



JOHNS HOPKINS  
CAREY BUSINESS SCHOOL

# Identity guidelines

[Version 1] // Sept., 2019

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# Introduction

## Our brand is our promise.

It's who we are, and it inspires everything we do. These guidelines explain the fundamental principles of our brand. Using these guidelines ensures a consistent and engaging experience with every interaction.

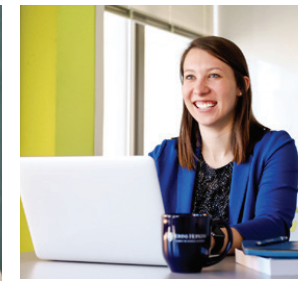
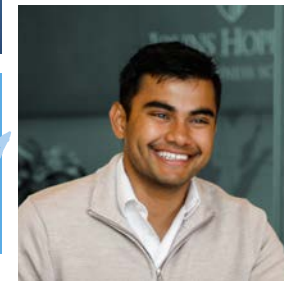
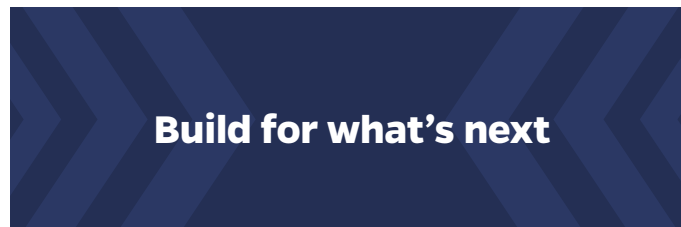
It is imperative that all stakeholders understand and follow these guidelines.

**LEARN MORE:** Please reach out to the Marketing and Communications office. with any questions you may have.  
[carey\\_brand@jhu.edu](mailto:carey_brand@jhu.edu)

**PRO TIP:** Throughout this guide, when we refer to “school” we are referencing the Johns Hopkins Carey Business School. When we refer to “university” we are referencing the larger Johns Hopkins University



Thoughtful Inquisitive Confident



# Our story

A large, stylized blue cursive signature of the name 'Johns Hopkins' that spans across the top half of the page. The signature is written in a fluid, handwritten style with varying line thicknesses.

Johns Hopkins Carey Business School is not the average business school. Just as Johns Hopkins was not the average business man.

Johns Hopkins' mother saw her child's innate business ability and pushed him to "go where the money is." After arriving in Baltimore, Johns quickly advanced from store clerk to finance capitalist and ultimately bank president.

Before Johns Hopkins was a hospital or a university, Johns was a businessman building for what's next. Even after he made his fortune, he remained committed to creating lasting value. It was that quest to build for what's next that drove Johns to create America's first research university and set a new course for education.

W.P. Carey also saw the chance to create lasting value for business education and by pledging his support ensures that the future generations will have the same opportunity, like Johns, to thrive within change and advance society.

That vision of building for tomorrow continues with the Johns Hopkins Carey Business School. Together, we **build for what's next.**

**LEARN MORE:** about the Johns Hopkins Carey Business School legacy at [carey.jhu.edu/about/johns-hopkins-legacy](https://carey.jhu.edu/about/johns-hopkins-legacy)

# Brand differentiator

We are uniquely poised to solve tomorrow's business challenges today.

We are **forward-thinking** with the ingenuity and drive of a modern business school.



**JOHNS HOPKINS**  
CAREY BUSINESS SCHOOL

We have a **legacy of excellence** with the global power of Johns Hopkins' discoveries and impact.

# Brand foundation

## Promise:

We shape leaders who seize opportunities to create lasting value in an ever-changing world.

## Mission:

We expand Johns Hopkins University's pursuit of research, discovery and education through dynamic learning opportunities, innovative faculty, and interdisciplinary collaborations to help shape leaders who seize opportunities to create lasting commercial and societal value.

## Values:

### RELENTLESS ADVANCEMENT

**Challenge the status quo.**  
Carey builds on Johns Hopkins University's tireless pursuit of excellence.

### BOUNDLESS CURIOSITY

**Have a hungry mind, wired for exploration, always seeking, discovering, and innovating.**  
Carey embraces continuous learning and a constant pursuit of knowledge.

### UNWAVERING HUMANITY

**Commit to business with humanity in mind.**  
Carey advances society and shapes leading citizens.

### COLLABORATIVE LEADERSHIP

**Foster an inclusive environment.**  
Carey builds passionate teams across the Johns Hopkins network to develop dynamic business solutions.

# Brand framework

## OUR BRAND

**Brand** is how students, staff, faculty, and the community perceive and value the school. It's the emotional connection to the school. Our brand is our reputation, and our brand value dictates why and how often individuals engage with the school.

## OUR BRAND PERSONALITY

**Brand personality** is the set of human characteristics embodied by the brand. What is your impression of Carey? That's our brand personality.

## OUR BRAND IS EXPRESSED BY

**Brand objectives** determine what content, but not verbatim language, to convey to a specific target audience. This is your starting point to ensure your content is on brand.

**Voice** is our unique expression of Carey through words and imagery. Our voice should embody the brand personality and always drives how we communicate.

**Style** is Carey's look and feel. It spans from rules for visuals and logo use to grammar preferences.

## OUR BRAND FOUNDATION IS BASED ON

**Mission** is the declaration of Carey's purpose. It is our north star in all that we do.

**Promise** outlines what you can expect from Carey. Our brand promise differentiates us from competitors and holds us accountable to our students, faculty, staff, and the community.

**Values** are the foundation of everything we do and ground us to our mission. Our values are why we wake up every day to build for what's next.

# Brand personality

## WE ARE BOLD

WE VALUE:  
**RELENTLESS  
ADVANCEMENT**

WE USE VIBRANT COLORS:

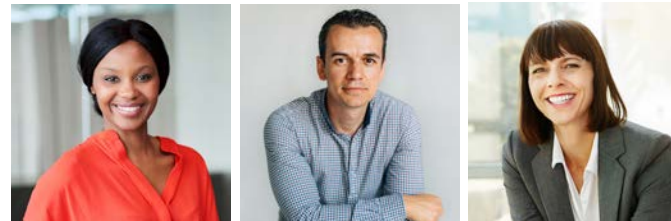


OUR TONE OF VOICE IS:  
**Confident**  
We are optimistic and declarative  
when we write and talk.

## WE ARE GENUINE

WE VALUE:  
**COLLABORATIVE  
LEADERSHIP**  
**UNWAVERING  
HUMANITY**

WE EXERT RELATABLE EXPRESSIONS:

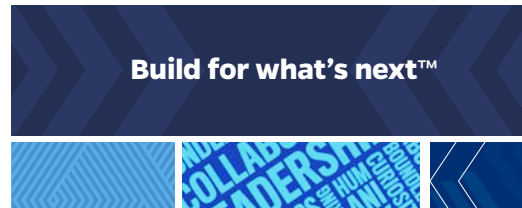


OUR TONE OF VOICE IS:  
**Thoughtful**  
We are purposeful when  
we write and talk.

## WE ARE INNOVATIVE

WE VALUE:  
**BOUNDLESS  
CURIOSITY**

WE CREATE A SENSE OF ENERGY AND MOVEMENT  
IN GRAPHICS AND LAYOUTS:



OUR TONE OF VOICE IS:  
**Inquisitive**  
We create and show curiosity  
when we write and talk.



# Tagline

## Build for what's next™

As conveyed by the story on page four, build for what's next embodies the spirit of our founders and our mission to shape the future.

### OUR TAGLINE EMBODIES OUR BRAND TONE OF VOICE

**Build** is active, not passive. It embraces what has come before and then takes it further. It creates something that will last.

**for** implies purpose. Not doing (or saying) things just to do (or say) them, but to achieve a goal. It is positive and forward-thinking.

**what's next** could easily be a question—an open-ended question that spurs our students and graduates to seek out their own answers with boundless curiosity.

### DISPLAY CONSIDERATIONS

- » The tagline can be set in Gentona or Quandon sentence case (not title case). Sentence case is when you only capitalize the first letter of the first word in a heading – like you would in a sentence. Proper nouns are also capitalized. With title case (also known as upstyle), you capitalize the first letter of each word: This is Title Case.
- » Do not use a period after the tagline as a stand alone element such as on a coffee mug.
- » Avoid using all uppercase or setting in Titling Gothic unless required due to space restrictions such as promotional items. Contact the Marketing and Communications office for approval when using the logo in all uppercase.
- » As of July 2019, the tagline is under trademark and awaiting copyright confirmation. Inclusion of the trademark symbol is encouraged when using the tagline in display copy. **PRO TIP:** Trademark key command: OPTION + 2

# Logo and brand architecture

Our logo is rooted in the longstanding tradition of the Johns Hopkins University logo. Developed in 2013, 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 a shared visual among all our schools and divisions.

**LEARN MORE:** Visit [brand.jhu.edu/university-logo/](https://brand.jhu.edu/university-logo/) for the complete guidelines for the Johns Hopkins University brand

Download logo files at [brand.jhu.edu/university-logo/#logos](https://brand.jhu.edu/university-logo/#logos)



JOHNS HOPKINS  
CAREY BUSINESS SCHOOL

# Logo: file formats and orientations

There are several file formats of the logo to accommodate digital and print uses. The horizontal logo should not appear less than 1.62" (190 pixels) wide.

