

JOHNS HOPKINS UNIVERSITY

150th Visual Identity Guidelines





150TH VISUAL IDENTITY GUIDELINES

OVERVIEW

LOCK-UPS

The 150th campaign mark will appear most often locked to the right of the Johns Hopkins University logo, separated by a thin stroke. Horizontal and vertical configurations are available, but the horizontal configuration is preferred. An alternative color variation for use on dark backgrounds is also available.

A limited-use lock-up featuring the Johns Hopkins wordmark is available in instances where one mark is required to represent both University and Medicine.

Clear space should be equal to the height of the capital H in Hopkins.

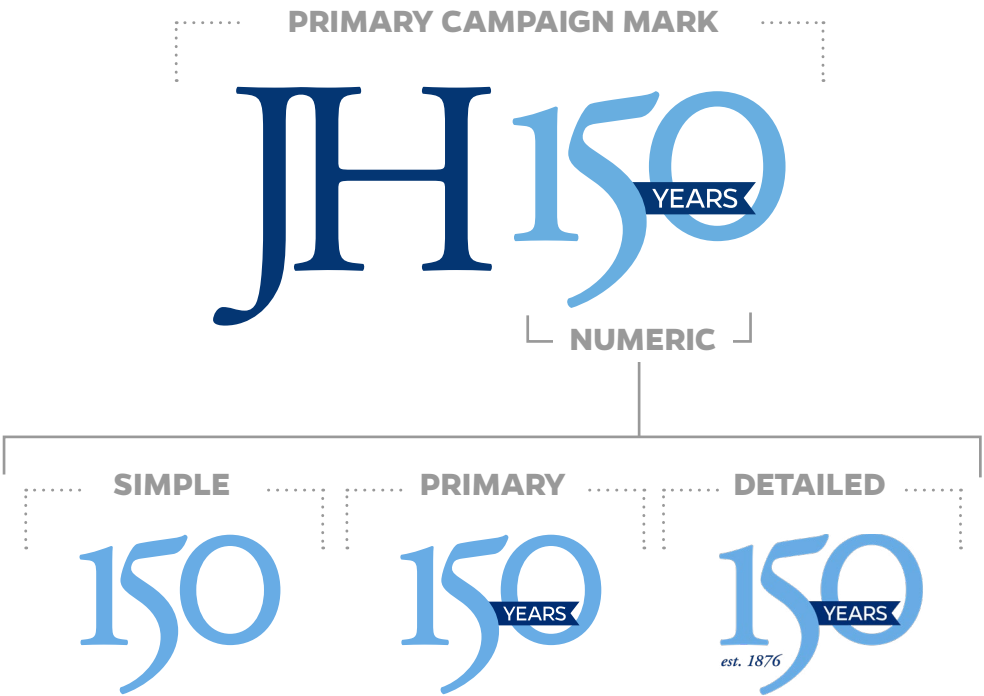


CAMPAIGN MARK

Johns Hopkins' Sesquicentennial mark pairs the JH monogram (a new evergreen brand element) with a 150 Years numeric graphic (that will be used for limited time). The mark uses Adobe Garamond Pro, a strictly reserved font within our identity, as a nod to the Johns Hopkins University logo architecture. A stacked version is also available.

The JH monogram and 150 graphic can be used independently only for merchandise and limited-space use cases. They can also be used as secondary elements (e.g. a watermark) in communications where the lockup is also present in the layout.

Variations of the campaign mark, including simple and numeric, are also available for use as space allows. The numeric version is best for large-scale prints, like banners and backdrops, while the simple version is ideal for small imprint areas, such as on pens, or as a website favicon.



150 TAG

The 150 Tag follows similar guidance to the brand's Shield Tag and is intended to meet the unique limitations of responsive design (e.g. website navigation resizing across platforms). When used, the 150th Lock-Up or the JHU logo/JH wordmark must also be present in the design, such as in a website footer.

Additionally, the tag can be used in designs that are multi-faceted, such as two-sided fliers, multi-page documents, or a series of light pole banners.





150TH VISUAL IDENTITY GUIDELINES

CAMPAIGN MARK

CAMPAIGN MARK

Johns Hopkins' Sesquicentennial mark pairs the JH monogram (a new evergreen brand element) with a 150 Years numeric graphic (that will be used for limited time). The mark uses Adobe Garamond Pro, a strictly reserved font within our identity, as a nod to the Johns Hopkins University logo architecture.

In use, the horizontal mark is preferred, but the stacked vertical version can be used where the space calls for it, such as on merchandise.

Variations of the primary campaign mark, including simple and detailed, are also available for use as space calls for. The detailed version is best for large-scale prints, like banners and backdrops, while the simple version is ideal for small imprint areas, such as on pens, or a website favicon. The simple mark is also best for embroidered merchandise.

Use only the digital artwork provided by University Communications. The campaign mark may not be altered in any way, nor can individuals create their own marks for the occasion. Guidelines on combining the campaign mark with official Johns Hopkins logo in a lock-up format follows on the next pages.

