



SUB-IDENTITY STYLE SHEET

Ralph O'Connor Sustainable Energy Institute (ROSEI)

ROSEI, based in the Whiting School of Engineering, is the university's focal point for energy-related research and educational programs. Founded in 2021, the institute brings together the extensive energy-related activities already underway at the university and focuses on developing an impactful program to address the transformation of the energy sector to help address climate change.

VISION

Johns Hopkins University is globally recognized for developing technologies, educating people, and supporting policy that equitably addresses the intertwined challenges of climate change and energy use for Baltimore, the nation, and the world.

MISSION

The Energy Institute integrates efforts across the university to create and implement clean, renewable and sustainable energy technologies; educate future energy leaders; and within the complex inter-connected systems that energy resides support implementation, markets, and policies that promote an affordable and equitable green energy future for a more resilient world.

COLORS

PRIMARY

HERITAGE BLUE

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

SECONDARY

RED

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

ORANGE

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

NEUTRALS

SABLE

PMS: Black 4C
R:49 G:38 B:29
C:41 M:57 Y:72 K:90
#31261D

WHITE

R:255 G:255 B:255
C:0 M:0 Y:0 K:0
#FFFFFF

GRAYSCALE

ANY TINT OF
PMS BLACK 4C
BETWEEN 100%
AND 0% (WHITE).

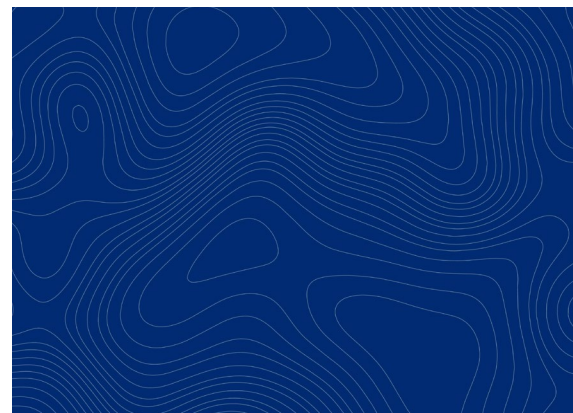
ACCENT GRAPHIC

ROSEI's tagline is "Energy at Hopkins." There are different versions of the tagline [accent graphic](#), including stacked and horizontal in blue and white. When an accent graphic is used, the official ROSEI lock-up must also be included prominently, and the two marks must be placed with adequate spacing, so they don't look like a combined logo.

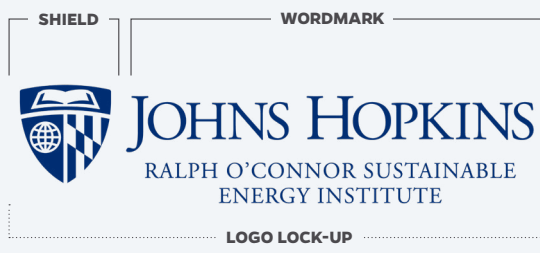
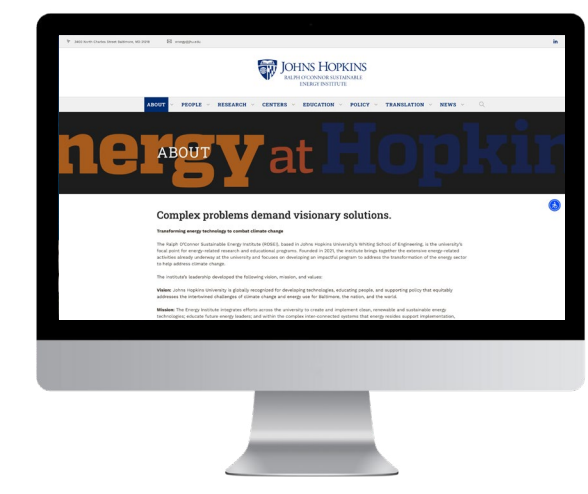
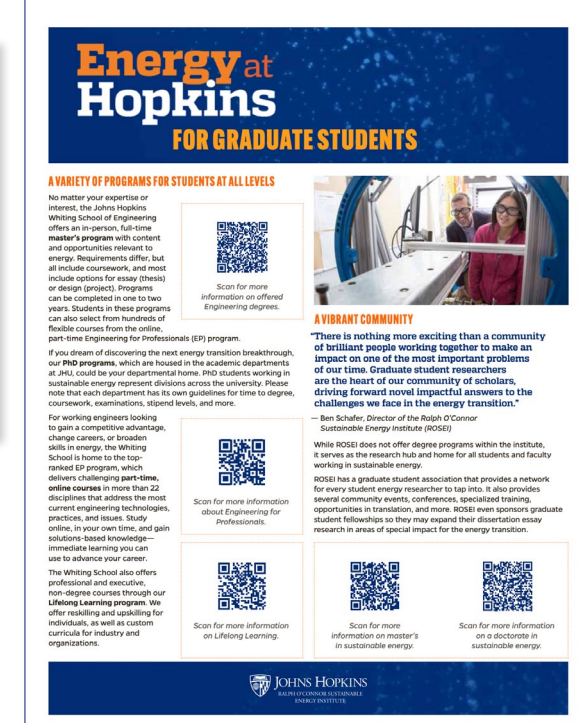


PATTERN

The "Excellence" topographic map pattern, from the official JHU pattern set, has been identified as the primary background pattern for ROSEI materials.



SAMPLE EXPRESSIONS



INTERDISCIPLINARY LOGO LOCK-UP
There are two orientations of the Johns Hopkins Ralph O'Connor Sustainable Energy Institute logo lock-up: vertical and horizontal. Additional colorways are available. For use, follow the guidelines established for the [Johns Hopkins University primary logo](#).

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 ROSEI sub-identity or access to design assets, please contact:
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