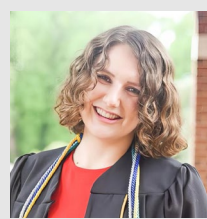




SUB-IDENTITY STYLE SHEET

Pava Marie LaPere Center for Entrepreneurship

The Pava Marie LaPere Center for Entrepreneurship empowers and equips JH students, alumni, and community changemakers to build impactful, sustainable business ventures. As part of [Johns Hopkins Technology Ventures \(JHTV\)](#), the Pava Center works in conjunction with a broader suite of JHTV resources designed to efficiently move ideas to the marketplace. A complement to JHTV's other faculty-oriented resources, the center focuses on equipping students, alumni, and community changemakers for entrepreneurship. Grounded in Baltimore, with an eye toward the world, the Pava Center convenes diverse stakeholders and resources to create a dynamic innovation ecosystem.



Previously, support for student entrepreneurs was housed within JHTV's FastForward U program. The center was inspired by and is named in honor of JHU Alumni Pava Marie LaPere, class of 2019, who was a formative voice in shaping Johns Hopkins' support of student entrepreneurs and in growing the Baltimore innovation ecosystem. [More on Pava's legacy and preferred portrait of Pava.](#)

VOICE

Thoughtful: Our tone of voice is welcoming and curious. Our communications invite others to imagine what's possible and emphasize stories about collaboration and connection.

Motivational: Our tone of voice is confident and optimistic. Our communications are bold and definitive, highlighting innovative ideas and advancements.

Educational: Our tone of voice is relatable and supportive. Our communications are inclusive and culturally aware. We feature a wide range of people, fields, and ideas.

KEY MESSAGES

- Pava Center is a portal to an extensive ecosystem on campus, in Baltimore, and beyond.
- Grounded in Baltimore, with an eye toward the world, we empower creators and change-makers, entrepreneurs and innovators, doers and go-getters.

EDITORIAL STYLE

First Reference: In editorial communications, the center should name should be used in full "Johns Hopkins University Pava Marie LaPere Center for Entrepreneurship" but can be referred to as "Pava Center; JHU Pava Center; JHTV Pava Center" 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

FAST GREEN*

PMS: 382C
R:151 G:193 B:31
C:22 M:0 Y:84 K:24
#97C11F

*Fast Green is not in the official JHU color palette, but is approved as legacy branding. Use this [free contrast checker](#) as needed to ensure proper contrast for accessibility.

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

GRAY

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

ACCENT GRAPHIC

The PAVA wordmark* and Fast Forward Chevrons can be used as [accent graphics](#) in a variety of print and digital communications materials.

When an accent graphic is used and space allows, the Pava Center unit lock-up or the Technology Ventures 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.

*Per brand guidelines, accent graphics cannot include typographic references to the department name—the PAVA wordmark is a legacy graphic that is an exception to this guideline.



SAMPLE EXPRESSIONS



UNIT LOCK-UP

Use either the unit lock-up (left) or use the Technology Ventures logo lock-up with the Pava Center 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 Pava Center sub-identity or access to design assets, please contact:

Cindy Madden, cindy.madden@jhu.edu
pavacenter.jhu.edu