

Johns Hopkins University

Visual Identity Guidelines

Section 1.0

Introduction

Objective

The Johns Hopkins University identity system was developed in 2013 with one goal in mind: to create a shared visual identity that reflects the excellence of this great university.

A committee of marketing and communications directors from across the university led the development of the new designs. The resulting identity system presents Johns Hopkins as a world-class, integrated university that builds on the strengths of its many parts to make the whole even stronger.

And a stronger Johns Hopkins benefits all of us.

Using this document

This collection of identity guidelines is meant to facilitate best practices, to help individuals present the logo in a way that reflects positively on the university, and to provide answers to common questions.

As the logos are put into use, new questions will arise, so it is inevitable that the guidelines will be revised. Review a current version of the guidelines every time you apply the logos, and stay informed by signing up for updates at [identity.jhu.edu](mailto:identity@jhu.edu).

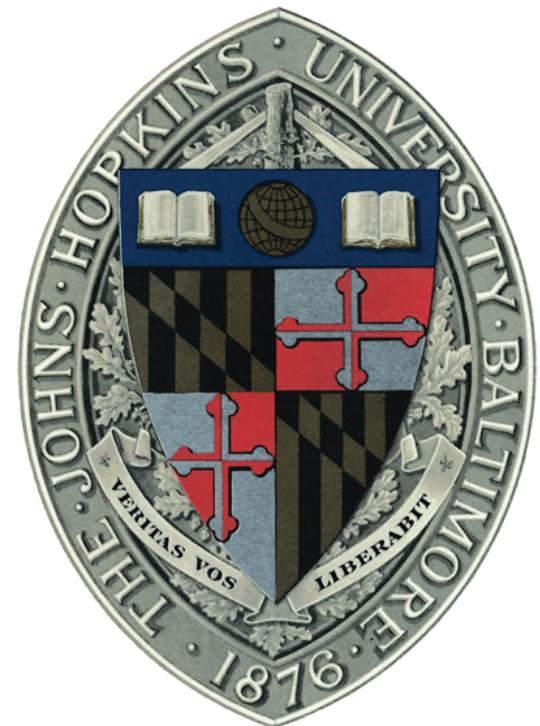
Questions not addressed in these pages should be directed to your school or divisional communications office or to identity@jhu.edu.

Section 2.0

The Academic Seal

Johns Hopkins Academic Seal History

Adopted by the board of trustees on December 7, 1885, the seal represents the university's dedication to the advancement of knowledge in service to the community and the world. The design emanates from the collaborative work of Baltimore historian Clayton C. Hall, Esq., and Stephen Tucker, Esq., the Somerset Herald at the College of Arms in London.



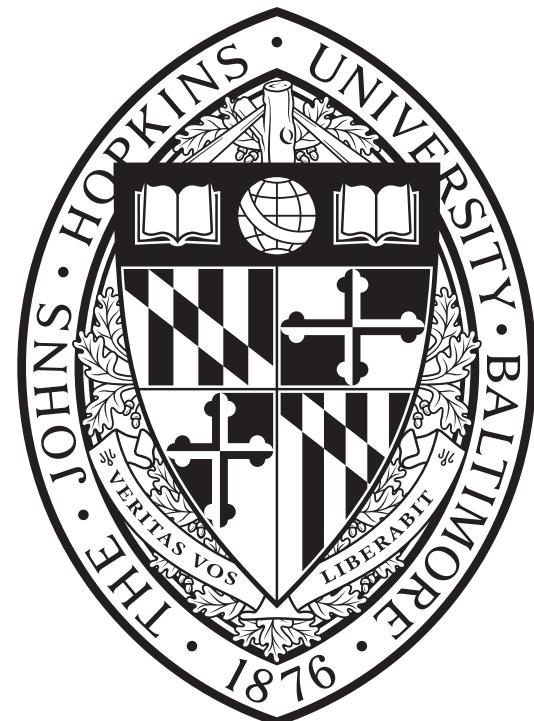
Use of the Academic Seal

The university seal indicates sanction for official, legal, and ceremonial purposes. Because of their function, many university seals look alike and are even similar to state or other organizational seals. These are marks that put form above function. They are meant for formal uses in which no or few other graphic elements compete with them and in which their detailed illustrations can be used to the greatest effect.

