

GOLDFARB

GOLDFARB SCHOOL OF NURSING AT BARNES-JEWISH COLLEGE

Brand Standards

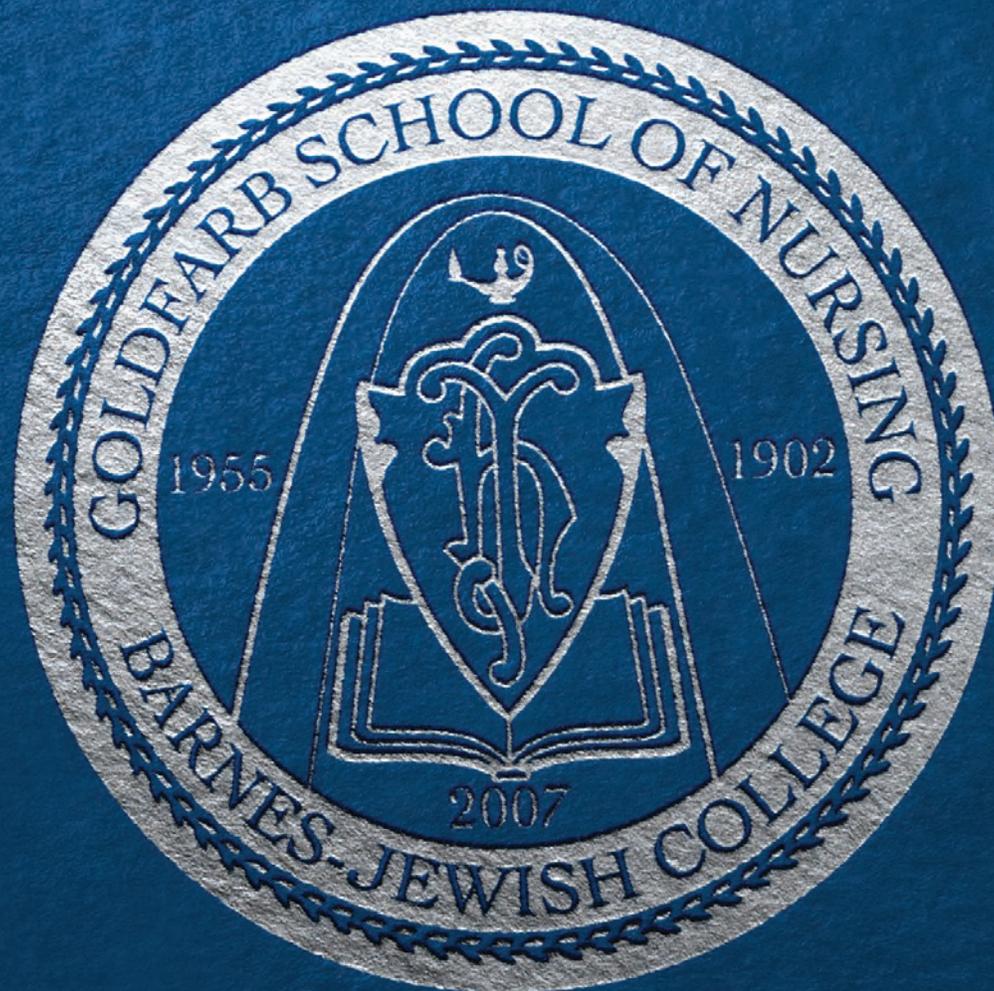


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About Goldfarb School of Nursing at Barnes-Jewish College

With a legacy beginning in 1902, Goldfarb School of Nursing at Barnes-Jewish College has a strong tradition of educating health care professionals while infusing its core values of Community, Caring Ways, Mutual Respect and Empowerment within students, alumni, faculty and staff.

Goldfarb is located on the Washington University Medical Campus in St. Louis, Missouri and is affiliated with Barnes-Jewish Hospital, with a second site at Missouri Baptist Medical Center. As a world-class teaching and research college, Goldfarb offers bachelor's, master's and doctoral degree programs online and on campus in educational facilities that include clinical simulation labs with patient simulation mannequins and exam rooms that provide high-tech, advanced nursing care experiences.

Goldfarb School of Nursing at Barnes-Jewish College is accredited by the Higher Learning Commission (HLC), the Commission on Collegiate Nursing Education (CCNE) and is approved by the Missouri State Board of Nursing and Higher Education Commission.

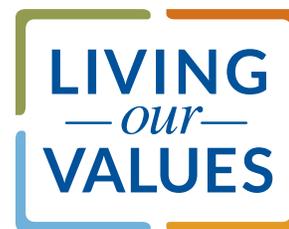
To learn more about Goldfarb School of Nursing at Barnes-Jewish College, visit BarnesJewishCollege.edu.

Mission

We prepare exceptional nurse leaders in an academic learner-centered environment.

Vision

To be a national academic leader in nursing education, research and scholarship.



Core Values

The four core values of Goldfarb School of Nursing at Barnes-Jewish College represent our highest aspirations for institutional identity, impact and routine interactional conduct.

COMMUNITY

We are one community, working together to deliver our best strengths for advancing, serving and sustaining health care work and success.

CARING WAYS

We deliver, discover, teach, establish, sustain and support healing and restorative pathways, for both the community and all of us.

MUTUAL RESPECT

We hold each other in highest mutual regard, honoring our diverse gifts, to promote healthy engagement and exchange.

