



SUB-IDENTITY STYLE SHEET

Johns Hopkins Extreme Materials Institute (HEMI)

The Hopkins Extreme Materials Institute (HEMI) is one of Johns Hopkins University’s premier research institutes on the Homewood Campus. Established in 2012, HEMI includes faculty members from the Whiting School of Engineering, Krieger School of Arts and Sciences, and the Applied Physics Laboratory, as well as collaborators in academia, government, and industry.

Our team of globally recognized researchers embraces the challenge of solving extremely complex research problems. This allows us not only to develop and provide the tools needed to address today’s problems but also to lay the groundwork needed to build the basic science needed to address future threats and opportunities.

EDITORIAL STYLE

First Reference: In editorial communications, the center should name should be used in full “Johns Hopkins Extreme Materials Institute” but can be referred to as “Hopkins Extreme Materials Institute” or “HEMI” on second reference or in context where there are space constraints or character limitations.

COLORS

PRIMARY

HERITAGE BLUE

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

HEMI TEAL*

PMS: 320C
R:0 G:156 B:166
C:96 M:0 Y:31 K:2
#009CA6

*HEMI Teal is not in the official JHU color palette and grandfathered in from legacy branding. Use this [free contrast checker](#) as needed to ensure proper contrast for accessibility.

SECONDARY

DOUBLE BLACK

PMS: Black C
R:0 G:0 B:0
C:0 M:0 Y:0 K:100
#000000

GRAY

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

WHITE

GRADIENT

HERITAGE BLUE TO HEMI TEAL

ACCENT GRAPHIC

To aid visual transition to official JHU branding, the graphic from HEMI’s legacy logo can be cropped and used as an [accent graphic](#) on select collateral. The accent graphic must be cropped to a singular corner so that the lines are used as decorative pattern vs. presented as shield shape.



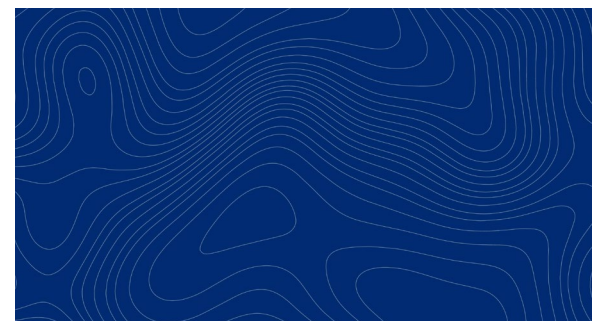
Accent graphics cannot be used on letterhead, stationery or other standardized brand resources. When the accent graphic is used, the official HEMI lock-up or the Johns Hopkins University primary logo must also be included prominently, and the two marks must be placed with adequate spacing, so they don’t look like a combined logo.



The custom HEMI logo (left) was retired from use in 2025 to align with Johns Hopkins University’s shared logo architecture and brand guidelines.

PATTERNS & TEXTURES

The “Excellence” topographic map pattern, from the official JHU pattern set, has been identified as the primary background pattern for HEMI materials. Additional material textures and imagery can be used as needed.

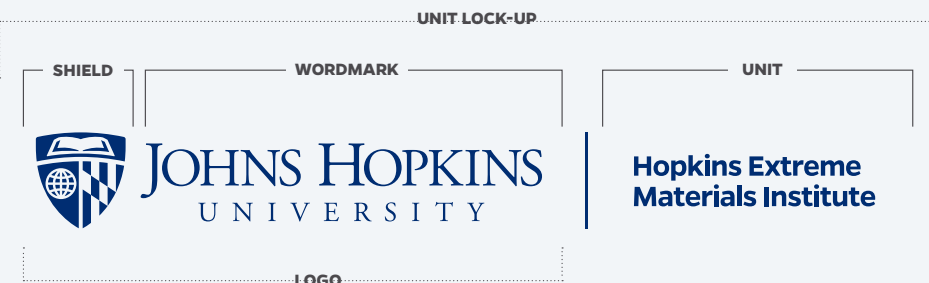
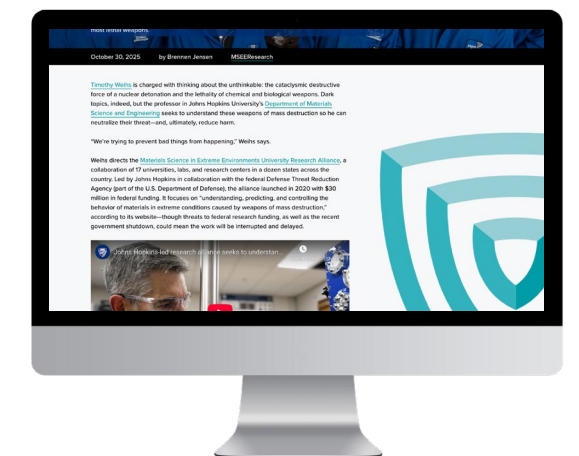


SAMPLE EXPRESSIONS



POSTCARD HEADLINE GOES HERE

Body text here. Xerum faceaque doluptatio teta aut asitundunt reris quatiuntus aut pernam etur, eos re pedi rat eum que volupta speria que sequunt voluptatem aditi ut quiamet volupta ecaborumenis apis volucum



UNIT LOCK-UP

Use either the logo lockup (left) or use the [Johns Hopkins University primary logo](#) with the Hopkins Extreme Materials Institute name in the headline (type only) of your layout so you can amplify the name with greater scale/prominence. Many centers follow this “uncoupled” approach to meet the needs of responsive design. Additional colorways and orientations are available.

ONE UNIVERSITY. ONE BRAND.

We have many styles and identity elements but it is essential to align your language and design choices with existing Hopkins brand guidelines to position ourselves as one shared University. Letterhead, templates, ready-to-order merchandise, as well as colors, fonts and logo usage are all defined at [brand.jhu.edu](#).

BRAND AMBASSADOR

For questions about the HEMI sub-identity or access to design assets, please contact: Sarah Preis, spreis1@jh.edu hemi.jhu.edu