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Original Article

Enunciative Strategy in the Construction of the Logo for the International Nursing Care Management Network Brazil

Estratégia Enunciativa na Construção da Logomarca da Rede Internacional de Gestão do Cuidado de Enfermagem Brasil

Estrategia Enunciativa en la Construcción del Logotipo de la Red Internacional de Gestión del Cuidado de Enfermería Brasil

Abstract

Objective: To describe the creation of the logo as an enunciative strategy of the International Network for Nursing Care Management Brazil [Rede Internacional de Gestão do Cuidado de Enfermagem Brasil] (RIGCE Brazil). **Method:** This is a thematic synthesis that focused on the enunciative strategy in the creation of the RIGCE Brazil logo. The creation of the logo involved interpreting the network's philosophy, selecting identity terms and their symbolic conception, comparing the idea with the details of the logos of other associated networks, and creating successive versions until the final version was finalized with the help of the network's stakeholders. **Results:** The logo presented aesthetic and conceptual principles that reflect the philosophy of RIGCE Brazil and its relationship with international movements of the same nature. **Conclusion:** The visual elements present were portrayed and interpreted in light of the symbolism specific to nursing and care management.

Descriptors: Patient Care Management; Nursing Care; International Cooperation; Science and Technology Information Networks; Symbolism.

Resumo

Objetivo: Retratar a criação da logomarca como estratégia enunciativa da Rede Internacional de Gestão do Cuidado de Enfermagem Brasil (RIGCE Brasil). **Método:** Trata-se de uma síntese temática que teve por objeto a estratégia enunciativa na criação da logomarca da RIGCE Brasil. A confecção da logo envolveu a interpretação da filosofia da rede, a seleção de termos identitários e sua concepção simbólica, o cotejamento da ideia com os detalhes de logomarcas das demais redes associadas, e a criação de sucessivas versões até a saturação da versão final com auxílio dos stakeholders da rede. **Resultados:** A logomarca apresentou princípios estéticos e conceituais que refletem a filosofia da RIGCE Brasil e sua relação com os movimentos internacionais da mesma natureza. **Conclusão:** Foram retratados os elementos visuais presentes e interpretados à luz da simbologia própria da enfermagem e da gestão do cuidado.

Descritores: Administração dos Cuidados ao Paciente; Cuidados de Enfermagem; Cooperação Internacional; Redes de Informação de Ciência e Tecnologia; Simbolismo.

Resumen

Objetivos: Describir la creación del logotipo como estrategia enunciativa de la Red Internacional de Gestión de Cuidados de Enfermería Brasil (RIGCE Brasil). **Método:** Se trata de una síntesis temática que tuvo como objeto la estrategia enunciativa en la creación del logotipo de la RIGCE Brasil. La elaboración del logotipo implicó la interpretación de la filosofía de la red, la selección de términos identitarios y su concepción simbólica, la comparación de la idea con los detalles de los logotipos de las demás redes asociadas y la creación de sucesivas versiones hasta la saturación de la versión final con la ayuda de las partes interesadas de la red. **Resultados:** El logotipo presentó principios estéticos y conceptuales que reflejan la filosofía de RIGCE Brasil y su relación con los movimientos internacionales de la misma naturaleza. **Conclusión:** Se representaron los elementos visuales presentes y se interpretaron a la luz de la simbología propia de la enfermería y la gestión de la atención.

Descritores: Manejo de Atención al Paciente; Atención de Enfermería; Cooperación Internacional; Redes de Información de Ciencia y Tecnología; Simbolismo.

INTRODUCTION

The International Nursing Care Management Network Brazil [Rede Internacional de Gestão do Cuidado de Enfermagem Brasil] (RIGCE Brazil) is a Brazilian initiative linked to the *Red Internacional de Gestión del Cuidado de Enfermería* (RIGCE), integrated into the *Redes Internacionales de Enfermería de las Américas* (RIENFA), which includes more than 30 Latin American/Pan American thematic networks, cooperating to advance the discipline of nursing in more than 27 countries⁽¹⁻²⁾.

Created in 2006 during the *X Coloquio Panamericano de Investigación en Enfermería* in Buenos Aires, international nursing networks have become strategic pillars of collaboration to address global challenges in nursing, promoting agile communication, interconnection, and consensus-based decision-making among professionals and institutions regarding nursing activities on an international scale⁽¹⁾.