**JPEG:** for digital uses where there is a white background

**PNG:** for digital uses with non-white background

**EPS:** for Mac-based print uses on any background

**PRO TIP:** This is the only infinitely scalable file format available

**PDF:** for PC-based Microsoft Office product uses with a white background (Maximum print size: 3.25"x .62")

**LEARN MORE:** Visit [brand.jhu.edu](http://brand.jhu.edu) and click GET LOGOS on the right hand side and then select CAREY from the list to download the folder with all the logo options



❌ Do not use any logo files with "large" in the file name - this version (with additional lines in the globe) has been phased out as it does not reproduce well



There are two orientations of the Johns Hopkins Carey Business School logo, the preferred use is the horizontal logo shown above



Use of the vertical logo, shown above, is primarily for stationery, formal invitations, and promotional items such as coffee mugs

# Logo: color options


This solid version can only appear in Black or PMS 288. Both colors are available in all file formats.



This outline version can only appear in white and is distinctly designed for color backgrounds



The white logo files exist at [brand.jhu.edu](http://brand.jhu.edu) as part of the logo download packs.

 Do not reverse the black logo to achieve the white logo as it will result in an incorrect reproduction

**PRO TIP:** When the correct logo is used, the pages of the book and the lines of the globe are lighter than the background

**CORRECT**



**INCORRECT**



# Logo: clear space and contrast



**PRO TIP:** To ensure our identity is clearly defined, retain space the size of the “H” in “Hopkins”

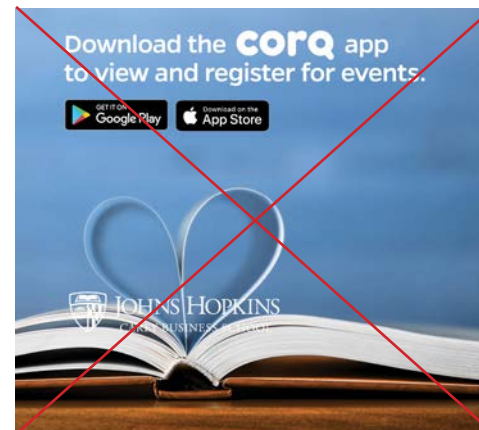
A proper background is crucial to recognition and clear definition of the logo. Backgrounds cannot be busy and must offer sufficient contrast.



**INSUFFICIENT CLEAR SPACE AND CONTRAST**



**SUFFICIENT CLEAR SPACE**



**INSUFFICIENT CONTRAST**



**SUFFICIENT CONTRAST**

# Logo: hierarchy

**Logo:** All of the Johns Hopkins schools and divisions share the same logo construction. This unified system and represents our collective network.

**Divisional logos:** The Johns Hopkins Carey Business School logo is considered a divisional logo. There are currently 10 divisional logos that 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.

**Interdisciplinary logos:** For centers, institutes, and programs spanning multiple schools and divisions, an interdisciplinary logo can be created. All requests for an interdisciplinary logo must be sent to the university's Office of Communications, which will seek approval from the Provost's Office and, if approved, create the logo. These logos cannot be created by another office.

**Logo unit treatment:** The university logo architecture does not include separate logos for divisional departments, institutes, or centers, or for university administration departments. Use the divisional logo to reflect a clear and unified brand across all materials. See page 15 for more detail regarding special circumstances when a unit name can be used.

⊗ Do not create a custom logo for specific groups or initiatives. This dilutes our identity. Use only university-approved logo files available for download at [brand.jhu](https://brand.jhu.edu)

## JOHNS HOPKINS UNIVERSITY MASTER LOGO



## DIVISIONAL LOGO



## INTERDISCIPLINARY LOGO



## LOGO UNIT TREATMENT



# Logo: unit treatment use and clear space

For special circumstances when a unit name is necessary, please contact [carey\\_brand@jhu.edu](mailto:carey_brand@jhu.edu) for assistance setting up the appropriate files. We recommend using a line to separate the elements. The unit should be set in Gentona Bold in upper and lower case, and clear space guidelines shown on page 12 must be followed.

Logo unit treatments are most effective for swag items where space is limited. Application can range beyond swag with approval from the Marketing and Communications office but can never be used as a design solution for stationery.

The preferred clear space between the university logo and the unit name is equal to the width of the shield graphic for the horizontal layout. The clear space for the vertical layout is measured by the height of the capital “H” in “Hopkins.” The dividing line falls in the middle of the clear space. No additional text or graphic element may encroach on this space.

CORRECT



**PRO TIP:**

Minimum size of office/department name= height of “i” in Business

Height of dividing line = height of shield

Weight of dividing line = width of “i” in “Business” minus serif



**PRO TIP:**

Space between dividing line = height of “H” in “Hopkins”

Weight of dividing line = width of “i” in “Business” minus serif

Width of dividing line = width of Johns Hopkins in logo

Minimum size of office/department name= height of “i” in “Business”

INCORRECT



**INSUFFICIENT SPACE**



**INCORRECT ALIGNMENT**

# Architecture: preferred unit emphasis



**Farm-to-Business Immersion**

**Get Hands-on Business Experience  
in Any Field...Literally!**

What does it take to run a farm as a small business?  
Roll up your sleeves with Carey's new  
**Office of Experiential Learning**  
and spend a day engaging in farm operations, social  
entrepreneurship, professional development, networking, and  
solving targeted challenges that apply to all fields of business.

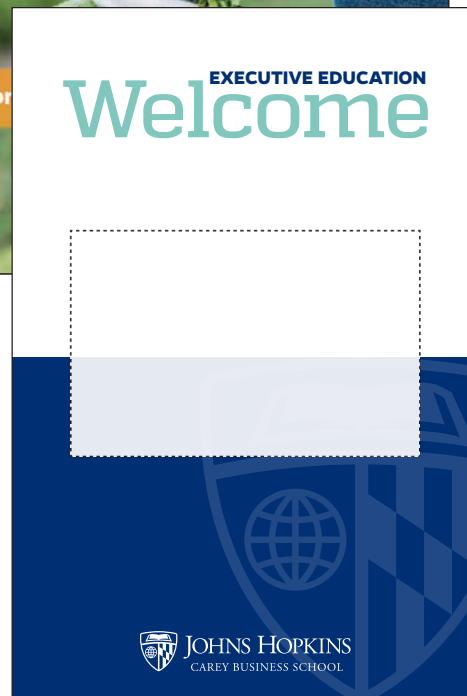
**Saturday, October 13**  
7:00 a.m. - 4:00 p.m.

\$25

Get to business by visiting [farmtobusiness.eventbrite.com](http://farmtobusiness.eventbrite.com)


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When creating external facing marketing materials on behalf of a specific unit, use school divisional logo without a unit treatment. If unit emphasis is needed use variation in type weight where the unit name is referenced in context.



**EXECUTIVE EDUCATION**

# Welcome

 **JOHNS HOPKINS**  
CAREY BUSINESS SCHOOL



❑ Do not create a custom logo for specific units. This dilutes our identity.



# Architecture: naming

All new initiatives need to be approved by the Marketing and Communications office. Please contact [carey\\_brand@jhu.edu](mailto:carey_brand@jhu.edu) for assistance.

Our initiatives and publications are a reflection of the school and our brand. It is essential these impactful materials are named and branded appropriately.

The Johns Hopkins University name and marks are among Johns Hopkins University's most valuable assets. Every use of the Johns Hopkins University name and marks conveys an association with Johns Hopkins University and potentially affects the institution's reputation. Therefore, the activities using the Johns Hopkins University name and marks must be consistent with the Johns Hopkins University mission and values, and follow appropriate standards of quality and excellence.

**LEARN MORE:** Johns Hopkins use of name [brand.jhu.edu/use-of-name/](http://brand.jhu.edu/use-of-name/)

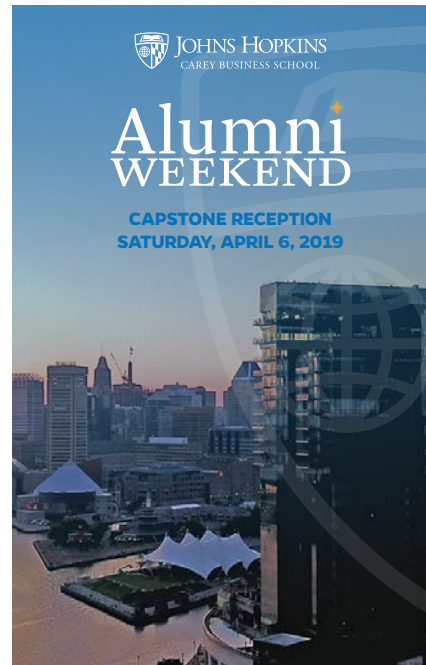


# Architecture: look and feel design systems

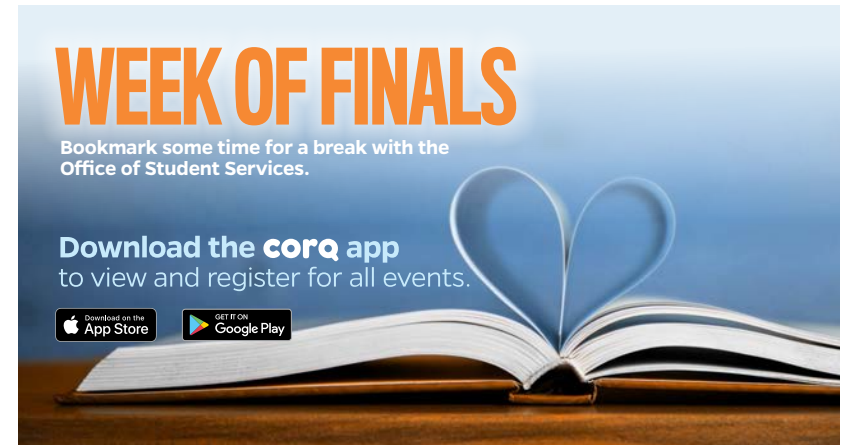
The strongest, most recognizable identity that university entities can project is that of the university itself. The identity system is flexible and allows for expression and customized visual presentation without the creation of new logos.

