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:

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.

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.

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

Fonts:

FOR DISPLAY AND BODY COPY
Haarlemmer

FOR SECONDARY COPY
Foundry Form Sans

FOR DISPLAY COPY
Trade Gothic

FOR SECONDARY COPY
Trade Gothic

Foundry Form Serif

Trade Gothic
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.

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

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.

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