



SUB-IDENTITY STYLE SHEET

Undergraduate Admissions

FIND YOUR FIRST

At Johns Hopkins University, every legendary pursuit begins with a first. The first inquiry that launched a spacecraft to Mercury. The first study that helped fight inequality in schools. The first surgical procedure that saved millions of children's lives.

As the nation's foremost research institution, and home to extraordinary scholars and leaders, we know that the first is just that: the beginning.

Because here, firsts lead to more. Here, you have the freedom to deepen your passions and discover new interests. To push your imagination and power new inventions. To find firsts that challenge you and a community that champions you.

You'll launch your first entrepreneurial venture and host your first club meeting. You'll write the first draft of your novel and craft the first of many weekend itineraries. You'll meet the first professor who influences your life and accept the first internship that changes it.

At Johns Hopkins, firsts lead you forward. We can't wait for you to find yours.

COLORS

PRIMARY

HERITAGE BLUE

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

SPIRIT BLUE

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

MEDIUM BLUE

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

SECONDARY

LIME GREEN

PMS: 7490C
R:118 G:160 B:76
C:57 M:6 Y:92 K:19
#76A04C

PURPLE

PMS: 7655C
R:164 G:92 B:152
C:33 M:72 Y:0 K:0
#A45C98

ORANGE

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

RED-ORANGE

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

GOLD

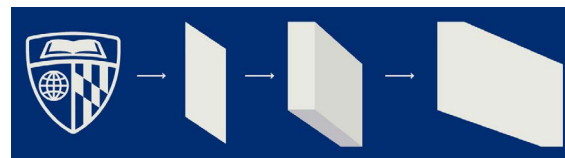
PMS: 7406 C
R:241 G:196 B:0
C:0 M:20 Y:100 K:2
#F1C400

MINT GREEN

PMS: 564C
R:134 G:200 B:188
C:43 M:0 Y:23 K:0
#86C8BC

GRAPHIC FOUNDATION

Our identity has a unique set of graphic elements, all deriving from the JHU shield. We extract the "diamond" shape and use it to celebrate the multi-faceted individuals within our vibrant community.



PATTERNS

Our identity reimagines the "Community" pattern by transforming it into a collection of 3D diamonds that each represent a multifaceted individual. These patterns are designed to create depth and subtle texture.



PHOTOGRAPHY

STYLES

We group images into two categories: high-flash photos and studio portraits. While these are the core photo styles for our communications, they need not be the only photography we feature.

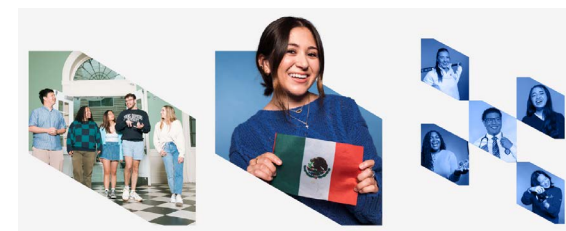


DUOTONE IMAGES

We use a duotone treatment to add a unique visual interest to our photography. These images should always appear in tandem with full-color images. This treatment can be used on full images or storytelling cutouts.

PHOTO CONTAINERS

The diamond shape can become a photo container for both portraits and high-flash images. This treatment should be used sparingly.



3D GRAPHICS

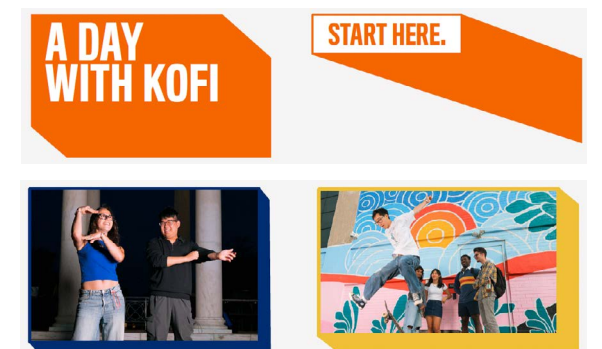
TYPE

To further build on the concept of multifacetedness, we can manipulate headlines into a perspective grid, giving them a 3D illusion.



CONTAINERS

These protruding containers help us draw a reader's attention to text or images. At right are a variety of ways these containers can be used.



UNIT LOCK-UP

Use either the unit lockup (left) or use the [Johns Hopkins University primary logo](#) on Undergraduate Admissions materials. Additional colorways and orientations are available. Unit lock-ups for select Undergraduate Admissions sub-units are also 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 Undergraduate Admissions sub-identity or access to the full identity guidelines and design assets, please contact: Rebecca Kirkman, rebecca.kirkman@jhu.edu [apply.jhu.edu](#)

