

Brand Guidelines:

Quick Reference Sheet

The John A. Hartford Foundation is dedicated to improving the care of older adults. The visual identity reflects our values about 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”.



The
John A. Hartford
Foundation



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



minimum size



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

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

CLICK HERE FOR LOGO FILES & GUIDELINES

(www.johnahartford.org > 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 blue, green, and yellow. There are bright and dark versions of each color. These can be used together to create the gradients which provide adequate contrast for white type. Body copy should always be black or dark grey 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. Photos are attached to the edge with a bright color bar.

Haarlemmer

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

Trade Gothic

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



Bright Blue	Dark Blue	Bright Green	Dark Green	Bright Yellow	Dark Yellow
55 / 10 / 0 / 10	90 / 40 / 0 / 15	60 / 5 / 90 / 0	90 / 40 / 100 / 10	0 / 15 / 90 / 0	0 / 35 / 100 / 0
93 / 171 / 213	0 / 112 / 173	115 / 183 / 83	30 / 113 / 63	255 / 213 / 48	252 / 175 / 23
#5DABD5	#0070AD	#73B753	#1E723F	#FFD530	#FCAF17
PMS 2925	PMS 2935	PMS 368	PMS 342	PMS 122	PMS 130



Blue Gradient	Green Gradient	Yellow Gradient	Dark Grey	Black	White
A -70° angle puts dark value in the upper left corner and bright value in the lower right corner. The midpoint is moved to 70% making most of the field darker (for white type).			0 / 0 / 0 / 80	0 / 0 / 0 / 100	0 / 0 / 0 / 0
			88 / 89 / 91	0 / 0 / 0	255 / 255 / 255
			#58595B	#000000	#FFFFFF
			PMS Cool Gray 10	—	—

The John A. Hartford Foundation

Dedicated to improving the care of older adults.

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

FOR MORE DETAILED INFORMATION:

Click here to request our **Brand Manual** or **Ad Creation Manual**

IF YOU HAVE QUESTIONS, CLICK HERE TO CONTACT:

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