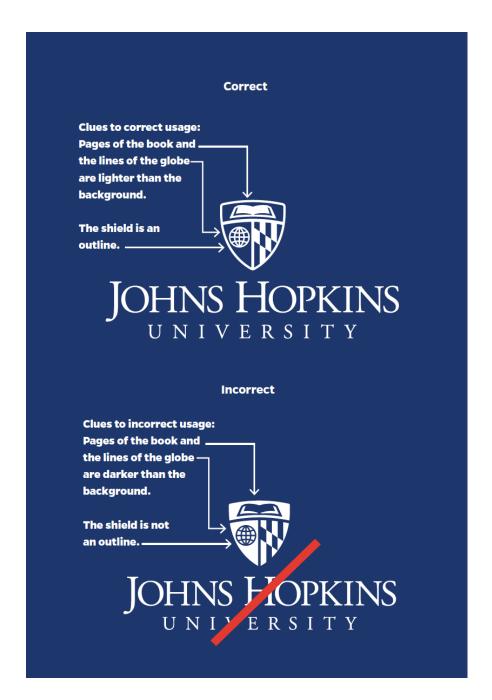
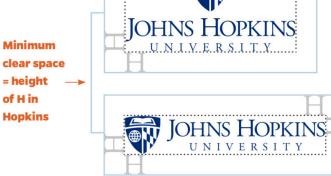
# Logo Usage



**Minimum** clear space = height of H in



**Incorrect: Edges of blue** rectangle are too close to the shield and name



**Vertical format** 



Minimum print size is 1.25" and 160 pixels for digital.

**Horizontal format** 



Minimum print size is 1.625" and 190 pixels for digital.

## **Typography**

Due to licensing, the official university fonts cannot be shared between users. Instead, you can download the dupe fonts for free and share as needed.

For PowerPoint and Word docs and email, please use **Tahoma** in place of these fonts. For guidance on web fonts, please email ep-marketing@jhu.edu.

official font dupe font

**Quadon** .... Zilla Slab

**Gentona** Inter

Arnhem Pro ···· EB Garamond

TITLING GOTHIC · · · · · · ANTONIO

### Correct

TITLING GOTHIC IN ALL CAPS IS EASIER TO READ AND OFFERS IMPACT.

### Incorrect

Using Titling Gothic for text in upper and lower case makes reacholity difficult and is the permitted.

### **Color Palette**

### primary palette



### secondary palette



#### accent palette