A year later (2007), the initiative to create the RIGCE emerged in Argentina. That same year, the discussion progressed in Spain, and in 2008, in Ecuador, a declaration was established indicating that the network would be created, but its actual creation took place in 2009 in Panama, within the scope of the *Conferencia de Educación en Enfermería* of the *Asociación Latinoamericana de Escuelas y Facultades de Enfermería* (ALADEFE)^(1,3).

The Brazilian branch, 'RIGCE Brazil', was created in 2010 with 28 representative members, with Prof. Dr. Barbara Pompeu Christovam as the national coordinator of the network. However, no further information on its activities was found on the *da Redes Internacionais de Enfermagem* (RIEs) website^(1,3).

In 2024, during the XVII Reunión de Redes Internacionales de Enfermería in Santiago, Chile, in the context of the *XVIII Coloquio Panamericano de investigación en Enfermería* of ALADEFE, three university professors from Brazil (Prof. Dr. Alacoque Lorenzini Erdmann, Prof. Dr. Isabel Cristina Kowal Olm Cunha, and Prof. Dr. Ana Lúcia Queiroz Bezerra) undertook to systematize the activities of RIGCE Brazil in this country of continental proportions. On that same occasion, Prof. Dr. Aida Maris Peres (Brazil) took on the international coordination of RIGCE in partnership with Prof. Dr. Luz Galdames Cabrera (Chile).

After returning to Brazil, in the first quarter of 2025, the trio of nursing administration scientists used the snowball method⁽⁴⁾ to integrate and bring together in a virtual environment more than 240 members (professionals, managers, teachers, and nursing administration scientists) from all geopolitical regions of Brazil (North, Northeast, South, Southeast, and Midwest).

As soon as the network became operational, a work plan for 2025 was proposed involving the following activities: defining the name of the network, organizing and structuring the network, validating the calendar of monthly meetings, creation of the network's rules of procedure, definition of the network's regional representatives for the five geopolitical regions of Brazil, proposal of web conferences, organization of a national network event, attraction of partnerships, preparation for participation in the ALADEFE event in Mexico, realization of a situational diagnosis of the network's potential, and creation of a logo for RIGCE Brazil.

Having provided the necessary context, without which it would not be possible to distinguish the role of the logo as the subject of this scientific communication, it is necessary to ask what symbols can be brought to the public's attention as a strategy for expressing the identity elements of RIGCE Brazil.

However, before discussing the logo in question, it is necessary to refer to some expressions that contribute to the understanding of this expressive strategy.

The term "identity" used here can be understood as the sum of the unique characteristics of an entity, which allow for its distinction and individualization⁽⁵⁾. Thus, in the present content, the semiotics of this identity are represented by an image creation.

This imagery results from the joint formulation of symbols, whose graphic signs come to configure a visual personality in the identification of a name or an idea⁽⁵⁻⁶⁾.

Over the decades, identity and image have also become associated with the reputation of entities, highlighting the social value expressed in a small artistic formulation, the logo. Thus, this small image object has become a visual strategy of great added value, capable of expressing a concept endowed not only with identity information about a given entity, but also its expression to the world.

That said, the objective of this scientific communication is to portray the creation of a logo as an enunciative strategy for RIGCE Brazil, highlighting the symbolic elements, color choices, and meaning behind its composition.

METHOD

Design, Period, and Setting

This is a thematic synthesis guided by the Enhancing transparency in reporting the synthesis of qualitative research (ENTREQ) guideline⁽⁹⁾.

Produced during March and April 2025 to meet the demand of RIGCE Brazil members for the creation of a logo, announced in the virtual interaction environment of the network members (WhatsApp®).

Methodological Reference

Considering that the creation of a logo is dependent on interpretation, its construction was referenced by the proposal for the apprehension of knowledge (Subject-Image-Object) presented by Carvalho⁽⁹⁾. From this perspective, 'Subject-Image-Object' can represent, respectively, 'Author and collaborators-Logo-Information about the network'. Thus, the intellectual idea of the logo (image) results from the interpretation of the author and collaborators (subject) according to the apprehension of information about RIGCE Brazil (object).

Identity Elements

The first stage involved interpreting the philosophy of RIGCE Brazil. This interpretation was based on an analytical reading of the RIGCE Brazil Regulations, especially the content on the network's designation and objectives.

Based on this reading, the representative terms that make up the identity of RIGCE Brazil were listed, namely: Nursing, Care, Management, International, Network Collaboration, and Brazil.

Based on this unique documentary analysis and the representative terms that make up the identity of RIGCE Brazil, a semiotic exploration was initiated in search of symbols that represent these identity elements.

