

Style Sheet: Brand Patterns

These illustrated patterns were created by the Johns Hopkins University Communications office in 2022 for enterprise-wide use to offer shared visual assets across all divisions.

Research. World. Excellence. Community. 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 in 2013. That’s why the Johns Hopkins University shield 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.

GUIDING INTENT:

Research / graph paper: We believe curiosity inspires innovation. That is why, for 42 years in a row, we’ve put more money into research than any other U.S. academic institution.

World / global lines: The fabric of our university is woven together from people across the globe. We use that collective knowledge to address our world’s most complex challenges for betterment of our society.

Excellence / topographic map: We believe that excellence is not a destination but rather a journey. We are committed to continue to explore, reach new peaks, and share the knowledge we gain along the way with the world.

Community / Lord Baltimore crest: Like the contrasting elements of the Lord Baltimore crest, we must foster unity even where we have dividing lines.

BRAND PATTERNS INTENDED USE:

- Background image
- Environmental accent graphics (wall murals)

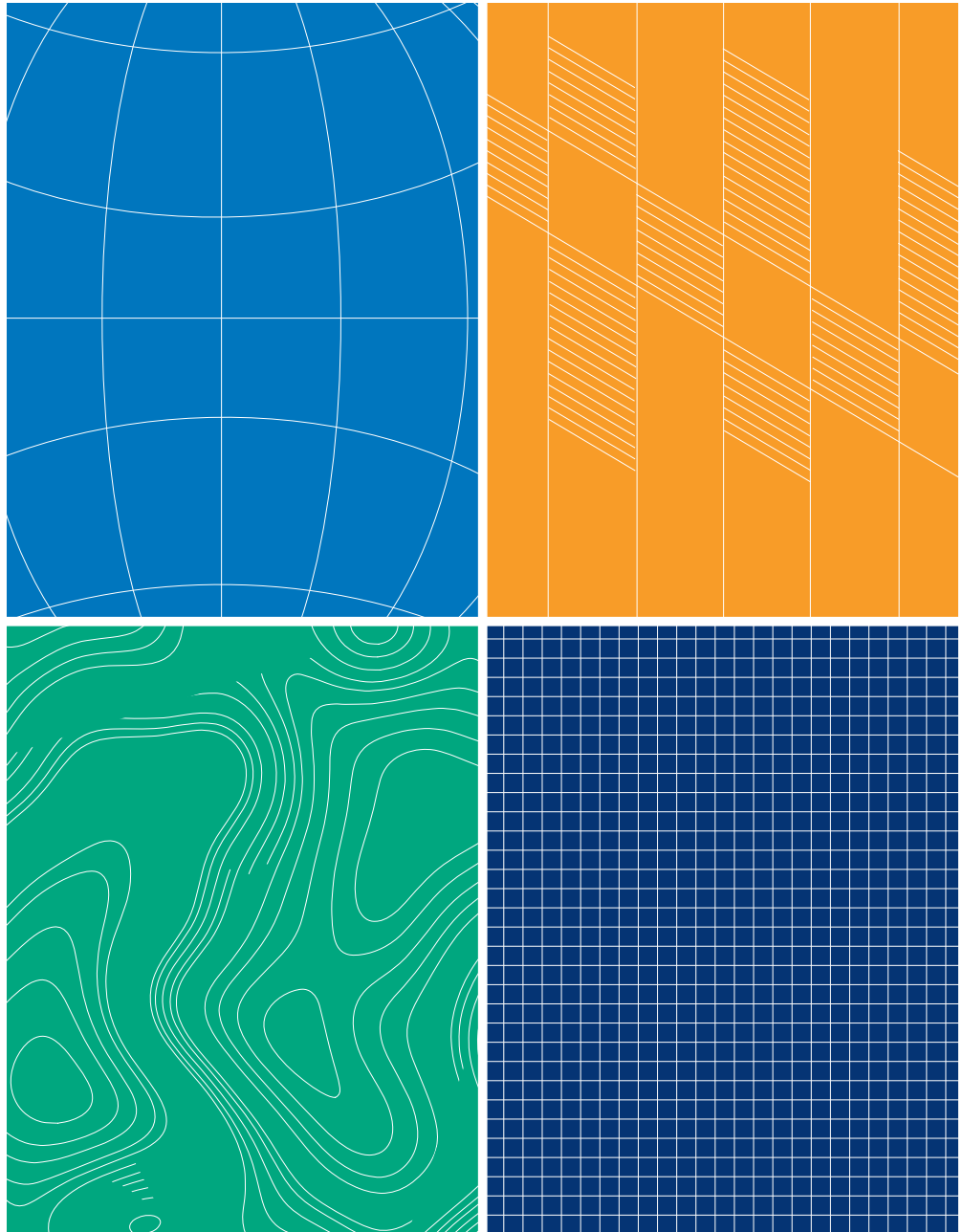
BRAND PATTERNS GUIDELINES

- Colors can be changed to [approved brand colors](#); primary blue colors are encouraged
- Stroke weight can be adjusted as needed per application (ex. stage display backgrounds require thickening the stroke for visibility) but stroke weight should remain subtle in application as not to compete with layered elements.

