marketing materials including any electronic displays/web sites (stationery, brochures, handouts, posters, etc.). Any circumstances where the use of the U.S. trademark is deemed inappropriate should be shared with the UCD International team.
- "Nurse-Family" must always be hyphenated, when using the U.S. NFP Trademarks.
- The ® should be used when the trademark is first mentioned in materials, when the trademark is shown prominently, and whenever possible but not if it disrupts the flow or visual effect of the materials. This applies to any name or logo that is a registered trademark in that country.
- The U.S. NFP Trademark must be used as registered (font, color, tag line etc.) – in compliance with the "Image Standards and Logo Usage" document attached to this guidance document.
- Countries must consider any input provided by UCD regarding branding and make reasonable efforts to incorporate any proposed modifications.
- The unique name and logo must only be used in conjunction with the U.S. NFP Trademarks and for the sole purpose of the NFP program.
- It is recommended that the NFP trademark be displayed on the top-left side of all materials and the unique name and logo be displayed on the top-right side of all materials. Side by side is acceptable, but there must be reasonable separation so that they do not look like one name and logo.
- If a country develops a unique program name, they may register for a separate trademark of this program name and any graphic used with the name. The NFP trademark must not be attached to the unique program name in registering.

It is more important for the country's logo and the NFP logo to both be on publicly available resources rather than then internal ones. We want the public to recognize the NFP program by the name and the logo. Accordingly, the NFP branding and logo, and the country's co-brand, must be on all client documents, publicity materials, reports etc. For internal resources, at a minimum the co-branding must be on the outside or cover of a guide/resource manual.

### **Guidelines for a Trademark Variation:**

Rather than using the U.S. NFP Trademarks and as an alternative to creating a co-brand, countries may be permitted to create and use a variation of the U.S. NFP Trademarks, such as a mark that uses different colors or that is a direct translation of the words to another language.

Here are the requirements for using a variation:

- Countries must involve and consult with UCD in the creation of the variation and must reasonably consider any input provided by UCD.

- Countries must seek approval of the variation from UCD before a variation is used. UCD will work with the country so that the variation will be approved in a timely manner.
- If UCD consents to a variation of the U.S. NFP Trademarks, UCD will own such new trademark variation. This means that UCD will be the registered owner of the variation and the trademark, but the country will be free to use the new mark, per the terms of the license agreement.

### Copyright Notice:

**Please note: The copyright notice below must be used on all proprietary materials** (client guideline materials, nurse/supervisor educational materials, site implementation materials) **or derivative works** (additional in-country developed client materials/facilitators, site materials, guidance documents etc.). Whilst the Regents of the University of Colorado owns the copyright for all NFP materials and their derivatives, we are committed to sharing these resources amongst all licensed NFP countries so that everyone may benefit. As per the licensing agreement, NFP proprietary materials may only be shared with the country's designated NFP sites and other licensed NFP programs throughout the world.

The copyright text that should be used is as below:

© Copyright [Year developed]. The Regents of the University of Colorado, a body corporate.  
All rights reserved.

*or can be used without the first period:*

© Copyright [Year developed] The Regents of the University of Colorado, a body corporate.  
All rights reserved

- Note - we have used this for the footer in this guidance document

### Nurse-Family Partnership Name References - (full name vs. acronym use)

Whenever the name of Nurse-Family Partnership first appears in a body of text, the program's full name must be spelled out, followed by the ® symbol and the abbreviation (NFP) in parentheses. The NFP acronym may be used by itself thereafter in the same body of text. However, it is preferable that the words are spelled out versus using the acronym, as it reinforces the brand.

- For example: *Nurse-Family Partnership ® (NFP) is an evidence-based...*

Nurse-Family Partnership is a registered service mark – please make sure you are using a logo with the ® symbol. The graphic icon or the typeface/font in the NFP icon may never be altered, nor may NFP's name be separated or omitted from the icon in any use of the brand image.