The seal, with its detailed illustration, can't be altered or varied.

The full-color academic seal is to be used only on official, legal, and ceremonial documents, such as diplomas and awards of achievement or on stationery for the university president and provost. Limited usage of single-color renderings of the seal are permitted, but usage must be approved by the Office of Communications. The seal is not a general stationery item and is not intended for such uses as podium design and merchandising.

If you would like to request use of the seal, contact the Office of Communications.



Section 3.0

University Logo and Guidelines

University Logo

The Johns Hopkins University logo, developed in 2013, is rooted in tradition. Its iconography is based on the university's official seal. The open book represents knowledge and discovery, the globe signifies the university's global reach and responsibility, and the crest of Lord Baltimore is emblematic of the university's commitment and connection to its community. These elements are framed in a shield that is a shared visual among all of our schools and divisions. None of the elements should be altered in any way.

Reproducing the university logo:
Use only the digital artwork at identity.jhu.edu
Do not redraw or alter the logo



JOHNS HOPKINS
U N I V E R S I T Y

University Logo: Vertical and horizontal version

The university logo is rendered in blue (PMS 288). Both vertical and horizontal versions of the logo exist. The logo may be used on both formal and informal communications by all units of the university. It may not be altered.

Reproducing the university logo:
Use only the digital artwork at identity.jhu.edu
Do not redraw or alter the logo



JOHNS HOPKINS
UNIVERSITY

Blue vertical logo



JOHNS HOPKINS
UNIVERSITY

Blue horizontal logo

University Logo: One-color black

When budget, printing restrictions, or design needs prevent color usage, the one-color black version is acceptable.

Reproducing the university logo:
Use only the digital artwork at identity.jhu.edu
Do not redraw or alter the logo



University Logo: One-color white

The white version of this logo may be used only on solid color backgrounds or photographs that allow for proper readability.

Reproducing the university logo:
Use only the digital artwork at [identity.jhu.edu](#)
Do not redraw or alter the logo



University Logo: Size

Two versions—large and small—of both the vertical and horizontal logos have been developed. The small logo is an optimized version that has fewer lines in the globe and thicker lines throughout to allow for increased legibility when reproduced at 2.5 inches or smaller. It is the only acceptable version for digital usage. The large version should be used when the logo must be displayed at greater than 2.5 inches.

Large University Logo:



Small University Logo:



University Logo: Size

The large version of the logo should not be used smaller than 2.5 inches wide. At smaller sizes, the details lose some of their visual strength, and the overall graphic loses some of its functionality.

Large University Logo:



2.5"

Do not use large logo
version smaller than 2.5"



University Logo: Size

The small version of the logo has details that are not as subtle and a shield that is slightly larger in proportion to the wordmark. Do not use the small version of the logo larger than 2.5 inches wide.

Do not use small logo
version larger than 2.5"

Small University Logo:



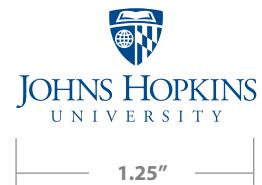
2.5"



University Logo: Minimum size for print

The minimum size for the logo in print materials is 1.25 inches for the vertical version and 1.625 inches for the horizontal. Reproducing the artwork smaller than the minimum size may create problems with production as well as legibility.

For print



University Logo: Minimum size online

The minimum size for the logo online and for other digital uses is 150 pixels for the vertical version and 190 pixels for the horizontal. Reproducing the artwork smaller than the minimum size may create problems with production as well as legibility.

For digital



150 px



190 px

University Logo: Clear space

Clear space is the area surrounding the logo that must be kept free of competing text or graphic elements. Leaving space around the logo ensures that it will stand out appropriately and that other words or graphics will not appear to be “locked up” with the logo.