For annual events or high-profile initiatives tied to the school's strategic goals, specific imagery and design elements can be used to establish a dedicated look and feel.

## ALUMNI WEEKEND



## WEEK OF FINALS



| EVENT  | TIME                             | LOCATION        | DESCRIPTION   |
|--|----------------------------------|-----------------|---|
| <b>Monday August 20</b>                        |                                  |                 |   |
| Student Services Office Welcomes You to Carey  | 7:30 – 8:30 AM<br>3:45 – 4:45 PM | 2nd Floor Lobby | Meet with Student Services staff members and learn about the services they offer to students while staying on a free cup of tea or coffee.<br>Presented by Student Services.  |
| Student Advocacy Council Welcome Kickoff Lunch | 11:45 AM – 1:00 PM               | 2nd Floor Lobby | Meet with Student Advocacy Council members, enjoy some free food and learn how to get involved.   |
| <b>Tuesday August 21</b>                       |                                  |                 |   |
| Carey's Coffee and Tea Break                   | 7:30 – 8:30 AM<br>3:45 – 4:45 PM | 2nd Floor Lobby | Enjoy a free cup of tea or coffee.<br>Presented by Student Services.  |
| Taste of Baltimore                             | 3:45 – 4:45 PM                   | 2nd Floor Lobby | City-wide restaurants will share samples of their delicious food and specialties.   |
| <b>Wednesday August 22</b>                     |                                  |                 |   |
| Carey's Coffee and Tea Break                   | 7:30 – 8:30 AM<br>3:45 – 4:45 PM | 2nd Floor Lobby | Enjoy a free cup of tea or coffee.<br>Presented by Student Services.  |
| Inside Carey Resource Fair                     | 4:30 – 6:00 PM                   | 2nd Floor Lobby | Student Services, Financial Aid, Career Development, Student Success Center, SV, Library, OIA, Marketing, Development and Alumni Relations, Registrar, and Academic Advising Office representatives will provide a wide range of different resources available to students. |
| Student Success Center Information Session     | 4:30 – 4:50 PM                   | Room 201        | Learn about the available tutoring and academic support services Carey's Student Success Center has to offer, including individual tutoring and workshops, academic preparation sessions, and faculty-led workshops in Dabell.  |
| <b>Thursday August 23</b>                      |                                  |                 |   |
| Carey's Coffee and Tea Break                   | 7:30 – 8:30 AM<br>3:45 – 4:45 PM | 2nd Floor Lobby | Enjoy a free cup of tea or coffee.<br>Presented by Student Services.  |
| Student Organization Happy Hour                | 4:45 – 5:45 PM                   | 2nd Floor Lobby | Take advantage of this leadership development opportunity. Meet with Carey student organization leaders and learn about events and activities.  |
| <b>Friday August 24</b>                        |                                  |                 |   |
| Carey's Coffee and Tea Break                   | 7:30 – 8:30 AM<br>3:45 – 4:45 PM | 2nd Floor Lobby | Enjoy a free cup of tea or coffee.<br>Presented by Student Services.  |
| Health Fair                                    | 1:00 – 3:00 PM                   | 2nd Floor Lobby | Student Services, Johns Hopkins Student Assistance Program, and outside vendors give an introduction to well-being resources at Johns Hopkins and the community.  |

# Architecture: graphic identifiers

In certain instances, such as temporary initiatives, fundraising campaigns, and institutional celebrations, a unique graphic identifier may be created. Graphic identifiers are not logos. Graphic identifiers must follow the color and font guidelines in this document and must be approved by the Marketing and Communications office.

For internally focused communications (e.g., communications developed for faculty, staff, students, or alumni), our logo does not have to appear on initial view when using a graphic identifier. For all other communications, our logo must appear on initial view with the graphic identifier.

**LEARN MORE:** Contact your Marketing and Communications office at [carey\\_brand@jhu.edu](mailto:carey_brand@jhu.edu) for approval on graphic identifiers



# Architecture: cobranding

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.

**LEARN MORE:** Before including the Johns Hopkins name or logo on any third-party communication, or including a third-party's name or logo on a Johns Hopkins communication, please refer to the Use of Name guidelines found at [brand.jhu.edu](http://brand.jhu.edu)

# Brand identifiers: **student event branding**

All students are responsible for ensuring proper use of the Johns Hopkins University name when creating a name and logo for a student group.

- » Students should refer to their status as students at Johns Hopkins University.
- » The group name and logo must not have the potential to suggest or imply Johns Hopkins University endorsement. It is not mandatory for a student group to have a logo. Using the group name in type only is perfectly acceptable.
- » Student organizations must request approval to use the name Johns Hopkins from the Marketing and Communications office. Student organizations that receive approval to use the Johns Hopkins name may use it only in a locational sense as part of the name of their organization; (e.g., the organization may be called the Debate Club at Johns Hopkins but not the Johns Hopkins University Debate Club).
- » Both undergraduate and graduate student organizations must make clear in any public materials or information distributed or displayed that the organization is a student organization.

**LEARN MORE:** Email the Marketing and Communications office at [carey\\_brand@jhu.edu](mailto:carey_brand@jhu.edu) for approval on student organization names

**All Johns Hopkins University student groups:**

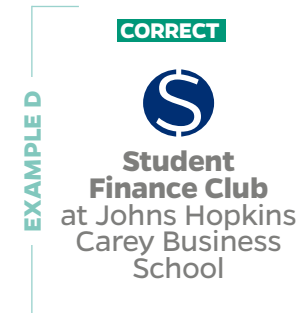
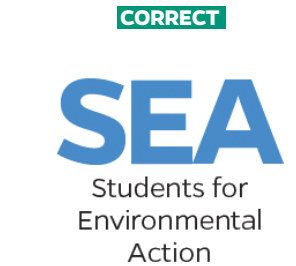
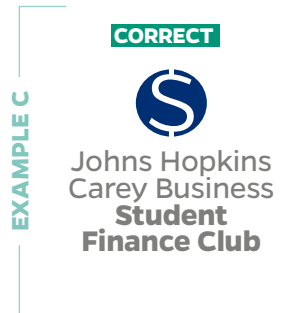
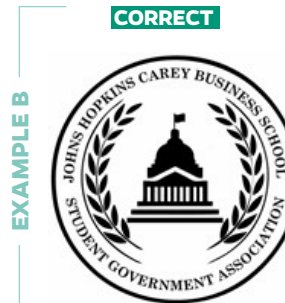
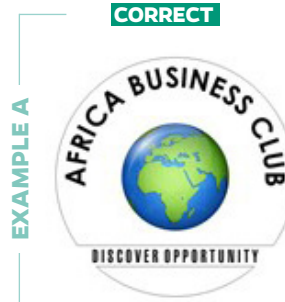
Must request approval to use the name Johns Hopkins from the Marketing and Communications office

# Brand identifiers: student group names and logos

**1 | Student group logos that do not use the name Johns Hopkins University or any official Johns Hopkins University graphics.** If your student group logo doesn't use the university name or Johns Hopkins University iconography, your logo does not need to follow these identity guidelines, but it still needs to be approved by the Johns Hopkins University Office of Communications. Approval requests can go straight to your category coordinator. Africa Business Club is a group that doesn't use the Johns Hopkins University name or Johns Hopkins University iconography (see example A).

**2 | Student group logos that use the Johns Hopkins University name.** If your student group logo uses the university name the logo must clearly identify itself as a student organization by adding "student group" or other similar naming convention approved by Homewood Student Affairs (see example B). Another acceptable option, often used by athletic based student groups, is the insertion of the term "club" in the name and logo (see example C).

- OR - The student group must refer to Johns Hopkins in it's locational sense. Example: instead of "Johns Hopkins Student Finance Club," the group should correctly be called "Student Finance Club at Johns Hopkins University" (see example D).



# Color

Color is an important component of how our brand is perceived. The university color system offers options that allow for creative expression. The palette stems from an exploration of colors that appear in the buildings and grounds on our campuses, as well as from existing color palettes belonging to our divisions.

Our university color palette is broad to allow for the appropriate expression of our brand. This does not mean all colors should be used at once. In fact, such usage is not recommended.

