Logo Usage

Correct

Clues to correct usage:
Pages of the book and the lines of the globe are lighter than the background.

The shield is an outline.

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

Incorrect

Clues to incorrect usage:
Pages of the book and the lines of the globe are darker than the background.

The shield is not an outline.

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

Minimum clear space = height of H in Hopkins →

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

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

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

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

Vertical format

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

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

Horizontal format

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

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 readabilty difficult and is not permitted.

Color Palette

HERITAGE BLUE
#002D72
PMS 288

SABLE BLACK
#31261D
BLACK 4 C

SPIRIT BLUE
#68ACE5
PMS 284

WHITE
#FFFFFF
PMS 288

secondary palette

#CF4520
PMS 173

#76232F
PMS 188

#A15A95
PMS 7655

#009B77
PMS 3278

#0072CE
PMS 285

#F1C400
PMS 7406

accent palette

#CBA052
PMS 7407

#A6192E
PMS 187

#FF9E1B
PMS 1375

#51284F
PMS 262

#FF6900
PMS 1505

#A192B2
PMS 666

#9E5330
PMS 7586

#418FDE
PMS 279

#4F2C1D
PMS 4625

#86C8BC
PMS 564

#E8927C
PMS 486

#286140
PMS 7734

#719949
PMS 7490