



Robert Wood Johnson Foundation

## Congratulations on being named an RWJF Culture of Prize winner!

To help you celebrate your success and share your stories with your local partners and communities, the Robert Wood Johnson Foundation (RWJF) has prepared a package of branded assets to use for your own print and digital marketing efforts. This document provides details on those items and also offers important brand guidance on how to correctly refer to the Prize program and your relationship with the Robert Wood Johnson Foundation.

**All photo and branded assets can be found by accessing the link in your Licensing Agreement.**

### Language Guidance

Please use the following language when referencing the program name, description or relationship with the Robert Wood Johnson Foundation

#### FORMAL NAME OF PROGRAM

2017 RWJF Culture of Health Prize

#### APPROVED SUPPORT STATEMENT

The [RWJF Culture of Health Prize](#) is a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute.

#### EXAMPLE WITH COMMUNITY NAME

**<community name>** is a 2017 RWJF Culture of Health Prize winner, honored by the Robert Wood Johnson Foundation for their efforts to ensure all residents have the opportunity to live longer, healthier, and more productive lives.

*When possible, the Foundation encourages linking to the Culture of Health Prize page as shown above. That link is: [www.rwjf.org/prize](http://www.rwjf.org/prize).*

### Approved Language Examples

**<community name>** 2017 RWJF Culture of Health Prize Winner

The RWJF Culture of Health Prize honors communities that understand health is a shared value. Prize communities offer the nation important examples of what is possible when health is at the heart of all decision-making.

Selected from more than 200 applicant communities, the 2017 RWJF Culture of Health Prize winners are being honored for bringing partners together to rally around a shared vision of health, drawing especially on the wisdom, voice, and experience of residents themselves.

**USE OF ROBERT WOOD JOHNSON FOUNDATION NAME AND LOGO**

In text documents, the name—Robert Wood Johnson Foundation (RWJF)—may be presented in different fonts and point sizes as long as each word is capitalized. The article "the" when used in front of the name is capitalized only at the beginning of a sentence. The acronym may be used in subsequent references after the initial use as shown at the beginning of this paragraph. The Robert Wood Johnson Foundation logo may be used in conjunction with the program name and supporting language. RWJF has supplied several logo files for use.

**PHOTO ASSETS**

The Foundation has provided individual photos from your communities for your use. When possible, please credit the photographer as shown below:

**Example:**

Photo: Copyright 2017 <photographer>. Courtesy of the Robert Wood Johnson Foundation.

• Algoma, WI – Josh Kohanek	• Allen County, KS – Will Widmer
• Chelsea, MA – Tracie Van Auken	• Garrett County, MD – Tracie Van Auken
• Richmond, VA – Josh Kohanek	• San Pablo, CA – Bud Glick
• Seneca Nation of Indians (NY) – Tracie Van Auken	• Vicksburg, MS – Will Widmer

**VIDEO ASSETS**

Each community was given a link to an assets sharing site. Within the page of assets each community's video is available via a Vimeo link.

When you click on the “Download” button on the Vimeo page, you will see the format options below. Unless you are constrained by bandwidth or display issues, you should download the “HD 1080p” version at 201 MB. If for some reason you need a larger, less compressed 1080 file, you can download the option marked “Original.”

Regardless of the format you choose, each video is an .mp4 file type. This is the most universal of video files and should play on any computer or device using any type of video player software.

- Mobile SD (480x270 / 18.542MB)
- SD (640x360 / 32.287MB)
- HD 720p (1280x720 / 107.76MB)
- HD 1080p (1920x1080 / 201.411MB)
- Original (1920x1080 / 238.724MB)

**SOCIAL MEDIA ASSETS**

Branded assets have been created for use on Twitter and Facebook.



## ORDERING ADDITIONAL MATERIALS

Additional Culture of Health Flags with community name may be ordered at your own expense. Each flag costs \$167.00 each + shipping. Please contact Dustin Steele at Visual Impact to place an order, at (763) 277-8941.

Additional Culture of Health Prize stickers can be purchased from Bucks Digital Printing. The cost for 200 stickers is approximately \$125.00. A credit card is required to place the order. Please email [web@bucksdigital.com](mailto:web@bucksdigital.com) and reference job number E87694 to place your order. Two options are available:



For additional questions regarding use of these assets or any other inquiries please contact [prizematerials@rwjf.org](mailto:prizematerials@rwjf.org).