

ANCC WELL-BEING EXCELLENCE™ TOOLKIT

The contents of this toolkit are intended only for organizations with ANCC Well-Being Excellence credentialed programs.



Well-Being Excellence

 American Nurses Credentialing Center

ANCC Well-Being Excellence® Toolkit (December 2025)

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Well-Being Excellence

 American Nurses Credentialing Center

Overview

The American Nurses Credentialing Center (ANCC) Well-Being Excellence™ credential recognizes an organization’s commitment to creating a supportive work environment, attracting and retaining top talent, and improving overall employee satisfaction and engagement. It also provides evidence-based standards to evaluate and enhance your organization’s workforce well-being. This credential builds upon ANCC’s legacy of recognizing healthcare organizations prioritizing their workforce’s well-being and fostering a culture of safety and health.

This toolkit provides artwork files for the ANCC Well-Being Excellence credentialing marks (Bronze, Silver, and Gold), usage guidelines, and customizable templates that can be used when developing communications and marketing materials.

Add your organization’s logos and use the templates as is or customize them with your own images and messaging to reflect your unique culture and achievements.

Here are a few examples of headline themes you can use when communicating to your audience:

Empowering Staff (or Team Member) Well-Being

- “ANCC Well-Being Excellence credentials programs where employees thrive—where their well-being is prioritized, protected, and celebrated.”
- “When the team feels psychologically safe, supported, and valued, excellence becomes sustainable.”
- “ANCC Well-Being Excellence isn’t just a credential—it’s a commitment to safeguard workforce well-being.”

Transforming Organizations Through Well-Being Excellence

- “Organizations that pursue ANCC Well-Being Excellence don’t just improve—they cultivate inspiration and lasting change.”
- “Organizations with ANCC Well-Being Excellence-credentialed programs foster a culture where trust, collaboration, and innovation thrive—because true excellence begins within.”
- “ANCC Well-Being Excellence offers a strategic pathway to environments where teams thrive and everyone benefits.”

Voices From the Team in Organizations With ANCC Well-Being Excellence-Credentialed Programs

- “Working in an organization with an ANCC Well-Being Excellence-credentialed program, I feel seen, supported, and encouraged to prioritize my well-being—both personally and professionally.”
- “Our organization doesn’t just talk about well-being—it makes space for it. That care and commitment makes all the difference.”

Templates have been created in Canva to be user-friendly, so if you do not have a Canva account, you will need to sign up for a FREE account at www.canva.com.

Well-Being Excellence

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Cultivating Well-Being Excellence

Organizations that achieve the credential validate the presence of essential well-being elements, including the impact of their programs, that foster a culture where employees feel valued, supported, and empowered. The credential serves as both a benchmark and a roadmap for organizations seeking to elevate their workforce well-being and improve organizational outcomes.

WHAT DOES IT MEAN TO BE CREDENTIALLED?

Organizations with a well-being program credentialed in Well-Being Excellence demonstrate a steadfast commitment to:

- **Strengthening recruitment and retention** by fostering a supportive and thriving workplace culture
- **Boosting workforce well-being and morale**, leading to improved engagement and job satisfaction
- **Enhancing organizational success** through proactive strategies that support staff during times of change and challenge
- **Implementing advanced, evidence-based practices** in employee well-being programs
- **Positioning themselves as market leaders in healthcare well-being**, setting the standard for excellence across the industry

[YOUR ORGANIZATION NAME HERE] will continue to deliver on our Well-Being Excellence commitment to create a healthy, supportive work environment where employees thrive and feel empowered as integral members of the team.

Our organization's investment in leadership, policies, and psychological safety reflects our dedication to employee well-being and leads to stronger teams, better engagement, and improved outcomes across the board. **#WellBeingExcellence #ThrivingTogether #CultureofWellBeing**

TOOLKIT COMPONENTS

The ANCC Well-Being Excellence Toolkit provides you with valuable marketing resources and information to help your organization make the most of its Well-Being Excellence credential.

