

The Johns Hopkins Carey Business School

Presenting the Brand.

What is a brand?

- A brand is the unique promise an institution makes to its stakeholders
 - It is based on distinctive, value-creating strengths
 - It guides the way we think, act, and communicate
 - It creates a clear, compelling, and lasting impression with our audiences at every point of interaction
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Branding the Johns Hopkins Carey Business School

Founded in 2007, the Johns Hopkins University Carey Business School is committed to the ideal of improving the world through an innovative approach to business education and research.

The School has a challenging mandate—to establish a world-class business school, worthy of the Johns Hopkins imprimatur of rigorous education and innovative discovery, that produces business leaders who improve our world.

Branding the Johns Hopkins Carey Business School

Our branding and the way we articulate our identity to our audiences will play a critical role in achieving our mandate. Specifically, our branding will allow us to

- Bring the School's positioning to life visually and verbally
 - Leverage the prestige of The Johns Hopkins University, while establishing the Carey Business School as an innovative force in business education
 - Generate interest within the academic, business, and policy communities
 - Stake a differentiated position in the marketplace for business knowledge
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Branding the Johns Hopkins Carey Business School

The first step in the branding process is to define who we are. Discussions held with Carey School faculty and staff earlier this year led to the creation of our positioning statement.

Carey Business School Positioning

We are committed to transforming business education through a uniquely humanistic, integrated approach to instruction and research.

Our philosophy is rooted in a strong sense of optimism, our belief that innovation begins with critical thinking and creativity, and our unflinching desire to make a difference in the world. By uniting pivotal societal issues — including health, poverty, education, and environmental sustainability — with business education, we endeavor to improve lives on a global scale with humility, flexibility, and a deeply entrepreneurial spirit.

The Johns Hopkins Carey Business School.

Where business is taught with humanity in mind.

Values

Our positioning reflects these core values:

- Human
 - Transformative
 - Integrated
 - Caring
 - Global
 - Innovative
 - Entrepreneurial
 - Optimistic
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Visual identity system

What should a visual identity system convey?

- A strong, credible image in a proprietary color associated with the institution—in the case of Johns Hopkins University: **BLUE**
- A graphical representation of the institution and the values for which it stands



Visual identity system

With these principals to guide us, we have developed the Johns Hopkins Carey Business School's new visual identity – a logo signature, proprietary colors, and an overall visual style reflected through photography, graphics, and typography.

The logo

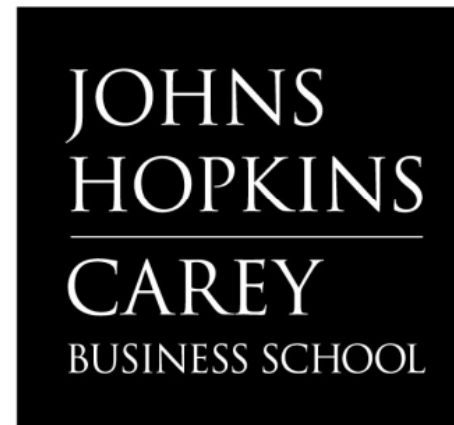
JOHNS
HOPKINS

CAREY
BUSINESS SCHOOL


The logo as used in black and white

JOHNS
HOPKINS

CAREY
BUSINESS SCHOOL



Graphic elements



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HOPKINS

CAREY
BUSINESS SCHOOL

The movement of the lighter blue (humanity) to the darker blue (business) is a dynamic expression of balance and integration, and reflects the torque between our positioning of business on one hand with humanity on the other.