The minimum required clear space for the Campaign Mark is measured by the width of the 1 in 150.

Note: The JH monogram and 150 graphic can be used independently only for merchandise and limited-space use cases. They can also be used as secondary elements (e.g. a watermark) in communications where the lockup is also present in the layout.

CAMPAIGN MARK: PRIMARY



CAMPAIGN MARK: SIMPLE



CAMPAIGN MARK: DETAILED





150TH VISUAL IDENTITY GUIDELINES

LOCK-UPS

LOCK-UP: PRIMARY

The 150th campaign mark will appear most often locked to the right of the Johns Hopkins University logo, separated by a thin stroke. Horizontal and vertical configurations are available, but horizontal is preferred. An alternative color variation for use on dark backgrounds is also available.

The detailed version of the campaign mark can also be used in a lock-up for use on large-scale materials, such as banners. The simple campaign mark should not be used in lock-ups.

The logo and campaign mark can be separated if the Johns Hopkins University brand is represented independently in the space and cannot easily be combined with the campaign mark. For instance, if the Johns Hopkins University logo is on the podium at an event, the backdrop can feature the campaign mark by itself.

The minimum required clear space for all lock-ups is measured by the height of the capital H in Hopkins.



JOHNS HOPKINS
UNIVERSITY

JH150
YEARS



JOHNS HOPKINS
UNIVERSITY

JH150
YEARS

LOCK-UP: LIMITED USE

Similar to the JH monogram (a new evergreen brand element), the Johns Hopkins wordmark is a new addition to our brand toolkit. This limited-use wordmark is derived from the Johns Hopkins University logo and takes the place of the [joint University and Medicine lock-up](#). While this wordmark does NOT replace our primary JHU logo (above), it serves as a representation of the holistic Johns Hopkins, only to be used in select instances when a singular mark is required to articulate both University and Medicine to external audiences.

Only a horizontal configuration is available for the Limited-Use Lock-Up.

JOHNS HOPKINS

JH150
YEARS



150TH VISUAL IDENTITY GUIDELINES

LOCK-UPS

LOCK-UP: DIVISION & INTERDISCIPLINARY

It is permitted to lock the campaign mark to approved division and interdisciplinary marks. This lock-up follows the same structure and usage guidelines as the primary.

Divisions approved for a lock-up include:

- Applied Physics Laboratory
- Bloomberg School of Public Health
- Carey Business School
- Peabody Institute
- School of Advanced International Studies
- School of Arts and Sciences
- School of Education
- School of Government and Policy
- School of Medicine
- School of Nursing
- Whiting School of Engineering

Notes: It is not permitted to lock the campaign mark to unit lock-ups, location lock-ups, custom logos, event graphics, or any other mark not specifically mentioned in these guidelines. The campaign mark should be used independently, instead.



JOHNS HOPKINS
KRIEGER SCHOOL
of ARTS & SCIENCES





150TH VISUAL IDENTITY GUIDELINES

COLOR & BACKGROUND

FOR USE ON LIGHT BACKGROUNDS

The campaign mark color combination intended for use on light backgrounds and subtle patterns features a Heritage Blue JH monogram and Spirit Blue numeric graphic. The primary and detailed marks also include a Heritage Blue YEARS tag. The YEARS tag and the est. 1876 text in the detailed mark will always be the same color.



FOR USE ON DARK BACKGROUNDS

The campaign mark color combination intended for use on dark backgrounds features a White JH monogram and Spirit Blue numeric graphic. The primary and detailed marks also include a White YEARS tag. The YEARS tag and the est. 1876 text in the detailed mark will always be the same color.



ONE COLOR (LIMITED USE)

One-color versions (White and Heritage Blue) are available for the simple campaign mark and accompanying lock-ups. These should only be used when a one-color variation is a requirement of the design, such as one-color imprints on merchandise. When possible, please opt for the full-color variations of the lock-ups and campaign marks.