The minimum clear space is measured by the height of the shield graphic. Allowing even more space around the logo is encouraged. No text or any element that appears to create a new or altered lockup may encroach in this space.

Clear space



University Logo: Incorrect usage

Maintaining the integrity of the Johns Hopkins University logo is key to building a strong identity. It must be presented in a consistent and legible manner. Do not alter the logo in any way by changing or adding elements or using only portions of it. Never change the logo's color or warp or distort it. Do not create a custom logo for specific purposes. This dilutes our identity. Use only university-approved logo files available for download at identity.jhu.edu.

Reproducing the university logo:
Use only digital artwork at identity.jhu.edu
Do not redraw or alter the logo



Do not stretch the proportions of the logo.



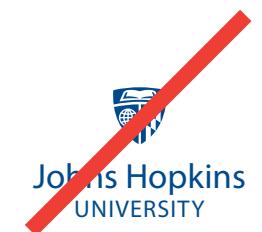
Do not change the color of the logo.



Do not place the logo on unusual backgrounds.



Do not rotate the logo.



Do not alter the font of the logo.



Do not change the scale of the shield in the logo.

University Logo: Background control

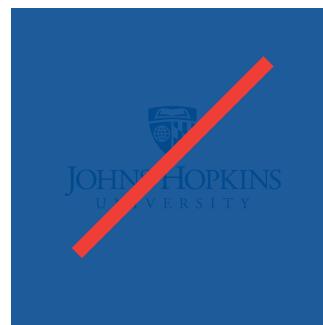
The logo must always be legible. The examples on this page show unacceptable and acceptable uses of the logo on various backgrounds.

- Do not use the logo on complex patterns or textures.
- Do not use the logo on backgrounds that do not provide adequate contrast.
- Do not use the logo over busy photography.
- Do not start or end a color field in the clear-space area.

Contact the Office of Communications or your school or divisional communications office with questions.



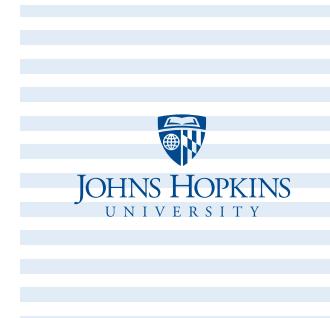
Do not use the logo on complex textures.



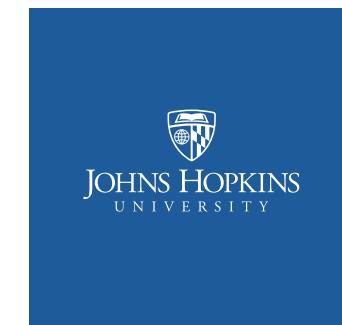
Do not use the logo on color backgrounds that do not provide adequate contrast.



Do not use the logo over busy imagery.



JOHNS HOPKINS
UNIVERSITY



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University Logo: Which file to use

Logo bundles available for download on identity.jhu.edu include a variety of file formats. These files are optimal for different media and sizes.

Note:

- EPS and PNG formats are the only file types that preserve background transparency
- EPS and PDF are vector images, while JPG and PNG are raster images
- Saving an EPS file as an EPS 8 file should eliminate crossplatform problems and solve uploading issues for programs that require PC coding

Refer to the table on this page for detailed usage guidelines.

