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Nurses together: a force for global health

Canadian
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Association



Association des
infirmières et infirmiers
du Canada

ICN Congress in Montreal closes with inspiring ceremony and the launch of its new visual image and logo

Montreal, Canada; 5 July 2023 - ICN's Congress 2023 in Montreal has closed with an inspiring ceremony led by its President Dr Pamela Cipriano and Chief Executive Officer Howard Catton.

The ceremony celebrated the achievements and challenges of ICN since the last in-person gathering in Singapore in 2019, and looked forward to the next Congress in Helsinki, Finland in 2025.

Dr Cipriano and Mr Catton spoke about how nurses had stepped up during the pandemic, and with the world watching for once, demonstrated their courage, dedication and their sacrifices.

They talked about the many reports ICN has contributed to and produced on a wide range of issues, including pandemic preparedness, the mental wellbeing of nurses, the ageing nursing workforce and international nurse migration.

As the Congress came to a close, Dr Cipriano revealed ICN's rebranding initiative and logo, which reflects the organisation's commitment to continuously evolve to better serve the global nursing community.

ICN Chief Executive Officer Howard Catton said: "We have developed a new visual identity that better represents who we are and what we stand for going forward. Our new logo is a modern interpretation of ICN's heritage and values, incorporating as it does a representation of a nurse, our global reach and, of course, the eternal flame of Florence Nightingale's lamp.

'It features a bold, modern and dynamic design that conveys the energy, creativity, and passion of the profession we are so proud to serve and represent.

'We believe that our new branding and logo will help us to communicate more effectively with nurses, and with organisations and individuals outside of the profession, and strengthen ICN's position of influence as the global voice of nursing.

'We are excited about this new representation of our organisation, and we look forward to continuing to serve the nursing community with the same commitment and dedication that we have always demonstrated. We are very happy to share our new brand identity with you.'

ICN's rebranding initiative will be rolled out over the coming weeks and months, by which time ICN's new logo will be used in all of its communications and marketing materials.

The final act of the Congress was the handing over of the baton to the Finnish Nurses Association, who will hold the 2025 Congress on 9-13 June in the country's capital Helsinki.

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