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Introduction
Objective

The Johns Hopkins University Visual Brand Guidelines were developed with one goal in mind: to create a shared visual brand identity that reflects the excellence of this great university.

A committee of marketing and communications professionals from across the university led the development of these guidelines. The resulting system presents Johns Hopkins as a world-class, integrated yet diverse university that builds on the strengths of its many parts to make the whole even stronger.

And a stronger Johns Hopkins benefits all of us.
Those are the words we heard most often when we spoke with faculty, staff, students, alumni, trustees—people from all corners of the university—to develop our logo system. That’s why the Johns Hopkins identity looks the way it does—with the book representing knowledge and discovery, the globe symbolizing our worldwide reach, and the crest of Lord Baltimore indicating our connection to our community. It sounds simple because it is. It’s who we are: America’s first research university.
These guidelines are meant to facilitate best practices, to help individuals present their communications in a way that reflects positively on the university, and to provide answers to common questions.

Johns Hopkins is a large, complex organization engaged in a variety of research and educational activities every day. We can’t address every “what if” in one document, but we welcome your questions. Please reach out to your divisional marketing and communications office or email jhucommunications@jhu.edu.
2.0

Academic Seal
2.1 History

Adopted by the board of trustees on December 7, 1885, the seal represents the university’s dedication to the advancement of knowledge in service to the community and the world. The design originates from the collaborative work of Baltimore historian Clayton C. Hall, Esq., and Stephen Tucker, Esq., the Somerset Herald at the College of Arms in London.
The university seal may be used only for official, legal, and ceremonial purposes. It is reserved for formal applications in which few, if any, other graphic elements compete for attention.

The seal can never be altered or varied.

The full-color seal of Johns Hopkins University is reserved for official documents—including diplomas, presidential and trustee minutes, and other legal, academic, or official university documentation—or for the highest awards and certificates.

The single-color seal may be used for formal occasions and products, including items for Commencement; specific gift items in brass, silver, or pewter; appropriate clothing (blazers, not T-shirts); stationery; and university chairs. DO NOT use the official seal in combination with the logo.

To request use of the seal, contact jhucommunications@jhu.edu.
3.1 Iconography

The Johns Hopkins University logo is rooted in tradition. Developed in 2013, its iconography is based on the university’s official seal. The open book represents knowledge and discovery, the globe signifies the university’s worldwide reach and responsibility, and the crest of Lord Baltimore is emblematic of the university’s commitment and connection to its community. These elements are framed in a shield that is a shared visual among all our schools and divisions.

The logo is available in two orientations, vertical and horizontal.

None of the elements may be altered in any way.

Use only the digital artwork provided at brand.jhu.edu.

Do not redraw or alter the logo.
3.2 Logo colors

Our logo colors are blue (PMS 288), white, and black. No other logo colors are acceptable. See also pages 68–71 for more information on using the identity in these three colors.

288 | C100 M80 Y6 K32
R0 G45 B114 | #002D72

WHITE | C0 M0 Y0 K0
R255 G255 B255 | #ffffff

BLACK | C75 M68 Y67 K90
R0 G0 B0 | #000000
3.3 One-color black

When budget, printing restrictions, or design needs prevent the use of color, the one-color black version is acceptable.

None of the elements may be altered in any way.

Use only the digital artwork provided at brand.jhu.edu.

Do not redraw or alter the logo.
3.4

One-color white

The white version of this logo may be used only on backgrounds or photographs that allow for proper readability. The small format logo is shown here. See also 3.7.

None of the elements may be altered in any way.

Use only the digital artwork provided at brand.jhu.edu.

Do not redraw or alter the logo.
3.5 One-color white incorrect usage

DO NOT REVERSE THE BLACK LOGO TO ACHIEVE THE WHITE LOGO.

This is a common error, and doing so results in an incorrect reproduction. White logo files exist at brand.jhu.edu as part of the logo download packs.

