# Contents

## 1.0 Introduction
- Objective
- Philosophy
- Components of visual identity
- Using this document

## 2.0 Academic seal
- Academic seal history
- Use of the academic seal

## 3.0 University logo
- Iconography
- Logo colors
  - One-color black
  - One-color white
  - One-color white incorrect usage
- Size
  - Large vertical version
  - Large horizontal version
  - Small vertical version
  - Small horizontal version
- Minimum size for print
- Minimum size for digital
- Clear space
- Incorrect usage
- Background control
- Which file to use

## 4.0 Divisional, interdisciplinary, enterprise, and athletics logos
- Divisional logos
- Interdisciplinary logos
- Enterprise logos
- Athletics logos
<table>
<thead>
<tr>
<th>Contents (continued)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>5.0</th>
<th>6.0</th>
<th>7.0</th>
<th>8.0</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo placement guidelines</td>
<td></td>
<td>Typography</td>
<td>Color</td>
</tr>
<tr>
<td>Initial view</td>
<td></td>
<td>Philosophy</td>
<td>Philosophy</td>
</tr>
<tr>
<td>Print</td>
<td></td>
<td>Quadon</td>
<td>Neutral colors</td>
</tr>
<tr>
<td>Digital</td>
<td></td>
<td>Titling Gothic</td>
<td>Full palette</td>
</tr>
<tr>
<td>Video</td>
<td></td>
<td>Gentona</td>
<td></td>
</tr>
<tr>
<td>Initial view exception: Print or digital news magazines</td>
<td></td>
<td>Arnhem</td>
<td></td>
</tr>
<tr>
<td>Initial view exception: Approved graphic identifiers</td>
<td></td>
<td>Typography exception: Type as art</td>
<td></td>
</tr>
<tr>
<td>Initial view exception: Student groups</td>
<td></td>
<td>Typography exception: Business communications</td>
<td></td>
</tr>
<tr>
<td>Co-branding</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stationery</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Secondary graphic elements**

- Johns Hopkins signature
- Johns Hopkins signature: Color
- Johns Hopkins signature: Incorrect usage
- Johns Hopkins signature: Minimum size
- Shield
- Shield: Rendering for a dark background
- Approved graphic identifiers
- Sponsorship graphics
- The Blue Jay

**Contents (continued)**
1.0

Introduction
The Johns Hopkins University identity system was developed 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 logos and the visual brand guidelines. The resulting system presents Johns Hopkins as a world-class, integrated yet diverse 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.
Research. World. Excellence. Community. Those are the words we heard most often when we spoke with faculty, staff, students, alumni, trustees—people from all corners of the university—to develop our logo system. That’s why the Johns Hopkins identity looks the way it does—with the book representing knowledge and discovery, the globe symbolizing our worldwide reach, and the crest of Lord Baltimore indicating our connection to our community. It sounds simple because it is. It’s who we are: America’s first research university.
Philosophy (continued)

When we developed our broader visual brand guidelines, we again turned to the original identity research. Our community clearly expressed four traits describing our university: Smart. Dynamic. Bold. Warm. These words should be used as guideposts as we present the Johns Hopkins University brand in marketing communications through a combination of fonts, colors, imagery, and identity usage. These guidelines recognize the diversity of Johns Hopkins’ schools and divisions and their need to communicate to different audiences. These personality traits may be applied as communicators deem most appropriate while still remaining true to the spirit of a shared identity.

<table>
<thead>
<tr>
<th>Nouns</th>
<th>Personality Characteristics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research</td>
<td>Smart</td>
</tr>
<tr>
<td></td>
<td>We’re bright individuals committed to discovery.</td>
</tr>
<tr>
<td>World</td>
<td>Dynamic</td>
</tr>
<tr>
<td></td>
<td>We’re actively searching for solutions to global problems.</td>
</tr>
<tr>
<td>Excellence</td>
<td>Bold</td>
</tr>
<tr>
<td></td>
<td>In a multitude of fields and disciplines, our work makes an impact and sets us apart from our peers.</td>
</tr>
<tr>
<td>Community</td>
<td>Warm</td>
</tr>
<tr>
<td></td>
<td>We are compassionate and committed to working for the betterment of humankind.</td>
</tr>
</tbody>
</table>
We communicate our brand personality traits through our visual brand guidelines. Among the tools we use are fonts, colors, artwork, imagery, and identity.
These guidelines are meant to facilitate best practices, to help individuals present their communications in a way that reflects positively on the university, and to provide answers to common questions.

