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Introduction
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.
1.3

Using this document

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.
2.1 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 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.

The seal may only be used with permission from the Office of Communications. It can never be altered or varied.

To request use of the seal, contact jhucommunications@jhu.edu.
3.0 University logo
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 C), white, and PMS Black 4 C. No other logo colors are acceptable. See also section 8.2 for more information on using the identity in these three colors.
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 (see section 3.12).

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.
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 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 minimum clear space. Maintain the clear space when placing the logo near edges, other type, or another design element.

All files are provided at brand.jhu.edu with the minimum clear space included.
3.7
Minimum size for vertical and horizontal logos

DO NOT SIZE THE VERTICAL LOGO LESS THAN 1.25 INCHES WIDE OR 160 PIXELS.

DO NOT SIZE THE HORIZONTAL LOGO LESS THAN 1.625 INCHES WIDE OR 190 PIXELS.

Reproducing the university logo: Use only the digital artwork at brand.jhu.edu.
3.8 Special circumstances

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

- Do not stretch the proportions of the logo.
- Do not change the elements or the color of the logo.
- Do not rotate the logo.
- Do not alter the font of the logo.
- Do not change the scale of the shield in the logo.
- Do not delete the shield.
- Do not reverse the black logo to make it white.
- Do not reduce the clear space when using the logo in a box.
- Do not alter the color of the logo.

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

The logo must always be legible. The examples on this page show incorrect and correct 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.

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. 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 minimum clear space.
Divisional, interdisciplinary, enterprise, and athletics logos
4.1 Divisional logos

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
4.4 Interdisciplinary logo examples
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.
4.6 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 in section 3.6.
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)
5.5
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)
5.6 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 webpage. The closing logo must still be used. (h)
5.7 Initial view: Digital magazines

For digital magazines, the logo must appear near the top or in the footer of each page.
5.8
Initial view exception:
Print magazines

The logo does not have to appear on initial view if Johns Hopkins appears prominently in the title.
5.9

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)
5.10

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. Student groups that create student group logos should contact Kristen Fricke in Homewood Student Affairs for review and approval of any logos.
5.11 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.

Correct

Incorrect
5.12 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.
6.0
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.
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.

<table>
<thead>
<tr>
<th>print</th>
<th>digital</th>
</tr>
</thead>
</table>
| [Image of handwritten signature]
| 1.5"   | 100 PX  |
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.
6.7
Approved graphic identifiers

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.
Typography
We offer four approved fonts—Quadon, Gentona, Arnhem Pro, and Titling Gothic—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.
Quadon is the signature typeface for the JHU brand as it expresses the university’s personality in a distinctive manner. It is collegiate, yet current.

Quadon is strongest in display and impact applications, especially when the university’s personality needs to be expressed. It also may be used in headlines, subheads, and limited body copy applications.

It is available in a variety of approved weights and formats.

_Fallback:_ Tahoma

_Quadon Light_
_Quadon LightItalic_
_Quadon Medium_
_Quadon MediumItalic_
_Quadon UltraBold_
_Quadon UltraBoldItalic_
_Quadon Black_
_Quadon BlackItalic_
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.

Gentona and Quadon have similar ascender, descender, and x-heights. Both rely on simple geometric shapes and feature similar details that define their personality, like the floating tail on the capital “Q.”

Gentona is best used in situations where simplicity and legibility are paramount. It works best in body copy and headline applications, and reproduces well at small sizes.

**Fallback:** Tahoma

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

Arnhem is a serif font best suited for body copy but can be used for headlines, subheads, and typographic accents that require a traditional look. Use in all-caps is not recommended.

**Fallback:** Georgia

- Arnhem Pro Blond
- *Arnhem Pro Blond Italic*
- Arnhem Pro Bold
- *Arnhem Pro Bold Italic*

Contact your divisional communications office for access to university fonts.
7.5 Titling Gothic

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.

As Titling Gothic and Quadon both act as impact typefaces, Quadon must always be used in a secondary role when Titling Gothic takes the lead to maintain the typographic representation of the brand.

**Fallback:** Tahoma

**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 permitted.

Contact your divisional communications office for access to university fonts.
7.6

Font pairings

Establishing font pairings will help create greater visual consistency across all university communications.

Viewers will begin to connect each typeface with a specific meaning. Quadon is very likely to be delivering brand messaging, while Gentona or Arnhem could be delivering more utility-focused information.

Contact your divisional communications office for access to university fonts.
Font pairings: Quadon & Gentona

This is the recommended, default font pairing for all JHU communications. Other variations may be used to exhibit different aspects of the university’s brand characteristics.

Use Quadon for display, large headline, and typographic accents. Gentona is primarily used for body copy but is also used for smaller subheads and informational details.

Contact your divisional communications office for access to university fonts.

Embrace the “S”
Mix Zapf with Veljovic and get quirky Beziers.
Font pairings: Quadon, Gentona & Arnhem

A variation on the default pairing. The addition of Arnhem Pro gives the typography a more traditional, sophisticated feel. This pairing works well for long-form storytelling.

Uses Quadon for display, large headlines, and typographic accents. Gentona is used for smaller subheads and informational details. Arnhem is primarily used for body copy.

**Embrace the “S”**
Mix Zapf with Veljovic and get quirky Beziers.


**Donec a accumsan**

“NI NOBISCI VEL IS EXPERUM QUATIBUS, ERCHILLAB IUM ET VOLESTRIUM ET IPSAE LIQUI AD QUAMUS”

—Jongy Brungen

amet suscipit. Morbi turpis nisl, imperdiet sed cursus vel, placerat blandit orci. Pellentesque ornare cursus efficitur.

