



## **Guidelines for Use of the Foundation's Logo**

*For National Program Offices*

The Robert Wood Johnson Foundation (RWJF) no longer supports the use of individual logos for national programs and, instead, encourages the use of the Foundation's logo with appropriate support language. To ensure that the relationship between RWJF and its national programs is properly represented, we have issued the following guidelines for the use of our logo. Use these guidelines in your communications products and follow them until your grant ends. Use of the Foundation's logo and support language on grant-related documents *after* your grant closes will be discussed at an appropriate time.

### **National Programs**

National programs may use the Foundation's logo—which should be reproduced in either black or PMS Warm Grey 11 (or its equivalent)—only in conjunction with the approved support statement set forth below. Both the logo and support statement should be used in all program-related products, such as stationery, news releases, reports, briefs, Web sites and advertisements.

- “<Program Name> is a national program of the Robert Wood Johnson Foundation, with direction and technical assistance provided by <external organization>.”

We have also implemented RWJF Visual Identity Guidelines that include the correct use of graphic treatments, colors and fonts. As our national programs are an extension of the Foundation, these guidelines should be followed for specific products such as stationery and calls for proposals, as well as signage and presentations. As you develop other materials for your program, it may be appropriate to extend the visual guidelines to these products as well. You should discuss these issues with RWJF's design manager, Joan Barlow, who will provide direction and assistance in using the RWJF Visual Identity Guidelines.

### **Grantees and Sites under National Programs**

Grantees other than national programs may *only* use the Foundation's logo with permission and should use the following support statements as appropriate:

- “<Site> is a grantee of <National Program Name>—a national program of the Robert Wood Johnson Foundation.”
- “Support for this <project, Web site, publication, conference, etc.> was provided by a grant from the Robert Wood Johnson Foundation's <insert program name> program.”

The RWJF communications office will provide you with templates for national program office products at no cost. Please direct any questions regarding use of the Foundation's name, logo or visual identity guidelines to [creativerequests@rwjf.org](mailto:creativerequests@rwjf.org).