As the guidelines are put into use, questions will inevitably arise, making revisions necessary. Stay informed by registering for updates at brand.jhu.edu.

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 the guidelines. In these instances, please contact your divisional marketing and communications office or send an email to jhucommunications@jhu.edu.

Using this document
2.0

Academic Seal
2.1 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.
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 seal of Johns Hopkins University is reserved for official documents—including diplomas, presidential and trustee minutes, and other legal, academic, or official university documentation—or for the highest awards and certificates.

The single-color seal may be used for formal occasions and formal products, including items for Commencement; specific gift items in brass, silver, or pewter; appropriate clothing (blazers, not T-shirts); stationery; and university chairs. DO NOT use the official seal in combination with the logo.

If you would like to request use of the seal, contact jhucommunications@jhu.edu.
3.0 University logo
3.1 Iconography

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 worldwide 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 our schools and divisions. None of the elements should be altered in any way.

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

Our logo colors are blue (PMS 288), white, and black. No other logo colors are acceptable.

- **288** | C100M80Y6K32
  R0G45B114 | #002D72
- **WHITE** | C0M0Y0K0
  R255G255B255 | #ffffff
- **BLACK** | C75M68Y67K90
  R0G0B0 | #000000
3.3 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 brand.jhu.edu. Do not redraw or alter the logo.
3.4 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 brand.jhu.edu. Do not redraw or alter the logo.
3.5

One-color white incorrect usage

Do not attempt to reverse the black logo to achieve the white logo. This is a common error, and doing so results in an incorrect reproduction. White logo files exist at brand.jhu.edu.
### 3.6 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 wide 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.
3.7 Large vertical

The large version of the vertical 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.
3.8
Large horizontal

The large version of the horizontal logo should not be used smaller than 3.15 inches wide. At smaller sizes, the details lose some of their visual strength, and the overall graphic loses some of its functionality.
3.9 Small vertical

The small version of the vertical 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 vertical logo larger than 2.5 inches wide.
3.10
Small horizontal

The small version of the horizontal logo has details that are not as subtle and a shield that is slightly larger in proportion to the word-mark. Do not use the small version of the horizontal logo larger than 3.15 inches wide.
The minimum size for the logo in print materials is 1.25 inches wide 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.
3.12

Minimum size for digital

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.
3.13 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 preferred clear space is equal to the height of the shield graphic. Allowing even more space around the logo is encouraged. The minimum clear space is measured by the height of the capital H in Hopkins. No text or any element that appears to create a new or altered lockup may encroach on this space.
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 brand.jhu.edu.

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

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

- Avoid using the logo on complex patterns or textures.
- Avoid using the logo on backgrounds that do not provide adequate contrast.
- Avoid using the logo over busy still imagery.

Contact jhucommunications@jhu.edu or your school or divisional communications office with questions.
3.16
Which file to use

Logo bundles available for download on brand.jhu.edu include a variety of file formats for different media and size needs.

Note:

- EPS, PDF, 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. Raster images may be reduced in size but never enlarged; enlarging them will result in poor reproduction.
- Saving an EPS file as an EPS 8 file should eliminate cross-platform problems and solve uploading issues for programs that require PC coding.