EMPOWERMENT

We are authorized, prepared and positioned to deliver our best thinking, skills, energy and contributions for our mission success and impact.

See Page 5 for the "Living Our Values" logo and graphics.

Brand Voice & Tone

At Goldfarb, we have a proud history of helping shape future generations of nurses. When talking or writing about our School, our tone should be positive, strong and aspirational — the same approach we take to educating caregivers.

Any internal and external communications should strive to promote the below, using similar language:

- Empowering nurses to provide excellent care
- A robust and innovative curriculum
- Experienced faculty who are leaders in nursing education
- A deep network of community and health care partnerships
- Committed to improving the health of underserved and high-risk populations
- Opportunities to further nursing careers
- Focused programs in several specialties
- Graduating nurses who are highly confident and prepared
- Advanced resources
- Striving for diversity, inclusion and equity within our School and the communities that we serve

For talking points and additional curriculum information, see Page 3.

For external-facing advertising or other marketing collateral, please refer to the Campaign Materials section of this document on Page 15.

“Goldfarb” Name Usage

When writing or speaking about nursing at Goldfarb, our curriculum or our faculty, use “Goldfarb School of Nursing at Barnes-Jewish College” on first reference, and then “Goldfarb,” “the College” or “the School” in subsequent references.

When writing or speaking about Goldfarb’s overall academic function, its governing board, accreditation or its status as an entity that bestows degrees, use “Goldfarb School of Nursing at Barnes-Jewish College” on first reference, and then “the College” in subsequent references.

In any application, always capitalize “School” and “College,” as they are referring to proper names.



Goldfarb Talking Points

- At Goldfarb School of Nursing at Barnes-Jewish College, we empower students who are passionate about nursing to reach their full potential and serve the needs of a diverse patient population. By providing hands-on experience and equipping students with the necessary knowledge and skills, our nurses have increased competence and confidence, allowing them to deliver exceptional care to their patients.
- Goldfarb School of Nursing at Barnes-Jewish College awards bachelors, masters and doctoral degrees in nursing
- Currently, we have more than 600 students in our undergraduate programs and nearly 100 in our graduate programs
- Goldfarb strives to create a supportive student community
- Goldfarb educates nurses who lead, teach, discover, serve, inspire and heal
- Goldfarb has academic partnerships with:
 - > BJC HealthCare
 - Barnes-Jewish Hospital
 - Missouri Baptist Medical Center
 - St. Louis Children's Hospital
 - The Rehabilitation Institute of St. Louis
 - > Center for Interprofessional Practice and Education at Washington University Medical Campus
 - > Shriners Hospital for Children - St. Louis
 - > St. Louis College of Pharmacy
 - > Washington University
 - > and over 20 clinical sites
- Community partnerships with over 40 partners, including:
 - > Covenant House
 - > Kingdom House
 - > South Side Early Childhood Development
 - > St. Patrick's Center
- A network of over 11,000 alumni
- Goldfarb's research priorities are:
 - > Symptom science and precision health
 - > Clinical simulation in teaching
 - > High-risk and vulnerable populations
- Goldfarb has two campus sites:
 - > Duncan Campus Site on Washington University Medical Campus
 - > West Campus Site at Missouri Baptist Medical Center
- Current rankings:
 - > Nurse Anesthesia Graduate Programs #18, *U.S. News & World Report*
 - > Best Nursing Schools: Master's #146, *U.S. News & World Report*
 - > Top 100 Nursing Schools #51, *Nursing Schools Almanac*



“Goldfarb” Logotype

“Goldfarb” is not just our name, it’s our identifying mark that makes us unique—and is the crux of our brand. This simple, strong lockup was created to make the Goldfarb name the central focus. It is shown here at minimum size of 3.5 inches wide. There is also a reverse version. No other colors should be used. This lockup should always be accompanied with the logo.



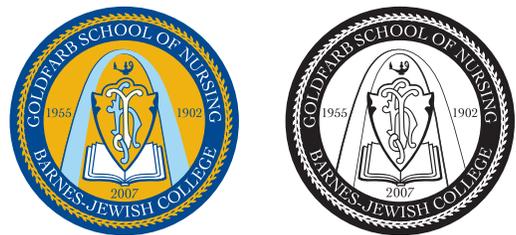
Logo

The logo for Goldfarb School of Nursing at Barnes-Jewish College is a brand standard used to maintain consistency across all BJC HealthCare entities. It should be used in full color (shown at right), but there are four approved versions of the logo: full color, grayscale, reversed with a yellow sun, and reversed with a gray sun. This should not be used in any other colors.



Seal

The seal is Goldfarb’s most formal mark, reinforcing the reputation and established quality of the College. It should be primarily used in full color but also has black, grayscale and blue options. It may be applied as a “watermark” effect through screening, but may never be less than 10 percent transparency. It is shown here at minimum size, 1.2 inches wide. This should not be used in any other colors.



Social Media

The social media icon utilizes the seal and a modified Goldfarb logotype. This is a special instance and should not be used for any other applications.

