



SUB-IDENTITY STYLE SHEET

School of Education

The School of Education (SOE)'s sub-identity complements the overarching Hopkins brand, so that SOE can have a unique presence while remaining unmistakably a part of the Hopkins family.

As the historic Seton High School building—the school's longtime home—undergoes a major renovation, SOE is also entering an exciting new chapter. This moment of transition affirms the school's ongoing commitment to foster a vibrant community of learning and innovation, and also presents new opportunities for SOE to effect meaningful, lasting impact.

Inspired by this physical and organizational evolution, the SOE sub-identity takes inspiration directly from the renovation process. Just as architects use blueprints to shape a building, educators create the frameworks through which people understand the world. Architectural features from the iconic building are illustrated in a contemporary, blueprint-style approach, symbolizing a blend of renewal and heritage. The result is a distinctive, recognizable identity that feels both modern and rooted in tradition.

EDITORIAL STYLE

On first reference, use the Johns Hopkins University School of Education. As a shortened form, it is also correct to leave out University. Education and SOE are acceptable second references.

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

MINT GREEN

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

PLUM

PMS: 262C
R:81 G:40 B:79
C:58 M:92 Y:12 K:54
#51284F

GOLD

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

ORANGE

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

GRADIENTS

In addition to the solid colors, a series of gradients was also developed to add depth to the SOE brand. Editable vector files as well as high resolution PNG/JPEG files are available for use.

For best consistency, avoid recreating gradients from scratch; use provided PNG or JPEG files whenever possible, especially for non-design professionals.



TYPOGRAPHY

Roboto Slab and Work Sans are primary SOE typefaces.

Roboto Slab

Titles, Headers, Short text that warrants emphasis

Work Sans

Body copy

PATTERN

The SOE pattern is inspired by the arches and stained glass windows throughout the School of Education.



SHAPES & FRAMES

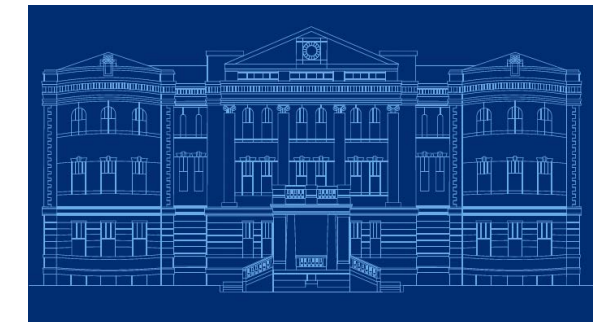
Simple geometric shapes are isolated from the SOE pattern as additional graphic elements. They can function as basic design features or as containers for images. Shape frames are simple shapes grouped together to be used for specific narrative purposes. There are three shape frames available for use.



ILLUSTRATIONS

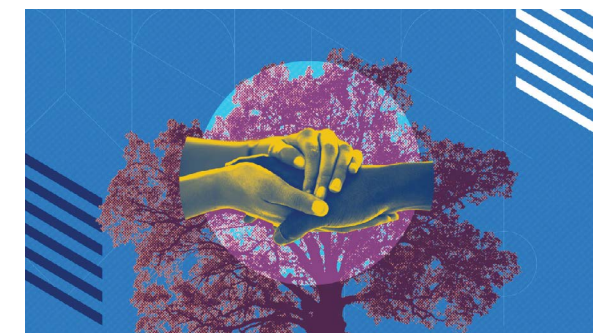
BLUEPRINT

The core blueprint illustration suite includes the School of Education Building and the cupola. Additional architectural features may be added in the future, according to need. These illustrations can be used as the main feature of a design, or as background elements with low opacity.



EDITORIAL

A series of editorial illustrations have been created as storytelling elements for specific topics. They are created in a cut-out collage style with the full Hopkins color palette, in order to provide contrast with the restrained style of the blueprint illustrations.



DIVISION LOGO

There are two orientations of the Johns Hopkins School of Education division logo: vertical and horizontal. 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 School of Education sub-identity or access to full style guidelines and design assets, please contact:

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[education.jhu.edu](#)