Considering the need to replicate this proposal, we opted for simplified symbols based on public domain icons found in text

editors, in addition to the artistic creation of some symbols using freeform tools in text editors. Although there is special software to assist in logo creation, the need for specific literacy skills to use it could become a barrier to the replication of this proposal by readers.

Reference Research

After formulating an image idea for the RIGCE Brazil logo, the next step was to compare the idea with the details of the logos of the other associated networks (RIENFA/RIGCE) in order to maintain a certain degree of harmony between symbolic elements and color choices that would identify this international collaboration.

Conceptual Design

After gathering the symbolic elements that could potentially represent RIGCE Brazil, and having previously observed the other logos of the associated networks, a logo proposal was created as an enunciative strategy based on three dimensions: Identity (differentiation in the field of nursing); Geopolitics (Brazil's insertion in global networks); Technical-scientific (evidence-based care management).

The initial logo design basically expresses international activity, a focus on nursing care management, and its Brazilian roots, containing symbolic elements such as the globe, the lamp, the map of Brazil, and network connections, exploring their meaning and effectiveness in conveying the identity of RIGCE Brazil. The initial chromatic effects featured strong and striking colors, especially those represented by the Brazilian flag.

Stakeholder Assistance

An initial version of the logo was presented to RIGCE Brazil stakeholders, who helped identify the need for changes in morphology, symbols, color choices, and logo nomenclature.

Four other versions of the logo were created with the help of stakeholders until the suggestions were exhausted. Thus, a fifth version was presented to representatives of the five geopolitical regions of Brazil and leaders of RIGCE Brazil to refine the elements of the logo. In this refinement, adjustments were made to the spatial arrangement of the symbols, graphic proportions of the elements, and color adjustments, adjustment of the map of Brazil to represent the division of the five geopolitical regions, inclusion of human hands holding the lamp, resulting in the final version (sixth version) made available for possession and use by RIGCE Brazil.

Ethical and Integrity Aspects

Review by the Research Ethics Committee (REC) is not required for scientific communications whose object of study does not involve research on human beings, as is the case with the present study, whose object of study was limited to documentary sources on international nursing networks.

However, the integrity of the reported content is in line with the provisions of items VII and VIII of Article 1 of Resolution nº 510/2016 of the Comissão Nacional de Ética em Pesquisa (CoNEP) from Brazil.

RESULTS

The creation of the logo was based on aesthetic and conceptual principles that reflect the RIGCE Brazil philosophy. Visual elements were incorporated, interpreted in light of the

symbolism of nursing and care management in a collaborative context of international scope.

The modern typography, with soft lines, expresses the contemporary and dynamic character of the network's relationships with other associated networks, without detracting from the prominence of the Brazilian network, which is manifested in some chromatic contrasts in its symbols.

The logo features the network's name in a semicircular format, surrounding the symbols: globe, lamp, maps, graph, hands, scattered dots connected by straight lines (network), and the network's acronym (Figure 1).



Figure 1 - RIGCE Brazil's enunciative strategy contained in its logo, São Paulo, Brazil, 2025.

Source: RIGCE Brazil

DISCUSSION

The logo consists of colors, shapes, and symbols, harmoniously integrated into an expressive strategy to convey a message or idea that refers to the recognition of RIGCE Brazil.

Chromatic Effects

The chromatic effects applied involve neutral colors with low luminous expression, which vary in tone gradient to highlight the most prominent elements of the network. The chromatic choices of the RIGCE Brazil logo are in line with the semiotics of nursing and the logos of other associated networks^(1,10).

Colors are symbolic cultural elements that convey information capable of stimulating diverse perceptions in different cultures. The colors presented are based on the Western culture of the logo's country of origin. Preferences for certain colors are usually based on pleasant associations or experiences^(5,7).

In visual communications, colors can perform specific functions for the purpose of informing. Colors can also be used to increase the credibility of certain information⁽¹¹⁾.

Scholars of colors in communication present a series of sensations related to the use of colors in advertising⁽¹²⁾. Given this, it is appropriate to distinguish the sensations suggested by the colors used in the RIGCE Brazil logo: Gray - indicates discretion, neutral and diplomatic attitudes; Blue - has great

power of attraction, but has a neutralizing effect on human anxieties; Green - stimulates with little suggestive force, but offers a feeling of rest; Yellow - visible from a distance, stimulating, but can partially disperse attention; White - considered the absence of color, but for Westerners it symbolizes life and goodness.

A study on the perception of healthcare professionals and patients regarding pleasant colors in healthcare environments showed harmony with the colors of the logo (light blue and light green, light yellow, and gray)⁽⁹⁾.

