



555 PENN. CAMPAIGN IDENTITY

The opening of 555 Penn represents a transformative moment for Johns Hopkins University, so we’ve developed a visual identity and messaging system as bold as our vision. Reference these guidelines as you develop materials.

STRIPES

The stripe can be used in three styles: solid (1A), stroked (1B), and pattern filled (1C). Stripe elements should be primarily solid. Outlines and pattern stripes can be used for emphasis.

MAP

When referencing the location visually use the map shown in the expressions. The building can be identified with the Johns Hopkins shield (3A). In expressions that use a division-specific shield in the layout or where the Johns Hopkins shield is included in close proximity to the map, then the the single star element can be used to mark the building location (3B).

OUR VOICE

INSPIRING

Our tone of voice is confident and optimistic.
Our communications are bold and definitive, highlighting innovative ideas and advancements.

OPEN

Our tone of voice is welcoming and curious.
Our communications invite others to imagine what’s possible and emphasize stories about collaboration and connection.

GLOBAL

Our tone of voice is smart and professional.
Our communications are inclusive and culturally aware. We feature a wide range of people, fields, and ideas.



STARS

The star elements (2) speak to the aesthetics of Washington, D.C. Use them sparingly as accent graphics within a layout to draw the eye to important messaging.

KEY MESSAGING

FOR STUDENTS, FACULTY, & ALUMNI

KEY HEADLINES & VALUE PROPOSITIONS:

- Exchange Your Ideas With the World
- Home to Modern Collaboration
- Space to Grow, A Place of Impact
- Turn Research Into Action
- Greater Reach. Global Impact.

FOR POLICYMAKERS

KEY HEADLINES & VALUE PROPOSITIONS:

- From America’s First Research University
- Greater Reach. Global Impact.
- Evidence-Based Research for Advancing Global Democracy

LOGO

The new location is an extension of our overarching Johns Hopkins University brand. As such, our standard Johns Hopkins logo to the left should be used on all materials unless the content is division specific (ex. SAIS event or Carey advertisement) in which case respective division marks can be used in place of the standard Johns Hopkins logo (4).

PLACE HOLDER



DECORATIVE



TITLING GOTHIC COMPRESSED MEDIUM

Primary — All-Caps

GENTONA BOLD

Secondary — All-Caps

Arnhem Italic

Tertiary

When in doubt, align your language and design choices with existing Hopkins brand and style guidelines.

[Johns Hopkins University Brand Guidelines](#)

[Editorial Style Guide](#)



HERITAGE BLUE

PMS: 288C
R:0 G:45 B:114
C:100 M:80 Y:6 K:32
#002D72

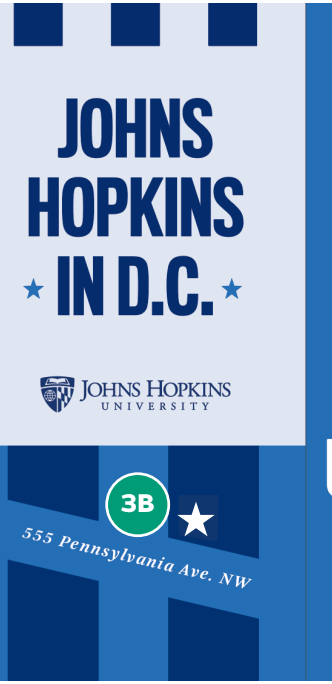
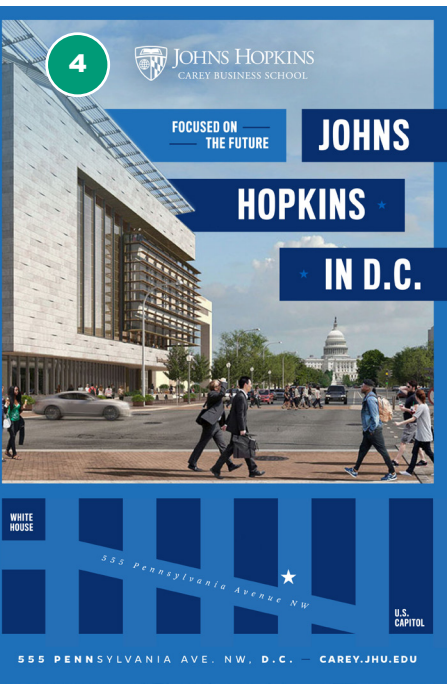
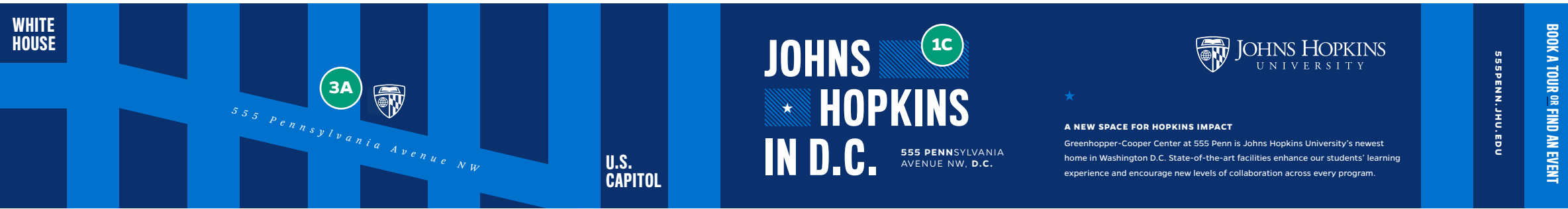
ROYAL BLUE

PMS: 285C
R:0 G:114 B:206
C:90 M:48 Y:0 K:0
#0072CE

WHITE

GRAY

PMS: 179-1C
R:240 G:240 B:240
C:0 M:0 Y:0 K:10
#F0F0F0



Coming Soon:
[jhu.geigershops.com](#) will include a special collection of **branded merchandise** for internal orders. For immediate merch needs contact brand@jh.edu for support.

NOTABLE UPDATES FROM PREVIOUS VERSION AND ADDITIONAL NOTES:

Coming Soon: A link will be added on the version of this guide to access **approved building photography**. All building imagery must be shared with University Communications for approval as there are specific embargoes in place leading up to the dedication.

References to the building name should be reviewed by University Communications as guidance is evolving and needs to be considered case by case.

The **map art and guidance** has been updated to **use the JHU shield or star** to mark the building location instead of “555 PENN” in type to shift away from using “555 PENN” as a stand alone identifier.

“**Bringing Knowledge to Power**” should no longer be used as a core message