Imagery

Imagery is critical in communicating a strong, unique message. The imagery we will use in our materials will share these characteristics:

- Simple
- Rich, optimistic colors
- Natural light
- Balancing humanity and business

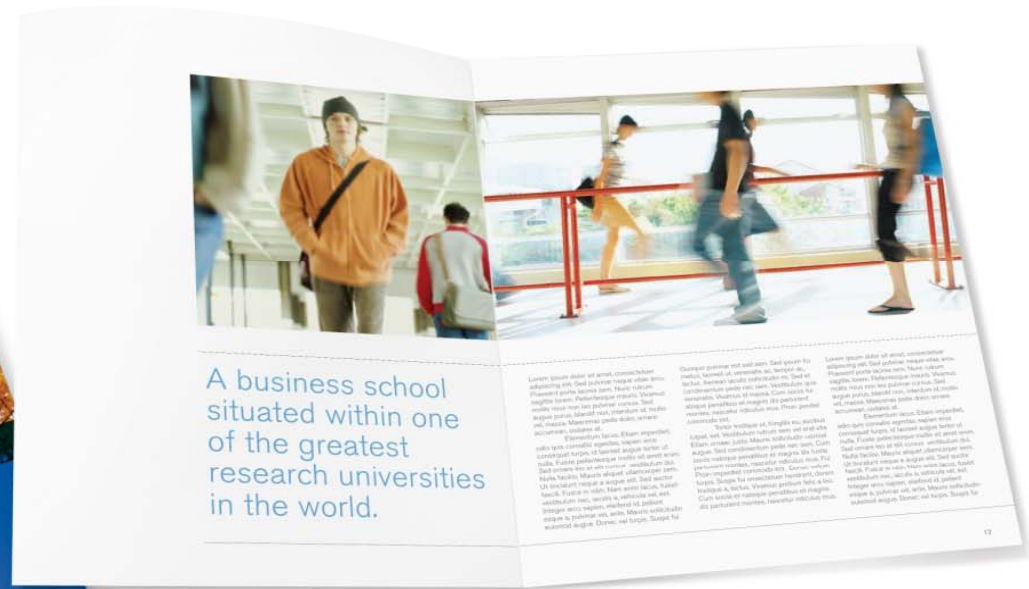


Examples of collateral materials

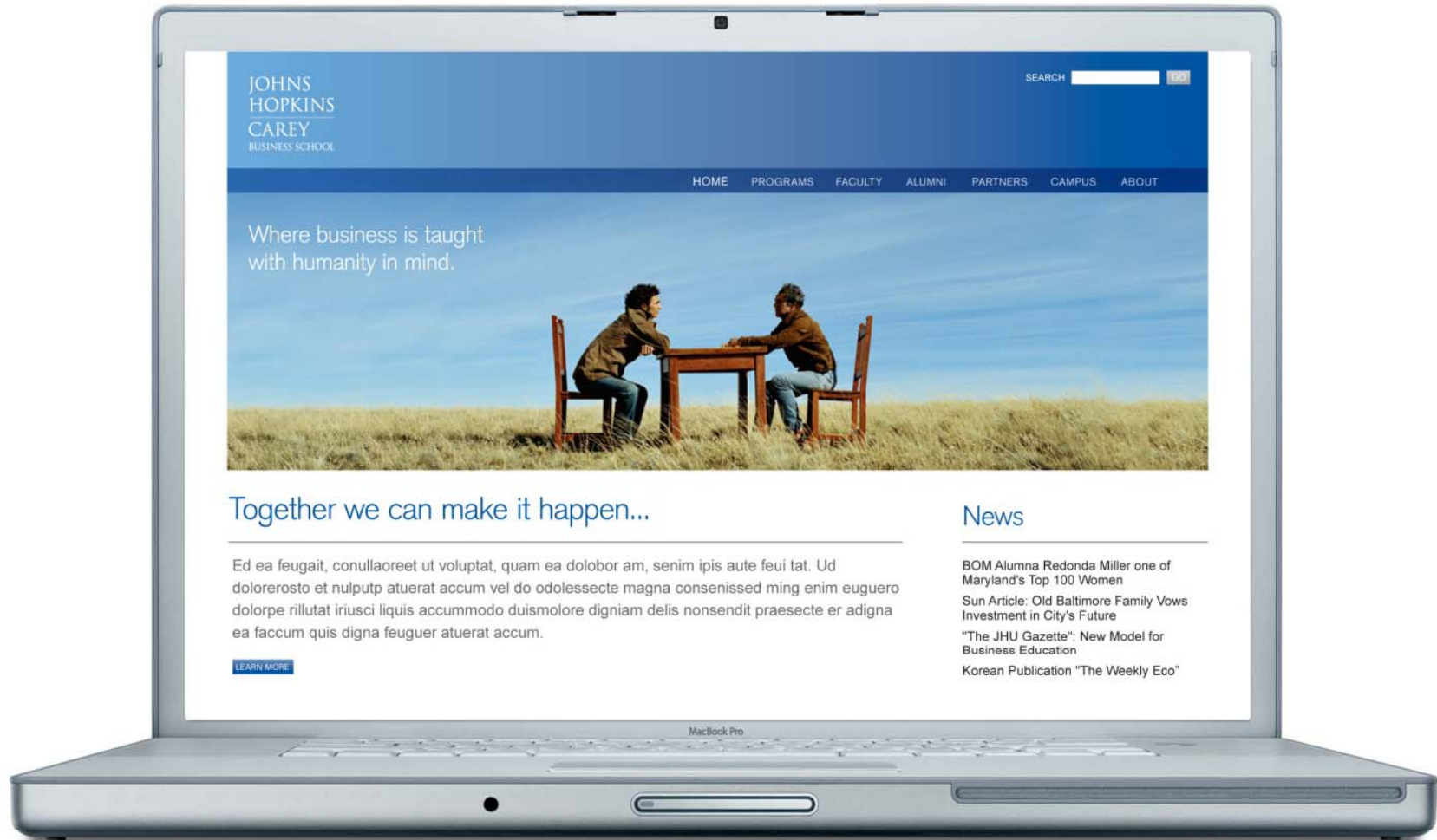
The following pages contain illustrative examples of how the School's new identity might be translated into various online and printed materials.



