



Association of Registered Nurses
of British Columbia

www.arnbc.ca



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The ARNBC logo was created out of a desire to build a brand that reflects the unique personality of nursing intertwined with the goals and aspirations of the Association.

Based on a mobius strip (a one-sided, but continuous ribbon that loops back upon itself, often representing infinity), the ARNBC logo denotes continuous movement and adaptability with each angle providing a unique perspective of depth and dimension. The green colour denotes growth, harmony, freshness and fertility and green is known to have great healing power and a strong emotional correspondence with safety.

Each individual may see something different in the logo. We see a continuity and flow of movement and direction, the strength and caring of joined hands and an outward progression of growth and strength. We see the logo as representing our hopes for the Association – to be inclusive, relevant and influential.