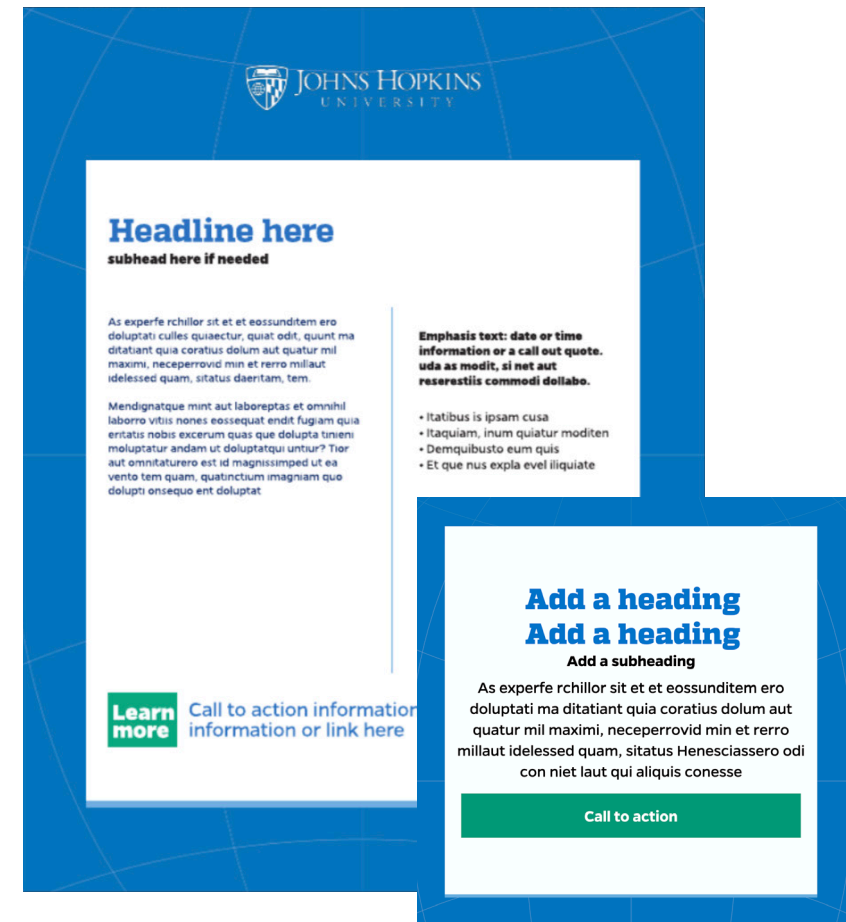
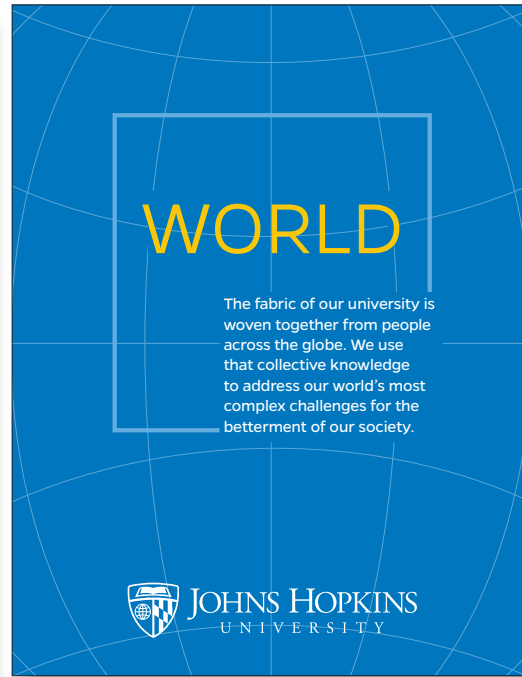
BRAND GUIDANCE RESOURCES:

When using these patterns in prominent pieces or new applications, [contact University Communications](#) for shared awareness and additional guidance as needed.

Style sheets are intended to be supplemental to our shared brand guidelines. As such, all materials created with brand patterns must follow [Johns Hopkins brand guidelines](#).



EXAMPLES:



Style Sheet: Brand Patterns - Solid Variation

These illustrated patterns were created by the Johns Hopkins University Communications office specifically for commencement.

PATTERNS:

Community / Lord Baltimore crest

Like the contrasting elements of the Lord Baltimore crest, we must foster unity even where we have dividing lines.

This specific variation was adjusted to solid shapes to optimize the pattern for large-scale printing and to ensure viability when viewed on screen for video filming of ceremony.