The following pages provide instructions for how to use the Well-Being Excellence credential marks, marketing templates, drafted announcements that you can customize, and more. Templates have been created in Canva to be user-friendly, so if you do not have a Canva account, you will need to sign up for a FREE account at www.canva.com. Toolkit components include:

- **Credential Marks:** A variety of credential marks (logos) are provided to be used only according to the guidelines. There are also guidelines for how to address your Well-Being Excellence credential in copy.
- **Shout-Outs:** Give a special shout-out to the individuals on your team who deserve extra recognition for their commitment to Well-Being Excellence each and every day!
- **Thank-Yous:** Thank-you cards can be customized with your company's logo to be used internally or outside your organization. The Well-Being Excellence credential mark lets the recipient know that your organization is now Well-Being Excellence credentialed.
- **Email Template:** An email banner design has been provided so that you can create your own Microsoft Outlook template to send emails directly from your desktop.
- **Digital Ads:** There are a variety of social media channels that allow you to announce your Well-Being Excellence credential. Digital ads have been provided in several different sizes to be customized or used as is.
- **Advertising:** Artwork is provided for print ads to help you announce your Well-Being Excellence credential on a larger scale. These templates can be customized with your organization's logo and resized as needed, depending on vendor requirements. In many cases, the standard sizes provided can be used as they are.
- **Announcements:** Communicating the news of your Well-Being Excellence credential couldn't be easier! Provided within the Announcements section of this toolkit are:
 - Sample press release and website copy that you can customize to announce your Well-Being Excellence credential
 - MS Teams Virtual Meeting Backgrounds—a great way to showcase your Well-Being Excellence credential during internal or external meetings

Questions? Feel free to contact us with any questions you may have at wellbeingexcellence@ana.org.

To access Well-Being Excellence resources or information on the Well-Being Excellence credential, visit nursingworld.org/organizational-programs/well-being-excellence.

Logo Guidelines

The Well-Being Excellence credentialing mark (logo) may only be used by organizations with well-being programs that have been granted the Well-Being Excellence credential by the ANCC.

Organizations with ANCC Well-Being Excellence-credentialed well-being programs have the right to utilize the credentialing mark—in accordance with the guidelines provided in this document—on letterheads, in brochures, and for publicity activities relating to the program and/or nursing activities within the designated organization.

Other than in relation to the program and/or organizational initiatives within the credentialed organization, the Well-Being Excellence credential and mark should not be used in conjunction with any goods, products, or other services created, offered, or sold by the credentialed organization that would create the appearance of an endorsement by the program or by ANCC.

The credentialing marks should only be used in a manner that represents the intent of the ANCC Well-Being Excellence credential. ANCC expects that representatives of organizations with Well-Being Excellence-credentialed well-being programs will follow established standards of professional practice and ethics in business, advertising, public relations, sales, and marketing when using the logos.

The Well-Being Excellence credentialing mark is a legally trademarked symbol and must be used in accordance with these rules:

- All lettering inside the logo must be readable when the symbol is used on materials.
- If the words are not legible, please increase the size of the logo.
- The logo cannot be altered or modified. It may be resized, provided the proportions of the entire logo are maintained and all features of the logo are clearly distinguishable.
- The Well-Being Excellence credentialing mark may be used:
 - As provided in full color; a black version of the marks have been provided for grayscale printing
 - In a size that makes all features of the mark clearly distinguishable
 - Without distortion of its dimensions
- The Well-Being Excellence credentialing mark cannot be used in isolation from the credentialed organization's logo. All materials must contain both the credentialed organization's logo and the Well-Being Excellence mark.
- For use of the credentialing mark on electronic documentation (e.g., websites), the same rules as stated in these guidelines apply.
- Designation marks used on a Well-Being Excellence-credentialed organization's website must include a hyperlink to the ANCC Well-Being Excellence [web page](#).

NOTE FOR HEALTHCARE SYSTEMS

If not all entities within your organization hold an ANCC Well-Being-Excellence credential, please be certain that the credentialing mark is only applied to Well-Being Excellence-credentialed entities. There must be no confusion to even a casual viewer/reader regarding which programs the credentialing mark applies to. In addition, only organizations that have been credentialed as Well-Being Excellence Silver, Bronze, or Gold are allowed to use those corresponding credentialing marks. If you have questions as to whether your proposed use of the credentialing mark meets these requirements, please email a sample to ANCC for review.

Well-Being Excellence



ANCC reserves all rights in its trademarks. ANCC reserves the right to change the guidelines herein and/or cancel use at any time. Any organization failing to strictly adhere to these guidelines shall have its right to use the trademarks terminated immediately. In addition, the ANCC reserves the right to terminate its credentialing of an organization should that organization violate or continue to violate these guidelines in a manner that may jeopardize the integrity of ANCC trademarks or programs, as defined solely by ANCC.