File Type Associations

<i>Design Application</i>	EPS	JPG	PNG	PDF
Banners/signs	R			O
Embroidery	R			O
Excel Documents		R	O	O
Online (<i>html emails, website, etc</i>)	O	R		
Publisher Documents	O	R	O	O
Promotional Items	R			O
PowerPoint		R	O	O
Silkscreening	R			O
Word Documents		R	O	O
Video/Quicktime Movie	R			O
Vehicle Graphics	R			O
<i>Software Name</i>	EPS	JPG	PNG	PDF
Adobe After Effects	R			O
Adobe Illustrator	R			O
Adobe InDesign	R			O
Adobe Pagemaker	R			O
Adobe Photoshop	R	O	O	O
Adobe Premier Pro	R		O	O
Cinema 4D	R			O
CMS (<i>Site Executive, Drupal, etc</i>)		O	R	
Final Cut Pro	R		O	O
Microsoft Excel	R	O	O	O
Microsoft PowerPoint	R		O	O
Microsoft Word	R	O	O	O
Web Publishing Software (<i>Dreamweaver</i>)	O	R		
WordPerfect		R	O	O
QuarkXpress	R		O	O

R - Recommended File Type

O - Optional File Type

Section 4.0

School, Divisional, and Interdisciplinary Logos

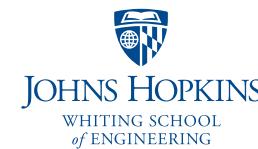
School and Divisional Logos

School and divisional logos combine the university or divisional shield with the Johns Hopkins name and the name of the school, division or interdisciplinary center or institute. Some of these logos retain distinctive divisional graphics within the common shield shape. Others use the graphic of the university logo. Vertical and horizontal versions are acceptable. Primary school and divisional logos include:

Applied Physics Laboratory
Bloomberg School of Public Health
Carey Business School
Krieger School of Arts and Sciences
Paul H. Nitze School of Advanced International Studies
Peabody Institute
School of Education
School of Medicine
School of Nursing
Sheridan Libraries
Whiting School of Engineering

University logo rules related to color, clear space, size, and background control pertain to school, divisional, and interdisciplinary logos as well.

Reproducing a school, divisional, or interdisciplinary logo:
Use only digital artwork at identity.jhu.edu
Do not redraw or alter the logo

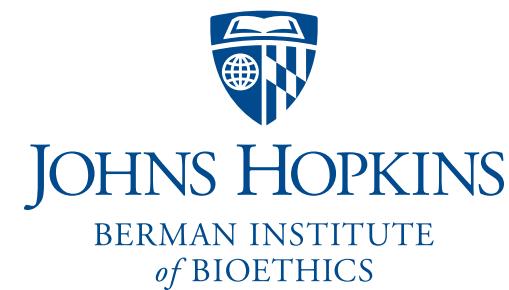
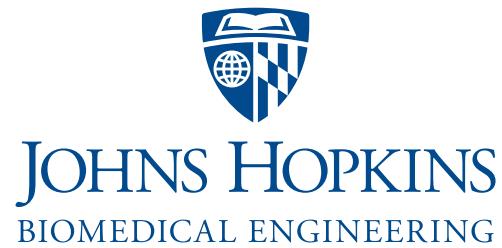


Interdisciplinary Logos

For centers, institutes, and programs spanning multiple schools and divisions, the interdisciplinary logo pairs the university shield and the Johns Hopkins name with the name of the entity. Vertical and horizontal versions are acceptable. The creation of such logos is regulated by the university-wide branding committee. Please contact the Office of Communications for assistance.

University logo rules related to color, clear space, size, and background control pertain to interdisciplinary department, program, center, and institute logos as well. Please refer to Section 3.

Reproducing an interdisciplinary logo:
Use only digital artwork at identity.jhu.edu
Do not redraw or alter the logo



Enterprise Logo

The enterprise logo represents Johns Hopkins University and Johns Hopkins Medicine together, for shared communications endeavors. It is for applications relating to joint efforts by the university and medical communities.



Co-branding

When the university, a division, or other internal entity collaborates with entities outside the university, its logo may be placed alongside the partner logos, retaining the appropriate clear space. When multiple Johns Hopkins University entities collaborate with entities outside the university, the university logo should be used and may be placed alongside the partner logos, maintaining the appropriate clear space.