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

<table>
<thead>
<tr>
<th>Design Application</th>
<th>EPS</th>
<th>JPG</th>
<th>PNG</th>
<th>PDF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banners/signs</td>
<td>R</td>
<td></td>
<td></td>
<td>O</td>
</tr>
<tr>
<td>Embroidery</td>
<td>R</td>
<td></td>
<td></td>
<td>O</td>
</tr>
<tr>
<td>Excel Documents</td>
<td>R</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Online (HTML emails, website, etc)</td>
<td>O</td>
<td>R</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Publisher Documents</td>
<td>O</td>
<td>R</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Promotional Items</td>
<td>R</td>
<td></td>
<td></td>
<td>O</td>
</tr>
<tr>
<td>PowerPoint</td>
<td>R</td>
<td>O</td>
<td></td>
<td>O</td>
</tr>
<tr>
<td>Silkscreening</td>
<td>R</td>
<td></td>
<td></td>
<td>O</td>
</tr>
<tr>
<td>Word Documents</td>
<td>R</td>
<td>O</td>
<td></td>
<td>O</td>
</tr>
<tr>
<td>Video/Quicktime Movie</td>
<td>R</td>
<td></td>
<td></td>
<td>O</td>
</tr>
<tr>
<td>Vehicle Graphics</td>
<td>R</td>
<td></td>
<td></td>
<td>O</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Software Name</th>
<th>EPS</th>
<th>JPG</th>
<th>PNG</th>
<th>PDF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adobe After Effects</td>
<td>R</td>
<td></td>
<td></td>
<td>O</td>
</tr>
<tr>
<td>Adobe Illustrator</td>
<td>R</td>
<td></td>
<td></td>
<td>O</td>
</tr>
<tr>
<td>Adobe InDesign</td>
<td>R</td>
<td></td>
<td></td>
<td>O</td>
</tr>
<tr>
<td>Adobe Pagemaker</td>
<td>R</td>
<td></td>
<td></td>
<td>O</td>
</tr>
<tr>
<td>Adobe Photoshop</td>
<td>R</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Adobe Premier Pro</td>
<td>R</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Cinema 4D</td>
<td>R</td>
<td></td>
<td></td>
<td>O</td>
</tr>
<tr>
<td>CMS (Site Executive, Drupal, etc)</td>
<td>O</td>
<td>R</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Final Cut Pro</td>
<td>R</td>
<td></td>
<td></td>
<td>O</td>
</tr>
<tr>
<td>Microsoft Excel</td>
<td>R</td>
<td>O</td>
<td></td>
<td>O</td>
</tr>
<tr>
<td>Microsoft PowerPoint</td>
<td>R</td>
<td>O</td>
<td></td>
<td>O</td>
</tr>
<tr>
<td>Microsoft Word</td>
<td>R</td>
<td>O</td>
<td></td>
<td>O</td>
</tr>
<tr>
<td>Web Publishing Software (Dreamweaver)</td>
<td>O</td>
<td>R</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WordPerfect</td>
<td>R</td>
<td>O</td>
<td></td>
<td>O</td>
</tr>
<tr>
<td>QuarkXpress</td>
<td>R</td>
<td>O</td>
<td></td>
<td>O</td>
</tr>
</tbody>
</table>

R - Recommended File Type  O - Optional File Type
Divisional, interdisciplinary, enterprise, and athletics logos
4.1 Divisional logos

Divisional logos combine the university or divisional shield with the Johns Hopkins name and the division. 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.

**Divisional logos include:**

- Applied Physics Laboratory
- Bloomberg School of Public Health
- Carey Business School
- Krieger School of Arts and Sciences
- Peabody Institute
- SAIS
- 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 pertain to school, divisional, and interdisciplinary logos as well. Please refer to section 3.

Reproducing a divisional logo: Use only digital artwork at brand.jhu.edu. Do not redraw or alter the logo.
4.2 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 Office of the Provost. Please contact jhucommunications@jhu.edu for assistance.

University logo rules related to color, clear space, size, and background pertain to school, divisional, and interdisciplinary logos as well. Please refer to section 3.

Reproducing the university logo: Use only the digital artwork at brand.jhu.edu. Do not redraw or alter the logo.
4.3 Enterprise logos

Special logos have been developed for those departments, centers, and programs that represent the Johns Hopkins enterprise (i.e., University and Medicine or University and Health System). For these applications, three identity options are permissible.