**LEARN MORE:** See the full Johns Hopkins University color palette and suggested color combinations at [brand.jhu.edu/color/](http://brand.jhu.edu/color/)



# Color

PANTONE 288  
C 100 / M 80 / Y 6 / K 32  
R 0 / G 45 / B 114 · #002D72

PANTONE 284 · C 56 / M 18 / Y 0 / K 0 · R 114 / G 172 / B 229 · #68ACE5

PANTONE 3278  
C 99 / M 0 / Y 69 / K 0  
R 0 / G 155 / B 119 · #009B77

PANTONE 584  
C 21 / M 0 / Y 89 / K 0  
R 210 / G 215 / B 85 · #D2D755

PANTONE 564  
C 43 / M 0 / Y 23 / K 0  
R 134 / G 200 / B 188 · #86C8BC

PANTONE 1505  
C 0 / M 56 / Y 09 / K 0  
R 255 / G 105 / B 0 · #FF6900

PANTONE 1375  
C 0 / M 45 / Y 94 / K 0  
R 255 / G 158 / B 27 · #FF9E1B

PANTONE 7656  
C 45 / M 90 / Y 0 / K 4  
R 142 / G 58 / B 128 · #8E3A80

BLACK  
C 0 / M 0 / Y 0 / K 100  
R 218 / G 41 / B 28 · HEX 000000

WHITE  
C 0 / M 0 / Y 0 / K 0  
R 255 / G 255 / B 255 · HEX FFFFFFFF

**LEARN MORE:** For the full Johns Hopkins University color palette, visit [brand.jhu.edu/color/](http://brand.jhu.edu/color/)

*Note: Pantone 584 was removed in the 2019 3.1 version of the Johns Hopkins University palette but remains within the Carey color selects as it was originally part of the Johns Hopkins University palette and necessary to complete the bold spectrum of color in use. This color should be used selectively with special attention to contrast considerations.*



# Color: secondary palette sample layout



**INTRODUCTION**

## IMPACT HEADLINE HERE

**Vestibulum Mollis Mauris Enim neque eu interdum.**

Duis aliquet egestas purus in blandit. Curabitur vulputate, ligula lacinia scelerisque tempor, lacus lacus ornare ante, ac egestas est urna sit amet arcu. Class aptent taciti sociosqu ad litora torquent. pat eget, luctus nec massa. Pellentesque aliquam lacinia tellus sit amet bibendum.

- » Vivamus rutrum nunc non neque consectetur quis placerat
- » Morbi malesuada nulla nec purus convallis consequat, vivamus id mollis quam
- » Lorem ipsum dolor sit amet, consectetur adipiscing elit, nullam in

**Build for what's next™**




## SHORT TITLE HERE

**Vestibulum Mollis Mauris Enim neque eu**

Duis aliquet egestas purus in blandit. Curabitur vulputate, ligula lacinia scelerisque tempor, lacus lacus ornare ante, ac egestas est urna sit amet arcu. Class aptent taciti sociosqu ad litora torquent. pat eget, luctus nec massa. Pellentesque aliquam lacinia tellus sit amet bibendum.

**call to action**

**Build for what's next™**




Johns Hopkins Carey Business School  
Symposium on

## DATA-DRIVEN DECISION MAKING

DESIGN, OPTIMIZATION,  
AND APPLICATION

Organizing committee: Gokul Arora, Matthew Davis, Tingting Dai,  
Kunlun Kapan, Christopher Sahni, Rishabh Mehrotra, and G. Jayaram

**MAY 2, 2019**  
1625 Massachusetts Ave NW, Washington, D.C.



**Build for what's next™**

❑ Don't use secondary colors in excess. The secondary palette should be used with intention and not conflict with the primary blue

# Color: secondary palette in series

Use secondary colors boldly when creating components that will be viewed as a series.



# Secondary graphics



The Johns Hopkins brand guide includes secondary graphics used by all Johns Hopkins divisions. The following pages capture an overview of these graphics and additional details can be found in the Johns Hopkins University guide.

**LEARN MORE:** More guidelines specific to secondary graphics can be found at [brand.jhu.edu/secondary-graphics/](https://brand.jhu.edu/secondary-graphics/)

# Secondary graphics: Johns Hopkins signature

The signature element is based on Johns Hopkins handwritten signature. It can be used as a graphic element for informal uses, including wall art, brochures, banners, invitations, and clothing.

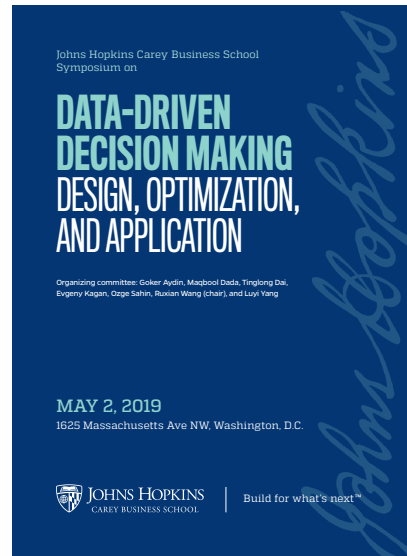
This element is most appropriate for internal audiences.

The signature is carefully drawn, authentic artwork, so any alteration is considered a misuse. It should not be used as a substitute for the university logo.

**LEARN MORE:** More guidelines specific to signature graphic can be found at [brand.jhu.edu/secondary-graphics/](http://brand.jhu.edu/secondary-graphics/)

A large, stylized blue handwritten signature of 'Johns Hopkins' is centered on the page.

## SAMPLE USE IN CONTEXT



# Secondary graphics: shield as overlay

The shield from the university logo may be used on its own as a graphic element on signs and other marketing materials. However, the shield must be kept intact. The book, globe, and crest of Lord Baltimore must not be altered or deleted. The shield can be used in a variety of opacities and colors, but cannot be altered otherwise.

The shield can be rendered in any color, but to change the color you must choose the correct shield file to begin. If you want the shield to be darker than the background, use the black shield file to change the color. If you want the shield color to be lighter than the background, use the white shield file to change the color.

☒ Do not use the shield with any typography that essentially creates a new logo.

**LEARN MORE:** More guidelines for use of the shield at [brand.jhu.edu/secondary-graphics/](http://brand.jhu.edu/secondary-graphics/)

BLACK SHIELD FILE



WHITE SHIELD FILE

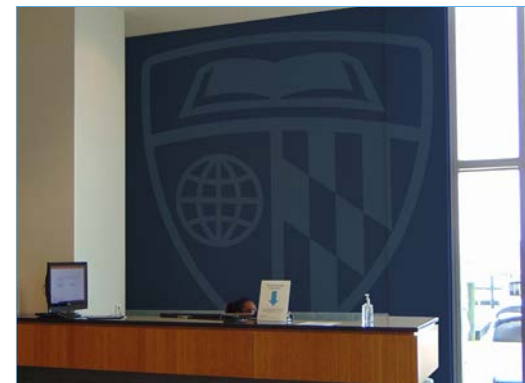


**WE AREN'T JUST  
LOOKING TO THE  
FUTURE, WE'RE  
BUILDING IT.**

The university that changed the way we think about research, discovered the polio vaccine, and created a blood test for cancer, built a business school. Earn your **MBA with a specialization in Health, Technology, and Innovation.** At the Johns Hopkins Carey Business School, an MBA is just the beginning.  
**Build for what's next™**

 **JOHNS HOPKINS**  
CAREY BUSINESS SCHOOL

[carey.jhu.edu](http://carey.jhu.edu)



# Design elements



In addition to the secondary Johns Hopkins University graphics that all of the Johns Hopkins schools incorporate into their branding, we have identified additional supporting elements. These design elements are meant to support the overarching brand while offering additional components unique to our school use. Complementary design elements with discretion.

# Design elements: arrow accent

The arrow accents represent movement. The lateral use is symbolic of our school's focus on forward-thinking combined with a legacy of excellence.

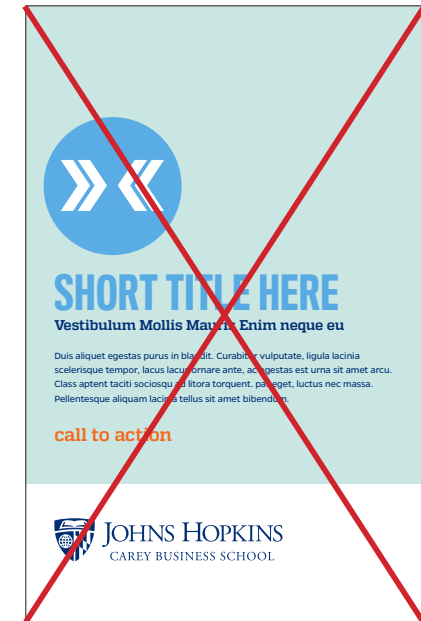
This element should never compete with the shield or logo for prominence.