USE OF LOGO ON PROMOTIONAL ITEMS

Summit Group is the officially licensed vendor of ANCC Well-Being Excellence products. ANCC Well-Being Excellence credential marks may not be reproduced for use on promotional items except through Summit Group. This includes all requests for embroidery or customized items featuring the ANCC Well-Being Excellence credential mark with your organization's name and logo for both internal and external use.

To shop for ANCC Well-Being Excellence products, visit shopana.org. If you have any questions, contact Summit Group Customer Service at CS.ANA@summitmg.com or +1(833) 834.0105.

[See pages 6-7 to download the ANCC Well-Being Excellence credentialing marks.](#)

NAME USAGE

ANCC Well-Being Excellence is a trademarked name.

Please include the trademark disclaimer: The ANCC Well-Being Excellence™ name and marks are trademarks of the American Nurses Credentialing Center. ANCC Well-Being Excellence™ and Journey to Well-Being Excellence™ are trademarks of the American Nurses Credentialing Center. All rights reserved.

The full name ANCC Well-Being Excellence should be spelled out at first mention; all subsequent usage can be shortened to Well-Being Excellence. All references to the program name must use the ™ symbol (superscript) in the first mention. This includes references in both headlines and regular text.

When referring to your Well-Being Excellence credential in copy, keep in mind the following basic guidelines for the description:

- The American Nurses Credentialing Center “credentialed” a well-being program within an organization, not the organization itself. Some examples include:
 - “University Hospital’s well-being program is ANCC Well-Being Excellence™-credentialed.”
 - “University Hospital [well-being program name] has achieved the ANCC Well-Being Excellence™ credential.”
- ANCC uses the terms received or achieved to describe the credential. Please do not describe ANCC Well-Being Excellence as an “award.”
- The name ANCC Well-Being Excellence should always be initial capped.
- Do not use Well-Being Excellence or Well-Being Excellence-credentialed as a description or an action. It is the name of the credential and should be used as such.
- Spell out the full credential name, ANCC Well-Being Excellence, whenever possible, and always on first mention.

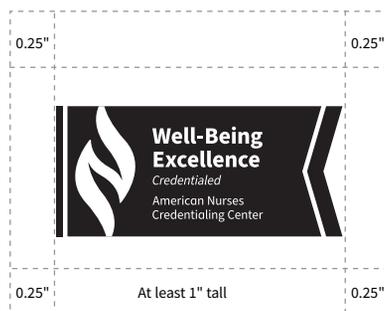
Well-Being Excellence

American Nurses Credentialing Center

Designation Marks

WELL-BEING EXCELLENCE-CREDENTIALLED ORGANIZATIONS

ANCC Well-Being Excellence has a set of credentialing marks (logos) that may ONLY be used by organizations that achieve the credential. There must be a 0.25" margin of white space surrounding the designation mark on all four sides. To maintain readability, the designation mark should not be reduced to a proportional size of less than 1" tall.



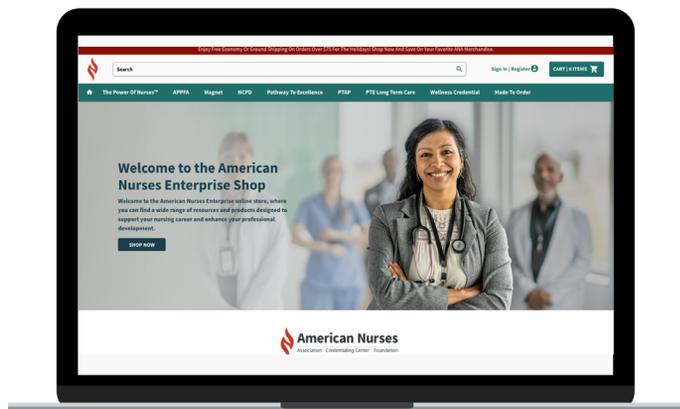
FOR GRAYSCALE USE ONLY

DOWNLOAD

SHOP THE ANA ENTERPRISE GIFT SHOP

You've earned the recognition—now it's time to celebrate your Well-Being Excellence credential!

The American Nurses Association (ANA) Enterprise Gift Shop has all your favorite products together in one convenient location, making it easier for credentialed organizations to order Well-Being Excellence merchandise. You can order branded products, and even request customization, directly from the ANA Enterprise Gift Shop.



Visit shopana.org, select your items, and proceed to checkout!

