



SUB-IDENTITY STYLE SHEET

Stavros Niarchos Foundation Agora Institute (SNF Agora)

The Stavros Niarchos Foundation (SNF) Agora Institute at Johns Hopkins University is an academic and public forum dedicated to strengthening global democracy through research, teaching, and practice. Founded in 2017 with a visionary \$150 million gift from the Stavros Niarchos Foundation, the institute draws inspiration from the ancient Athenian agora—a space for open debate and deliberation—to bridge divides, expand civic engagement, and foster informed, inclusive, dialogue as the cornerstone of robust democracy.

SNF Agora organizes its work around three pillars:

DISCOVERY: Advancing transformative, multi-disciplinary research to address democratic decline and identify sources of resilience.

DESIGN: Collaborating with practitioners to develop usable knowledge that transforms academic insight into real-world impact.

DIALOGUE: Creating spaces for inclusive civic discourse, public convenings, and educational programs that empower citizens to engage meaningfully in democracy.

KEY MESSAGING

- We are an academic and public forum that integrates research, teaching, and practice to improve and expand powerful civic engagement and informed, inclusive dialogue as the cornerstone of robust global democracy.
- Although democracy is being challenged all over the world, we seek to find sources of democratic resilience. We believe that people can be empowered to engage in civic life—to have a real voice and make meaningful change—beyond electoral politics.
- We believe that for deeply pluralistic democracies to work, citizens of all backgrounds, perspectives, and ideologies must be empowered to participate.
- Our work is nonpartisan and welcomes the contest of ideas across political divides.
- SNF Agora is a bridge between rigorous scholarship on democracy and democracy in practice.
- We are driven by evidence that can lead to collaboration across difference on challenges impacting democracy.
- We are a resource for academics, practitioners, students, and others who want to be actively engaged in civic life.

COLORS

PRIMARY

HERITAGE BLUE

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

SECONDARY

HOMEWOOD GREEN

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

DOUBLE BLACK

PMS: Black C
R:0 G:0 B:0
C:0 M:0 Y:0 K:100
#000000

SNF BLUE-GREEN*

R:14 G:61 B:74
C:93 M:74 Y:55 K:67
#093D49

SNF LIME GREEN*

R:220 G:223 B:114
C:16 M:2 Y:68 K:0
#D2D857

SNF BLUE-GRAY*

R:102 G:138 B:146
C:64 M:36 Y:37 K:4
#6E8B93

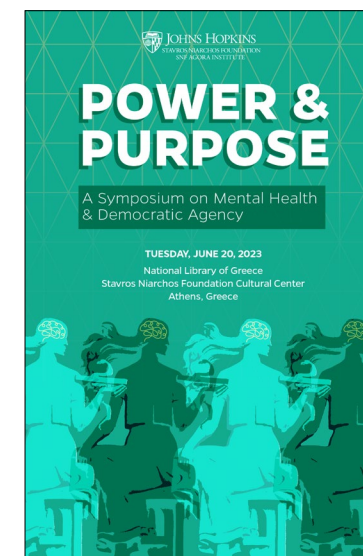
*SNF Blue-Green, Lime Green, and Blue-Gray are not in the official JHU color palette, but are approved for use as legacy branding. Use this [free contrast checker](#) as needed to ensure proper contrast for accessibility.

PATTERN

The facet pattern was introduced when the institute launched in 2017. Where it is still used, the prominence has shifted in favor of leveraging [JHU social brand patterns](#) and colors more prominently to better align the institute to the JHU brand.



SAMPLE EXPRESSIONS



INTERDISCIPLINARY LOGO LOCK-UP

There are two orientations of the Johns Hopkins SNF Agora logo lock-up: vertical and horizontal. Additional colorways are available. For use, follow the guidelines established for the [Johns Hopkins University primary logo](#). Use either the logo lockup (left) or use the Johns Hopkins University logo with the SNF Agora name in the headline (type only) of your layout so you can amplify the name with greater scale/prominence.

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 dened at [brand.jhu.edu](#).

BRAND AMBASSADOR

For questions about the SNF Agora sub-identity or access to design assets, please contact:

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