### Image Standards and Logo Usage for the U.S. NFP Trademark

The US NFP logo consists of 3 parts:

- A graphic icon
- The program's name
- The "tag" line

The guidance below provides the expectations, information and tools needed to be sure that all NFP-related materials are created with a consistent, professional use of the US NFP icons, type treatments, colors and design.

The most general rule is that any use of the Nurse-Family Partnership’s name, icon or other graphic signature in any medium must conform to this guidance. Any unusual use or request to use the name, icon or other graphics in a way that does not conform to this guidance must receive explicit approval in advance from UCD. The guidance and restrictions outlined here apply to all partners, affiliates, and other institutions or individuals that have a formal or informal relationship with NFP.

**Nurse-Family Partnership Brand Size Standards**

- The size of the NFP brand, when used in the printed or electronic media of an implementing agency, must conform to the technical specifications detailed below. In such cases, we prefer that the NFP icon appear at a size that is at least 50% of the external organization’s icon size in the same medium - but never smaller than a height of ½ inch when used in page-size, printed materials.
- If the layout does not permit these specifications, it is permissible to type out the words Nurse-Family Partnership in Adobe Garamond Regular or if multiple programs are listed to utilize the same typeface for all programs.
- The requirement for clear space around the NFP brand, especially when used in non-NFP materials, is: 1/2 inch (36 points, 3 picas) vertically and horizontally.

The logo may not be used in any manner that distorts or omits any of these requirements.

**Color Standards**

Considerable resources have been spent in choosing the color and other design elements of the NFP brand, and the use of color greatly reinforces the Program’s brand recognition. Thus, we prefer to display the brand in two-color (spot color) process in all applications. One-color versions for lower-visibility applications, or where the two-color process is not practical or affordable can be used. In such cases, the brand should be printed in greyscale rather than simply black and white. Always choose the appropriate and accurate color version for the medium involved, using the tables below:

Note: The NFP brand contains three shades of the same color. In the Process and RGB tables the shades are listed as 100%, 80% and 50%, 100% being the darkest, 50% the lightest. The tag line attached to the logo is black. In Process color it is 100% K. In RGB it is 0 for red, green and blue.

**Pantone 647 CVC:**

100%	80%	50%
<b>Process:</b> C 94% M 43% Y 0% K 38%	C 75.2% M 34.4% Y 0% K 30.4%	C 47% M 21.5% Y 0% K 19%

<b>RBG:</b> R 15 G 58 B 104	R 47 G 84 B 126	R 110 G 134 B 167
<b>Hexadecimal:</b> 0F3A68	2F547E	6E86A7

CMYK refers to the four inks used in some color printing: cyan, magenta, yellow and key (black)

RBG = red, green, blue

Hexadecimal color numbers are codes created for Internet and web designs

### **Prohibited uses of Nurse-Family Partnership’s brand and brand elements**

To maintain the integrity of the NFP brand, always use these signatures properly. These are only some of the possible misuses of these items:

- Do not change the relationship or format of the brand’s graphic icon and its typeface. Do not use the NFP icon or name to create a pattern or background (without written consent/approval of artwork from UCD)
- Do not use unapproved colors.
- Do not fill the icon or its background with an unapproved color.
- Do not use the NFP icon by itself without prior approval.
- Do not electronically scan the brand.
- Do not use a version of the brand that is second-generation or worse.
- Do not use the brand on a poorly contrasting background.

### **Paper/Print Media Standards**

- Only the .eps or .tif high resolution file versions of the NFP brand may be used for printed matter, and the color standards described above must be adhered to.

### **Nurse-Family Partnership Icon Typeface Issues**

- The typeface used for the Program name is: Adobe Garamond Regular. The typeface used for the tag line is: Adobe Garamond Italic.

### **MS Word/ PowerPoint Issues**

Use the .tif file format of the NFP icon and images to import them into these applications.

### **Advice, additional guidance, or assistance**

Contact: your UCD International Consultant by email with any questions you may have or if you need assistance regarding use of the Nurse-Family Partnership brand, and for access to these files.

Please submit a proof of initial materials that utilize the above-mentioned standards, as well as drafts of new co-brands, via email for branding review.