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American Nurses Credentialing Center

WELL-BEING EXCELLENCE-CREDENTIALIAED ORGANIZATIONS *WITH DISTINCTION*

The ANCC Well-Being Excellence credentialing marks for Bronze, Silver, and Gold levels may only be used by organizations that have achieved these levels of distinction. Refer to the credential letter from the Well-Being Excellence Office for the correct level of the credential.

Bronze Tier



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FOR GRAYSCALE USE ONLY

Silver Tier



DOWNLOAD

FOR GRAYSCALE USE ONLY

Gold Tier



DOWNLOAD

FOR GRAYSCALE USE ONLY

Well-Being Excellence

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Give a SHOUT-OUT!

Use the ANCC Well-Being Excellence Shout-Out Card to recognize exceptional individuals within your organization who work to achieve a healthier workplace through the work they do each and every day. Include specific examples that describe how the individual is making an impact.

What a great way to give a shout-out to all the superstar Well-Being Excellence colleagues within your organization!

Well-Being Excellence-Credentialed

In recognition of

ORGANIZATION LOGO HERE 

NAME OF THE PERSON YOU ARE RECOGNIZING (first and last name, department)

YOUR NAME (first and last name, department)

Well-being, as defined by ANCC, is "striving toward positive physical, mental, social, environmental, and professional well-being."

HOW DOES THE INDIVIDUAL HELP THE ORGANIZATION MAKE IMPACTFUL CHANGES AND FOSTER THE WELL-BEING OF THEIR COLLEAGUES AND TEAMS?

HOW DOES THE INDIVIDUAL SHOW A COMMITMENT TO WORKFORCE WELL-BEING AND MORALE?

DOWNLOAD

Well-Being Excellence Bronze Tier

In recognition of

ORGANIZATION LOGO HERE 

NAME OF THE PERSON YOU ARE RECOGNIZING (first and last name, department)

YOUR NAME (first and last name, department)

Well-being, as defined by ANCC, is "striving toward positive physical, mental, social, environmental, and professional well-being."

HOW DOES THE INDIVIDUAL HELP THE ORGANIZATION MAKE IMPACTFUL CHANGES AND FOSTER THE WELL-BEING OF THEIR COLLEAGUES AND TEAMS?

HOW DOES THE INDIVIDUAL SHOW A COMMITMENT TO WORKFORCE WELL-BEING AND MORALE?

DOWNLOAD

Well-Being Excellence Silver Tier

In recognition of

ORGANIZATION LOGO HERE 

NAME OF THE PERSON YOU ARE RECOGNIZING (first and last name, department)

YOUR NAME (first and last name, department)

Well-being, as defined by ANCC, is "striving toward positive physical, mental, social, environmental, and professional well-being."

HOW DOES THE INDIVIDUAL HELP THE ORGANIZATION MAKE IMPACTFUL CHANGES AND FOSTER THE WELL-BEING OF THEIR COLLEAGUES AND TEAMS?

HOW DOES THE INDIVIDUAL SHOW A COMMITMENT TO WORKFORCE WELL-BEING AND MORALE?

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Well-Being Excellence Gold Tier

In recognition of

ORGANIZATION LOGO HERE 

NAME OF THE PERSON YOU ARE RECOGNIZING (first and last name, department)

YOUR NAME (first and last name, department)

Well-being, as defined by ANCC, is "striving toward positive physical, mental, social, environmental, and professional well-being."

HOW DOES THE INDIVIDUAL HELP THE ORGANIZATION MAKE IMPACTFUL CHANGES AND FOSTER THE WELL-BEING OF THEIR COLLEAGUES AND TEAMS?

HOW DOES THE INDIVIDUAL SHOW A COMMITMENT TO WORKFORCE WELL-BEING AND MORALE?

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Monthly Spotlights!

Monthly employee spotlights are a great way to recognize team members for demonstrating Well-Being Excellence in action. Customize this ad with your spotlighted employee's information and photo, and share it on your organization's social media feed with a personalized message of appreciation. Don't forget to use the hashtags #WellBeingExcellence, #ThrivingTogether, #CultureOfWellBeing.