When using the arrow, the degree of the angle should remain the same but variation can occur in:

- » stroke weight
- » repetition
- » color



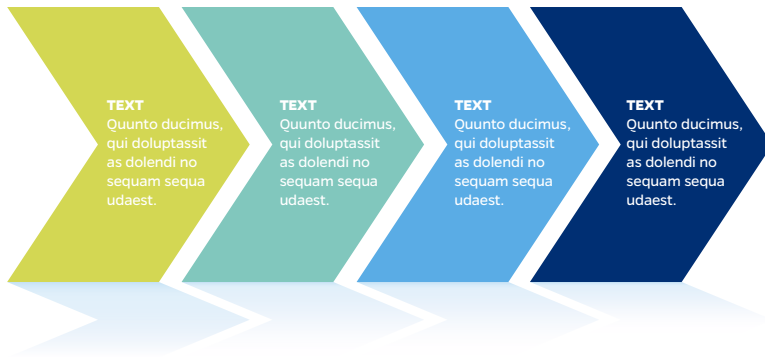
**PRO TIP:** The arrow element should always be based off a **112 degree angle** to maintain a consistent proportion that echoes the geometry of the “x” in our tagline, build for what’s next



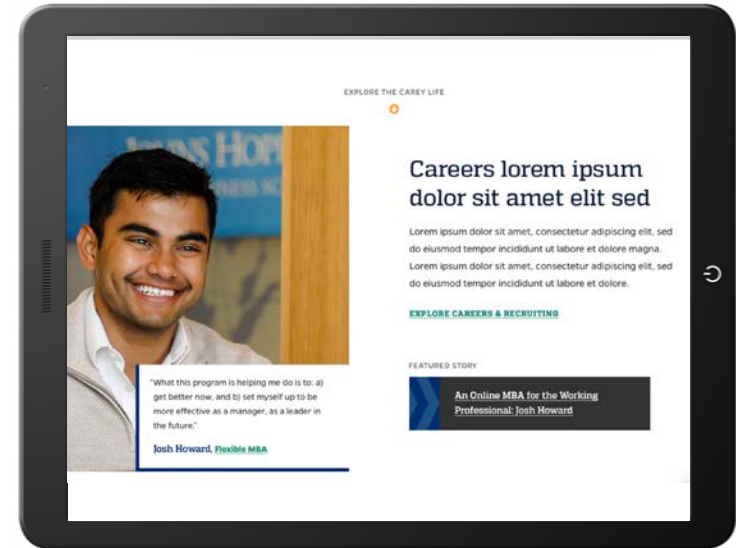
❌ Don't treat the arrow element like a logo or incorporate it in a way that conflicts with or replaces the Carey logo

# Design elements: arrow accent element sample applications

## Arrow Inspired Infographic



Sample executions showcasing range of use as a textural element.



### Double angle used as bullet

» Use Gentona Bold with key command  
Option+Shift blackslash





# Design elements: type as texture



Type can be used as a textural element. This treatment works well to highlight our brand values. Textural type elements have been created and embedded into templates resources.

⊗ Don't create custom type textures. Only use the files that have been created by the Marketing and Communications office.

**PRO TIP:** In specific instances, where these elements could be cropped, be mindful that words are not truncated to create smaller unintentional words

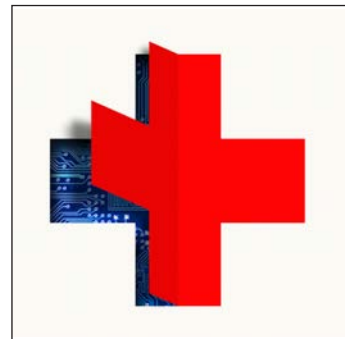
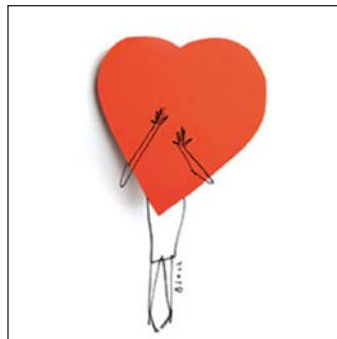
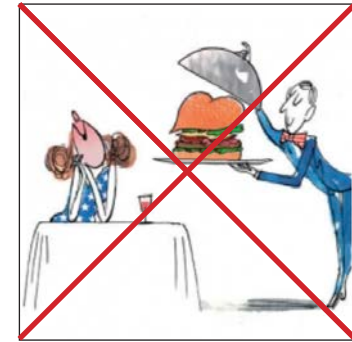
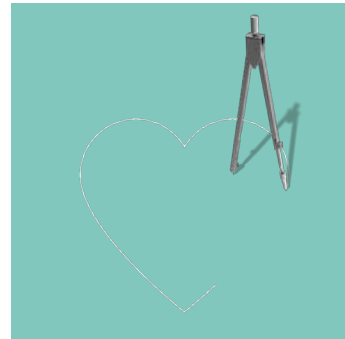


# Design elements: illustration styles

We use of conceptual illustration to create curious and thoughtful compositions.

## When incorporating illustrations:

- » Use the color palette on page 23 prominently
  - » Seek out mixed media styles
  - » Use abstract human representation and be mindful to represent diversity across subjects
- Avoid cartoon styles



# Design elements: **icons**

We have a full set of icons that are available to include across all programs. Do not use icons outside of this set. Icons should not be scaled smaller than .25" wide or larger than 1.5" wide.

**PRO TIP:** Icons should use a 3 point stroke weight. When scaling the icons in Adobe Illustrator, uncheck the “scale strokes and effects” box when scaling to ensure the stroke weight is not manipulated when icons are resized.

Use arrow shape where possible when creating new iconography.

Don't set icons inside of extraneous shapes that reduce the icons overall size and legibility

**LEARN MORE:** Icons can be downloaded from [carey.jhu.edu/inside/office-of-marketing-communications/](https://carey.jhu.edu/inside/office-of-marketing-communications/)



# Design elements: social media icons

We have a full set of icons that are available to represent our core social media channels. These icons should never be used larger than .5" square. Social media icons should always be used inside the circle shape to help provide visual continuity across the social icons.

It is best to use three or fewer icons at a time. Never use more than five social media icons together as that dilutes the effectiveness of the icon elements.

**LEARN MORE:** Icons can be downloaded from [carey.jhu.edu/inside/office-of-marketing-communications/](https://carey.jhu.edu/inside/office-of-marketing-communications/)



John Smith  
Title here  
Johns Hopkins Carey Business School  
100 International Drive  
Baltimore, MD 21202-1099  
Phone: (410) 254-9274  
[jsmith@jhu.edu](mailto:jsmith@jhu.edu)  
[carey.jhu.edu](https://carey.jhu.edu)



Don't use color versions of the social icons or add additional shapes or ornamentation as that detracts attention away from our landmark

# Design elements: data visualization

Data visualization is an important part of our visual expression of the brand. Data is best used to highlight measurable impact tied to our strategic goals.

## Chart typography:

To ensure legibility, do not set type less than 9 point. Gentona works best for chart text: Quadon lends itself to number callouts but does not reduce well, so it should be used for larger elements.



**31.3%** finance  
**31.3%** general management  
**25%** other | **6.3%** consulting  
**6.3%** information technology



**JOHNS HOPKINS**  
CAREY BUSINESS SCHOOL

This summer, we graduated the largest class in our history.  
**We couldn't have done it without you!**

**Your gift contributed to:**

- Case Competitions
- Scholarship opportunities
- Student conferences
- Over 40 alumni events hosted across the globe
- Speaker events
- Career treks to Fortune 100 companies around the world

# Typography

**We offer four approved fonts**—Quadon, Gentona, Arnhem Pro, and Titling Gothic—that allow for creative expression of our brand personality.

Quadon is the signature typeface for the Johns Hopkins University brand. It is collegiate and current.

For non-marketing materials where fonts are not available, Tahoma and Georgia.

**LEARN MORE:** about our signature typefaces, and find additional typography resources at [brand.jhu.edu/typography/](https://brand.jhu.edu/typography/)

**PRO TIP:** If you are creating or editing Marketing and Communications collateral, please reach out to the Marketing and Communications office at [carey\\_brand@jhu.edu](mailto:carey_brand@jhu.edu) for access to our approved font typefaces

Quadon

**Gentona**

**Arnhem Pro**

**TITLING GOTHIC**

# Typography

## Quadon

Quadon is strongest in display and impact applications, especially when the university's personality needs to be expressed. It also may be used in headlines, subheads, and limited body copy applications.

Quadon Light

*Quadon Light Italic*

**Quadon Medium**

*Quadon Medium Italic*

**Quadon Ultra Bold**

*Quadon Ultra Bold Italic*

**Quadon Black**

*Quadon Black Italic*

## Gentona

Gentona is best used in situations where simplicity and legibility are paramount. It works best in body copy and headline applications. It reproduces well in small sizes.

Gentona Extra Light

*Gentona Extra Light Italic*

**Gentona Book**

*Gentona Book Italic*

**Gentona Semi Bold**

**Gentona Extra Bold**

*Gentona Semi Bold Italic*

*Gentona Extra Bold Italic*

## Arnhem Pro

Arnhem is a serif font best suited for body copy but can be used for headlines, subheads, and typographic accents that require a traditional look. Use in all-caps is not recommended.

Arnhem Pro Blond

*Arnhem Pro Blond Italic*

**Arnhem Pro Bold**

*Arnhem Pro Bold Italic*

## TITLING GOTHIC COMPRESSED MEDIUM

Titling Gothic is our impact font. It is best suited for headlines and should be used only in all caps in the medium weight for short lines and phrases (between 10 and 15 words). Very limited use is recommended for maximum impact.

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 readability difficult  
and is not permitted.~~

# Typography: sample layout

## 1 INTRODUCTION

## 2 IMPACT HEADLINE HERE

### 3 Vestibulum Mollis Mauris Enim neque eu interdum.

4 Duis aliquet egestas purus in blandit. Curabitur vulputate, ligula lacinia scelerisque tempor, lacus lacus ornare ante, ac egestas est urna sit amet arcu. Class aptent taciti sociosqu ad litora torquent.

Praesent eget neque eu eros interdum malesuada non vel leo. Sed fringilla porta ligula egestas tincidunt. Nullam risus magna, ornare vitae varius eget, scelerisque a libero. Morbi eu porttitor ipsum. Nullam lorem nisi, posuere quis volutpat eget, luctus nec massa. Pellentesque aliquam lacinia tellus sit amet bibendum.