FACEBOOK

facebook.com/barnesjewishcollege

TWITTER

[@GoldfarbNursing](https://twitter.com/GoldfarbNursing)

INSTAGRAM

Instagram.com/Goldfarb_Nursing

LINKEDIN

linkedin.com/company/goldfarb-school-of-nursing-at-barnes-jewish-college

VIMEO

vimeo.com/goldfarbnursing

PINTEREST

pinterest.com/goldfarbnursing



Living Our Values

Our “Living our Values” campaign is how we package Goldfarb’s four core values: Community, Caring Ways, Mutual Respect and Empowerment. In most instances, the “Living our Values” logotype is displayed on blue (PMS 293), but also has a full color, reverse and one-color black versions.



The four core values of Community, Caring Ways, Mutual Respect, and Empowerment are always paired with the same four colors. They correspond with the four corners of the logotype, and should always be presented in the same order, using the font *Lato Regular*, in all lowercase. The order of values and their respective color pairings are as follows:

community

cmyk	15c0m68y39k
rgb	148r155g80b
web	#939b50

caring ways

cmyk	0c62m100y14k
rgb	214r111g27b
web	#d56f1b

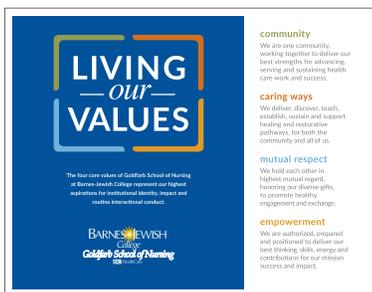
mutual respect

cmyk	49c11m0y8k
rgb	112r176g216b
web	#70afd7

empowerment

cmyk	10c44m100y0k
rgb	227r153g37b
web	#e39925

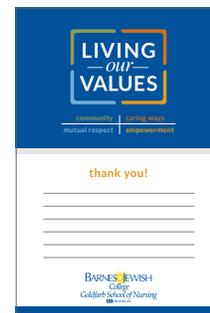
The Core Values are always presented with equal emphasis, and are featured both vertically and horizontally in a variety of mediums, including: Printable Flyers, Posters, ID Badges, Note Cards, Screensavers, and Table Tents.



Printable Flyer, 8.5" x 11"



Poster, 24" x 36"



Notecard, 4" x 6"



Badge, 2.125" x 3.375"

Typography

Goldfarb's approved fonts are below. Primary fonts are preferred (*Lato* and *Garamond Premier Pro*). Secondary fonts are provided for Powerpoint and PC users (*Calibri* and *Times New Roman*). Web fonts are only to be used for online applications.

PRIMARY FONTS

Lato Light
Lato Regular
Lato Italic
Lato Bold
Lato Bold Italic

Garamond Premier Pro Regular
Garamond Premier Pro Italic
Garamond Premier Pro Bold
Garamond Premier Pro Bold Italic

SECONDARY FONTS

Calibri Regular
Calibri Italic
Calibri Bold
Calibri Bold Italic

Times New Roman
Times New Roman Italic

WEB FONTS

Proxima Nova Regular (web)
Proxima Nova Regular Italic
Proxima Nova Semibold
Proxima Nova Semibold Italic

Times New Roman
Times New Roman Italic

Primary Color Palette

This is Goldfarb's primary color palette, and should be followed and used in all marketing communications.

cmyk	100c68m0y12k	cmyk	49c11m0y8k	cmyk	48c41m40y4k
rgb	0r83g155b	rgb	112r176g216b	rgb	139r137g138b
web	#00529b	web	#70afd7	web	#8a8889
PMS	293	PMS	292	PMS	424

Secondary Color Palette

This is our secondary color palette. These colors may be used in conjunction with the primary color palette.

cmyk	0c62m100y14k	cmyk	60c0m10y3k	cmyk	15c0m68y39k
rgb	214r111g27b	rgb	75r193g219b	rgb	148r156g80b
web	#d56f1b	web	#4ac1da	web	#949c4f
cmyk	100c0m30y5k	cmyk	60c100m0y5k	cmyk	0c23m100y0k
rgb	0r163g180b	rgb	123r37g137b	rgb	255r198g11b
web	#00a2b3	web	#7a2588	web	#ffc50a

Program-Specific Color Palette

For Academic Program applications, use the colors specified below to differentiate between BSN, MSN, DNP, and PhD:

BSN	Bachelor of Science in Nursing	BSN	RN to BSN Online Option	MSN	Master of Science in Nursing
DNP	Doctor of Nursing Practice	PhD	Doctor of Philosophy in Nursing		

Photography

Our photography must adhere to high quality standards. Photos should set a brand tone by evoking the connectivity and quality care our nurses provide. Photos should be energizing, active and encompass diversity. Stock photography should only be used when custom photography is not possible.

If you need assistance in selecting and using College images, please contact the marketing and communications department at Goldfarb School of Nursing at Barnes-Jewish College.

Note: When badges are visible on student photos, their last names and badge expiration dates should not be visible.



Collateral

The following illustrates how our brand is applied in various marketing and communication materials.

Tri-Fold Brochures

3.5" x 8.5"

Dull coated

80 lb. cover

Brochures available:

- Alumni Affairs
- Clinical Simulation Institute
- Diversity & Inclusion
- Veterans



Covers

Back

Multiple Page Brochures

5.5" x 8.5"

Dull coated

Cover: 80 lb. cover

Inside: 100 lb. text

Brochures available:

- Financial Aid
- Research



Covers

Back

Handbook & Catalog Covers

8.5" x 11"

Covers available:

- College Catalog
- Student Handbook
- Faculty Handbook



Academic Program Sheets

8.5" x 11"

Double-sided

100 lb. matte cover

Program sheets are student-facing materials that include specific program information and admission requirements for undergraduate, graduate and post-graduate degree programs.

