NEW YORK SCHOOL OF CAREER & APPLIED STUDIES | TOURO UNIVERSITY

>>> NURSING RECRUITMENT | CREATIVE CAMPAIGN CONCEPT

YOUR FUTURE IN NURSING STARTS HERE.

From Classroom to Clinical to Career.

An extension of the nursing recruitment brochure designed by PR Brand Marketing.

NURSING RECRUITMENT CAMPAIGN · CONCEPT · OCTOBER 2026

PREPARED BY PR BRAND MARKETING

ONE JOURNEY, TOLD IN EVERY PIECE.

The recruitment objective. Prospective nursing students need more than program information. They need to see the pathway, the support they will have throughout their training, and how the degree prepares them for a career. The campaign connects these into one message, so each flyer, post, banner and card helps a student picture the journey from first interest to career readiness.

CLASSROOM

Learn the science and the skills of care.

CLINICAL

Practice in simulation labs and supervised rotations.

LICENSURE

Prepare for the NCLEX with one-on-one support.

CAREER

Step into a nursing career with guidance.

CAMPAIGN HEADLINE

YOUR FUTURE IN NURSING STARTS HERE.

SUPPORTING MESSAGE

From Classroom to Clinical to Career.

VOICE

Confident, warm and direct. Short uppercase headlines. Plain body copy that speaks to the reader as a future nurse. Every piece ends with one clear next step.

CALLS TO ACTION

REQUEST INFORMATION | APPLY NOW

USE THE OFFICIAL LOGO. NEVER REDRAW IT.

The delivered brochure uses the logo Touro supplied for the New York School of Career & Applied Studies. The concept pieces use reference versions taken from nyscas.touro.edu. It is placed as supplied, never recreated or recolored.

WHITE LOGO ON NAVY
Primary use. Navy backgrounds, photo overlays and footer bands.

FULL-COLOR LOGO ON WHITE
White and Soft Blue Gray backgrounds.

DO

- Keep original proportions
- Proposed campaign standard: clear space equal to the height of the flame shield on every side (confirm against Touro's official identity guidelines)
- Place it in a corner or footer band, away from busy imagery

DON'T

- Recreate, stretch, recolor or crop the logo
- Add effects, outlines or shadows
- Place the color version on navy or a photo

Logo files taken from the header and footer of nyscas.touro.edu for this concept. Request official vector files (white and full color) from Touro before production.

NAVY LEADS. GOLD POINTS THE WAY.

Four colors sampled from the supplied brochure. Navy carries authority and calm, gold marks the path and the numbers that matter.

Primary Navy

HEX #08285B
RGB 8, 40, 91
CMYK 100 85 25 30 (approx.)

Backgrounds, headlines, footer bands. About 60 percent of every layout.

Accent Gold

HEX #F4BE25
RGB 244, 190, 37
CMYK 0 25 90 0 (approx.)

Dividers, arrows, statistics, CTA buttons. Use sparingly, about 10 percent.

Soft Blue Gray

HEX #E8EDF5
RGB 232, 237, 245
CMYK 8 3 0 0 (approx.)

Panels, cards and calm backgrounds. About 15 percent.

White

HEX #FFFFFF
RGB 255, 255, 255
CMYK 0 0 0 0 (approx.)

Open space, body text on navy. About 15 percent.

Provisional. Colors are sampled approximately from the supplied design. Confirm exact values against Touro's official brand standards before production. Print files in CMYK with the printer's profile, social and web files in RGB.

BOLD HEADLINES. EASY READING.

Aa

MONTSERRAT EXTRABOLD
Headlines, numbers, labels and buttons. Always uppercase, tight leading.

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Aa

OPEN SANS REGULAR / SEMIBOLD
Body copy, captions and footnotes. Sentence case, generous line height.

Abcdefghijklmnopqrstuvwxyz 0123456789

HEADLINE	**YOUR FUTURE IN NURSING STARTS HERE.**
EYEBROW	>>> FROM CLASSROOM TO CLINICAL TO CAREER
SUBHEAD	**TRAIN. GRADUATE. GET LICENSED. LAUNCH YOUR CAREER.**
BODY	Hands-on clinical training, personalized faculty support, NCLEX preparation, and career readiness at Touro University.