- » Vivamus rutrum nunc non neque consectetur quis placerat
- » Morbi malesuada nulla nec purus convallis consequat, vivamus id mollis quam

5 » Lorem ipsum dolor sit amet, consectetur adipiscing elit, nullam in  
» Suspendisse dictum feugiat nisi  
» In condimentum facilisis porta, sed

## 6 APPLY TODAY

### 1 EYEBROWS/CAPTIONS/CALLOUTS

- Gentona Bold
- All caps
- Point size should be small; no larger than 12 pt.
- Set tracking to 20 pt.
- Leading should be 2 pt. more than font size

### 2 HEADLINES

- Titling Gothic FB Comp Medium; all caps
- Use punctuation
- Point size should be large.
- Set tracking to 30 pt.
- Leading should be tight

### 3 SUBHEADS

- Quadon Bold
- Sentence case
- Point size should be 14–16 pt.
- Set tracking to 25 pt.
- Leading should be 2 pt. more than font size

### 4 BODY COPY

- Gentona Book; Italic as needed
- Sentence case
- Point size should be 9–12 pt.
- Set tracking to 0 pt.
- Leading should be 4 pt. more than font size

### 5 BULLETED LISTS

- Gentona Book; Italic as needed
- Sentence case
- Point size should be 9–12 pt.
- Leading should be 4 pt. more than font size
- Bullet style: use double angle bullet
- No punctuation at end of each line

### 6 CALLS TO ACTION

- Quadon Extra Bold
- All caps
- Set tracking to 30 pt.



# Typography: sample layout

## 1 INTRODUCTION

## 2 Impact Headline Here

## 3 Vestibulum Mollis Mauris Enim neque eu interdum.

4 Duis aliquet egestas purus in blandit. Curabitur vulputate, ligula lacinia scelerisque tempor, lacus lacus ornare ante, ac egestas est urna sit amet arcu. Class aptent taciti sociosqu ad litora torquent.

Praesent eget neque eu eros interdum malesuada non vel leo. Sed fringilla porta ligula egestas tincidunt. Nullam risus magna, ornare vitae varius eget, scelerisque a libero. Morbi eu porttitor ipsum. Nullam lorem nisi, posuere quis volutpat eget, luctus nec massa. Pellentesque aliquam lacinia tellus sit amet bibendum.

- » Vivamus rutrum nunc non neque consectetur quis placerat
- » Morbi malesuada nulla nec purus convallis consequat, vivamus id mollis quam

5 » Lorem ipsum dolor sit amet, consectetur adipiscing elit, nullam in  
» Suspendisse dictum feugiat nisl  
» In condimentum facilisis porta, sed

## 6 APPLY TODAY

### 1 EYEBROWS/CAPTIONS/CALLOUTS

- Gentona Bold
- All caps
- Point size should be small; no larger than 12 pt.
- Set tracking to 20 pt.
- Leading should be 2 pt. more than font size

### 2 HEADLINES

- Quadon Light
- Sentence case
- Use punctuation
- Point size should be large.
- Set tracking to 30 pt.
- Leading should be tight

### 3 SUBHEADS

- Gentona Bold
- Sentence case
- Point size should be 14–16 pt..
- Leading should be 2 pt. more than font size

### 4 BODY COPY

- Gentona Book; Italic as needed
- Sentence case
- Point size should be 9–12 pt.
- Set tracking to 0 pt.
- Leading should be 4 pt. more than font size

### 5 BULLETED LISTS

- Gentona Book; Italic as needed
- Sentence case
- Point size should be 9–12 pt.
- Leading should be 4 pt. more than font size
- Bullet style: use double angle bullet
- No punctuation at end of each line

### 6 CALLS TO ACTION

- Quadon Extra Bold
- All caps
- Set tracking to 30 pt.

# Photography styles

Our prominent use of bold color throughout all of our photography reinforces the confidence and vibrancy of our brand. We use a combination of styles to create a diverse collection of photography assets. People should always appear genuine and not overly posed.

## Photography at a glance:

- » Capture unique aspects of the architecture and use framing lines
- » Capture a mix of close-up, medium, and wide compositions
- » Look for ways to incorporate pops of color in environment or subjects
- » Using leading lines to draw the eye to the focal point



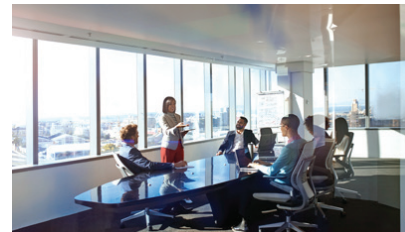
- ❌ Don't pose subjects in unnatural compositions or shoot in cluttered spaces

# Photography: candid images

Candid photography should capture authentic moments at the school. Candid photos should not feel too posed or overproduced.

## When shooting candid:

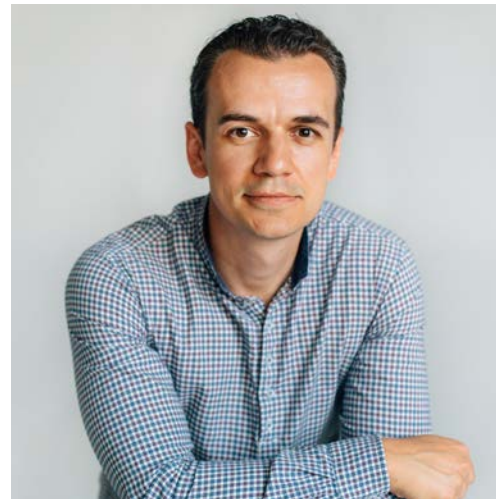
- » Capture unique aspects of the architecture and use framing lines
- » Use natural light and organic shadows
- » Shoot through glass or windows for added interest
- » Capture a mix of close-up, medium, and wide compositions
- » Feature diverse individuals or small groups of people
- » Always shoot straight-on or with a very slight angle from above or below only
- » Use consistent lighting
- » Look for ways to capture pops of color in environment or subjects
- » Incorporate leading lines



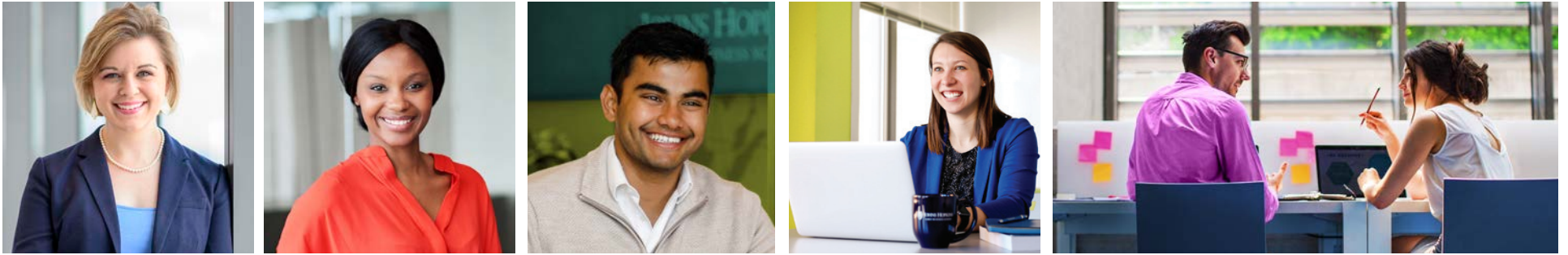
# Photography: formal portraits

When setting up formal portraits:

- » Send the portrait prep sheet on page 45 to subjects before photoshoot to encourage wearing pops of color
- » Stage shots with authentic placement and capture multiple poses
- » Shoot wide
- » Encourage authentic expression — smiling, laughing, leaning and crossing arms
- ❌ Don't force subjects to force smile or pose



# Photography: prep sheet



We want to represent ourselves with confidence and authenticity.

Incorporate a pop of color into your wardrobe to reflect the school identity.

- » Bold solid color blouse or collared shirt
- » Coloful scarf
- » Colorful tie
- » Accent jewelery

❌ Avoid busy patterns



# Photography: leading lines

Leading lines draw a viewer's attention to a specific part of the frame. This can be a person, a vanishing point in the background of the frame, or both.

The viewer's eyes are naturally drawn along strong vertical, parallel, diagonal, and horizontal lines.

A leading line takes you to a point of interest in the frame. Look for the following elements to draw attention to the focal point:

- » Paths
- » Rails
- » Buildings
- » Streets



# Photography: environmental portraits

Environmental and cinematic portraits add an aspirational component to the brand and to highlight the global impact of student and alumni stories. Images should be shot wide and straight-on. One to two people should be included in the photo with expansive open space framing the figures. Use homogeneous areas from the landscape to incorporate prominent use of color in the photo composition.