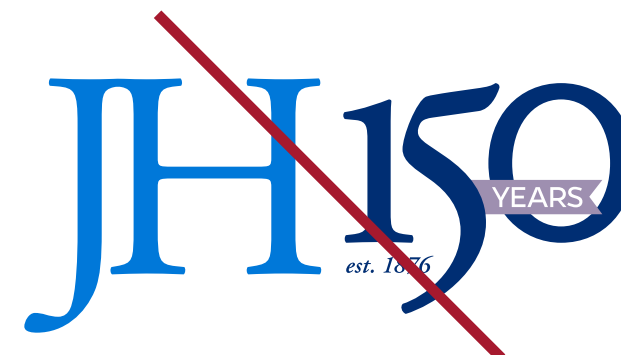
150TH VISUAL IDENTITY GUIDELINES MISUSE



DO NOT COMBINE THE MARK WITH ANY UNIT
OR LOCATION LOGO LOCK-UP



DO NOT COMBINE WITH ANY TEXT, SUCH AS
DEPARTMENT NAMES OR EVENT TITLES



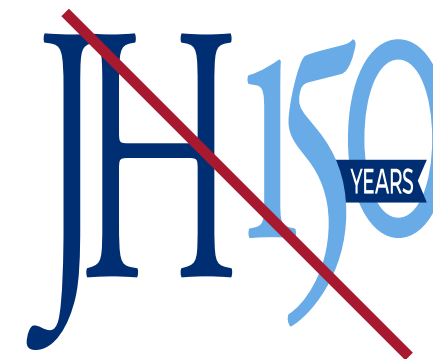
DO NOT RECOLOR THE MARK OUTSIDE OF THE
APPROVED COLORWAYS



DO ALTER OR REARRANGE THE CAMPAIGN
MARK IN ANY WAY



DO NOT USE THE MARK ON BACKGROUNDS THAT DO NOT
PROVIDE ADEQUATE CONTRAST, LIKE BUSY IMAGES, OR
COMPLEX PATTERNS



DO NOT DISTORT THE MARK BY STRETCHING, TILTING, OR
ADDING DROP SHADOWS



150TH VISUAL IDENTITY GUIDELINES

COLORS

PRIMARY COLORS

The 150th visual identity leans into the Johns Hopkins University primary colors, Heritage Blue and Spirit Blue. Secondary color use is limited to Medium Blue, Grey, and White

If additional color is needed to bring your design to life, please rely on photography.

Use ample white space in your layouts.

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

SPIRIT BLUE
PMS 284C
R:114 G:172 B:229
C:56 M:18 Y:0 K:0
#68ACE5

MEDIUM BLUE
PMS 285C
R:0 G:119 B:216
C:90 M:48 Y:0 K:0
#0077D8

WHITE

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

GRADIENT

The primary gradient is Medium Blue to Heritage Blue with a location of 40 degrees and an angle of -90 degrees. The angle can change depending on your design, but the location should remain the same.

MEDIUM BLUE TO HERITAGE BLUE
Location: 40°
Angle: -90°



150TH VISUAL IDENTITY GUIDELINES

GRAPHIC ELEMENTS

TAG

The 150 Tag follows similar guidance to the brand's Shield Tag and is intended to meet the unique limitations of responsive design (e.g. website navigation resizing across platforms). When used, the 150th Lock-Up or the JHU logo/JH wordmark must also be present in the design, such as in a website footer.

Additionally, the tag can be used in designs that are multi-faceted, such as two-sided fliers, multi-page documents, or a series of light pole banners.



PATTERN

A special pattern was developed using the 150 simple numeric mark. The pattern is available in Heritage Blue, Spirit Blue, and White.

When using the pattern, the opacity should most often be set to 20%. Any changes to this opacity are at the designer's discretion based on the platform and layout.

This patterns has a wide variety of subtle uses to explore—combined with photographic and other design elements, used as background textures and environmental graphics, or cropped and layered for depth.





150TH VISUAL IDENTITY GUIDELINES
TYPOGRAPHY

SELECTED TYPEFACES

The primary licensed fonts for the 150th Campaign are Arnhem and Gentona. Web substitutions include Proxima Nova and Freight Text Pro. System alternatives for those who do not have access to the licnesed fonts include Tahoma and Georgia.

Titling Gothic and Quadon remain part of the Johns Hopkins University visual identity, but should not be used on matierals specific to the 150th anniversary.

Note: Adobe Garamond is used for the Campaign Mark and Johns Hopkins University logos, but should not be used in any other communications regarding the 150th anniversary.

Gentona Extra Light
Gentona Extra Light Italic
Gentona Book
Gentona Book Italic
Gentona SemiBold
Gentona SemiBold Italic
Gentona Bold
Gentona Bold Italic
Gentona Extra Bold
Gentaon Extra Bold Italic

Arnhem Pro Blond
Arnhem Pro Blond Italic
Arnhem Pro Bold
Arnhem Pro Bold Italic

FONT PAIRINGS

Recommended font pairings include:

- Arnhem Blond and Gentona Book
- Genton Semibold and Arnhem Blond
- Gentona Bold (all caps) and Arnhem Blond Italic

Arnhem Blond
Gentona Book

Gentona SemiBold
Arnhem Blond

GENTONA BOLD
Arnhem Blond Italics

LAYOUT TIPS

- Leave ample white space around JHU logo and campaign graphic.
- Consider using the 150 simple nuemeric mark as a secondary graphic or call on the repeating pattern.
- Use a blue-dominant palette with white fields and the approved gradient to bring brightness to layouts.
- Layer elements to build depth. Consider archival style monochromatic illustrations in the background where appropriate, but always keep emphasis on color photography to reinforce our focus to the future.
- Use rounded corners for photos and consider having elements extend beyond the rounded photo frame.
- Play with outlines on display text and the 150 simple nuemeric mark when used as a secondary graphic.
- Incorporate the Johns Hopkins University shield when possible, but do not lock it to the Campaign Mark
- Use the 150th Tag in dynamic/responsive layouts or smaller spaces, particularly in designs that are not specific to the 150th anniversary

