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.
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.
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.

*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.

<table>
<thead>
<tr>
<th>h</th>
<th>s</th>
<th>1c</th>
<th>2c</th>
<th>65</th>
<th>65% Tint</th>
</tr>
</thead>
<tbody>
<tr>
<td>Horizontal</td>
<td>Stacked</td>
<td>One Color</td>
<td>Two Color</td>
<td>100</td>
<td>100%</td>
</tr>
</tbody>
</table>

RWJFLogo_h_pms_1c_261U_65_pos.eps

Robert Wood Johnson Foundation Logo

pms

Pantone

261U

Pos

2955U

Neg

7474U

Positive

Black & White

Screen

Web

PMS 261 Uncoated

PMS 2955 Uncoated

PMS 7474 Uncoated

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