It should also be noted that the chromatic arrangement and distribution in the logo was intended to modulate the chromatic gradient of the message according to the network's enunciative strategy.

Typography

The RIGCE Brazil logo has several symbolic elements that portray the fundamental aspects of the network.

In terms of typography, the logo has its full name in a semicircular format, surrounding the circular shape of the globe. The network's name begins at the bottom of the upper left quadrant of the globe, wrapping around it to the bottom of the upper right quadrant.

The acronym "RIGCE-Brazil" is presented in a clean, modern font, with emphasis on "Brazil," reinforcing the national identity. The positioning of the acronym below the lamp and hands, and in the same color as the lamp, demonstrates a hierarchical organization that directs the gaze to the central symbol of nursing (lamp) before the textual identification⁽¹³⁻¹⁴⁾.

Regarding the semantic dimension of the letters in the designation of the network's full name, in addition to the phonetic and alphabetical value of each of the words, it can be noted that their semicircular arrangement enhances expressiveness and legibility.

The nominal designation of the network is in capital letters, as is the acronym "RIGCE" (initials of the network's name) followed by the word "Brazil." Since the letter is a sign with multiple articulations, its semantic dimension is linked both to its connection with verbal language and to its relationship with visual language⁽¹³⁾.

Typography is not only a means of conveying information or a message in an understandable way, but also a graphic element that conveys style, personality, and visual language. Therefore, each font has its own specific characteristics that can reflect the meaning of a message or image. Thus, the choice of font for a product can reinforce the content being conveyed or even cause confusion for the user.

Semiotics of Symbolic Elements

The silhouette of the globe represents the international scope of the network, aligning with the collaborative nature of RIGCE Brazil and demonstrating that the Brazilian network has a vision of the position of nursing in international geopolitics with a willingness to cooperate with nursing on other continents.

Nursing has undergone many changes in professional relations throughout its history, and after the advent of globalization, these relations have reached increasingly comprehensive dimensions from the geopolitical perspective of nursing⁽¹⁵⁾.

Although diplomatic relations between nurses from different countries have progressed, challenges predicted in publications on

globalized nursing, such as the operationalization of unified objectives, still persist⁽¹⁶⁾.

Given this, the logo could not fail to present symbols of the globalized scenario, being attentive to the political responsibilities of RIGCE Brazil in a dynamic and complex movement in nursing diplomacy.

The interconnected points of the logo that touch the map symbolize the nodes of a network, emphasizing the connection between professionals and institutions in different locations. Incidentally, a recent publication mapped Florence Nightingale's network of professional relationships, demonstrating that this is a historical strategy in nursing⁽¹⁷⁾.

And speaking of connection, after the COVID-19 pandemic, many communication barriers were broken. The challenge of bringing nursing professionals together to teach, discuss, and reflect on advances in the field can no longer be a limiting factor in global relations.

Connectivity barriers have been overcome to such an extent that it is now possible to participate in international events and interact with nurses from anywhere in the world⁽¹⁸⁾.

Nevertheless, maintaining network interactions requires much more than connectivity and technology; it is necessary to synchronize collaboration policies capable of addressing increasingly pressing global challenges, adopting strategies that favor the circulation and exchange of information, the sharing of experiences, collaboration in actions and projects, collective learning, the strengthening of diplomatic ties, and, especially, the amplification of the decision-making power of network members⁽¹⁹⁾.

Although a logo does not in itself presume to have the power to create such a network connection, the symbol of points around the map of Brazil highlights its policy of interconnectivity and collaboration among network members. This convergence of graphic elements (map of Brazil and network) expresses a sense of belonging and collaboration.

The emphasis on the map of Brazil in relation to the silhouette of Latin America aims to reflect the national identity of the network, positioning it as an active part of a larger context (Latin America).

This symbolic representation, with a discreet overlay of the Brazilian map on the silhouette of Latin America, aims to communicate regional integration without losing focus on Brazil's leading role. This strategy expresses the profile of national nursing as the focal point of the network, while also taking into account the state of nursing in Latin America and worldwide⁽²⁰⁾.

Another strategic expression in the logo concerns the map of Brazil, positioned so that the southern tip touches the lamp. This representation was intended to simulate a flame of fire coming out of the lamp in the shape of the Brazilian map.

The image of the flame, as a symbolic expression of fire, refers to different meanings, including the light that guides in the midst of darkness, the transformative power, and the continuous cycle of renewal. When associated with the trajectory of nursing, these symbolic meanings prove to be representative insofar as they illuminate professional practice, reaffirm its capacity for reframing in the face of global challenges, and reinforce the identity of RIGCE Brazil⁽²¹⁾.

