

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)

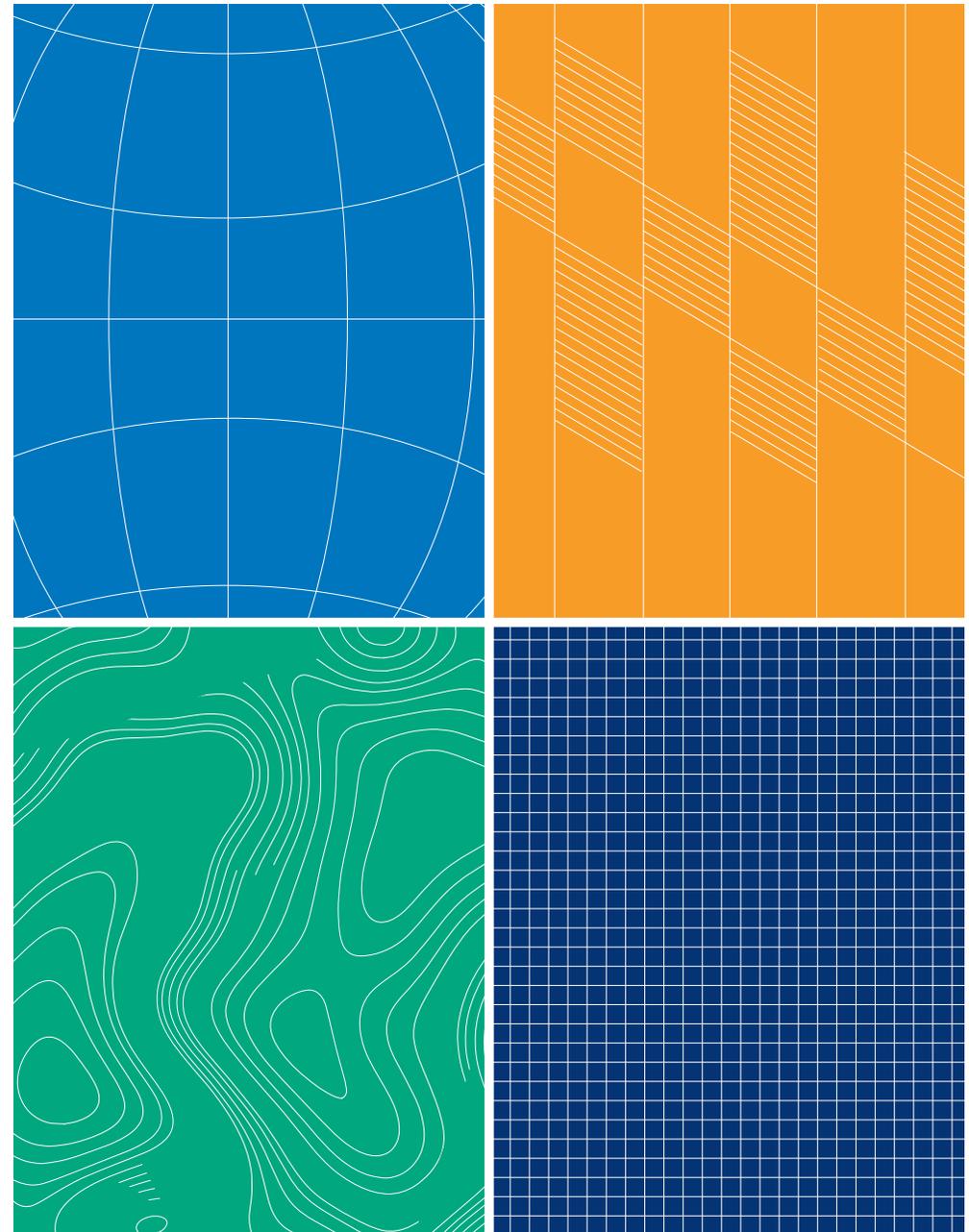
BRAND PATTERNS GUIDELINES

- 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 complete 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:

RESEARCH

We believe curiosity inspires innovation. That is why, for 42 years in a row, we have put more money into research than any other U.S. academic institution.

WORLD

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 the betterment of our society.

JOHNS HOPKINS UNIVERSITY

Certificate of Recognition for Title Here

Name Here

IN HONOR OF YOUR SUPPORT AS ADD TEXT HERE

Name Here
Title Here, Johns Hopkins University

EXCELLENCE

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

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

JOHNS HOPKINS UNIVERSITY

Headline here
subhead here if needed

As expefe rchillor sit et et eossunditem ero doluptati culles quiaectur, quat edit, quunt ma ditantian quia coratus dolum aut quatur mil maximi, neceperrovid min et rerro millaut idelessed quam, sitatus daeritam, tem.

Mendignatque mint aut laboreptas et omnihil laborro vitus nones eossequat endit fugiam quia eritatis nobis excerum quas que dolupta tmiemi malupatur andam ut doluptatqui untur? Tier aut omnitaturero est id magnissimped ut ea vento tem quam, quatinctum imagiam quo dolupti onsequo ent doluptat

Emphasis text: date or time information or a call out quote.
uda as modit, si net aut reserestis commodi dellabo.

- Itatibus is ipsam cusa
- Itaquiam, inum quatur moditen
- Demquibusto eum quis
- Et que nus expla evel illiquiate

Add a heading
Add a heading
Add a subheading

As expefe rchillor sit et et eossunditem ero doluptati ma ditantian quia coratus dolum aut quatur mil maximi, neceperrovid min et rerro millaut idelessed quam, sitatus Henesciassero odi con niet laut qui aliquis conesse

Learn more Call to action information information or link here

Call to action

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.

