



*The Horizon Foundation for New Jersey*

### **Proper usage of The Horizon Foundation for New Jersey's name**

The following are guidelines concerning the proper usage of The Horizon Foundation for New Jersey's name.

Proper Use:	<p><b>The Horizon Foundation for New Jersey</b></p> <p>The proper usage of the Foundation's name is to spell it out completely (as shown above) on the first reference.</p> <p>On subsequent references, it should be abbreviated to the Foundation.</p>
Avoid:	<p>Please do not shorten the Foundation's name to "Horizon" in any printed materials.</p>
Incorrect Uses:	<p>The following are <b><u>incorrect uses</u></b> of the Foundation's name:</p> <ul style="list-style-type: none"><li>• Horizon of New Jersey</li><li>• Horizon NJ Foundation</li><li>• The Horizon Foundation of NJ</li><li>• Horizon BCBS Foundation</li><li>• Horizon Foundation</li><li>• Blue Cross Blue Shield Foundation</li><li>• HFNJ</li><li>• Horizon Charitable Foundation</li></ul> <p>Please do not use these incorrect names or any similar deviations at any time. <b>NO EXCEPTIONS.</b></p>
For Assistance:	<p>If you are unsure about how to properly use the Foundation's name in your materials, please contact Michele Berry, Grants Coordinator, at <b>1-973-466-5551</b> or &lt;<a href="mailto:Michele_L_Berry@HorizonBlue.com">Michele_L_Berry@HorizonBlue.com</a>&gt;.</p>