

Style Sheet: Blue Jay Tuesday

Blue Jay Tuesday materials should be used to build awareness, generate enthusiasm and excitement about this institution engaging experience for the Johns Hopkins University community. Using creative identity elements such as our feather pattern and dynamic angles, emphasis and fun can be expressed in collateral and align with the Blue Jay Tuesday goals.

The graphics shown to the right are not to be used as a singular logo but rather a representation of how individual elements working together within Johns Hopkins University brand guidelines can be incorporated to create a unique look and feel in marketing collateral.

The Blue Jay Tuesday typographic identifier is not to be used in place of the Johns Hopkins University logo or shield and should instead be used as an additional graphic element to layer in to designs in similar prominence to a headline.

The blue jay mascot illustration and the Blue Jay Tuesday typographic identifier can be used jointly on the same material but they must remain separate elements in application since they have different purposes and standards. When the blue jay mascot illustration can be used and positioned with other type it must be cropped and should not be framed in the shield shape as that treatment is reserved specifically for Athletics.

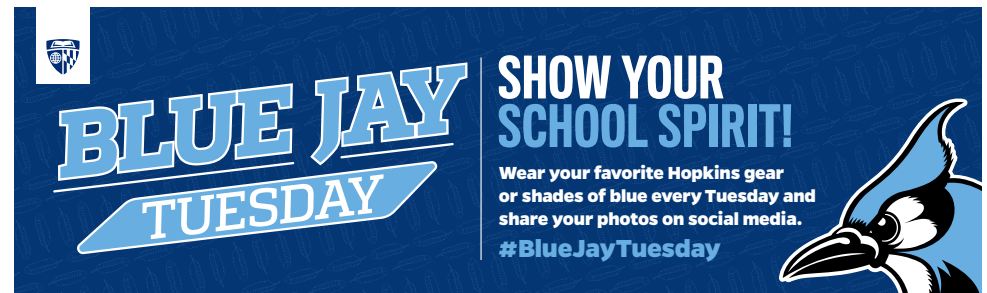
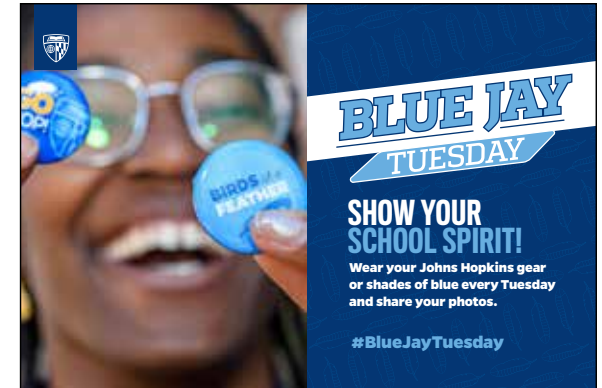
CAMPAIGN RESOURCES:

[Student Affairs Brand Toolkit Onedrive Folder](#) includes individual graphic files for typographic treatment, patterns and images.

BRAND GUIDANCE RESOURCES:

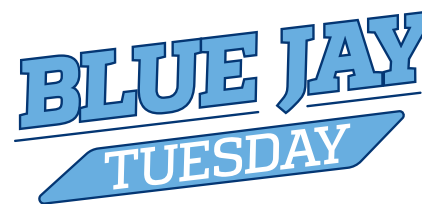
Remember context is key, we encourage sharing examples and reaching out to brand@jh.edu to as needed for additional guidance as needed.

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



IDENTITY ELEMENTS:

Typographic Treatment:



Feather Patterns:



Mascot Illustration & Imagery:



SAMPLE TABLE DISPLAY

Blue Jay Tuesday style should complement and not replace the JHU Brand. Here is an example showing how the multiple designs can be used jointly with a standard JHU branded tablecloth.

