



Robert Wood Johnson Foundation

Logo Usage Guidelines for Grantees

2016

RWJF Logo with Support Statement

Use of the Foundation's logo is not allowed without express RWJF permission. Such permission shall be granted at the sole discretion of RWJF based on such factors as the purpose for use and relationship being represented. All requests for permission to use the RWJF logo must be submitted to creativerequests@rwjf.org with copy to your RWJF program officer.

The examples shown below are the default applications of the RWJF logo and support statement. One of the two options shown should be used on your grant products unless:

1. your program has been designated as an RWJF Signature-Branded Program; or
2. you acknowledge RWJF support through logo use along with the logos of two or more other sponsoring organizations.

Please consult with your RWJF program and communications officers regularly to ensure you are in full compliance with these exceptions.



Support for this <program, conference, research, website, article, etc.> was provided <in part> by the Robert Wood Johnson Foundation. The views expressed here do not necessarily reflect the views of the Foundation.

Support
provided by



Robert Wood Johnson
Foundation

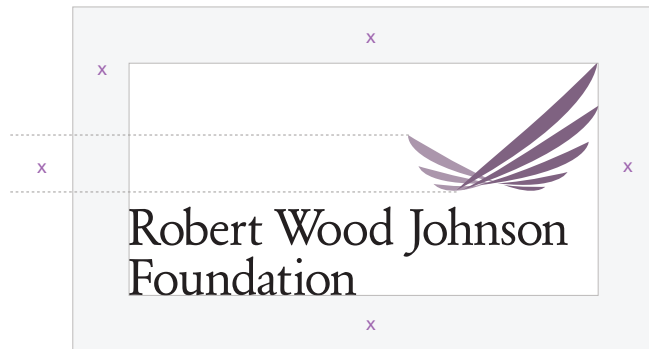
The views expressed here do not necessarily reflect the views of the Foundation.

Logo Lockups

There are two approved logo lockups, horizontal and vertical. The vertical is preferred, but the horizontal may be used when vertical space is limited.

Clear space around the Robert Wood Johnson Foundation logo is important to maintain the integrity of the mark. Do not use the logo in close association with other graphic or text elements or in the context of a headline or copy. The diagram below illustrates the minimum amount of clear space required, based on the height of the left wing of the symbol.

x = Vertical Lockup Clear Space



x = Horizontal Lockup Clear Space

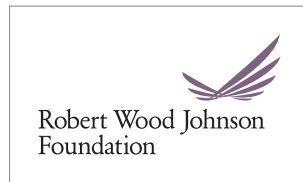


Logo Colors

The logo may be reproduced in only the approved colors.
For reverse-color options, see the next page. Change page number as needed.



2-Color Version (tinted)
on White Background



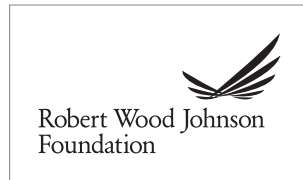
2-Color Version (solid)
on White Background



1-Color Version
on White Background



1-Color Black (tinted)
on White Background



1-Color Black (solid)
on White Background

*Also available in horizontal lockup version.

Logo Colors

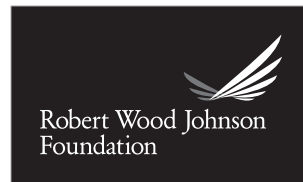
The logo may be reproduced in only the approved colors.
See below for reverse-color options. Change page number as needed.



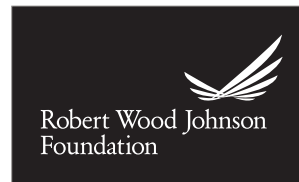
Knockout Version (tinted)
on PMS 261U Background



Knockout Version (solid)
on PMS 261U Background



Knockout Version (tinted)
on Black Background



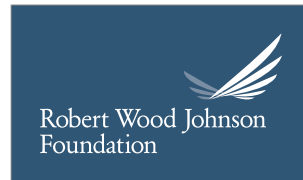
Knockout Version (solid)
on Black Background



Knockout Version (tinted)
on PMS 7712U Background



Knockout Version (solid)
on PMS 7712U Background



Knockout Version (tinted)
on PMS 2955U Background



Knockout Version (solid)
on PMS 2955U Background

*Also available in horizontal lockup version.

File Naming Conversion

Use this naming convention guide to select the appropriate logo for reproduction.

The EPS logos include PMS, CMYK, RGB and Web-safe versions.

The EPS logos are vector files that may be scalable to any desired size.

h	Horizontal
s	Stacked

1c	One Color
2c	Two Color

65	65% Tint
100	100%

RWJFLogo_h_pms_1c_261U_65_pos.eps

Robert Wood Johnson
Foundation Logo

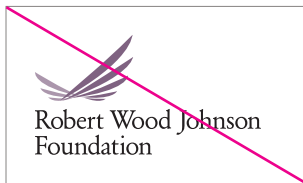
pms	Pantone
cmyk	Process
bw	Black & White
rgb	Screen
hex	Web

261U	PMS 261 Uncoated
2955U	PMS 2955 Uncoated
7474U	PMS 7474 Uncoated

pos	Positive
neg	Negative

Incorrect Logo Usage

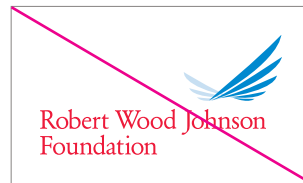
Proper use of the Robert Wood Johnson Foundation logo is essential for maintaining and protecting the RWJF identity. The following examples illustrate incorrect applications of the RWJF logo. Always use master logo artwork for reproduction.



Do not change the configuration of the logo



Do not redraw or re-typeset elements of the logo



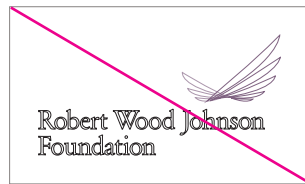
Do not apply unspecified color values to the logo



Do not tint the logo outside of specified values



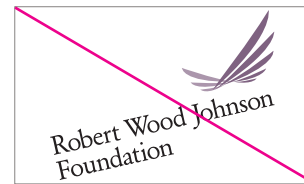
Do not apply a gradient to any part of the logo



Do not outline the logo



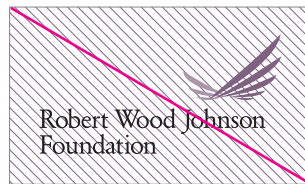
Do not distort or change the shape of the logo



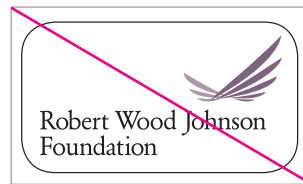
Do not rotate the logo



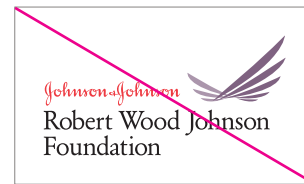
Do not place the logo on a busy image



Do not place the logo on a pattern



Do not place the logo within another shape



Do not create a new lockup with another logo