



# SUB-IDENTITY STYLE SHEET

## Carey Business School

At Johns Hopkins Carey Business School, we build for what's next®.

### VOICE

Use facts and relatable words, not jargon or obtuse names and acronyms.

**Write succinctly.** Write in active voice instead of passive voice.

**Write with enthusiasm.** Use declarative sentences over imperative.

**Be consistent.** We leverage the quality of our brand as a selling point. From headlines to course titles, use the proper capitalization and grammar in all instances.

### USE OF NAME

The formal name of the school, "Johns Hopkins Carey Business School," should be used in full as the first mention of the school in all materials including video introductions. Preferred second reference is "Carey Business School." When space and/or repetition is a concern, "Carey," "school," and "university," may be used on second reference.

"Johns Hopkins Carey Business School" and "Carey Business School" are preferred without "the" preceding the names.

## COLORS

### PRIMARY

#### HERITAGE BLUE

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

### SECONDARY

#### 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

#### HOMEWOOD GREEN

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

#### CAREY GREEN\*

PMS: 584  
R:210 G:215 B:85  
C:21 M:0 Y:89 K:0  
#D2D755

#### MINT GREEN

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

#### RED-ORANGE

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

#### ORANGE

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

#### PURPLE

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

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

## ACCENT GRAPHIC

The arrow accents represent movement and can be used as accent graphics in a variety of ways on print and digital communications materials. The lateral use is symbolic of our school's focus on forward-thinking combined with a legacy of excellence. This element should never compete with the shield or logo for prominence.

When using the arrow, the degree of the angle should remain the same (112 degrees) that reflects the "x" in our tagline, but variation can occur in stroke weight, repetition, and color.



## TAGLINE

### Build for what's next®

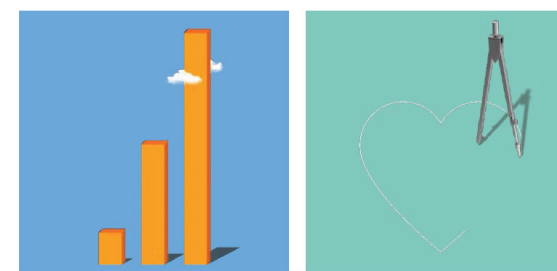
Build for what's next® embodies the spirit of our founders and our mission to shape the future.

- The tagline can be set in Works Sans or Roboto Slab sentence case.
- Do not use a period after the tagline as a stand-alone element such as on a mug.
- Inclusion of the registration mark is required when using the tagline in display copy.

## ILLUSTRATION STYLES

We use of conceptual illustration to create curious and thoughtful compositions. When incorporating illustrations:

- Use the color palette prominently
- Seek out mixed media styles
- Use abstract human representation and be mindful to represent diversity across subjects
- Avoid cartoon styles



## SHIELD AS OVERLAY

The shield may be used on its own as a graphic element on signs and other marketing materials. The shield can be used in a variety of opacities in Heritage Blue, white, or black, but cannot be altered otherwise.



## SAMPLE EXPRESSIONS



## DIVISION LOGO

There are two orientations of the Johns Hopkins Carey Business School logo, the preferred use is the horizontal logo. Use of the vertical logo is primarily for stationery, formal invitations, and promotional items. Additional colorways are available. For use, follow the guidelines established for the [Johns Hopkins University primary 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 Carey Business School sub-identity, access to design assets, and to view the full style guidelines, please contact: [carey\\_brand@jhu.edu](mailto:carey_brand@jhu.edu) [carey.jhu.edu](http://carey.jhu.edu)