Proposed New Logo Designs for SNRS

As you may recall, at last year's conference in response to member requests, we made the decision to create a new SNRS logo and upgrade the website. A task force was formed and we hired Joe Russell Design to create our logo. The following two designs have been selected by the task force and Board of Directors. We would like the members to have an opportunity to provide feedback on these designs. Following is an explanation of the design of the logo. Please review the two logos and then respond to the survey with your choice and comments.

Meaning of Figure in the Design

This five point figure represents the five major points of our mission statement as well as a circle of scholars (researchers; members) joined in collaboration to promote the mission of SNRS:

1. Advance nursing research
2. Promote dissemination and utilization of research findings
3. Facilitate the career development of nurses and nursing students as researchers
4. Enhance communication among members
5. Promote the image of nursing as a scientific discipline

**Meaning of Colors in Design**

**Green**

Green is the color of nature. It symbolizes growth, harmony, freshness, and fertility. Green has strong emotional correspondence with safety. Green has great healing power. It is the most restful color for the human eye; it can improve vision. Green suggests stability and endurance. Sometimes green denotes lack of experience; for example, a 'greenhorn' is a novice. In heraldry, green indicates growth and hope.

**Blue**

Blue is the color of the sky and sea. It is often associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven. Blue is considered beneficial to the mind and body. It slows human metabolism and produces a calming effect. Blue is strongly associated with tranquility and calmness. In heraldry, blue is used to symbolize piety and sincerity. As opposed to emotionally warm colors like red, orange, and yellow; blue is linked to consciousness and intellect. Use blue to suggest precision when promoting high-tech products.

**White**

White is associated with light, goodness, innocence, purity, and virginity. It is considered to be the color of perfection. White means safety, purity, and cleanliness. As opposed to black, white usually has a positive connotation. White can represent a successful beginning. In heraldry, white depicts faith and purity.

In advertising, white is associated with coolness and cleanliness because it's the color of snow. White is an appropriate color for charitable organizations; angels are usually imagined wearing white clothes. White is associated with hospitals, doctors, and sterility, so you can use white to suggest safety when promoting medical products.

Please review the logos and provide comments or suggestions by **July 15, 2011**. Click [here](#) to view the designs and vote for your favorite.

**Southern Nursing Research Society**

10200 W. 44th Avenue, Suite 304
Wheat Ridge, CO 80033-2840
Ph: 303-327-7548; Fax: 303-422-8894
Email: info@snrs.org