Since these are white logos, they need to be placed over a background color or image to be visible. The small format logo is shown here. See also 3.7.
3.6 Clear space

Clear space is the area surrounding the logo that must be kept free of competing text or graphic elements. Leaving space around the logo ensures that it will stand out appropriately and that other words or graphics will not appear to be part of, or “locked up” with, the logo. The preferred clear space is equal to the height of the shield graphic. The minimum clear space is measured by the height of the capital H in Hopkins. No additional text or graphic element may encroach on this space.

The logo files available for download at brand.jhu.edu include the preferred clear space. Maintain the clear space when placing the logo near edges, other type, or another design element.

The small format logo is shown here. See also 3.7.

All files are provided at brand.jhu.edu with the preferred clear space included.
3.7 Scaling the logo

To maintain legibility and impact the logo is available in two sizes—small and large.

The small logo has fewer lines in the globe and thicker lines throughout to allow for increased legibility when reproduced at a smaller size. The large logo has more refinement and detail.

The small logo is the only acceptable version for digital use.
3.8

Sizing the small vertical logo

The small version of the vertical logo has details that are not as subtle and a shield that is slightly larger in proportion to the wordmark.

**DO NOT USE THE SMALL VERTICAL LOGO LESS THAN 1.25 INCHES WIDE OR LARGER THAN 2.5 INCHES WIDE.**

The small logo is the only acceptable version for digital use.

When measuring the logo be sure to include the shield.

Reproducing the university logo: Use only the digital artwork at brand.jhu.edu.
3.9 Sizing the small horizontal logo

The small version of the horizontal logo has details that are not as subtle and a shield that is slightly larger in proportion to the wordmark.

**DO NOT USE THE SMALL HORIZONTAL LOGO LESS THAN 2.5 INCHES WIDE OR LARGER THAN 3.25 INCHES WIDE.**

The small logo is the only acceptable version for digital use.

When measuring the logo be sure to include the shield.

Reproducing the university logo: Use only the digital artwork at brand.jhu.edu.
3.10 Sizing the large vertical logo

The large version of the vertical logo should not be used smaller than 2.5 inches wide. At smaller sizes, the details lose some of their visual strength, and the overall graphic loses some of its functionality.

**DO NOT USE THE LARGE VERTICAL LOGO LESS THAN 2.5 INCHES WIDE. IT MAY BE ENLARGED TO ANY SIZE BEYOND THAT.**

Use only the digital artwork at brand.jhu.edu.
3.11 Sizing the large horizontal logo

The large version of the horizontal logo should not be used smaller than 3.25 inches wide. At smaller sizes, the details lose some of their visual strength, and the overall graphic loses some of its functionality.

**DO NOT USE THE LARGE HORIZONTAL LOGO LESS THAN 3.25 INCHES WIDE. IT MAY BE ENLARGED TO ANY SIZE BEYOND THAT.**
3.12 Special circumstances

If you need to size a logo smaller than 1.25 inches, please contact the Office of Communications.
3.13 Incorrect usage

Maintaining the integrity of the Johns Hopkins University logo is key to building a strong identity. It must be presented in a consistent and legible manner. Do not alter the logo in any way by changing or adding elements or using only portions of it. Never change the logo’s color or warp or distort it. Do not create a custom logo for specific purposes. This dilutes our identity. Use only university-approved logo files available for download at brand.jhu.edu.

Use only the digital artwork at brand.jhu.edu. Do not redraw or alter the logo.
3.14 Background control

The logo must always be legible. The examples on this page show unacceptable and acceptable uses of the logo on various backgrounds.

Avoid using the logo at small scale on complex patterns or textures.

Avoid using the logo at small scale on backgrounds that do not provide adequate contrast.

Avoid using the logo at small scale over busy photographs that reduce legibility.

Contact jhucommunications@jhu.edu or your school or divisional communications office with questions.
Logo bundles available for download on brand.jhu.edu include a variety of file formats for different media and size needs. Johns Hopkins identification is required to download the logos.

When you download the bundle you will receive multiple formats in both large and small versions. Remember, the white version of this logo may be used only on solid color backgrounds or photographs to allow for proper readability.