## When sourcing environmental portraits:

- » Use photos with wide compositions
- » Always include one or two people into the environment and feature diverse individuals
- » Use photos that have been shot straight-on or with a very slight angle from above or below only
- » Use consistent lighting
- » Look for ways to add pops of color in environment or subjects
- » Create purposeful compositions
- » Make sure the subject of the image is the focal point



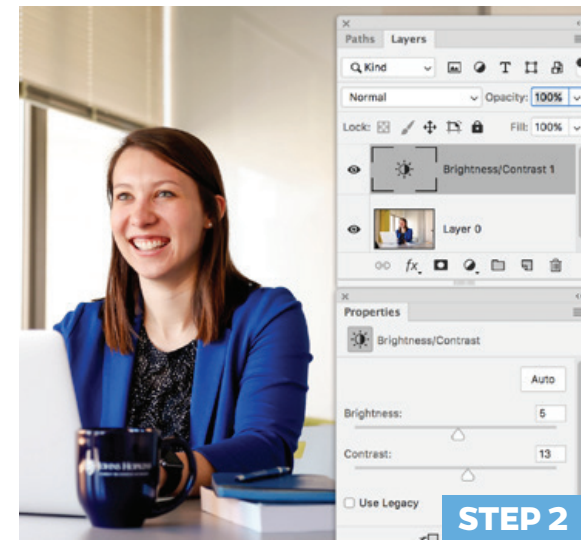
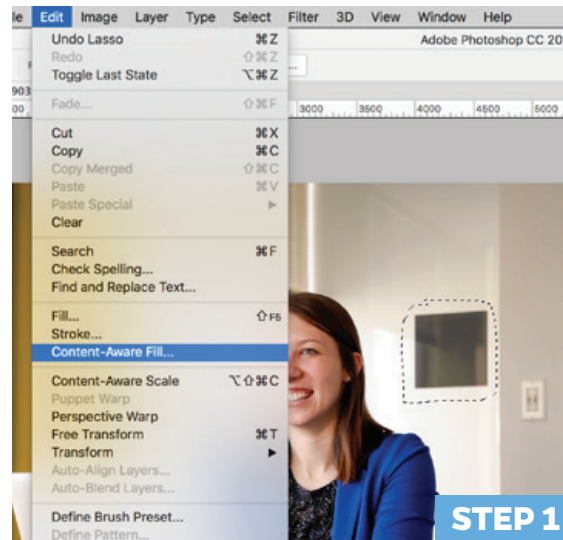
# Photography: retouching technique

**STEP 1** | Open the image in Photoshop and remove unnecessary distractions such as non-university logos or wall fixtures to create a cleaner look.

**STEP 2** | Apply a BRIGHTNESS/CONTRAST adjustment layer and adjust levels in the properties panel. Do not exceed +5 for brightness and +15 for contrast.

**STEP 3** | Pump up pops of color. You can enrich overall color by using a VIBRANCE adjustment layer and setting the blending mode to LUMINOSITY, or edit individual hues by using a SELECTIVE COLOR adjustment layer.

**STEP 4** | Apply a WARMING or COOLING photo filter (see guide on page 49), and spot retouch any additional areas.





# Photography: color correction technique



TOO COOL

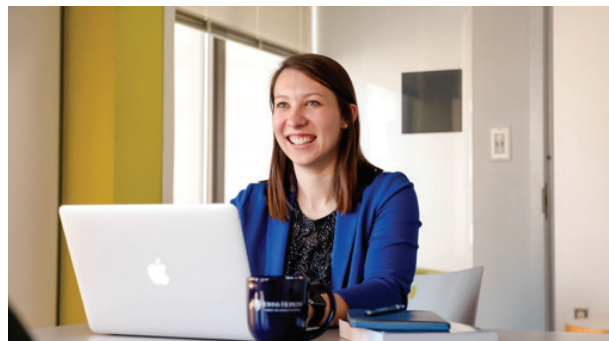


TOO WARM

**USING PHOTO FILTERS:** Imagery should skew slightly warm but not feel unnatural. Look at the skintones, whites, and neutrals in your photo to determine how warm or cool an image is. Use the visual guide above to adjust photos with a WARMING or COOLING photo filter adjustment layer in Photoshop.

The SELECTIVE COLOR adjustment layer is a quick way to adjust builds of individual colors within an image. Decreasing the level of black within colors will brighten the hue. Apply masks to any adjustment layers to target spot areas of color within the image.

## BEFORE / AFTER



ORIGINAL IMAGE



RETOUCHED IMAGE

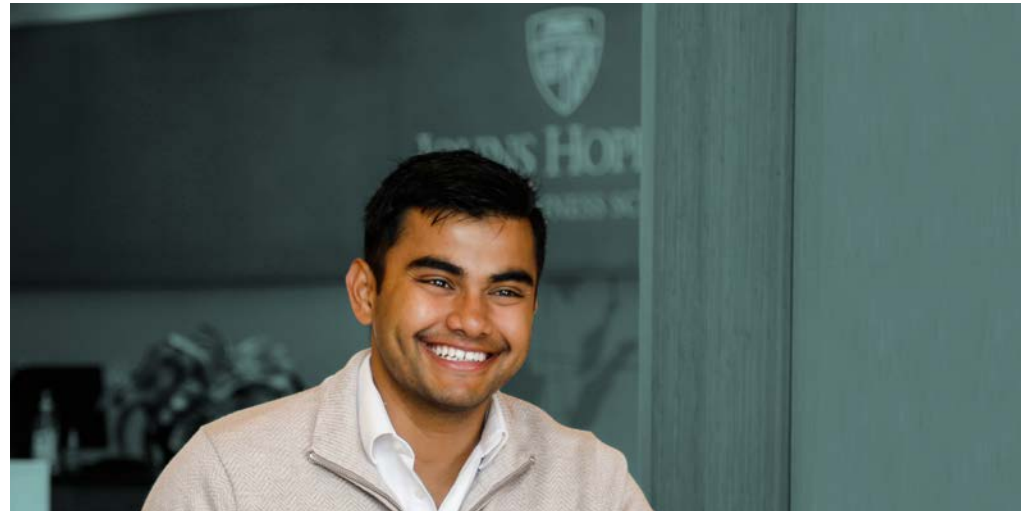
# Photography: color mask style

We use color tints to give a custom look to photos within our larger image library. This style offers an opportunity to include bold vibrant color when it doesn't appear in the original image composition. To achieve this look, follow the steps on pages 51-53. This technique should be used in harmony with non-masked, candid, environmental, and portrait style imagery.

**ORIGINAL IMAGE**



**SINGLE COLOR MASK**



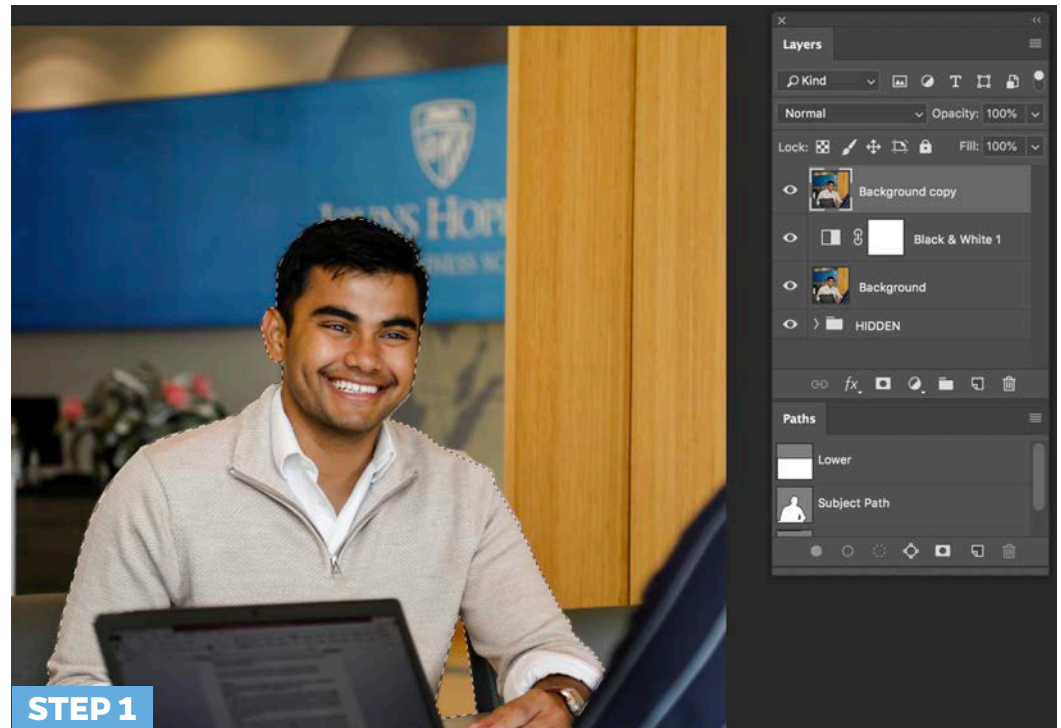
**SPLIT COLOR MASK**



# Photography: color mask technique [1 of 3]

**STEP 1** | Retouch image, and created duplicate layer with subject masked.

- Open the image in Photoshop, and remove unnecessary distractions, such as non-university logos or wall fixtures to create a cleaner look using the steps outlined on page 49
- Duplicate the background layer
- On the duplicate layer, use the pen tool to create a mask around the subject (It is important to use the pen tool over selection or lasso tool to ensure the path is clean and can be adjusted as needed)
- Select the work path in the path window, and double click on the path to name it SUBJECT PATH
- Drag the path down to the center icon along the bottom of the path window to LOAD PATH AS SELECTION. (You should see the “crawling ants line” move along your path)
- While the path is selected, click back on the duplicate layer in the layer window. Then select the third icon from the left along the bottom of the layer window to add VECTOR MASK
- The masked subject is now sitting in front of the background layer



