



# SUB-IDENTITY STYLE SHEET

## The Bloomberg Student Center

The Bloomberg Student Center is a space for creativity, connection, and community at Johns Hopkins University.

### KEY MESSAGES

#### POSITIONING

The Bloomberg Student Center is a university community hub that brings together students, faculty, and staff by providing spaces and opportunities to connect, create, discover, and recharge because a connected community is the foundation for meaningful interactions, belonging, and growth.

#### PILLARS

- The Heart of a Connected University
- A Home for Imagination & Innovation
- A Place for Meaningful Engagement
- An Opportunity to Pause & Refocus

### EDITORIAL STYLE

**First Reference:** In editorial communications, use the full building name, “Bloomberg Student Center.” On second reference, “BSC” or “student center” (lowercase only) are acceptable. Do not use “Bloomberg Center” to avoid confusion with the Hopkins Bloomberg Center in Washington, D.C. and the Bloomberg Instruction Center and Bloomberg Research Center buildings on the Homewood Campus.

### 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

### TYPOGRAPHY

The Bloomberg Student Center uses two typefaces to create cohesion among materials. ‘Oswald Bold’ in all-caps should be used for headlines, while ‘Work Sans Extra Bold’ in all caps should be used for subheads.

#### OSWALD BOLD

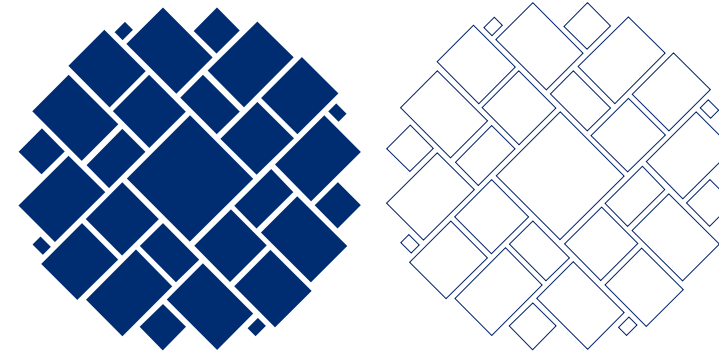
Primary — All-Caps

#### WORK SANS EXTRA BOLD

Secondary — All-Caps

### ACCENT GRAPHIC

The mosaic graphic is an abstract representation of the aerial view of the Bloomberg Student Center and can be used as an [accent graphic](#) in a variety of print and digital communications materials. Variations of the mosaic include solid and outlined. The mosaic can be used as a whole or broken apart. It can be scaled to any size required and cropped, but should never be rotated. It may be an image container, used to frame content, or changed to a stroke and layered behind imagery.



When the mosaic is used, 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.

### TEXTURES

These textures are designed to visually represent the thoughtful architecture of the Bloomberg Student Center. The Wood Grain and Wood Slats showcase materials used in the space, while the Greenery, Light and Shadow, and Sky connect us to nature and point to the building’s sustainability. The textures can be used to enhance the aesthetic appeal of our communications while reinforcing the purpose of the Bloomberg Student Center.



### SAMPLE EXPRESSIONS



### JHU PRIMARY LOGO

Use the [Johns Hopkins University primary logo](#) on Bloomberg Student Center materials. If necessary to specify the location, use “Bloomberg Student Center” in type only, separate from the logo, so you can amplify the name with greater scale/prominence (see examples in Sample Expressions). The building name cannot be locked to the JHU 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 Bloomberg Student Center sub-identity or access to design assets, please contact:

brand@jh.edu  
[jhu.edu/studentcenter](http://jhu.edu/studentcenter)