The Goldfarb lockup appears at the top right of the page, with specific degree program name positioned in the top left. A large image, or collage of up to three images relating to the degree, appears in the top half portion of the page.

A color system has been created specifically for Academic Programs, which are outlined on Page 6.

Upper Division Option **GOLDFARB**
BACHELOR OF SCIENCE IN NURSING

Upper Division Option
Goldfarb School of Nursing at Barnes-Jewish College offers the Bachelor of Science in Nursing Upper Division Option as an individualized, student-centered program that allows students to complete the last two years of education at their preferred institutions. Higher learning.

The Upper Division Option is a flexible, accelerated program that is completed in 16 credit hours of nursing coursework. Applicants must complete a health history of nursing coursework at an accredited institution of higher learning. Goldfarb School of Nursing at Barnes-Jewish College awards credit for previous full and spring terms.

Classes are held through the fall and spring semesters in a year, with classes offered in the first. Holding credit awarded at other institutions allows students to complete a minimum of 16 credit hours. The accelerated and individualized nature of the program and the clinical experience during the spring semester. Students complete their clinical experience at Barnes-Jewish Hospital.

and St. Louis Children's Hospital as well as other BJC Healthcare facilities and St. Louis metropolitan area health care facilities.

The Upper Division Option program allows students to provide direct care to patients and their families in a variety of adult and pediatric settings. Higher learning is available through the National Council Licensure Exam (NCLEX-RN) exam required to become a nurse for registered nurses.

The Upper Division Option is offered at two locations: the Robert R. McCormick Campus and the West Campus sites on the Missouri Baptist Medical Center.

Goldfarb School of Nursing at Barnes-Jewish College is accredited by the Higher Learning Commission (HLC), the Commission on Collegiate Nursing Education (CCNE) and approved by the Missouri State Board of Nursing.

PROGRAM LENGTH: 22 months | ADMISSIONS DEADLINE: Rolling | TERM START: Spring/Summer
BarnesJewishCollege.edu/UpperDivision

RN to BSN Online Option **GOLDFARB**
BACHELOR OF SCIENCE IN NURSING

RN to BSN Online Option
Goldfarb School of Nursing at Barnes-Jewish College offers a 15-month and 20-month, RN to BSN online option to complete the Bachelor of Science in Nursing. The RN to BSN online option, which allows an online format of study, is designed for those students who are currently employed and graduate students who are seeking a bachelor's degree in nursing.

Admission to the program requires a valid nursing license, a minimum cumulative GPA of 2.75, and a minimum of 60 credit hours of nursing coursework. The program includes an online program of study in which all classes are held online.

The program builds on each RN's existing knowledge, skills and abilities. The program faculty addresses the program's unique challenges and needs. The program is designed to be flexible, convenient, and health care delivery in the RN's workplace, and health care completion of one major paper per year. Each term project

contributes to understanding single field-based project designed to enhance the nurse's professional knowledge and policy competencies. Each project is completed during the RN to BSN program and is available as a capstone experience.

Graduates of the RN to BSN program can expect to gain advanced knowledge and skills, including the use of advanced technology and care management, the use of genetic information and health care, and the use of advanced technology in nursing practice, including population health.

Goldfarb School of Nursing at Barnes-Jewish College is accredited by the Higher Learning Commission (HLC), the Commission on Collegiate Nursing Education (CCNE) and approved by the Missouri State Board of Nursing.

PROGRAM LENGTH: 15 months or 20 months | ADMISSIONS DEADLINE: Rolling | TERM START: Fall | Summer/Fall/20months program full time/online
BarnesJewishCollege.edu/RNtoBSN

Post-Master's Certificate **GOLDFARB**
MASTER OF SCIENCE IN NURSING

Post-Master's Certificate for MSNs
Goldfarb School of Nursing at Barnes-Jewish College offers post-master's certificates for MSN-prepared registered nurses who are looking to expand or change their role in the advanced practice nursing field. By offering post-master's certificates, nurses who already hold a master's degree in nursing can gain education in specialized areas other than the master's degree they currently hold.

Post-Master's Certificate programs include:

- Adult-Gerontology Acute Care Nurse Practitioner Concentration (AGACNP)
- Adult-Gerontology Primary Care Nurse Practitioner Concentration (AGPCNP)

Adult Gerontology Acute Care Nurse Practitioner Concentration (AGACNP)
Offered with the Washington University School of Medicine Department of Anesthesiology, Goldfarb's AGACNP post-master's certificate program prepares students to assume the complex and evolving professional roles of advanced practice nurses in acute care settings and other care environments, including the business aspect of the practice profession.

Graduates of AGACNP certificate completion programs will be prepared to join the American Nurses Credentialing Center (ANCC) and the American Association of Nurse Practitioners (AANP) certification exam to become certified in the field.