Well-Being Excellence Credentialed



DOWNLOAD

Well-Being Excellence Bronze Tier



DOWNLOAD

Well-Being Excellence Silver Tier



DOWNLOAD

Well-Being Excellence Gold Tier



DOWNLOAD

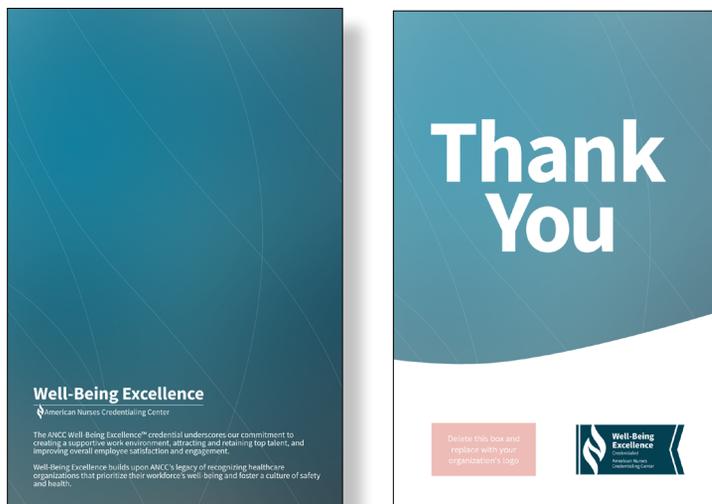
Well-Being Excellence

American Nurses Credentialing Center

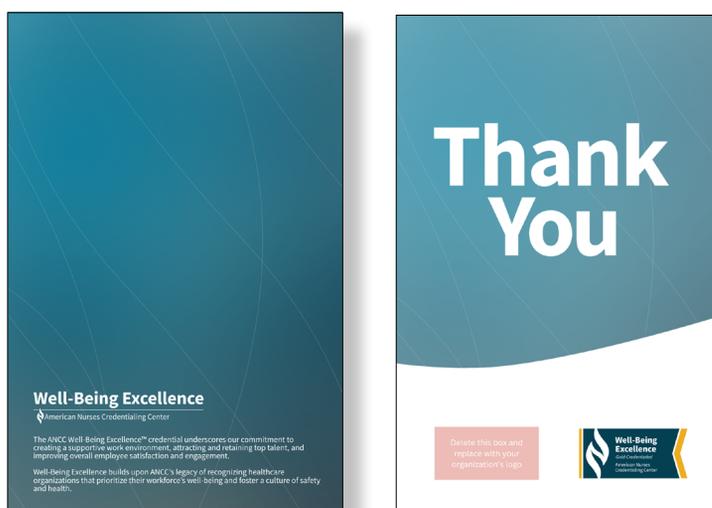
Thank-You Card

Use this professionally designed thank-you card to show your team how much you appreciate their commitment to Well-Being Excellence. Download the Canva templates below to add your logo and customize them for your organization. You can even have the card professionally printed directly through Canva. When you are done customizing, just click the “Share” button in the upper-right-hand corner and choose the “Print with Canva” option.

Well-Being Excellence-Credentialed Thank-You Card



DOWNLOAD



Bronze Tier

DOWNLOAD

Silver Tier

DOWNLOAD

Gold Tier

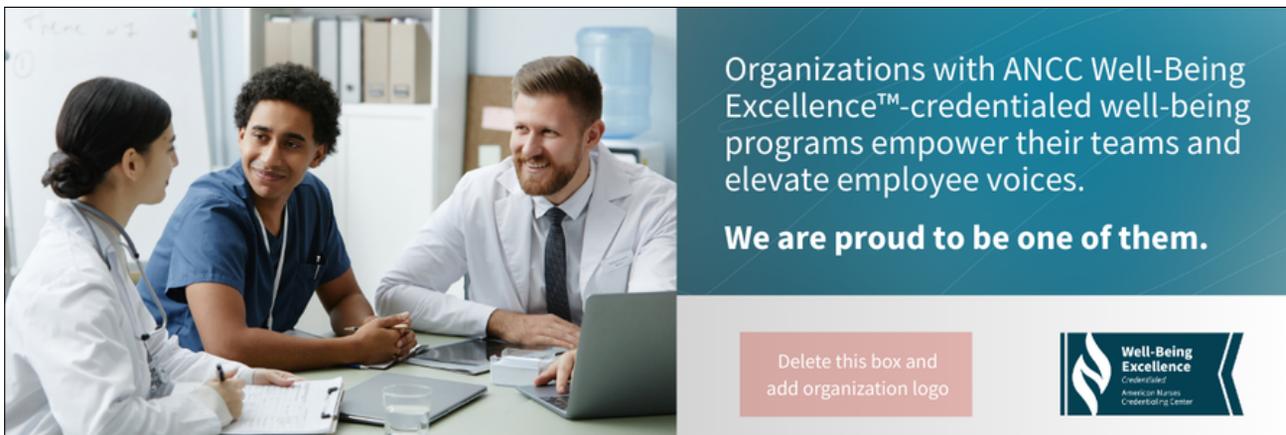
DOWNLOAD

Well-Being Excellence

American Nurses Credentialing Center

Email Banner

These email banner templates can be used as is or customized in Canva with your own images and organization logo. Access templates using the “Download” button to create a Microsoft Outlook email template or simply insert the email banner artwork into your email messages. You’ll be able to send professionally designed communications directly from your inbox!