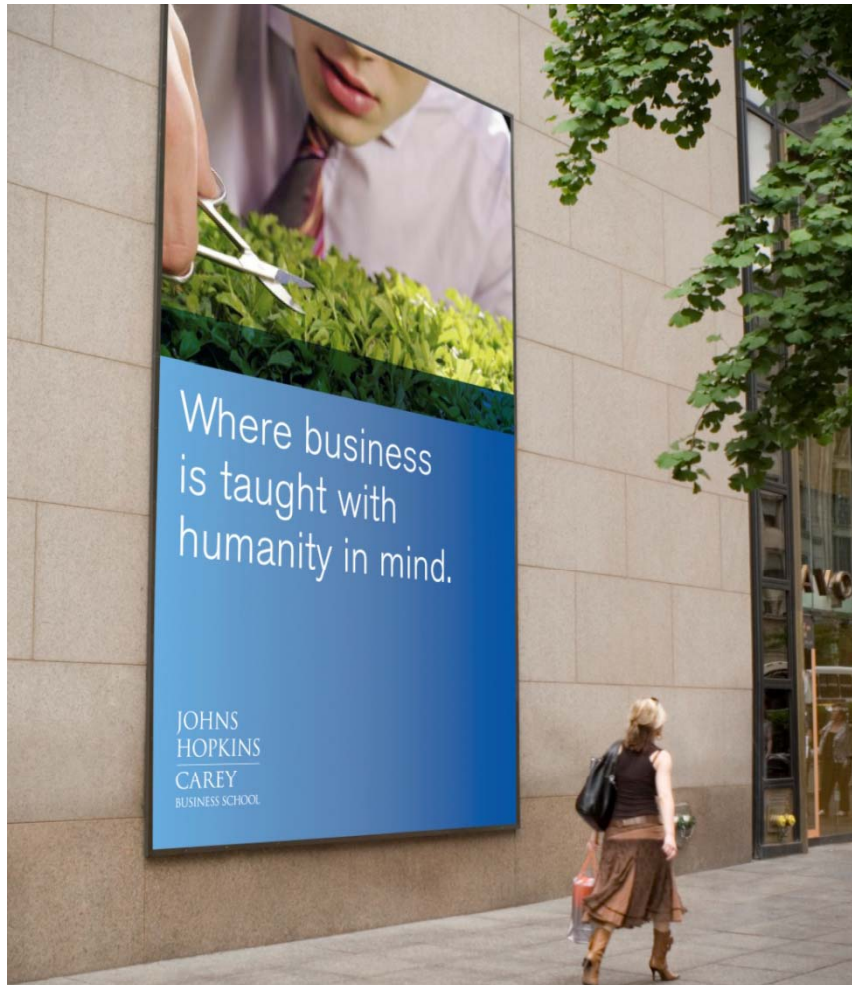
Viewbook



Web site



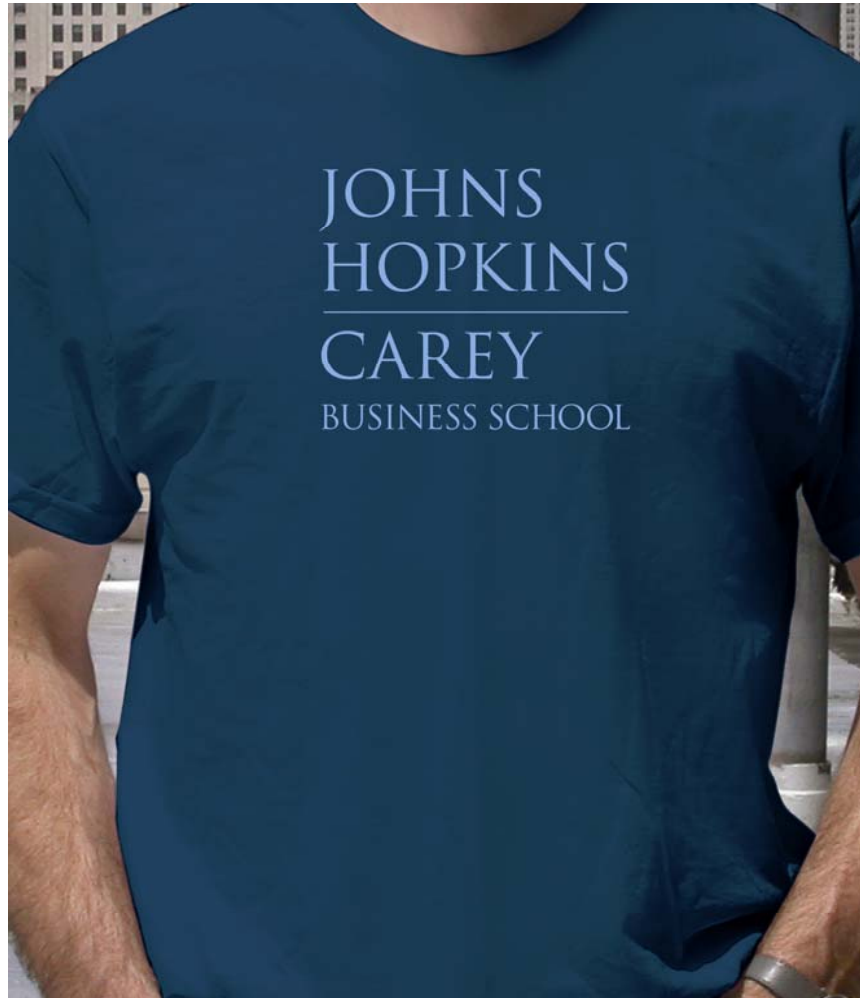
Posters



PowerPoint template



Promotional items



Promotional items that will be available shortly include:

Shirts

Hats

Pens

Ties

Golf Balls

Decals/bumper stickers

And more

Identity usage

The new identity will apply to items such as:

- Printed materials
- Electronic communications
- Promotional items

We will continue use the official Johns Hopkins University:

- Stationery
- Business cards

Please contact the Office of Communications and Public Affairs for any printed or other materials you may need: 410-516-6680



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