ADMISSIONS REQUIREMENTS

- 1 Master's Degree in Nursing (graduate or master's)
- Minimum cumulative GPA of 3.0 in a Master's degree
- 1 year of relevant experience as an APRN in a clinical setting
- Current Graduate Certificate in MSN
- Personal statement of education and career goals
- Approval with individualized information regarding qualifications

PROGRAM LENGTH: 12 months | ADMISSIONS DEADLINE: January 1 | TERM START: Fall
BarnesJewishCollege.edu

Doctor of Nursing Practice **GOLDFARB**
DOCTOR OF NURSING PRACTICE

Doctor of Nursing Practice
Goldfarb School of Nursing at Barnes-Jewish College offers the Doctor of Nursing Practice degree for MSN-prepared registered nurses interested in pursuing advanced leadership roles in nursing practice. The goal of the DNP program is to prepare graduates who provide health care to patients, families, and communities by applying knowledge to the health care system and are able to prepare, implement and evaluate evidence-based practice.

The program requires 36 credit hours of DNP coursework. All courses are offered online. Students are required to complete a minimum of 1,000 clinical contact hours. This may include clinical hours taken during the student's Master's program or on-site clinical hours. Clinical practice hours are

individualized to meet the DNP student's learning and career objectives. These may be completed at the student's place of employment or during the experience offered via the program's clinical placements. The program also offers an optional completion of the program via a thesis.

The program's requirements and curriculum components of our doctor-level clinical practice are the result of a unique partnership of Goldfarb School of Nursing and the Department of Anesthesiology. This partnership is a result of a long-standing relationship between Goldfarb School of Nursing and the Department of Anesthesiology. The DNP program is designed as an evidence-based response and meets the criteria of the ANCC National Accreditation of Doctoral Nursing Practice Program.

PROGRAM LENGTH: 36 months | ADMISSIONS DEADLINE: Rolling | TERM START: Spring/Summer
BarnesJewishCollege.edu/DNP

Adult-Gerontology Primary Care Nurse Practitioner Concentration
MASTER OF SCIENCE IN NURSING | MSN



Adult-Gerontology Primary Care Nurse Practitioner Concentration

Goldfarb School of Nursing at Barnes-Jewish College offers the Master of Science in Nursing Adult-Gerontology Primary Care Nurse Practitioner Concentration for BSN-prepared registered nurses interested in becoming an advanced practice nurse focusing on caring for adult patients.

The program builds upon a foundation in theory, research, ethics and health policy to advance students' understanding of clinical decision-making needed in advanced practice roles. Clinical experiences are conducted in clinics, physicians' offices and other primary care settings in the St. Louis area. Goldfarb School of Nursing is one of the few nurse practitioner programs that arranges a significant portion of precepted clinical experiences.

Through the program, students will be educationally and clinically prepared to provide care for well adults, as well as diagnose, treat and manage adults with acute and chronic conditions.

A post-master's certificate is also available. An individualized curriculum plan will be developed based on a gap analysis of the applicant's prior course work.

Graduates of the Adult-Gerontology Primary Care Nurse Practitioner Concentration will be prepared to take the American Nurses Credentialing Center (ANCC) and the American Association of Nurse Practitioners (AANP) certification exams to become certified in the field.

Goldfarb School of Nursing at Barnes-Jewish College is accredited by the Higher Learning Commission (HLC), the Commission on Collegiate Nursing Education (CCNE) and is approved by the Missouri State Board of Nursing.

PROGRAM LENGTH: Post-BSN (registered nurses): 27-months; Post-MSN (certificate program): curriculum plan based on applicant's prior course work
ADMISSIONS DEADLINE: Rolling | TERM START: Summer

BarnesJewishCollege.edu/PrimaryCare

Front

MSN Adult-Gerontology Primary Care Nurse Practitioner Concentration

ADMISSIONS REQUIREMENTS

- Bachelor of Science in Nursing degree from a regionally accredited institution of higher learning
- Minimum cumulative GPA of 3.0 on a 4.0 scale in all undergraduate course work
- Active RN license in good standing
- 1 year of full-time equivalent RN experience in a hospital, outpatient clinic, or other approved health care setting
- An email with additional information regarding compliance requirements will be sent prior to start date

Sample Course Sequence	
SUMMER, TERM 1	FALL, TERM 5
Organizational & Systems Leadership 3	Primary Care I 3
Health Care Policy & Ethics 3	Primary Care I Clinical** 3
Health Promotion in Individuals & Vulnerable Populations 3	SPRING, TERM 6
FALL, TERM 2	Primary Care II 3
Statistics & Epidemiology for Advanced Practice 3	Primary Care II Clinical** 3
Advanced Pathophysiology for Primary Care 3	SUMMER, TERM 7
SPRING, TERM 3	Management of Advanced Nursing Practice 3
Evidence-Based Practice & Research 3	Primary Care III Clinical** 3
Pharmacotherapeutics 3	TOTAL 45
SUMMER, TERM 4	**Clinical Contact Hours 564
Advanced Health Assessment* 3	Total Clinical Hours 648
Research & Theory Integration 3	A portion of the precepted clinical hours are pre-arranged by the college.
	Note: Courses and sequencing are subject to change.

STEPS TO APPLYING FOR ADMISSION

- Apply online at BarnesJewishCollege.edu/ApplyNow
- Print out signature page and sign
- Signed signature page with a non-refundable \$50 application fee (make checks payable to Barnes-Jewish College)
- Official transcripts from all institutions where credit was earned
- Proof of active RN license in good standing
- Two references from individuals who can address the applicant's academic potential
- TOEFL (BT) or IELTS required for applicants whose transfer credits and post-secondary degrees were earned in colleges or universities in which English is not the primary language
- Personal statement of education and career goals
- Curriculum vitae (CV) or resume

All required information must be received before an application fee can be reviewed for admission.