PROPOSED DIGITAL TYPE SCALE

Hero headline	Section heading	Subheading	Body copy	Caption
48 to 64 px	28 to 36 px	20 to 24 px	16 to 18 px	12 to 14 px

Working fonts and proposed campaign sizes, not Touro's official standards. Print sizes are specified separately. Subject to Touro's font approval.

REAL STUDENTS. REAL TRAINING.

Lead with real Touro nursing students and faculty: students in scrubs, simulation training, clinical skills and instructor and student moments. Choose confident, natural moments over posed stock. Use a calm navy overlay, leave clear space for the headline, and never put essential text where a crop could cut it. Empty rooms and equipment are supporting images only, never the hero.

- Use approved, Touro-owned photography with permissions.
- Never add Touro logos or uniforms to stock or generated images, and never caption stock models as Touro students.

> Concept photos come from Touro's public websites (nyscas.touro.edu and shs.touro.edu) and are shown for presentation, pending Touro approval. They are not approved assets. Touro approves each image, or supplies high-resolution originals, before production.

GRAPHIC ELEMENTS

Thin gold divider under headlines and between sections.

Gold pathway arrows lead the eye toward the next step.

100%* **Oversized statistics**, always with their footnote.

Outlined healthcare icons, 1.6 pt line, navy or gold.

SAY IT ONCE. SAY IT RIGHT.

MESSAGE HIERARCHY

1. **Headline** · Your Future in Nursing Starts Here.
2. **Supporting line** · From Classroom to Clinical to Career.
3. **Proof** · The four key benefits, in every piece: hands-on clinical training, personalized faculty support, NCLEX preparation, career readiness.
4. **Action** · Request Information (primary), Apply Now (secondary).

PROGRAM NAMES

Associate Degree in Nursing (AAS) · Accelerated BSN. Use these names exactly.

SOCIAL CAPTION

Your future in nursing starts with the right education. At Touro University's NYSCAS, you get hands-on clinical training, personalized faculty support, NCLEX preparation, and career readiness to help you take the next step. Learn more: nyscas.touro.edu/academics/nursing
#TouroUniversity #NursingSchool #FutureNurse #NursingCareer

STATISTICS RULE

100%* Employment within the first year

92.31%* First-time NCLEX pass rate, 2024 class

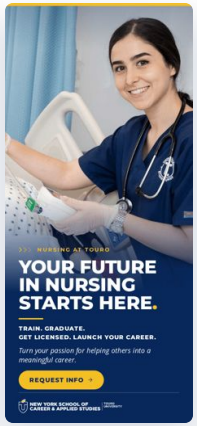
These are Touro's institutionally reported outcomes from the supplied brochure, not campaign results. Use them only with the footnote and the original reporting period, after Touro confirms both. Where a figure is not confirmed, use XX% marked pending Touro confirmation.

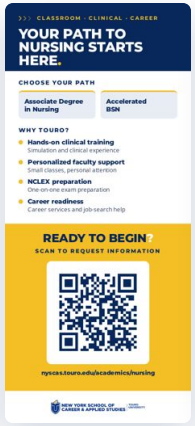
*Based on Touro's published nursing program outcomes. Reporting period and wording subject to institutional approval. Employment is not guaranteed.

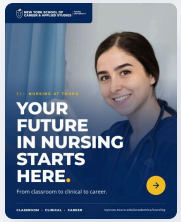
QR CODES

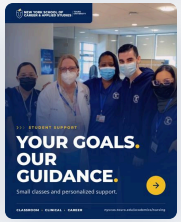
Codes point to Touro's nursing program page, nyscas.touro.edu/academics/nursing. Confirm the admissions destination (and any tracking link) before print. Minimum size 0.8 in, quiet zone on every side.

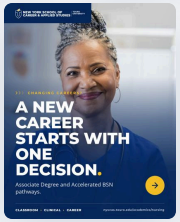
ONE CAMPAIGN, EVERY CHANNEL.











COMPLETED CLIENT WORK

Nursing Program Tri-Fold Brochure

Delivered 2025 · 11 x 8.5 in, two-sided

CREATIVE CAMPAIGN EXTENSIONS: CONCEPTS

Recruitment Flyer · Rack Card · Social Media · Website Banner · Mobile Story

Concepts only, not produced or delivered for Touro.

Print in CMYK with the printer's profile, fonts embedded. Social and web in RGB. Final production waits on Touro's colors, logo files, photo permissions and confirmed statistics.

BEFORE PUBLICATION

Confirm photography permissions, statistics and colors with Touro.