

Brand at a Glance | Thomas Jefferson University

Color

Foundation

Jefferson Deep Blue

Jefferson Bright Blue

Support

Silver

Steel

Slate

Accent

Volt Green

Red

(sparingly)

Jefferson Deep Blue

PMS 282

C100 M90 Y25 K40

R21 G36 B86

HEX 152456

THREAD

Isacord 3323 Delft

Madeira 1967 Dark Denim

R-A 5739 Blue Ribbon

Jefferson Bright Blue

PMS 2915

C60 M10 Y5 K0

R89 G183 B223

HEX 59b7df

THREAD

Isacord 3820 Celestial

Madeira 1871 Porcelain Blue

R-A 9039 Blue Splendor

Slate

PMS 445

C34 M19 Y24 K65

R78 G88 B89

HEX 4e5259

Steel

PMS 7539

C24 M13 Y18 K38

R142 G144 B137

HEX 8e9089

Silver

PMS Cool Gray 1

C4 M2 Y4 K8

R217 G217 B214

HEX dfe1df

Volt Green

PMS 395

C11 M0 Y97 K0

R236 G232 B25

HEX ece819

THREAD

Isacord 0220 Sunbeam

Madeira 1623 Daffodil

R-A 9085 Stunning Yellow

Academic Red

PMS 179

C4 M91 Y91 K0

R229 G62 B48

HEX e53e30

THREAD n/a

Logo

All Jefferson materials must be branded appropriately. There two configurations of the Thomas Jefferson University logo as shown below. The Formal logo is used for legal agreements, forms, business cards, signage and other situations that call for a traditional format. The advertising format is more informal and lends itself to advertising layouts, posters and other patient/consumer-facing collateral. All communication from Jefferson shall include "Home of Sidney Kimmel Medical College" either with the logo or in another prominent location. To avoid confusion, materials for individual colleges do not include this line of text.

Thomas Jefferson University

Formal Logo

Thomas Jefferson University

Advertising Logo – Horizontal

Full Color Use

(for color printing, web, digital, video, etc)

Acceptable logo colorways and backgrounds are shown below.

Thomas Jefferson University

Full color positive on white

Thomas Jefferson University

Full color reversed on deep blue

Thomas Jefferson University

Full color reversed on black

Thomas Jefferson University

White on photo w/sufficient contrast

Clear Space

Minimum acceptable clear space around the logo is shown in the diagrams below. This applies to all formats of the logo. Please ensure this area is clear of any text, graphic elements, page trim, etc.

Jefferson department, program, entity names, etc. must never be placed in proximity to the logo as to suggest that they are part of a logo lockup – even when minimum clear space is maintained. If necessary to include, these names must be placed completely separate from the logo.

1/2 width of symbol

Thomas Jefferson University

Typeface

GT Sectra Fine Book

Headlines and accent

GT Sectra Fine Medium

Headlines and accent

GT Sectra Fine Bold

Headlines and accent

GT Haptik Regular

Headlines and accent

GT Haptik Medium

Headlines and accent

GT Haptik Bold

Headlines and accent

GT Haptik Black

Headlines and accent

Museo Sans 300

Headlines and body copy

Museo Sans 700

Headlines

Brand Elements

Academic Grid

Transverse Lines

Sketch Lines

Point Grid

Jefferson :: THOMAS JEFFERSON UNIVERSITY BRAND STYLE :: MARCH 2025

Jefferson.edu/Brand