Credentialed

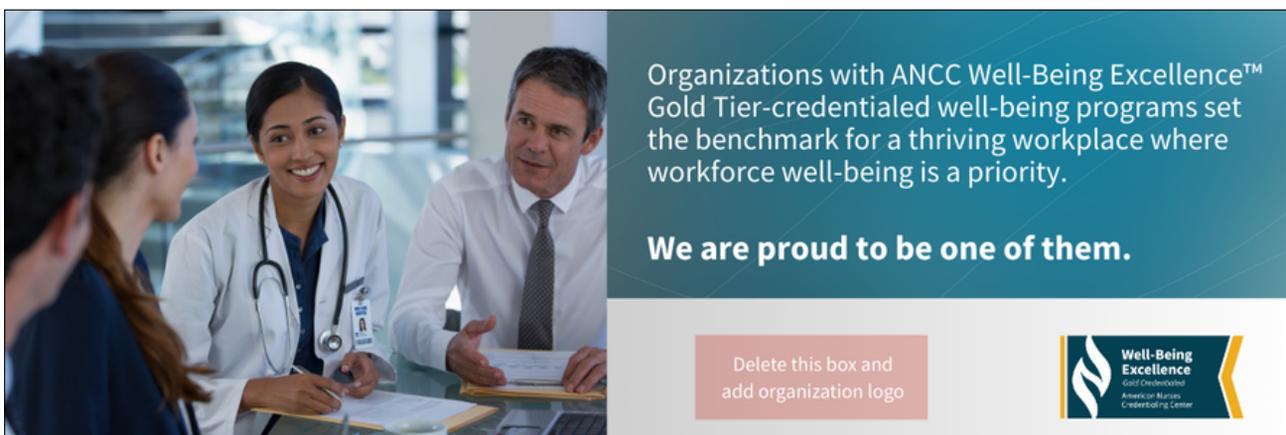
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Bronze Tier

DOWNLOAD

Silver Tier

DOWNLOAD



Gold Tier

DOWNLOAD

Well-Being Excellence

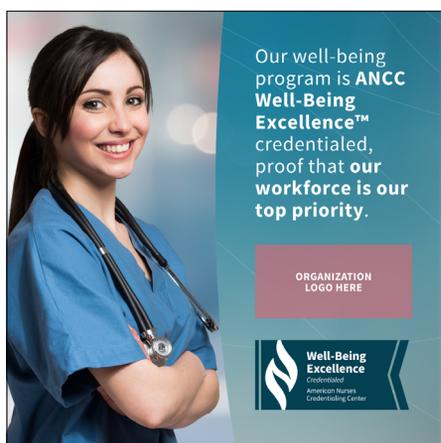


Digital Ads

A series of digital ads will allow you to promote your Well-Being Excellence credential on your organization’s website and social media platforms. You will be able to customize the ads with your organization images, logo, and/or name or use them as they are.

These ads are provided in the following sizes at the links below:

- Rectangle, 300x250
- Social media square, 1080x1080
- Leaderboard, 728x90



This ad should be used only when your organization logo is already on the page.

Credentialed



Bronze Tier



Silver Tier



Gold Tier



Well-Being Excellence



Print Advertising

Having an ANCC Well-Being Excellence-credentialed workforce well-being program can be used to elevate your organization's reputation as a trusted, people-centered workplace and to attract top talent across industries. You can customize the ads with your organization's image, name, logo, or personalized message. Use your local vendor for printing and media placement.

Well-Being Excellence Credentialed



ANCC Well-Being Excellence™ recognizes [Organization Name] for prioritizing employee well-being and setting the standard for a healthier workplace.

Working at an organization with an American Nurses Credentialing Center (ANCC) Well-Being Excellence-credentialed program means being part of a team where leadership is strong, staff report better change-workload policies, and employee well-being is a clear priority.

