



## **International Association of Forensic Nurses Unveils New Logo at Annual Conference**

ANAHEIM, CALIF. (Oct. 23, 2013) The International Association of Forensic Nurses unveiled its new logo and tagline to more than 700 of its members attending the Association's annual conference in Anaheim on Oct. 21-24.

The rebranding seeks to better serve the Association's members and promote understanding of forensic nursing in a world where this unique and critical specialty often is under recognized.

"Forensic nursing is an exceptional field that deserves much more attention, not only because of the impact it can have in a legal setting, but more importantly, because of the good that is done for patients at the bedside, and their families and communities," said Carey Goryl, MSW, CAE, chief executive officer of the International Association of Forensic Nurses. "I am pleased that our Association has a new icon that will prompt more people to ask 'what is a forensic nurse?'"

A forensic nurse provides specialized care for patients who are victims and/or perpetrators of trauma (both intentional and unintentional). These healthcare professionals are nurses first, but have knowledge of the legal system and expertise in forensic science. After meeting a patient's medical and psychosocial needs, a forensic nurse often collects evidence, provides medical testimony in court, and consults with legal authorities. The International Association of Forensic Nurses has more than 3,000 members from 22 countries.

"Forensic nurses are among the most skilled, experienced, and caring practitioners. To serve both our members and our mission, the Association has developed a new look that captures the essence of our values and purpose," said Polly Campbell, RN, BS, BA, president of the Association's board of directors. Guided by member input, the staff and board of directors of the Association worked with nonprofit branding experts to develop a fresh, bold, streamlined design.

Every detail has been carefully considered and executed, according to Hannah Gregory, chief creative officer of Shoestring, the nonprofit branding and public relations agency that led the project. The orange and teal colors communicate trust and innovation; the magnifying glass represents "forensic science"; and the universal healthcare symbol is easy to discern. The heart inside the magnifying glass represents the care and compassion of the dedicated nurses in the field.

“Nonprofits that understand and embrace the importance of branding and communications are much more successful at achieving their missions and long-term objectives — especially associations like this that strive to serve and represent their members,” Gregory added.

A goal of the rebranding and communications initiatives extends beyond the Association’s current reach. A 2013 survey of Association members showed that 94 percent of respondents believe the public does not understand what forensic nurses do; 92 percent want the Association to educate others about forensic nursing.

“I’m enthused about our new look and brand,” Campbell added. “Our new logo promises to serve our current audiences but is sure to gain new ones as the Association leads the outreach on behalf of the forensic nursing profession.”

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