PLEASE SEND ALL APPLICATION MATERIALS TO:
Goldfarb School of Nursing at Barnes-Jewish College
Attn: Admissions Office
4483 Duncan Avenue
Mablesboro 90-36-597
St. Louis, MO 63110



For more information about the program, contact us at gson-admissions@bjc.org or call 1-800-832-9009 or 314-454-7055 or visit us at BarnesJewishCollege.edu/PrimaryCare.

Back

Logotype Flyer Template (Word)

8.5" x 11"

color

no bleed

two options



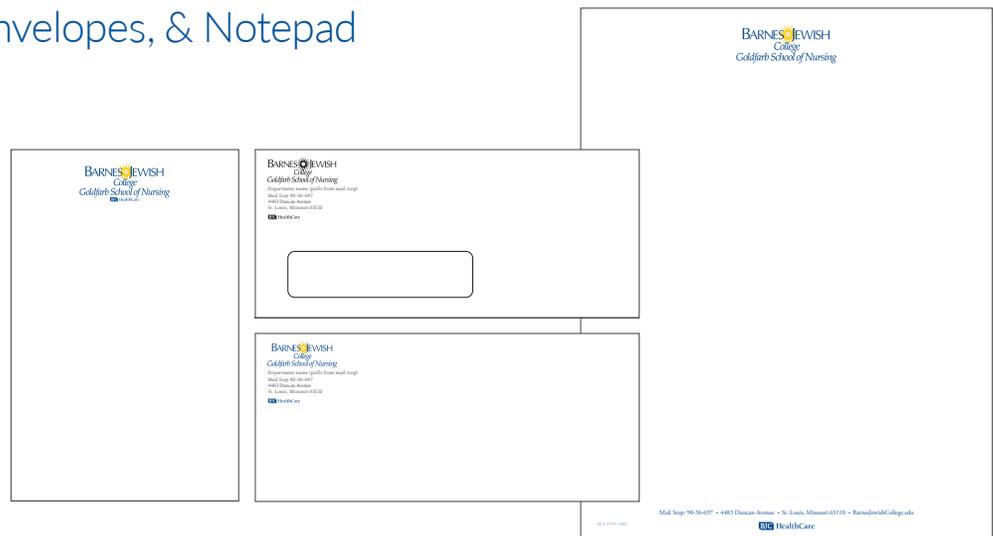
Logo Letterhead, Envelopes, & Notepad

8.5" x 11"

color

no bleed

For more information about ordering stationary items, please see your administrative coordinator.



PowerPoint

4:3

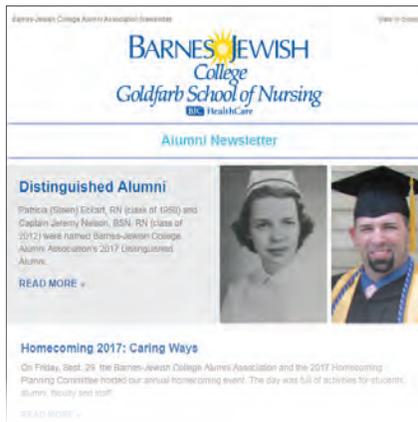
The secondary fonts should be used in a PowerPoint presentation; *Calibri* and *Times New Roman*. For more specifics on typography and fonts, please see Page 6.



E-Newsletters

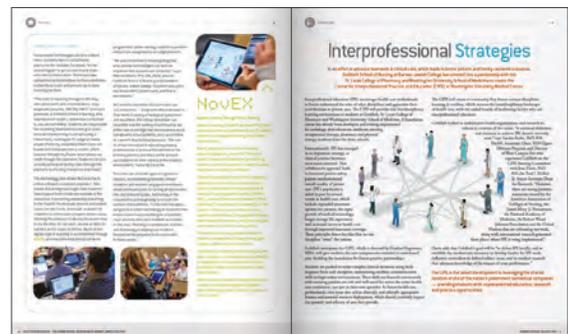
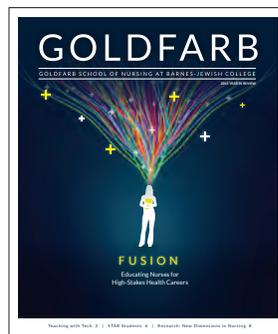
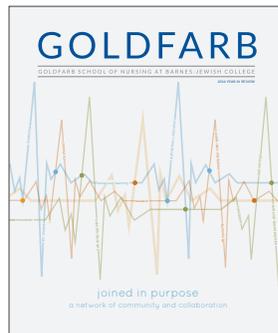
The Network is a student newsletter distributed every month. It's also sent to faculty and staff. Each issue highlights student events, College updates and other important news.

The *Alumni Newsletter* is a publication distributed three times a year (one month after each graduation). It keeps alumni informed on latest College news, events and other details pertinent to the alumni community.



Publications

Goldfarb Magazine is an annual Goldfarb School of Nursing at Barnes-Jewish College publication. Each issue is designed to share news and updates with alumni, faculty and students, as well as the nursing community in St. Louis. It is also a helpful tool for recruiting, as it often promotes the latest innovations in education being utilized at the College.



Website

Functioning as an independent academic institution, Goldfarb's website should remain on brand and maintain the primary and secondary color palettes, continue to use diverse photography that evokes the connectivity and quality care our nurses provide and to be a resource of information for potential students, current students, faculty and staff, alumni and the general public.