These files have been optimized for specific applications. See the format choice chart on the next page to learn the best file for your purpose. After you have downloaded your bundle and chosen the file you need, place or insert the file into your document. It is not necessary to open it in order to use it.

All files include the preferred clear space.
3.16 Which file to use

EPS, PDF, and PNG formats are the only file types that preserve background transparency. The white logo is included as an EPS, PDF, and PNG, but not as a JPG because a JPG cannot maintain a transparent background.

EPS and PDF are vector images, while JPG and PNG are raster images. Raster images may be reduced in size but never enlarged; enlarging them will result in poor reproduction.

Saving an EPS file as an EPS 8 file should eliminate cross-platform problems and solve uploading issues for programs that require PC coding.

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R - Recommended File Type    O - Optional File Type
Divisional, interdisciplinary, enterprise, and athletics logos
4.1

Divisional logo examples

Divisional logos combine the university or divisional shield with the Johns Hopkins name and the division. Some of these logos retain distinctive divisional graphics within the common shield shape. Others use the graphic of the university logo. Vertical and horizontal versions are acceptable.

University logo rules related to color, clear space, size, and background pertain to school, divisional, and interdisciplinary logos as well. Please refer to section 3.

There are 10 divisional logos:
- Applied Physics Laboratory
- Bloomberg School of Public Health
- Carey Business School
- Krieger School of Arts and Sciences
- Peabody Institute
- School of Advanced International Studies
- School of Education
- School of Medicine
- School of Nursing
- Whiting School of Engineering

Use only digital artwork at brand.jhu.edu.
Do not redraw or alter the logo.
4.2

Divisional logo examples

Note: Additional logos exist for the Peabody Conservatory, Peabody Preparatory, Sheridan Museums, Sheridan and other libraries, and CTY.
4.3 Interdisciplinary logos

For centers, institutes, and programs spanning multiple schools and divisions, an interdisciplinary logo can be created. It pairs the university shield and the Johns Hopkins name with the name of the interdisciplinary entity. Vertical and horizontal versions are acceptable.

All requests for an interdisciplinary logo must be sent to the university’s Office of Communications, which will seek approval from the Provost’s Office and, if approved, create the logo. These logos cannot be created by another office.

University logo rules related to color, clear space, size, and background pertain to school, divisional, and interdisciplinary logos as well. Please refer to section 3.

To request an interdisciplinary logo, please email: jhucommunications@jhu.edu
Interdisciplinary logo examples

- Johns Hopkins Berman Institute of Bioethics
- Johns Hopkins FastForward Innovations
- Johns Hopkins Technology Ventures
- Johns Hopkins Military & Veterans Health Institute
- Johns Hopkins Biomedical Engineering
- Johns Hopkins Global Obesity Prevention Center
- Johns Hopkins Water Institute
- Johns Hopkins Systems Institute
- Johns Hopkins Center on Aging & Health
- Johns Hopkins Environment, Energy, Sustainability & Health Institute
- Johns Hopkins Individualized Health Initiative
- Johns Hopkins Center for Global Health
4.5 Enterprise logo

The enterprise logo has been developed for instances when we need to represent the combined interests of Johns Hopkins University and Johns Hopkins Medicine.

University logo rules related to color, size, background, and clear space pertain to the enterprise logo as well. Please refer to section 3.

For information about Johns Hopkins Medicine identity guidelines, please refer to brand.hopkinsmedicine.org.

Use only digital artwork at brand.jhu.edu.

Do not redraw or alter the logo.
Athletics logos

Johns Hopkins athletics logos combine the shield shape with an updated rendering of the Blue Jay.

Like the university logo, the athletics logo is available in both a small version with simpler linework and a large version with more intricate details.

For all Johns Hopkins athletics logos, graphics, and branding guidelines, contact elarossa@jhu.edu.
5.0

Logo placement guidelines
5.1 Initial view

The appropriate divisional, interdisciplinary, enterprise, or athletics logo must appear on the initial view of all communications, including print, digital, and video, so that it serves as an introduction to the brand. Beyond this guideline, there is no preferred placement of the logo. Design should dictate where the logo appears on the initial view.

