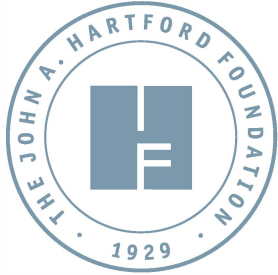


The John A. Hartford Foundation Logo & Brand Guidelines

Approved Logo - use seal with full "The John A. Hartford Foundation" name and tagline:



The John A. Hartford Foundation
Dedicated to Improving the Care of Older Adults

Colors - use seal with full name and tagline:



Clear Space:

The distance between any object and the logo should be equal to at least the height of the "H" — as set in the logo typography — or more. This helps maintain legibility and doesn't crowd the logo on a page or layout.



White Knockout

These are the approved color versions of the JAHF logo and should be used with the full JAHF name as these guidelines specify.

Positive Logo Application

The primary, JAHF-blue logo, placed on a white background, is preferred. If that is not an option, a grayscale version of the logo (25% black or 100% black) may be used, again with the full JAHF name.

Negative Logo Application

A knockout version of the logo is available for use on color backgrounds or over images, with full JAHF name.

Fonts:

FOR DISPLAY AND BODY COPY

Haarlemmer
Haarlemmer
Haarlemmer
Haarlemmer
Haarlemmer
Haarlemmer

FOR DISPLAY AND SECONDARY COPY

Foundry Form Sans
Foundry Form Sans

FOR DISPLAY COPY

Trade Gothic
Trade Gothic
Trade Gothic
Trade Gothic
Trade Gothic
Trade Gothic
Trade Gothic
Trade Gothic

FOR SECONDARY COPY

Foundry Form Serif
Foundry Form Serif
Foundry Form Serif
Foundry Form Serif

Incorrect Usage:



Negative Logo on Competing Background



Incorrect Colors



Positive Logo on Colored Background



Drop Shadow



Blurred Artwork



Skewed

The examples above demonstrate some common mistakes when applying or reproducing the logo. They should be avoided in an effort to preserve the readability of the logo.

Colors:



JAHF Blue
PMS: 5425 C
RGB: 122/153/172
Hex: #7A99AC
CMYK: 45/16/9/24



JAHF Gold
PMS: 7752 C
RGB: 207/176/35
Hex: #CFB023
CMYK: 0/15/83/19

RGB Color Space:

The Illustrator EPS colors here are in RGB working space (File/Document Color Mode) for screen use. Please check that your file is reading JAHF blue RGB 122/153/172 and Hex #7A99AC and JAHF gold RGB 207/176/35 and Hex #CFB023 for RGB mode.

Minimum Size:

The minimum size of the logo on printed materials must never be smaller than .75" to maintain the legibility of the logo.



The John A. Hartford Foundation
Dedicated to Improving the Care of Older Adults

JAHF Short Logo:

When needed, the short version of the logo below can be used (name on 2 lines with no tagline):



**The John A. Hartford
Foundation**

Myriad Font Alert:

If you get a "missing Myriad-Roman font" alert when you open Illustrator, you can disregard. All the text in the logo has been outlined.

Logo Text Font:

"The John A. Hartford Foundation, Dedicated to Improving the Care of Older Adults" is in Haarlemmer MT Pro Regular font.

Printing in Black & White:

When printing in B&W, the black text version of the logo should be used in lieu of the color logo. This will enhance the legibility of the logo.

Copying & Pasting the Logo:

To copy the logo, avoid using any kind of clipping tool as this pixelates the image. Use Edit / Copy and Paste instead.

JAHF Contact:

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