University logo rules related to color, size, and background pertain to enterprise logos as well. The minimum clear space is equal to the height of the capital “H” in Hopkins. Please refer to section 3. For information about Johns Hopkins Medicine identity guidelines, please refer to brand.hopkinsmedicine.org.
4.4 Athletics logos

Johns Hopkins athletics logos combine the shield shape with an updated rendering of the Blue Jay. For all Johns Hopkins athletics logos, graphics, and branding guidelines, contact elarossa@jhu.edu.
5.0

Logo placement guidelines
5.1 Initial view

The appropriate divisional, interdisciplinary, enterprise, or athletics logo must appear on the initial view of all communications, including print, digital, and video so that it serves as an introduction to the brand. Beyond this guideline, there is no preferred placement of the logo. Design should dictate where the logo appears on the initial view.

All Johns Hopkins University entities should follow the logo placement guidelines. There are, however, limited exceptions to these guidelines, which are discussed further in this section.

These exceptions have been approved by the university Office of Communications and are the only approved exceptions to the initial view guidelines.
In print applications, “initial view” refers to the cover of materials with multiple pages or the front of one-sided materials. For two-sided direct mail materials, the logo can appear on either side depending on design.
5.3 Digital

In digital applications, “initial view” means the logo must be visible on all page loads, including home pages and all sub-pages within a site.
5.4 Video

In video applications, “initial view” means the logo should appear before or as part of the first shot of video, prior to any other titles or graphics. The logo should appear again near the close of the video, along with any production information or credits.
5.5

Initial view exception: Print or digital news magazines

If “Johns Hopkins” is prominently displayed in the title of a magazine, the logo does not have to appear on initial view. In these cases, the logo should appear in the masthead and/or on the back cover, or in the footer of each page of the digital magazine. If “Johns Hopkins” is not prominently displayed in the title, the print or digital magazine must follow the standard logo placement guideline.
5.6

Initial view exception:
Approved graphic identifiers

Approved graphic identifiers (refer to section 6.7) do not need to include the words “Johns Hopkins.” However, the following logo placement guidelines apply:

- If “Johns Hopkins” is prominently displayed in the graphic identifier, the logo does not have to appear on initial view but must be placed elsewhere, such as on the back cover of a print piece or footer of a website.

- If “Johns Hopkins” is not prominently displayed in the graphic identifier, the logo must appear on initial view. The logo can be placed anywhere on initial view, and clear-space guidelines apply.
5.7

Initial view exception: Student groups

Student organizations and groups are not required to follow the branding guidelines. They are, however, required to follow the university use of name guidelines available at brand.jhu.edu.
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. Please refer to section 6.8 for information on sponsorship graphics.
5.9 Stationery

Approved Johns Hopkins University templates for business cards and letterhead are available from the university’s preferred stationery printing vendor, Webb Mason.

Contact your department or office administrator or other individual with SAP access to order stationery.
Secondary graphic elements
6.1

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.
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 brand.jhu.edu. Do not redraw or alter the logo.
6.3

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.
6.4

Johns Hopkins signature: Minimum size

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

print
digital

---

1.5"

Johns Hopkins

100 PX

Johns Hopkins
6.5 Shield

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. The shield can be used in a variety of weights and opacities and can appear in any color. When the shield is being used alone as artwork, it may be modified; it should not, however, be locked up with type to appear as a new or modified logo.
6.6

Shield: Rendering for a dark background

On a dark background, a special version of the shield must be used so that it renders properly. Note the dark pages in the book on this special university logo graphic, which should only be used on a very dark background, where the shield will have a ghosted effect. These files are available for download at brand.jhu.edu. They may not be used with any lockup or for any other purpose.
6.7

Approved graphic identifiers

The strongest, most recognizable identity that university entities can project is that of the university itself. The identity system is flexible and allows for expression and customized visual presentation without the creation of new logos.