Section 5.0

Secondary Graphic Elements

Johns Hopkins Signature

The Johns Hopkins signature may not be used as a substitute for the university logo or seal. It may not be altered or locked up with the logo or seal. The signature may be used as a graphic element for informal uses, including wall art, brochures, banners, invitations, and clothing.



Johns Hopkins Signature: Color

The signature may be used in any color. A reverse version is available and may be used on solid color backgrounds that allow for proper readability.

Reproducing the Johns Hopkins signature:
Use only digital artwork at identity.jhu.edu
Do not redraw or alter the logo

Johns Hopkins

Johns Hopkins Signature: Incorrect usage

The signature is carefully drawn, authentic artwork, so any alteration is considered a misuse.

- Do not redraw or typeset the signature
- Do not use the signature as an alternative to the university logo
- Do not use the signature on imagery or backgrounds that are cluttered or do not provide sufficient contrast



Do not change or use different typography.



Do not use the signature as an alternative to the university logo.



Do not use the signature on busy imagery or backgrounds.

Johns Hopkins Signature: Minimum size

The minimum size for the signature artwork is 1.5 inches in print and 100 pixels for digital. Reproducing the artwork smaller than the minimum size may lead to poor legibility.

For print

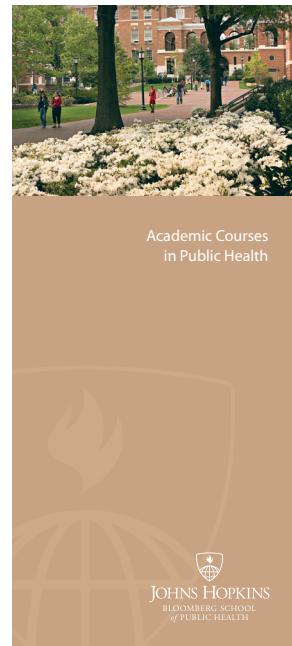
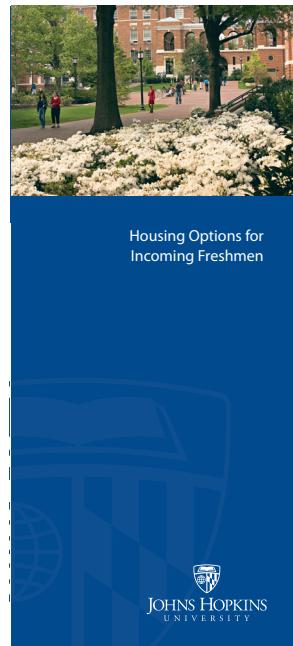