**Proin scelerisque dapibus lacus**

Nunc sem sapien, rhoncus nec lobortis eget, fringilla sed libero. Aliquam maximus placerat est quis pellentesque. Praesent in ex quis arcu malesuada ornare non id lorem. Nulla eget nisi est.
7.9

Font pairings: Titling, Quadon & Gentona

A punchier variation of the default pairing. Titling Gothic adds impact and draws the user’s attention, while Quadon is featured in a supporting role in key design elements to maintain the typographic representation of the JHU brand.

Use Titling Gothic for display or largest headline. Quadon is used for large headlines and typographic accents. Gentona is primarily used for body copy but is also used for smaller subheads and informational details.

Contact your divisional communications office for access to university fonts.

EMBRACE THE “S”
Mix Zapf with Veljovic and get quirky Beziers.


Donec a accumsan

"NI NOBISCI VEL IS EXPERUM QUATIBUS, ERCHILLAB IUM ET VOLORESTRUM ET IPSAE ILIQUI AD QUAMUS" — Jongy Brungen


Proin scelerisque dapibus lacus

Nunc sem sapien, rhoncus nec lobortis eget, fringilla sed libero. Aliquam maximus placerat est quis pellentesque.
7.10

Font pairings: Titling, Quadon, Gentona & Arnhem

The most complicated and delicate font pairing. Titling Gothic adds impact and draws the user’s attention, while Quadon is featured in a supporting role in key design elements to maintain the typographic representation of the JHU brand. Arnhem lends traditional feel. Clear and consistent typographic hierarchy is key.

This combination can come across as busy or messy if used incorrectly. Use Titling for display or largest headline. Quadon is used for large headlines and typographic accents. Gentona is used for smaller subheads and informational details. Arnhem is primarily used for body copy.

Contact your divisional communications office for access to university fonts.

EMBRACE THE “S”
Mix Zapf with Veljovic and get quirky Beziers.


Donec a accumsan

“NI NOBISCI VEL IS EXPERUM QUATIBUS, ERCHILLAB IUM ET VOLORESTRUM ET IPSAE ILIQUI AD QUAMUS” —Jongy Brungen


Proin scelerisque dapibus lacus

Nunc sem sapien, rhoncus nec lobortis eget, fringilla sed libero. Aliquam maximus placerat est quis pellentesque.
7.11

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.
7.12

Typography exception: Technical limitations

There will be instances where the JHU brand fonts cannot be utilized because of technical limitations or restrictions. An example of this limitation is an HTML email in which attempts to include the brand fonts will likely fail. In these situations **Tahoma** and **Georgia** should be used.
7.13

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. In these situations **Tahoma** and **Georgia** should be used.
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 grounds on our many campuses, as well as from existing color palettes belonging to our divisions.

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.
8.2 Identity palette

Only three colors exist for the university identity. They are PMS 288 C, PMS Black 4 C, 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 (section 3.6) when placing the logo on a photograph, in a field of color, or near other typography.
8.3 Primary colors

Johns Hopkins University has a long history with the color blue. Although there is no requirement that it be the dominant color in your palette, one of these blues should be used in significant and meaningful ways throughout your design to act as the identifying colors of the university.

You may choose either color as the signature color in your design. *Heritage* blue lends itself to more formal or serious applications, while *Spirit* blue works well in more informal or casual applications.
8.4 Secondary colors

The secondary color palette is designed to provide creative flexibility. These colors are complementary to the primary blues and were chosen to add warmth and energy to your design.

It is not required to use a color from the secondary palette.
8.5 Accent colors

The accent palette presents a range of colors that provide additional lightness and flavor to your design. These colors should be used to highlight important features, or for visual style elements, such as illustrations and typographic accents. They should be used sparingly relative to the primary and secondary colors.

It is not required to use a color from the accent palette.
8.6 Grayscale

The grayscale palette includes any tint of PMS Black 4C between 100% and 0% (white).
## 8.8 Sample color combinations

Your project’s color palette will help establish the tone and express the personality traits of the university. Color palettes can be as simple as a signature blue paired with sable and white, or as complex as the project or campaign determines is appropriate. For the sake of visualization, the signature blues are the dominant color in each example.
Accessibility
9.1 Requirements

The university is committed to meeting the WCAG 2.0 AA accessibility requirements. These requirements can be found at [www.w3.org/TR/WCAG20](http://www.w3.org/TR/WCAG20).

Listed below are some helpful tools and resources:

- [fae.disability.illinois.edu](http://fae.disability.illinois.edu)
- [webaim.org/resources](http://webaim.org/resources)
- [michelf.ca/projects/sim-daltonism](http://michelf.ca/projects/sim-daltonism)
- [accessibility.oit.ncsu.edu/tools/color-contrast-chrome](http://accessibility.oit.ncsu.edu/tools/color-contrast-chrome)
9.2 Spirit blue limitations

Questions about including blues other than the signature blues in the JHU brand palette have come up. The addition of 285 and 279 adds some welcome variation to a monochromatic blue palette.

Accessibility-related issues can arise when 284 “Hopkins” blue is chosen as the signature color. 284 does not pass accessibility requirements when used as the text color on a white background (or as a background to white text) at any font size. However, 284 can be substituted for 279 or 285 at varying font sizes to give the illusion of a single color while still maintaining appropriate color contrast to meet our accessibility requirements. In this example, the horizontal bar uses 284, the lead story headline uses 279, and the kicker uses 285.