



# SUB-IDENTITY STYLE SHEET

## Office of Human Resources

The Johns Hopkins University Human Resources (HR) team is committed to being people-first and supporting the evolving needs of our faculty, staff, and the university. JHU HR programs and initiatives are designed to support faculty and staff and to advance the [Ten for One university strategy - Goal 7](#) - to become a national employer of choice.

## KEY MESSAGE

No matter where life takes you, the JHU HR team is here to support you along the way. Everyone follows their own path, and no two life journeys are the same. That's why JHU offers comprehensive benefits and career programs to fuel your work and life allowing you to bring the benefits of discovery to the world and make JHU the best. HR programs help you improve your health, become financially secure, navigate your career, design your work life, manage stress, ensure your family is protected, and more. No matter where life takes you, we are here for you.

### Life stages at JHU:

- New to JHU
- Living Fully
- Steering through life's challenges
- Building and caring for your family
- Navigating your career
- Managing your money
- Parting ways with JHU

## COLORS

### PRIMARY

#### HERITAGE BLUE

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

#### SPIRIT BLUE

PMS: 284C  
R:104 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

### SECONDARY

#### HOMEWOOD GREEN

PMS: 3278C  
R:0 G:135 B:103  
C:99 M:0 Y:69 K:0  
#008767

#### PURPLE

PMS: 7655C  
R:164 G:92 B:152  
C:33 M:72 Y:0 K:0  
#A45C98

#### ORANGE

PMS: 1375C  
R:255 G:158 B:27  
C:0 M:45 Y:94 K:0  
#FF9E1B

#### RED

PMS: 173C  
R:207 G:69 B:32  
C:0 M:82 Y:94 K:2  
#CF4520

## ACCENT GRAPHIC

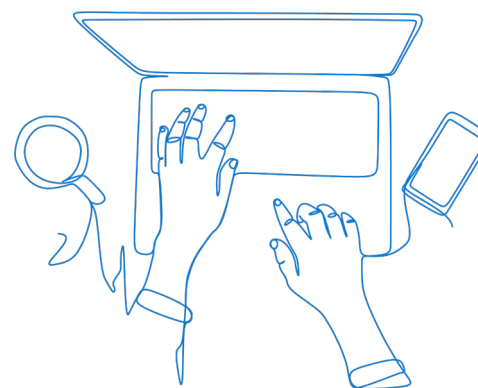
The custom compass illustration is a visual representation of HR's key message, "Supporting every step of your journey," and can be used as an [accent graphic](#) in a variety of print and digital communications materials. Variations of the compass include full color icons, all blue icons, and highlights for each of the seven HR life stages.

When an accent graphic is used, the Human Resources unit lock-up or the primary JHU 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.



## ILLUSTRATION STYLE

A line art illustration style has been identified for accompanying graphics in the HR sub-identity. Select line art illustrations are available in the HR toolkit, with additional assets available via Adobe Stock.



## ICONOGRAPHY

An expansion pack of icons related to the seven life stages exists for use on HR communications. These icons can be seen in the compass accent graphic. They are also available in Heritage Blue.



## SAMPLE EXPRESSIONS



### UNIT LOCK-UP

Use either the unit lockup (left) or use the [Johns Hopkins University primary logo](#) with the HR name in the headline (type only) of your layout so you can amplify the name with greater scale/prominence. Additional colorways and orientations are available. Unit lock-ups for select HR sub-units are also 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 Human Resources sub-identity or access to design assets, please contact:

Laura Pleines, [lpleine1@jh.edu](mailto:lpleine1@jh.edu)  
[hr.jhu.edu](http://hr.jhu.edu)