Join our team at [Organization Name] and you'll be part of an organization that promotes a healthy work environment, that prioritizes staff well-being, and where all team members can flourish, feel valued, and perform at their best.

Learn more about [Organization Name] and our commitment to nursing excellence by visiting our website at [Organization URL here].

Learn more about ANCC Well-Being Excellence at nursingworld.org/organizational-programs/well-being-excellence

Organization Logo Here 

DOWNLOAD

Well-Being Excellence Bronze Tier



ANCC Well-Being Excellence™ recognizes [Organization Name] for prioritizing employee well-being and setting the standard for a healthier workplace.

Working at an organization with an American Nurses Credentialing Center (ANCC) Well-Being Excellence-credentialed program means being part of a team where leadership is strong, staff report better change-workload policies, and employee well-being is a clear priority.

Join our team at [Organization Name] and you'll be part of an organization that promotes a healthy work environment, that prioritizes staff well-being, and where all team members can flourish, feel valued, and perform at their best.

Learn more about [Organization Name] and our commitment to nursing excellence by visiting our website at [Organization URL here].

Learn more about ANCC Well-Being Excellence at nursingworld.org/organizational-programs/well-being-excellence

Organization Logo Here 

DOWNLOAD

Well-Being Excellence Silver-Tier



ANCC Well-Being Excellence™ recognizes [Organization Name] for prioritizing employee well-being and setting the standard for a healthier workplace.

Working at an organization with an American Nurses Credentialing Center (ANCC) Well-Being Excellence-credentialed program means being part of a team where leadership is strong, staff report better change-workload policies, and employee well-being is a clear priority.

Join our team at [Organization Name] and you'll be part of an organization that promotes a healthy work environment, that prioritizes staff well-being, and where all team members can flourish, feel valued, and perform at their best.

Learn more about [Organization Name] and our commitment to nursing excellence by visiting our website at [Organization URL here].

Learn more about ANCC Well-Being Excellence at nursingworld.org/organizational-programs/well-being-excellence

Organization Logo Here 

DOWNLOAD

Well-Being Excellence Gold Tier



[Organization Name] achieves the ANCC Well-Being Excellence™ Gold credential for its commitment to organizational excellence in employee well-being.

The Well-Being Excellence Gold Tier is a top-level credential from the American Nurses Credentialing Center (ANCC) that recognizes well-being programs from organizations that demonstrate the highest commitment to workforce well-being across all settings.

Working at an organization with an ANCC Well-Being Excellence-credentialed program means being part of a team where leadership is strong, staff report better change-workload policies, and employee well-being and morale are clear priorities.

Join our team and be part of an organization that provides a healthy work environment, prioritizes staff well-being, and where all team members can flourish, feel valued, and perform at their best.

Learn more about [Organization Name] and our commitment to nursing excellence by visiting our website at [Organization URL here].

Learn more about ANCC Well-Being Excellence at nursingworld.org/organizational-programs/well-being-excellence

Organization Logo Here 

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Well-Being Excellence

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Announcements

Whether your organization's well-being program is newly credentialed, has achieved recredential, or simply wants to share its Well-Being Excellence credential, ANCC has created templated sample text to help you deliver the message to your community and the media. Use these customizable announcement templates to celebrate your achievement, highlight your commitment to employee well-being, and showcase your organization's leadership in creating healthy, evidence-based work environments.

TIPS FOR ANNOUNCING YOUR ORGANIZATION'S WELL-BEING EXCELLENCE CREDENTIALING

Now that your organization's well-being program has achieved the ANCC Well-Being Excellence credential, it's time to share the news with your community and stakeholders. This toolkit includes a variety of marketing and promotional templates that your organization can customize and use.

Rebranding with the Well-Being Excellence-credentialed look may raise questions for your audience, so ANCC provides sample press release copy that you can personalize and print on your organization's letterhead. These templates are designed to help you clearly communicate your achievement and its significance in promoting healthy, evidence-based work environments.

Press Release

DOWNLOAD

SAMPLE WELL-BEING EXCELLENCE MESSAGES FOR PATIENTS, CLIENTS, AND THE COMMUNITY

It's important to communicate what achieving the Well-Being Excellence credential means for those who seek care from—or employment at—your organization. Use these sample messages to share your credential with your community. Included are sample messages that can be customized for use in:

- Patient handbooks
- Recruitment materials
- Onboarding communications
- Community outreach

These messages help convey your commitment to creating a healthy, evidence-based work environment where employees thrive and well-being is a priority.

