# 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".

# 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.

### Logo Files

- Available in the following file formats: PNG, JPG, SVG, EPS
- Available in 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
- $\cdot$  Do not stretch or squash the logo
- $\cdot$  Do not adjust the logo colors
- · Do not place the logo over images that affect visibility or legibility

n - John A. Hartford Foundation

2-color logo with Isolation Zone



1-color: White with Drop Shadow



1-color: Black



1-color: White



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 > 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.

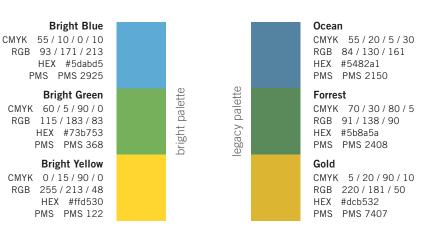
► For more detailed information. please reference our brand manual.

# Haarlemmer

Regular · Italic Medium · Medium Italic Bold · Bold Italic

# Trade Gothic

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





#### Dedicated to improving the care of older adults.

#### Who We Are

The John A. Harlford Foundation, based in New York City, is a private, nonpartisan national philanthroyy dedicated to improving the care of older adults. **Established in 1929** by John and George Harlford, the founders of the Great Atlantic & Pacific Tea Company (also known as the AAP grocery stores), our Foundation is the nation's leading philanthropy with a sustained interest in aging.

ce 1982, it has awarded more than \$565 million in gr



#### IF YOU HAVE QUESTIONS, PLEASE CONTACT:

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