All Johns Hopkins University entities should follow the logo placement guidelines. There are, however, limited exceptions to these guidelines. These exceptions have been approved by the university Office of Communications, and they are the only approved exceptions to the initial view guidelines.
5.2 Initial view: Print

In print applications, “initial view” refers to the cover of materials with multiple pages or the front of one-sided materials. For two-sided materials, the logo can appear on either side depending on design.
5.3
Initial view: Email

For html emails such as department newsletters, the logo must appear somewhere within the message. It does not need to be in the header.

Employees who wish to do so may include the university logo or the logo associated with their division as part of their signatures. Be sure to follow the clear space guidelines on page 17.
5.4 Initial view: Website

The logo must appear before any user interaction (click, scroll, input, etc.).

The logo does not need to appear on pop-ups or redirected pages.
5.5 Initial view: Video

The logo must appear on initial view, meaning the logo should be included as part of the first shot, prior to any other titles or graphics. (a)

The logo may be the focus of the first shot or used in conjunction with other titles as necessary. Extended graphical opening sequences should be used only if the full logo is visible on initial view. (b)

The logo may be incorporated into the video as long as readability and other guidelines are maintained. (c)

The logo must appear again as the last shot of the video, following any production information or credits. (d)
5.6

Initial view: Video continued

Divisional, interdisciplinary, enterprise, or athletics logos may be used in place of the university logo while adhering to the guidelines above. (e)

Approved graphic identifiers may be used in place of the logo when Johns Hopkins appears in the identifier. If Johns Hopkins is not prominently displayed in the graphic identifier, the logo must appear on initial view. (f)
5.7

Initial view exception: Video

*Social media:* Videos produced exclusively for social media may omit the initial view if necessary to quickly engage the viewer. The logo must still be used at the end of the video. (g)

*Multiple videos:* The initial view logo may be omitted for individual videos in a series of videos designed to be viewed in succession or distributed as part of a single package of videos or posted on a single Web page. The closing logo must still be used. (h)
5.8 Initial view: Digital magazines

For digital magazines, the logo must appear near the top or in the footer of each page.

digital magazine top of page

digital magazine bottom of page
5.9

Initial view exception: Print magazines

The logo does not have to appear on initial view if Johns Hopkins appears prominently in the title.
5.10

Initial view exception: Approved graphic identifiers

Approved graphic identifiers (refer to section 6.7) do not need to include the words Johns Hopkins. However, the following logo placement guidelines apply:

If Johns Hopkins, Hopkins, or JHU is prominently displayed in the graphic identifier, the logo does not have to appear on initial view. However, it must be included elsewhere, such as on the back cover of a printed piece or the footer of a website. (a)

If Johns Hopkins is not prominently displayed in the graphic identifier, the logo must appear on initial view. The logo can be placed anywhere on initial view, and clear-space guidelines apply. (b)
5.11

Initial view exception: Student groups

Student organizations and groups are not required to follow the identity guidelines. However, students are required to follow the university use of name and licensing guidelines available at brand.jhu.edu.
5.12 Co-branding

When the university, a division, or other internal entity collaborates with entities outside the university, its logo may be placed alongside the partner logos, retaining the appropriate clear space. When multiple Johns Hopkins University entities collaborate with entities outside the university, the university logo should be used and may be placed alongside the partner logos, maintaining the appropriate clear space.

Before including the Johns Hopkins name or logo on any third-party communication, or including a third-party’s name or logo on a Johns Hopkins communication, please refer to the Use of Name guidelines found at brand.jhu.edu.
5.13 Stationery

Approved Johns Hopkins University templates for business cards, letterhead, and other office paper products are available from the university’s preferred stationery printing vendor, Webb Mason.

Contact your department or office administrator or other individual with SAP access to order stationery.
Secondary graphic elements
6.1

Johns Hopkins signature

The Johns Hopkins signature may not be used as a substitute for the university logo or seal. It may not be altered or locked up with the logo or seal. The signature may be used as a graphic element for informal uses, including wall art, brochures, banners, invitations, and clothing.