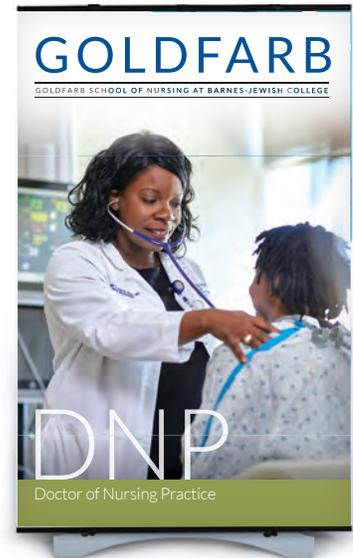
In addition to important information for potential and current students about academic programs, financial aid and registration, upcoming College events and important dates are posted to the website. The blog and news sections are used to highlight the important things faculty, students, staff, alumni and the College are taking part in and the research section of the site highlights the important work the College is doing to enhance the science of nursing and improve patient outcomes.

The screenshot displays the homepage of the Goldfarb School of Nursing website. At the top, there is a navigation bar with the school's name, contact information, and a search bar. Below the navigation bar, a large banner features a photograph of two nurses in scrubs and masks, with the text "Nationally Recognized" and a quote from U.S. News & World Report. A call-to-action button "APPLY NOW FOR SUMMER & FALL 2018" is prominently displayed. The main content area is divided into several sections: "Why Choose Goldfarb School of Nursing?" with four video thumbnails, "FIND A PROGRAM" with a list of programs (BSN, RN to BSN, MSN, DNP/PhD) and a "LEARN MORE" button, and "FIND AN EMPLOYEE" with search fields for name and department, and a "BROWSE BY LETTER" grid. On the right side, there are two vertical menus: "Information For" (Prospective Student, Current Student, Prospective Faculty, Faculty and Staff, Alumni) and "Goldfarb Resources" (Gifts and Apparel Store, Email (Outlook), Library Services). At the bottom, there is a "LATEST NEWS" section with a link to a study on cancer survivors, social media icons for Facebook, Twitter, YouTube, LinkedIn, and Instagram, and an "ALUMNI, STAY IN TOUCH" section with a "Contact Us" button.

Tabletop Banners

11" x 17"

Pull-up banners can be used to promote our core values or specific nursing programs in environmental applications. The logotype should be centered at the top, utilizing the proper color palette.



Advertising Campaign

Advertising campaigns must maintain our brand integrity, but can graphically explore extensions of that brand. An ad campaign pushes for greater impact. Again, “Goldfarb” appears large and central in an effort to push our brand to become more recognizable and our differentiator.



Our current campaign features photography that illustrates how Goldfarb nurses Serve, Heal, Lead, Inspire, Teach and Discover. To help tell that story, all advertising and external marketing (print, digital and outdoor) should use confident and empowering language, specifically utilizing one of the six primary campaign words outlined above.

Messaging

There are two campaign approaches, depending on audience or medium, that could be used: one that promotes general brand awareness, and another that focuses on specific programs.

For general brand ads, the approach is to pair an engaging photo with the appropriate category Heal, Serve, Inspire, etc., which lives in a reverse box along side the logotype.

For program-specific ads, an outlined blue box with BSN, MSN, DNP or PhD, followed by the full name, appears large above the supporting copy about the specific discipline.

Note: the orange and light blue colors used are different than those in the primary and secondary color palettes.

cmyk	0c53m93y4k	cmyk	86c0m0y0k
rgb	235r136g42b	rgb	0r180g240b
web	#eb882a	web	#00b4f0

