Logo Usage

- Logo colors are blue (PMS 288; C100 M50 Y0 K10; #0067ac), white, and black.
- The white version of this logo may be used only on solid color backgrounds or photographs that allow for proper readability. Do not reverse the black logo.
- Small logo: Do not use the small version of the horizontal logo larger than 3.15 inches wide.
- Large logo: The large version of the horizontal logo should not be used smaller than 3.15 inches wide.

NEVER skew the logo.

If you are using any of these logos, please update to the newest version seen on the left.

Allow the height of the shield to be the clear space on all sides. No text or any element that appears to create a new or altered lockup may encroach on this space.
Johns Hopkins Engineering for Professionals
Visual Branding

Other Visuals

- The university logo shield and the shield associated with any of the divisions may be used on their own as a graphic element to enhance signage and other marketing materials. It should not be locked up with type to appear as a new or modified logo.
- On a dark background, a special version of the shield must be used so that it renders properly.

If you are using any of the images below, please remove them from your materials to comply with university branding.

The shield is for formal use only: diplomas, presidential and trustee minutes, and other legal, academic, or official university documentation—or for the highest awards and certificates.
Outdated PowerPoint Templates

If you are using any of these PowerPoint templates, please update to the newest version seen on the next page.
Correct PowerPoint Template

Agenda Slide
- Use this to display an agenda, or
- For bullet points that are:
  - One line and fewer than seven words
  - The shield and slide number
  - Should not appear

New Section Slide

Slide Title
- Bulleted items that relate to the page title.
- These slides can have either the division name or slide number in the lower left corner.
- The shield is always in the lower right corner.

Page Title
- Use this slide for longer lines of bulleted text.
- These slides can have either the division name or slide number in the lower left corner. The shield is always in the lower right corner.

Templates can be downloaded from ep.jhu.edu/marketing
Outdated Word Templates
Correct Word Templates

- Templates are available for the APL Education Center
- Templates can be downloaded from ep.jhu.edu/marketing
No More Busy Headers

• To streamline our branding, please do not use the following header backgrounds. If you are using a header, please use only black or the preferred blue shown on page 2.

1. Download the most up-to-date files at ep.jhu.edu/marketing

2. Check your e-mail signature, Word and PowerPoint files, software, any other items that you are responsible for that require Hopkins branding.

3. Replace all outdated branding.

*For information or questions on JHU branding, visit brand.jhu.edu.
Johns Hopkins Engineering for Professionals
Visual Branding

Typography

Aa Aa

Avenir Lt Std Light
Avenir Lt Std Light Oblique
Avenir Lt Std Book
Avenir Lt Std Book Oblique
Avenir Lt Std Roman
Avenir Lt Std Oblique
Avenir Lt Std Medium
Avenir Lt Std Medium Oblique
Avenir Lt Std Heavy
Avenir Lt Std Heavy Oblique
Avenir Lt Std Black
Avenir Lt Std Black Oblique

Avenir Next Lt Pro Condensed
Avenir Next Lt Pro Condensed Italic
Avenir Next Lt Pro Medium Condensed
Avenir Next Lt Pro Medium Condensed Italic
Avenir Next Lt Pro Demi Condensed
Avenir Next Lt Pro Demi Condensed Italic

Avenir Next Lt Pro Bold Condensed
Avenir Next Lt Pro Bold Condensed Italic

• For those who do not have access to Avenir, please use Arial and Arial narrow in PowerPoint, e-mail, and print communications.
Full Color Palette

<table>
<thead>
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<th>Hex Color</th>
<th>CMYK Color</th>
<th>SWATCH</th>
</tr>
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</tbody>
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When in doubt, e-mail us:
ep-marketing@jhu.edu