



LOGO EMBROIDERY STYLE SHEET

UNDERSTANDING THE JHU LOGOS & LOCK-UPS

Johns Hopkins University’s logos and lock-ups are intricate and feature fine lines, often making them difficult to reproduce in embroidery, especially at smaller sizes. We’ve put together this guide to help align our embroidery standards across vendors and proactively address known challenges with our art.

Where we do allow some flexibility at the vendor’s discretion with our logo’s typography (slightly adjusting the font weight, etc.), we have defined specific parameters around how to address the shield artwork and colors.

SHIELD DETAILS

When working with the logo’s shield mark, it’s important to retain as much detail as possible in the lines of the globe, pages of the book, and segments of the Calvert pattern. To the right, we’ve identified a range of solutions that account for how to handle the transparent portions of the shield, specifically.

We look to our vendors to advise their clients on the appropriate solution for their order based on these guidelines and on the vendor’s technical embroidery abilities.

COLORWAYS

Johns Hopkins University logos and lock-ups are available in three colorways: Heritage Blue, black, and white. The blue and black logos feature a shield with a solid fill and transparent book and globe. The white logo differs, featuring a shield outlined in a white stroke with no fill color, and white fill book and globe. For this reason, the logo colors cannot be interchanged and official files should always be used.

When choosing thread colors for embroidering the blue logo, please match Heritage Blue (PMS 288C) as closely as possible.

SIZE

Specific minimum sizes for embroidery of our logos are required to maintain legibility:

- The vertical logo must be sized to at least 3 inches wide for embroidery.
- The horizontal logo must be sized to at least 3.5 inches wide for embroidery.
- The stand-alone shield mark can be considered for smaller embroidery areas, but must be sized to at least 1 inch wide.
- For smaller imprint areas, please consider an alternative method, such as screen printing.

BEST SOLUTION

The garment shows through the transparent spaces in the shield. No fill-in or outline are added the shield and only one thread color is used for the logo embroidery, keeping true to the original logo file.

BETTER SOLUTION

If the transparent areas of the shield are required to be filled in for stability, the secondary thread color should be the same as or close to the garment color, so the logo appears as if it’s embroidered in only one color. If the garment color cannot be matched, white is acceptable to use as a secondary thread color with the blue or black logo.

GOOD SOLUTION

In addition to the transparent areas of the shield being filled in (per Better Solution), the blue and black shields can be outlined in either a blue or black stroke, respectively. This direction does not apply to the white logo, as it already contains an outlined shield.

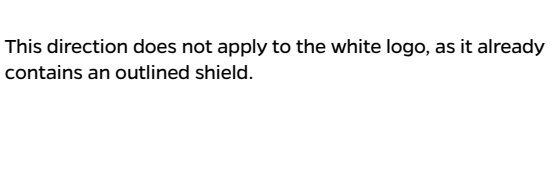
NOT PERMITTED

While the blue and black shields may use white secondary thread to fill in the transparent areas, they may not be outlined in white (effectively creating the white version of the shield) or the garment color. Additionally, the white logo cannot be given a blue background unless it’s being done to match the garment color (see Better Solution).

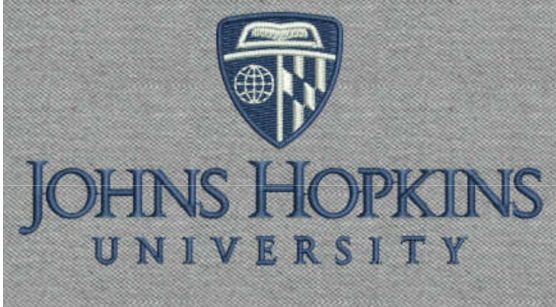
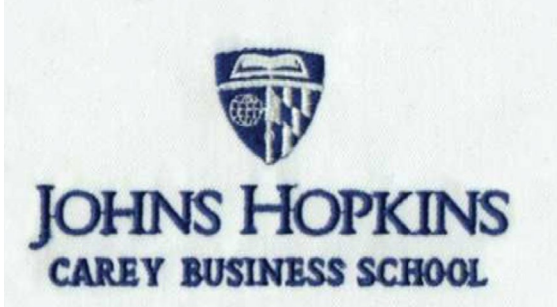
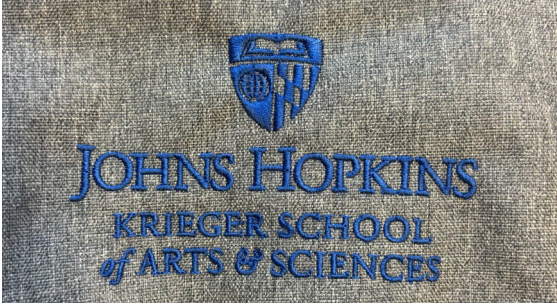
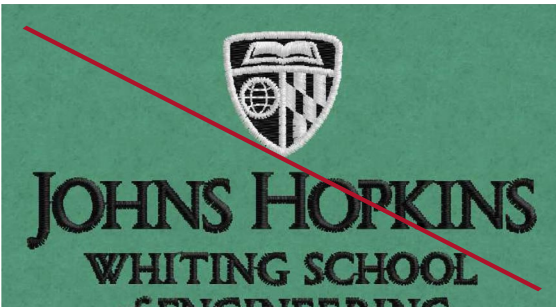
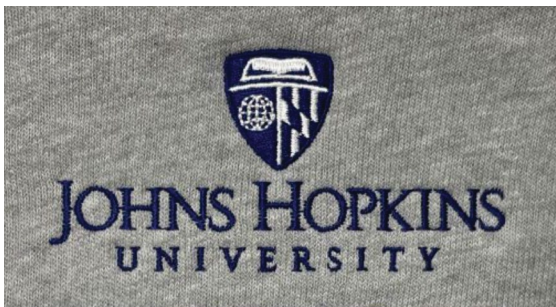
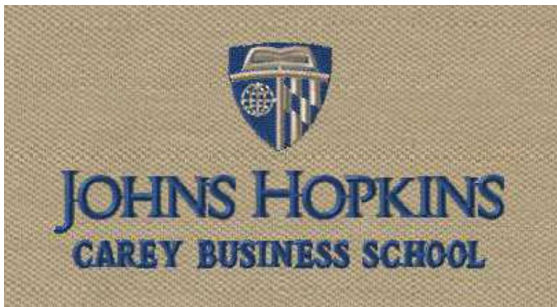
BLUE & BLACK LOGOS ON LIGHT COLOR



WHITE LOGO ON DARK COLORS



APPROVED SAMPLES



DISAPPROVED SAMPLES