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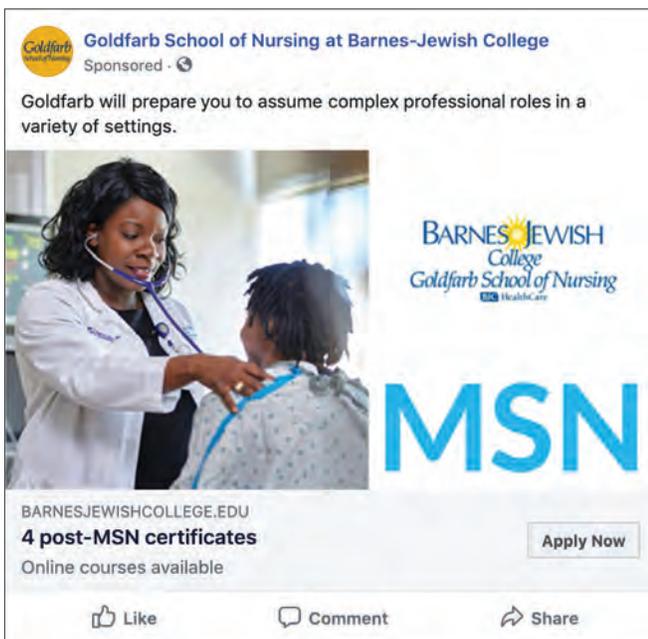
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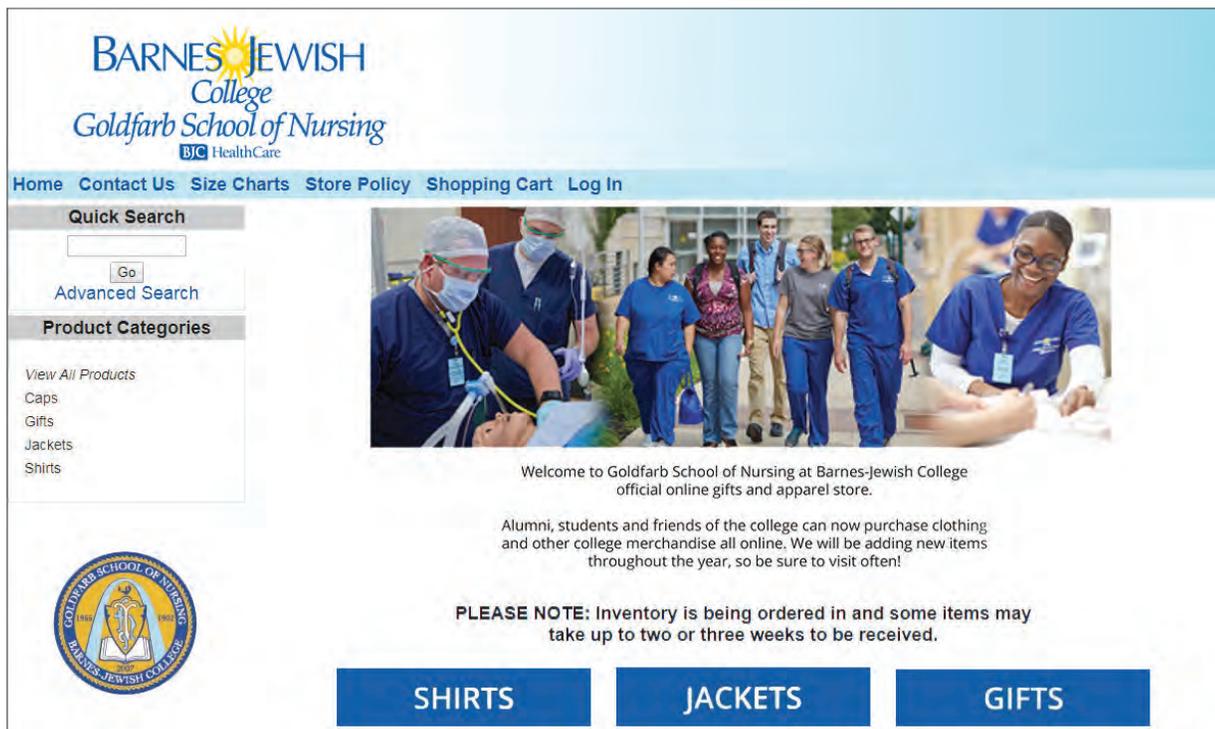
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Goldfarb Gifts & Apparel



The screenshot shows the website for the Goldfarb School of Nursing at Barnes-Jewish College. At the top left is the logo for Barnes-Jewish College Goldfarb School of Nursing, with BJC HealthCare below it. A navigation bar includes links for Home, Contact Us, Size Charts, Store Policy, Shopping Cart, and Log In. On the left side, there is a 'Quick Search' section with a search box and a 'Go' button, followed by an 'Advanced Search' link. Below that is a 'Product Categories' section with a 'View All Products' link and a list of categories: Caps, Gifts, Jackets, and Shirts. The main content area features a large image of healthcare professionals in scrubs. Below the image is a welcome message: 'Welcome to Goldfarb School of Nursing at Barnes-Jewish College official online gifts and apparel store.' This is followed by a paragraph: 'Alumni, students and friends of the college can now purchase clothing and other college merchandise all online. We will be adding new items throughout the year, so be sure to visit often!' A 'PLEASE NOTE' section states: 'Inventory is being ordered in and some items may take up to two or three weeks to be received.' At the bottom of the main content area are three blue buttons labeled 'SHIRTS', 'JACKETS', and 'GIFTS'. In the bottom left corner of the website area is the circular seal of the Goldfarb School of Nursing at Barnes-Jewish College.

FOR STUDENTS, ALUMNI AND FRIENDS

The College has an official online gifts and apparel store. The store is public and anyone can access it to purchase College branded gifts and apparel. Visit www.co-store.com/BarnesJewishCollege to access the store.

FOR EMPLOYEES

BJC HealthCare online store can be accessed by employees at www.co-store.com/bjc. Select "Goldfarb School of Nursing at Barnes-Jewish College" under the "Colleges" section.

Employees can purchase approved apparel and promotional items, with a purchase order, through this site. They can also make personal purchases by visiting www.co-store.com/bjcstore.

Note: Due to the structure of the website if you visit one store and would then like to visit another, you will need to exit completely out of your Internet session and start a new session or clear your browser history.

FOR SPECIAL PROMOTIONAL ITEMS

If you are looking to purchase a special promotional item, please see the marketing and communications department to ensure the logo is within our branding guidelines.

Contact & Legal

These brand guidelines were developed to help you become a Goldfarb School of Nursing at Barnes-Jewish College brand ambassador. You will recognize key brand components, including elements of our visual identity and guidelines on how to communicate clearly and consistently.

For advice, updates to the website and social media accounts, brand-related approvals and graphics, contact:

Angela Trower

Director of Marketing and Communications at
Goldfarb School of Nursing at Barnes-Jewish College

angela.trower@barnesjewishcollege.edu | 314.286.0377