In certain instances, such as temporary initiatives, fundraising campaigns, and institutional celebrations, a unique graphic identifier may be warranted. Graphic identifiers must follow the color and font guidelines in this document and must be approved by the Office of Communications. Approved graphic identifiers need not include the words Johns Hopkins; however, those that do not must be accompanied on initial view by a university, divisional, interdisciplinary, or enterprise logo. See section 5 for more information.

Please contact your school or divisional communications office for assistance.
6.8

Sponsorship graphics

When a department or other university entity without a logo is sponsoring an event, the design template at right may be used. This graphic is not a logo and should not be used outside of sponsorship activities.

Please contact your school or divisional communications office for assistance.
6.9
The Blue Jay

A redesigned Blue Jay was introduced in July 2014. This graphic may be used in full color, white, or black. There is also a black-and-white version that may be used on a nonwhite background when transparency is not the goal. This graphic may be used on any color background.

Note: A deliberate white outline surrounds each version of the graphic except one-color black. Never alter this outline or allow the graphic to blend into the background color.

For all Johns Hopkins athletics logos, graphics, and branding guidelines, contact elarossa@jhu.edu.
Typography
7.1 Philosophy

Our university font system corresponds to and complements our university personality traits: smart, dynamic, bold, and warm. We offer four approved fonts—Quadon, Titling Gothic, Gentona, and Arnhem Pro—that allow for creative expression of our brand personality traits in ways that are appropriate for our diverse audiences and goals.

Contact your divisional communications office for access to university fonts.
Quadon expresses the university personality in a distinctive manner. It is collegiate, yet current. It may be used in headlines, subheads, and limited body copy applications. It is available in a variety of approved weights and formats.

Quadon Thin
Quadon ThinItalic
Quadon Light
Quadon LightItalic
Quadon Regular
Quadon RegularItalic
Quadon Medium
Quadon MediumItalic
Quadon Bold
Quadon BoldItalic
Quadon ExtraBold
Quadon ExtraBoldItalic
Quadon UltraBold
Quadon UltraBoldItalic
Quadon Black
Quadon BlackItalic
Quadon Heavy
Quadon HeavyItalic

Contact your divisional communications office for access to university fonts.
7.3 Titling Gothic

Titling Gothic is our impact font. It is best suited for use in headlines and short lines of text at larger sizes. It should only be used in all caps. Very limited use is recommended for maximum impact.

Contact your divisional communications office for access to university fonts.

TITLING GOTHIC COMPRESSED STANDARD

TITLING GOTHIC COMPRESSED MEDIUM

TITLING GOTHIC COMPRESSED BOLD
Gentona, a sans serif font with a close typographic relationship to Quadon, is a body copy font that may also be used in headlines and subheads when Quadon is too casual for the communication or audience.

Contact your divisional communications office for access to university fonts.
Arnhem Pro is a serif font that will be used most often and appropriately in body copy but may also be used for a more traditional display of headlines and subheads.

Contact your divisional communications office for access to university fonts.
7.6

Typography Exception: Type as art

In instances where a typeface becomes part of an illustration, it may be appropriate to use a font other than Quadon, Titling Gothic, Gentona, or Arnhem Pro. These applications should be rare.

Johns Hopkins proudly supports the Charles Village Festival. We couldn’t ask for better neighbors.

We are looking forward to another great festival!
7.7

Typography Exception: Business communications

The guidelines in this document are intended for marketing communications. While templates are provided for business stationery, the body of routine business communications need not adhere to font guidelines. Examples of such documents include grant applications, internal reports, and memos.
8.0

Color
8.1 Philosophy

Color is an important component of how a brand is perceived. The university color system corresponds to and complements our personality attributes and offers options that allow for dynamic expression. The final palette stems from an exploration of colors on our many campuses, as well as from existing color palettes belonging to our divisions.
Our 10 neutral colors lay the foundation for our creative products and provide a canvas for the addition of more powerful and expressive color combinations.
8.3 Full palette

Our university color palette is broad to allow for the appropriate expression of our brand personality. This does not mean all colors should be used at once. In fact, such usage is not recommended. Use good design sense and work with the personality attributes in mind.