



Robert Wood Johnson Foundation

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

*For Ad-hoc Grantees*

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 statement:

- *"Support for this <project, conference, Web site, publication, etc.> was provided by a <grant/contract> from the Robert Wood Johnson Foundation."*

This support statement should be used in all grant-related products (e.g., press 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 using the RWJF Visual Identity Guidelines.

Please direct any questions regarding use of the Foundation's name, logo or visual identity guidelines to [creativerequests@rwjf.org](mailto:creativerequests@rwjf.org).