Johns Hopkins
6.2

Johns Hopkins signature: Color

The signature may be used in any color or background that allows for proper readability.

Use only digital artwork at brand.jhu.edu.
Do not redraw or alter the signature.
6.3 Johns Hopkins signature: Incorrect usage

The signature is carefully drawn, authentic artwork, so any alteration is considered a misuse.

Do not redraw or typeset the signature.

Do not use the signature as an alternative to the university logo.

Do not use the signature on imagery or backgrounds that are cluttered or do not provide sufficient contrast.
6.4 

Johns Hopkins signature: Minimum size

The minimum size for the signature artwork is 1.5 inches wide in print and 100 pixels for digital. Reproducing the artwork smaller than the minimum size may lead to poor legibility.

[Diagrams showing minimum size for print and digital]
6.5 Shield as artwork

Shields from the university logo and the divisional logos may be used on their own as graphic elements on signs and other marketing materials. However, the shield must be kept intact. The book, globe, and crest of Lord Baltimore must not be altered or deleted.

The shield can be used in a variety of opacities and colors, but that is the only way in which the shield can be altered.

Use only digital artwork at brand.jhu.edu.

Do not redraw or alter the shield.
6.6 Shield: Rendering in color

The shield can be rendered in any color, but to change the color you must choose the correct shield file to begin. If you want the shield to be darker than the background, use the black shield file to change the color. If you want the shield color to be lighter than the background, use the white shield file to change the color.

Do not use the shield with any typography that essentially creates a new logo—a lockup used repeatedly for an extended period of time.

If you have questions about the use of the shield as art, please contact jhucommunications@jhu.edu.

Quick check: The black logo file uses a solid shield while the white logo file uses an outline for the shield.

Shield art files are located within the university logo bundle that downloads from brand.jhu.edu.

Correct use of colorizing black shield file

Correct use of white shield file on color

Incorrect use of colorized shield on a background color

Note the dark pages on the book. They must be lighter than the background.
The strongest, most recognizable identity that university entities can project is that of the university itself. The identity system is flexible and allows for expression and customized visual presentation without the creation of new logos.

In certain instances, such as temporary initiatives, fundraising campaigns, and institutional celebrations, a unique graphic identifier may be created. Graphic identifiers are not logos. They cannot be used to replace an approved logo. Graphic identifiers must follow the color and font guidelines in this document and must be approved by the Office of Communications. For internally focused communications (i.e., communications developed for faculty, staff, students, or alumni), an approved logo does not have to appear on initial view when using a graphic identifier. For all other communications, an approved logo must appear on initial view with the graphic identifier.

Please contact your school or divisional communications office for assistance.
6.8

Logo with unit

The university logo architecture does not include separate logos for divisional departments, institutes, or centers, or for university administration departments. For this treatment, we recommend using a line to separate the elements. The unit name shown here uses Gentona Bold in upper and lower case, making a good contrast to the logo font.

These treatments are not logos, yet clear space guidelines must be followed (see page 17).

Application might range from a print ad or brochure to a website. This is not to be used, however, as a design solution for stationery (see page 48).

Please contact your school or divisional communications office for assistance.
6.9 Clear space for logo with unit

Here, the preferred clear space between the university logo and the unit name is equal to the width of the shield graphic for the horizontal layout. The clear space for the vertical layout is measured by the height of the capital H in Hopkins. The dividing line falls in the middle of the clear space. No additional text or graphic element may encroach on this space. This applies to all Divisional and Interdisciplinary logos.

See page 17 for clear space guidelines for the university logo.

Please contact your school or divisional communications office for assistance.
7.0

Typography
We offer four approved fonts—Quadon, Titling Gothic, Gentona, and Arnhem Pro—that allow for creative expression of our brand personality in ways that are appropriate for our diverse audiences and goals.

Contact your divisional communications office for access to university fonts.
7.2 Quadon

Quadon expresses the university personality in a distinctive manner. It is collegiate, yet current. It may be used in headlines, subheads, and limited body copy applications. It is available in a variety of approved weights and formats.