Inside the map, with a semi-transparent effect, the divisions of the country's five geopolitical regions can be distinguished.

At the base of the logo, 'hands' supporting the lamp were arranged as a way of symbolizing nursing care. This same lamp has a 'polar area graph' inside it, and thus this symbolic trio (hands, lamp, and graph) complement each other to convey the message about nursing care management.

Hands are often used in nursing symbolism. They can be identified in the logos of nursing schools and societies and even on the covers of nursing association journals. The idea of using images of hands is a subliminal reference to the art of nursing care⁽²²⁾.

The 'polar area chart' is a way of expressing a more analytical approach to the network, potentially related to nursing management functions. This is a reference to the chart created by Florence Nightingale to demonstrate the results of care management during the Crimean War⁽²³⁾.

We are used to seeing statistics represented in infographics and interactive dashboards, but in 1850s Britain, statisticians provided data in complex numerical tables that were difficult to understand even for the most literate people. For the time, Florence Nightingale's approach was so revolutionary that she was the first female member of the Royal Statistical Society and also became recognized worldwide among statisticians, mathematicians, and data designers⁽²⁴⁻²⁸⁾.

The beginnings of care management were revealed by Florence Nightingale in her publication of notes on issues affecting the health, efficiency, and hospital administration of the British army, based mainly on her experience at the end of the war. On page 108 of this publication, you can see the symbol of nursing management, the iconic 'polar area chart' used by Florence Nightingale to present the results of nursing care management⁽²⁹⁾.

Another symbol in the RIGCE Brazil logo is the lamp, an artifact traditionally associated with Florence Nightingale and nursing in its entirety.

During the Crimean War (1853-1856), Florence Nightingale became internationally known as the "Lady with the Lamp" for walking the corridors of the Scutari hospital at night, carrying a lamp with her while caring for wounded soldiers who needed attention⁽³⁰⁾.

This fact is recounted in Longfellow's poem "Saint Philomena" ['daughter of divine light'] (1857), which takes a poetic approach to the grim war scenario experienced by Florence Nightingale—an eternal state between wounding and healing also experienced by both—and so skillfully represented in the excerpt "Behold, in that house of misery [hospital] a lady with a lamp I see passing through the sparkling darkness and flying from room to room."⁽³¹⁾

In this poetic vision, the lamp as a light-emitting artifact can be interpreted as a symbol of the "scientific knowledge of nursing," and the light is the operationalization of this knowledge as it is perceived by society, as it breaks through the darkness of nursing's invisibility.

The symbolism of the lamp in the RIGCE Brazil logo is presented in the form of a Greco-Roman lamp; however, the lamp used by Florence Nightingale during the Crimean War was a Turkish-style lamp⁽²¹⁾.

Despite the dichotomy between the lamps, the symbolic power of the Greco-Roman lamp justified its retention in the logo, because this is the shape by which nursing is symbolically (re)cognized on the world stage.

Study Limitations

One of the limitations of the study is that the creation of the logo, even though it underwent adjustments made by members of the network, is still a product dependent on the conceptual 'image' of RIGCE Brazil that the creator managed to formulate through the interaction between 'subject' and 'object'.

Contributions to the Area

The RIGCE Brazil logo contributes to the nursing identity movement and helps strengthen nursing care management initiatives and international collaboration.

CONCLUSIONS

The logo depicts visual elements interpreted in light of the symbolism associated with nursing and care management. Its message encapsulates the philosophy of RIGCE Brazil, symbolically conveying the concepts of cooperation, national leadership, and the commitment of Brazilian nursing on the global stage.

The logo design not only facilitates the recognition of the network, but also communicates its pillars: management, care, and internationalization.

Future developments include the application of the brand on network documents, media, and communications, among other applications that require symbolic representation of the network.

AUTHORS' CONTRIBUTION

Transparency in authors' contributions according to the [CRediT Taxonomy](#).

Conceptualization	Abel Silva de Meneses
Data Curation	Abel Silva de Meneses
Formal Analysis	Abel Silva de Meneses
Funding Acquisition	Abel Silva de Meneses
Investigation	Abel Silva de Meneses
Methodology	Abel Silva de Meneses
Project Administration	Abel Silva de Meneses
Resources	Abel Silva de Meneses
Software	Not applicable
Supervision	Not applicable
Validation	Abel Silva de Meneses
Visualization	Abel Silva de Meneses
Writing - Original Draft Preparation	Abel Silva de Meneses
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