

# Brand Guidelines: Quick Reference Sheet



The  
**John A. Hartford**  
Foundation

The John A. Hartford Foundation is dedicated to improving the care of older adults. The visual identity reflects their values on healthy aging by being bright, bold, and positive, with a sense of nature and freedom.

In text, “The John A. Hartford Foundation” should always be written out in full with a capital “T”.



2-color logo with Isolation Zone



1-color: Black

## LOGO

The logo is comprised of a seal to the left of the wordmark. Within the seal is the tagline and the monogram. Please acknowledge the minimum size and isolation zone—the height of monogram on all sides—when positioning.



1-color: White with Drop Shadow



1-color: White

## Logo Files

- Available in the following file formats: PNG, JPG, SVG, EPS
- Available in the following color versions: RGB, CMYK, PMS, Black, White, White with Drop Shadow

## Usage Restrictions

- Do not separate the seal from the wordmark or vice versa
- Do not stretch or squash the logo
- Do not adjust the logo colors
- Do not place the logo over images that affect visibility or legibility



minimum size



Do not use the seal without the wordmark, or the wordmark without the seal

**WHERE TO FIND LOGO FILES & GUIDELINES**  
[www.johnahartford.org](http://www.johnahartford.org) > Our Grants > Guidelines & Resources

## DESIGN ASSETS

### Typography

Haarlemmer and Trade Gothic are the brand's fonts. When unavailable, substitute with Georgia and Arial which are system fonts available on any Mac or PC.

### Colors

The brand's primary colors are a triad of bright blue, green, and yellow. These are used on graphics and color fields, but are too light to be used on text. The Legacy Palette is available when a darker value is needed. Body copy should always be black for legibility.

### Photography

Photography is a key element as it showcases our human focus. Preferred images include: older adult with caregiver, older adult as part of society/family, diversity and inclusion, an outdoor environment, feeling of vibrancy & life, soft natural lighting. Please avoid images with: older adult in isolation, caregiver in a position of power.

### Layout & Graphics

Layouts are clean and modern to create a strong hierarchy of information and a sense of calm. Photos and color fields bleed off 1-edge only—attached with a bright color bar.

► For more detailed information, please reference our brand manual.

## Haarlemmer

Regular · *Italic*  
Medium · *Medium Italic*  
**Bold · Bold Italic**

### Bright Blue

CMYK 55 / 10 / 0 / 10  
RGB 93 / 171 / 213  
HEX #5dabd5  
PMS PMS 2925

### Bright Green

CMYK 60 / 5 / 90 / 0  
RGB 115 / 183 / 83  
HEX #73b753  
PMS PMS 368

### Bright Yellow

CMYK 0 / 15 / 90 / 0  
RGB 255 / 213 / 48  
HEX #ffd530  
PMS PMS 122

bright palette

## Trade Gothic

Regular · *Oblique*  
**Bold No.2 · Bold No.2 Oblique**

### Ocean

CMYK 55 / 20 / 5 / 30  
RGB 84 / 130 / 161  
HEX #5482a1  
PMS PMS 2150

### Forrest

CMYK 70 / 30 / 80 / 5  
RGB 91 / 138 / 90  
HEX #5b8a5a  
PMS PMS 2408

### Gold

CMYK 5 / 20 / 90 / 10  
RGB 220 / 181 / 50  
HEX #dcb532  
PMS PMS 7407

legacy palette



IF YOU HAVE QUESTIONS, PLEASE CONTACT:

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