



Robert Wood Johnson Foundation

Guidelines for Use of the Foundation's Logo

For Grantees and Sites under National Programs

We deeply value our relationship with you. To ensure that this relationship is properly represented, the Robert Wood Johnson Foundation (RWJF) has issued the following guidelines for 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.

Use of the Foundation's Logo

The Foundation's logo may *only* be used with permission and should be accompanied by the following support statements, as appropriate:

- *"<Site> is a grantee of <insert 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 <NPO> program."*

This support statement should be used in all grant-related products (e.g., news releases, Web sites, advertisements, publications, reports, issue briefs).

In addition to our logo, we have implemented RWJF Visual Identity Guidelines that include the correct use of graphic treatments, colors and fonts. In certain instances, we may encourage use of these guidelines for your grant-related products. You should discuss these issues with our design manager, Joan Barlow, who will provide direction and assistance in using the RWJF Visual Identity Guidelines.

Please direct any questions regarding use of the Foundation's name, logo or visual guidelines to creativerequests@rwjf.org.