



# SUB-IDENTITY STYLE SHEET

## Gupta-Klinsky India Institute (GKII)

The Gupta-Klinsky India Institute at Johns Hopkins University supports relationships across disciplines. With more than 165 JHU faculty partnering with experts from 100+ Indian institutions, we make meaningful connections with collaborators from India to help amplify and sustain impact around the world.

### KEY MESSAGE

Bringing the Best of Hopkins and India Together to Benefit the World

### MISSION

To improve society through research, education, policy, and practice by mobilizing Johns Hopkins faculty, staff, students, and alumni to work with partners in India.

### VALUES

- Science- and evidence-based approaches
- Mutually respectful and equal partnerships
- Transparency and accountability
- Equity and social justice
- Embracing diversity and accessibility
- Sustainable engagement

## COLORS

### PRIMARY

#### HERITAGE BLUE

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

#### ORANGE

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

### SECONDARY

#### MEDIUM BLUE

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

#### SPIRIT BLUE

PMS: 284C  
R:104 G:172 B:229  
C:56 M:18 Y:0 K:0  
#68ACE5

#### HOMEWOOD GREEN

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

#### GOLD

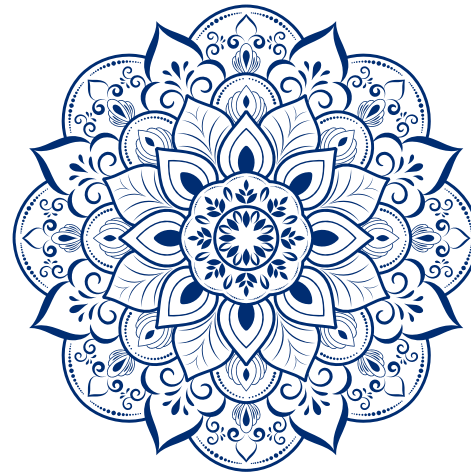
PMS: 7406 C  
R:241 G:196 B:0  
C:0 M:20 Y:100 K:2  
#F1C400

#### RED-ORANGE

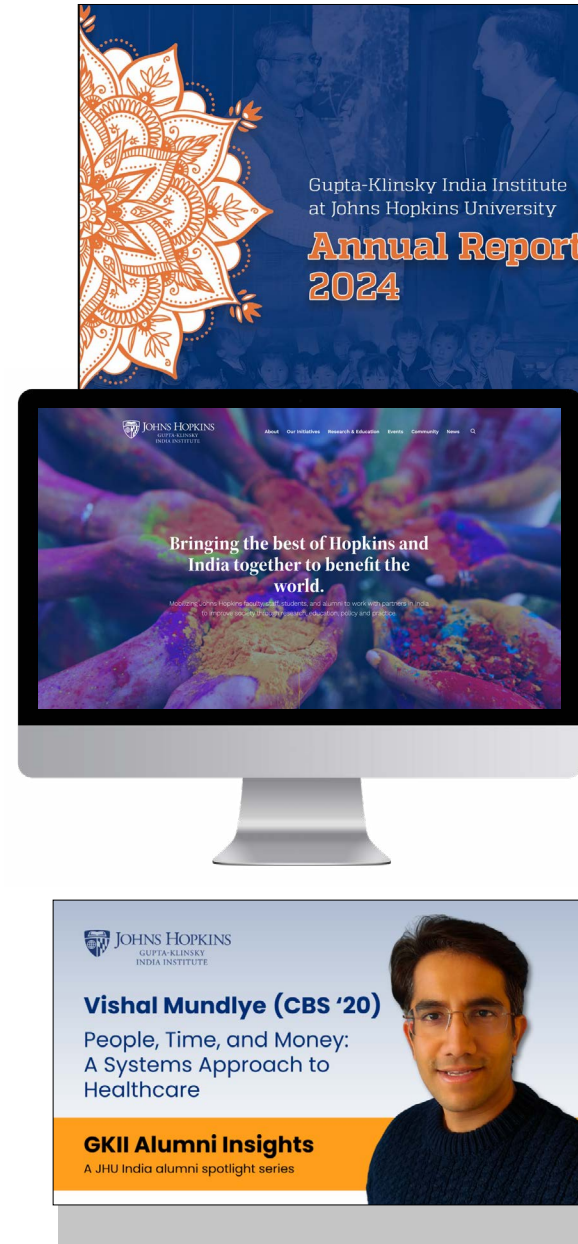
PMS: 1505 C  
R:245 G:102 B:0  
C:0 M:56 Y:90 K:0  
#F56600

## ACCENT GRAPHIC

A mandala can be used as an accent graphic in a variety of print and digital outreach materials. When an accent graphic is used, the Gupta-Klinsky India Institute official 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.



## SAMPLE EXPRESSIONS



### INTERDISCIPLINARY LOGO LOCK-UP

There are two orientations of the Johns Hopkins Gupta-Klinsky India Institute logo lock-up: vertical and horizontal. Additional colorways (white and black) 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 Gupta-Klinsky India Institute sub-identity or access to design assets, please contact: Molly Bowen, [molly.bowen@jhmi.edu](mailto:molly.bowen@jhmi.edu) [indiainstitute.jhu.edu](http://indiainstitute.jhu.edu)