

Brand at a Glance | Thomas Jefferson University

Color

Foundation



Jefferson Deep Blue

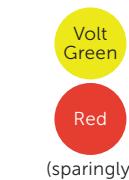


Jefferson Bright Blue

Support



Accent



(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 are 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.



Formal Logo



Advertising Logo – Horizontal

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

Full Color Use (for color printing, web, digital, video, etc)
Acceptable logo colorways and backgrounds are shown below.



Full color positive on white



Full color reversed on deep blue



Full color reversed on black



White on photo w/sufficient contrast

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

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

Academic Grid

Transverse Lines

Sketch Lines

Point Grid

