



SUB-IDENTITY STYLE SHEET

Johns Hopkins University Police Department

Johns Hopkins is reinventing public safety by investing in and implementing modern, progressive policing policies to support safe and secure environments built on trust and partnership with students, staff, and neighbors.

MISSION

We build trust by continuously engaging our community as partners in building a safe campus environment. The JHPD is committed to the equitable delivery of law enforcement services that prioritize harm reduction and the well-being of our community, including our students, faculty, staff, neighbors, patients, and guests.

KEY MESSAGES

The words/concepts identified from JHPD team to convey their commitment to Johns Hopkins community include:

- Community
- Safety
- Service

COLORS

PRIMARY

HERITAGE BLUE

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

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

ICONOGRAPHY

An expansion pack of icons related to public safety topics exists for use on Police Department communications.



PATTERNS

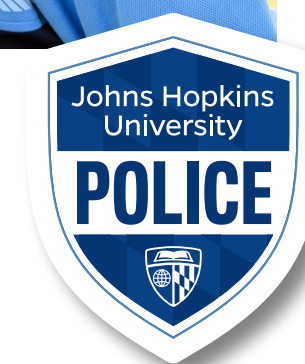
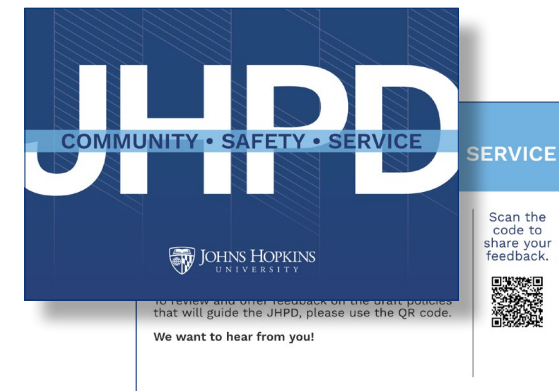
The "Community" pattern, from the official JHU pattern set, has been identified as the primary background pattern for Police Department materials. It's available in a flat line art style and a dimensional style.



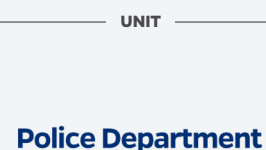
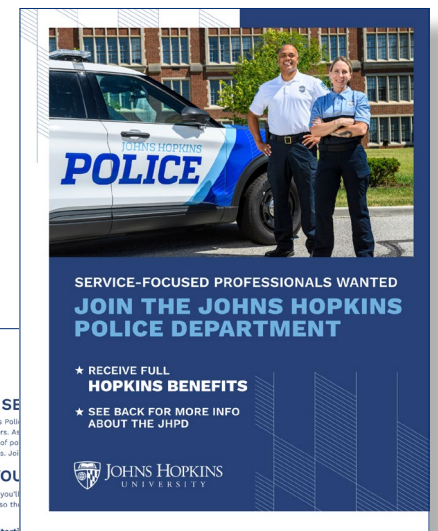
TYPOGRAPHY

JHPD's preferred typefaces from the Johns Hopkins palette are Work Sans and Roboto Slab. Oswald can be used in place of Work Sans when space is limited.

SAMPLE EXPRESSIONS



*Artwork reserved for use as official Police Department badges only. May not be used as art on merchandise giveaways or communications materials.



UNIT LOCK-UP

Use either the unit lockup (left) or use the [Johns Hopkins University primary logo](#) with the Police Department 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.

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 JHPD sub-identity or access to design assets, please contact: Megan Christin, mchristin@jhu.edu publicsafety.jhu.edu/community-safety/johns-hopkins-police-department/