Message to Patients

DOWNLOAD

Message to Employees

DOWNLOAD

REMEMBER TO USE THESE HASHTAGS!

Use these hashtags:
 #WellBeingExcellence
 #ThrivingTogether
 #CultureOfWellBeing

FOLLOW US!

X: @anccofficial

LinkedIn:

American Nurses Enterprise
 American Nurses Credentialing Center

Well-Being Excellence

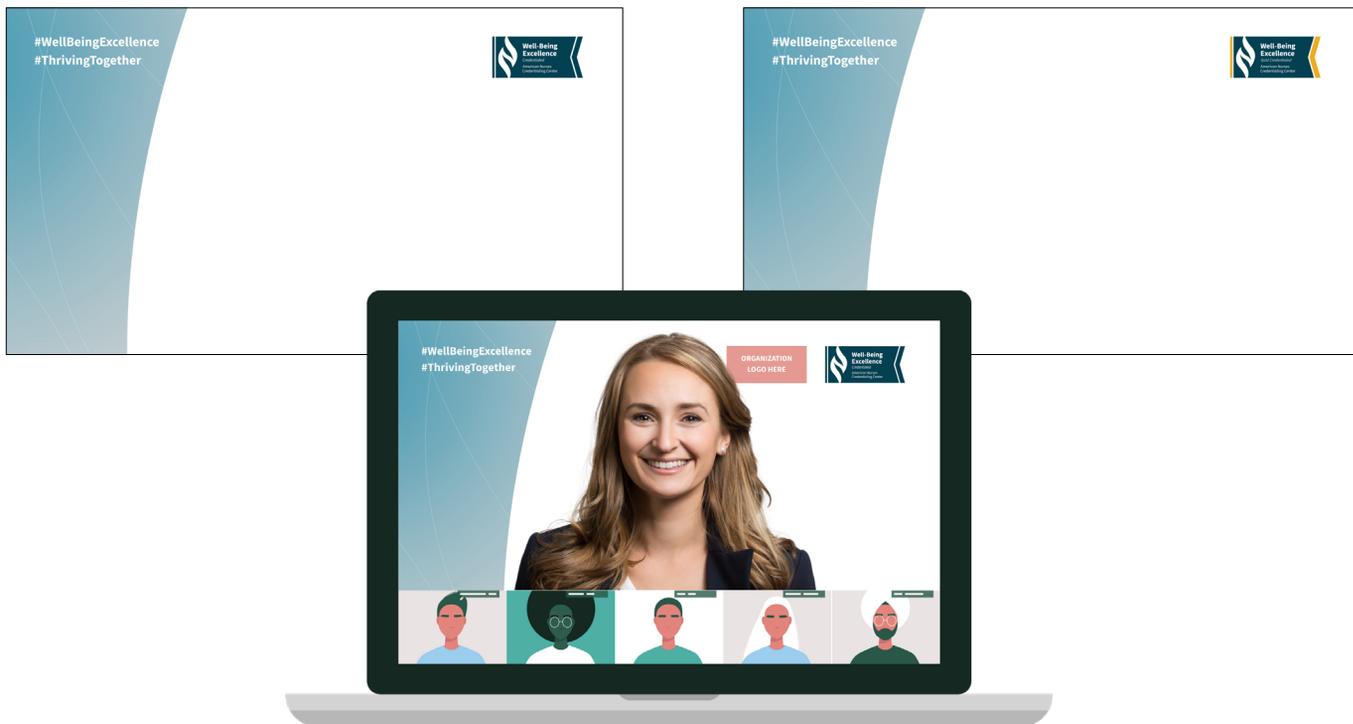
American Nurses Credentialing Center

Virtual Meeting Background

Using a customized MS Teams background during virtual meetings is a great way to showcase your Well-Being Excellence pride! Follow the steps below to customize the MS Teams background with your organization logo:

1. Access the Canva template by clicking on the “Download” button below.
2. Within your Canva account, navigate to the left sidebar and click on “Uploads.” Here, upload your organization’s logo to Canva.
3. Within the MS Teams Canva template, delete the pink box next to the Well-Being Excellence mark and replace it with your organization’s logo from Uploads in Canva.
4. Position and size your organization’s logo. When finished, click on “Share” in the upper-right corner of your screen. Export the file as a PNG, and save it to a location on your desktop.

The PNG file is now ready to be used in Microsoft Teams!



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