Quadon Thin
Quadon ThinItalic
Quadon Light
Quadon LightItalic
Quadon Regular
Quadon RegularItalic
Quadon Medium
Quadon MediumItalic
Quadon Bold
Quadon BoldItalic
Quadon ExtraBold
Quadon ExtraBoldItalic
Quadon UltraBold
Quadon UltraBoldItalic
Quadon Black
Quadon BlackItalic
Quadon Heavy
Quadon HeavyItalic

Contact your divisional communications office for access to university fonts.
Titling Gothic is our impact font. It is best suited for headlines and should be used only in all caps and in short lines and phrases between 10 and 15 words. Very limited use is recommended for maximum impact.

Correct
TITLING GOTHIC IN ALL CAPS IS EASIER TO READ AND OFFERS IMPACT.

Incorrect
Using Titling Gothic for text in upper and lower case makes readability difficult and is not recommended.

Contact your divisional communications office for access to university fonts.
7.4 Gentona

Gentona, a sans serif font with a close typographic relationship to Quadon, is a body copy font that may also be used in headlines and subheads when Quadon is too casual for the communication or audience.

Contact your divisional communications office for access to university fonts.
7.5 Arnhem Pro

Arnhem Pro is a serif font that can be used in body copy but may also be used for headlines and subheads that requires a traditional look.

Contact your divisional communications office for access to university fonts.

Arnhem Pro Blond

Arnhem Pro Blond Italic

Arnhem Pro Normal

Arnhem Pro Bold
7.6

Typography exception: Type as art

In instances where a typeface becomes part of an illustration, a font other than Quadon, Titling Gothic, Gentona, or Arnhem Pro may be appropriate.
7.7

Typography exception: Business communications

The guidelines for typography are intended for marketing communications, such as advertising, brochures, magazines, and websites. Routine business communications need not adhere to font guidelines. Examples of such documents include grant applications, internal reports, and memos.
8.0

Color
8.1 Philosophy

Color is an important component of how a brand is perceived. The university color system offers options that allow for creative expression. The palette stems from an exploration of colors that appear in the buildings and environment found on our many campuses, as well as from existing color palettes belonging to our divisions.
8.2 Identity palette

Only three colors exist for the university identity. They are: PMS 288, black, and white. No other color may be used when reproducing the university logo.

While the background for the white version can be any color, pattern, or image, the color for the logo itself must remain white.

Be mindful of the clear space (page 17) when placing the logo on a photograph, in a field of color, or near other typography.
8.3 Full palette

Our university color palette is broad to allow for the appropriate expression of our brand. This does not mean all colors should be used at once. In fact, such usage is not recommended. Use good design sense and consider the tone of the message in whatever communication you are creating.
8.4 Neutral colors

Our 10 neutral colors lay the foundation for our creative products and provide a canvas for the addition of more powerful and expressive color combinations.

- PMS 7501C | C6 M10 Y30 K2
  R217 G200 B158 | Web #D9C89E
- PMS 7407C | C6 M36 Y79 K12
  R203 G160 B82 | Web #CBA052
- PMS 721C | C0 M35 Y52 K4
  R221 G164 B111 | Web #DDA46F
- PMS 479C | C14 M48 Y53 K26
  R170 G128 B102 | Web #AA8066
- PMS 7586 | C0 M69 Y89 K41
  R158 G83 B48 | Web #9E5330
- PMS Gray 1 | C9 M8 Y9 K0
  R229 G226 B224 | Web #E5E2E0
- PMS Gray2 | C20 M25 Y29 K0
  R180 G178 B173 | Web #B4B2AD
- PMS Gray3 | C53 M44 Y45 K9
  R126 G126 B124 | Web #7E7E7C
- PMS Gray 4 | C66 M61 Y55 K38
  R74 G72 B76 | Web #4A484C
- PMS Gray 5 | C74 M68 Y57 K60
  R44 G4 B51 | Web #2C2C33