For digital



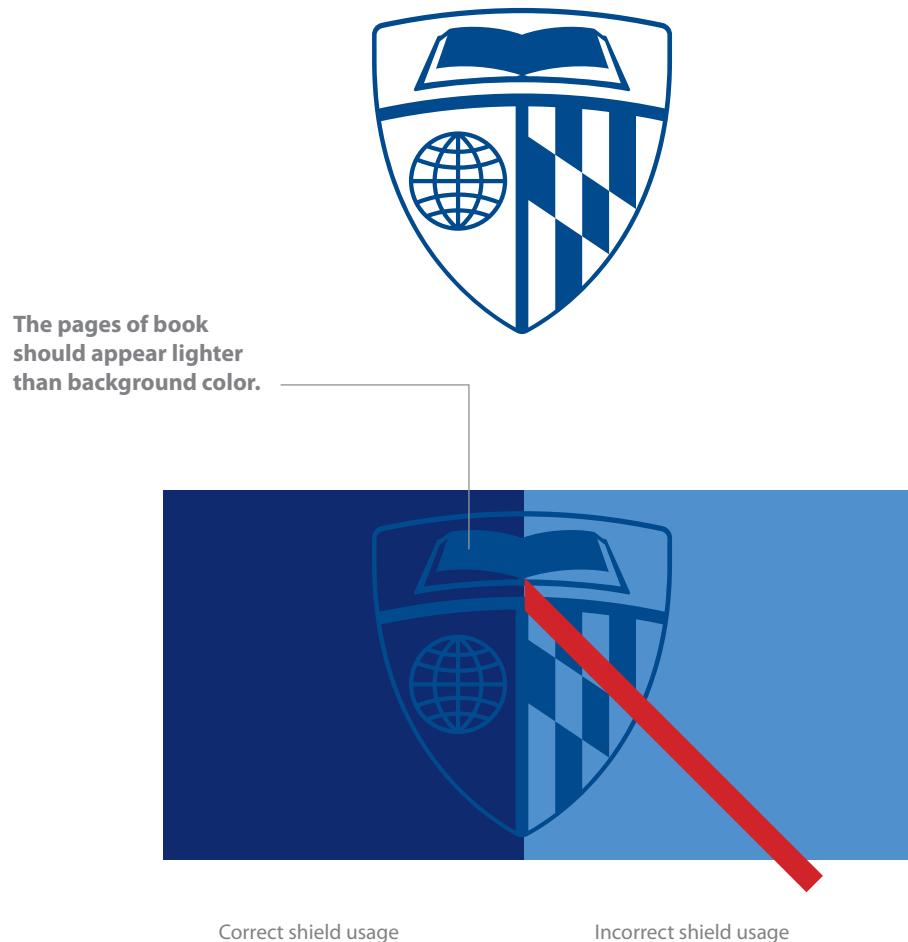
The Shield

The university logo shield and the shield associated with any of the divisions may be used on its own as a graphic element to enhance signage, collateral, and other materials. The shield can be used in a variety of weights and opacities and can appear in any color.



Rendering the University Shield

On a dark background, a special version of the shield (right) must be used so that it renders properly. Note the dark pages in the book on this special university logo graphic. They are dark so that they appear light on a very dark background, where the shield will be used for a ghosted effect. These files are available for download at identity.jhu.edu. They may not be used with any lockup or for any other purpose.



Blue Jay Logo

The Blue Jay logos used by Johns Hopkins University sports teams are regulated by the Department of Athletics. The athletic colors and logos are independent of the university's identity. For questions about athletics logo use, contact Ernie Larossa at elarossa@jhu.edu.



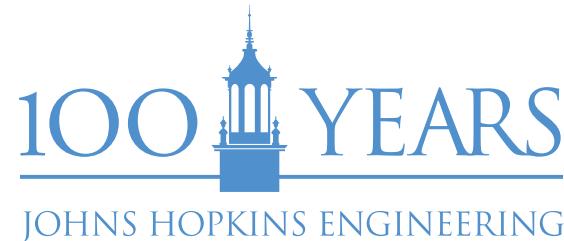
Graphic Identifiers

The strongest, most recognizable identity that Johns Hopkins University organizations (student groups, departments, institutes, and others) can project is that of the university itself. The identity system is flexible and allows for considerable expression and customized visual presentation without the creation of new logos.

In certain instances, a unique graphic identifier may be warranted. Such instances include:

- Temporary initiatives, fundraising campaigns, and institutional celebrations
- University-affiliated initiatives
- Organizations that are official affiliates of Johns Hopkins University

Please consult with the Office of Communications for guidance and suggestions when planning a project or campaign.



Graphic Identifiers and University, Divisional, or Interdisciplinary Logos

When a graphic identifier is used, a university, divisional, or interdisciplinary logo should accompany it but need not be equally weighted. The university, divisional, or interdisciplinary logo may be used as an “endorsement,” often on the back of print collateral or at the bottom of webpages. Logo clear-space guidelines should be followed.



Other Uses

Johns Hopkins is a large, complex organization engaged in numerous research and educational activities every day. Without question, situations will arise that are not addressed in these identity guidelines. In these instances, please contact your school or divisional marketing or communications office or the university Office of Communications at identity@jhu.edu.



Contact us

The Johns Hopkins University
Office of Communications
Suite 540
901 S. Bond St.
Baltimore, MD 21231
443-287-9900

identity.jhu.edu
identity@jhu.edu