# Photography: color mask technique [2 of 3]

## STEP 2 | Create a black and white adjustment layer.

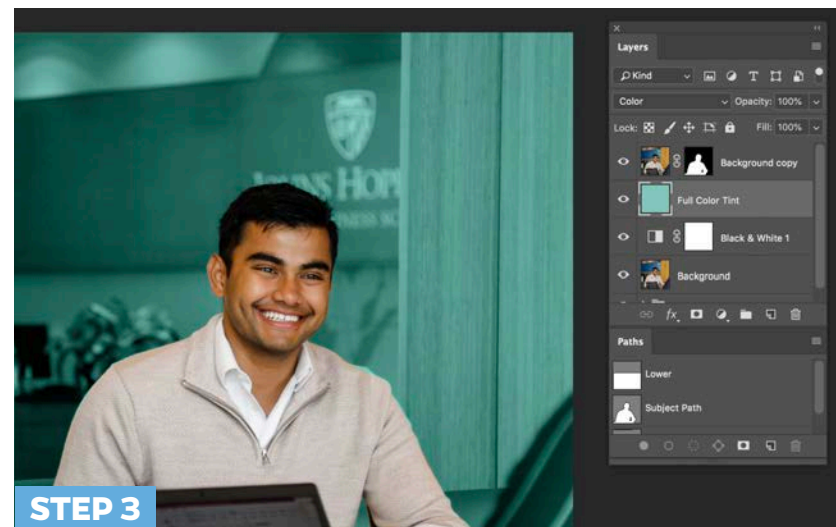
- Click back on the original background layer, and then select the fourth icon from the left along the bottom of the layer window to add adjustment layer
- Select BLACK AND WHITE adjustment layer. Using the PROPERTIES window, set the preset to DARKER and adjust color levels within the properties panel to desired contrast
- The BLACK AND WHITE adjustment layer should now be positioned above your background layer and behind your masked layer

## STEP 3 | Add tint layer.

- Add a NEW LAYER above BLACK AND WHITE adjustment Layer, and fill with desired accent color from the Carey 2019 Creative Cloud Library
- Change the blending mode to MULTIPLY or COLOR
- Adjust opacity as needed to achieve desired effect

## Split color mask:

The split technique is best to use for stand alone images like a social post. The split technique does not work as well in ad layout or other instances where it paired with bands of solid color. In a layout where photos will be used with large fields of color, the single mask technique works best to avoid competing divisional elements



# Photography: color mask technique [3 of 3]

## Optional alternative step

### STEP 4 | Create contrast mask layer.

- Select the background layer, and use the rectangular marquee tool to divide the background in half horizontally or along an intentional point of division
- Name the path “LOWER” in the paths window
- Drag the path down to the center icon along the bottom of the path window to LOAD PATH AS SELECTION. (You should see the “crawling ants line” move along your path)
- With the background layer selected in the layer window, add a BRIGHTNESS/CONTRAST adjustment layer and shift the brightness scale on the properties panel to achieve desired contrast (do not go above 110)
- This adjustment layer creates a division of contrast along the background

### STEP 5 | Add layer for primary tint.

- Add a NEW LAYER above BLACK AND WHITE adjustment layer, and fill with desired accent color from the Carey 2019 Creative Cloud Library
- Change the blending mode to MULTIPLY or COLOR
- Adjust opacity as needed to achieve desired effect

### STEP 6 | Add layer for secondary tint.

- Reactivate the LOWER path and select inverse (COMMAND SHIFT+I)
- Create a new layer and fill with second accent color
- Change the blending mode to MULTIPLY or COLOR
- Adjust opacity as needed to achieve desired effect

**SAVE** | Save layered PSD file so colors can be adjusted as needed



# Video

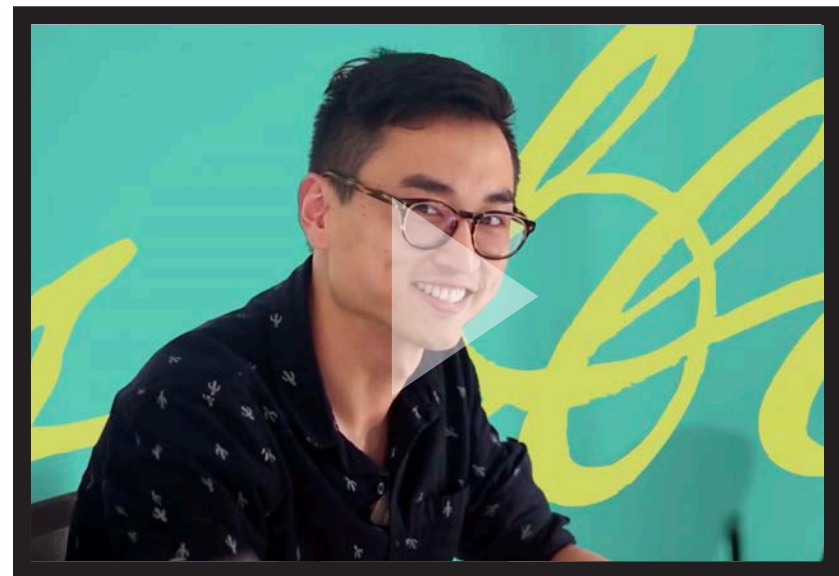
**External marketing videos** should be produced exclusively by the Marketing and Communications office. To uphold the spirit of the brand our marketing videos:

- » Reflect the guidelines outlined in the photography section of this guide
- » Incorporate signature audio tracks emphasizing classic instruments with modern tones
- » Include consistent intro, outro, and lower third treatments

**LEARN MORE:**

**Course content videos** are managed by the Teaching&Learning team

**Event coverage for simulcast** or archival purposes are typically outsourced to Open Range Video



Build for What's Next summer 2019 hype video:  
<https://www.youtube.com/watch?v=sx8z7-Bkr98>

# Video: lower thirds and introductions

Chris Schilder

Design Leadership MA/MBA '17  
Senior Manager, Marriott

When creating lower thirds, follow the editorial style guide on page 70 for names and titles. Abbreviations can be used for programs when space is limited but not abbreviations known exclusively to Johns Hopkins (ex. MAMBA).

**PRO TIP:** To access these files contact the Carey Marketing and Communications office at [carey\\_brand@jhu.edu](mailto:carey_brand@jhu.edu).

To recreate style in Adobe After Effects

## Top transparent bar

HEX: 2C2C2C

Font: Gentona, Extra Light

## Bottom blue bar

HEX: 002D72

Font: Gentona, Book

LOWER THIRD



**LEARN MORE:** Watch the animation: [https://www.youtube.com/watch?v=\\_vbOwiT2nOg&feature=youtu.be](https://www.youtube.com/watch?v=_vbOwiT2nOg&feature=youtu.be)

# Video: motion graphics

## INTRO



**SHIELD ANIMATED TO FULL LOGO:** To use it, place the clip “Intro.mov” as the first clip on your timeline. Do not speed-ramp or trim the clip. The intro is not designed to be modified.

## OUTRO



**BUILD FOR WHAT'S NEXT TAGLINE:** The Outro element is used at the end of video. To use it, layer it over the last shot with an overlap of at least 45 frames and let it play through the end. The outro is not designed to be modified.

**LEARN MORE:** Watch the animations: [https://www.youtube.com/watch?v=\\_vbOwiT2nOg&feature=youtu.be](https://www.youtube.com/watch?v=_vbOwiT2nOg&feature=youtu.be)

The initial view for all videos should use the standard Johns Hopkins Carey Business School intro animation. As an alternative, the school logo can be used. Videos designed specifically for social media or to be viewed as a series do not have to follow that guide as detailed in the Johns Hopkins University brand guide. [brand.jhu.edu/placement/](https://brand.jhu.edu/placement/)

**PRO TIP:** These resources were designed specially for marketing videos. To access these files contact the Carey Marketing and Communications office at [carey\\_brand@jhu.edu](mailto:carey_brand@jhu.edu)



# Voice and tone

Our unique expression of Carey through words and imagery

Along with a distinctive “look and feel,” a brand also has a voice—a characteristic way of speaking and expressing ourselves. Together, these visual and verbal identities keep the Carey brand coherent and consistent, and therefore strong. Using a consistent voice across all communication helps people recognize and remember our brand. It conveys our brand personality, building an emotional connection with our audiences.

# Voice and tone: **message objectives**

## **Determine what content, but not verbatim language, to convey to a target audience.**

All Carey materials (e.g., flyers, mass e-mails, webpages, program information) should use messages that support school objectives. Use this guide every time you are writing or speaking on behalf of Carey. To ensure you are on message:

- 1 | Find the target audience for your deliverable.
- 2 | Familiarize yourself with the business objectives for that audience.
- 3 | Check that your writing conveys one or more of the messaging emphases listed for the audience.
  - » If your writing does not support one or more message objectives, assess whether your project is working toward the larger audience business objective(s). Revise as necessary.
- 4 | Check that your writing embodies Carey's voice: thoughtful, confident, and inquisitive (see page 66).

**LEARN MORE:** Consult Carey's core messages for additional messaging guidelines at [carey.jhu.edu/inside/office-of-marketing-communications/](https://carey.jhu.edu/inside/office-of-marketing-communications/)

# Message objectives: prospective students

## **Business objective:**

Attract and enroll high-performing students

## **Message emphasis:**

- » Carey, built on the foundation of Johns Hopkins, is the place for a student to find what's next for them and what's next in the business world
- » Students are highly talented, accomplished, and budding leaders in business and society
- » Students have access to a wide breadth of experiences and learning opportunities at Carey, the larger Johns Hopkins networks, businesses and prospective employers

## **Sample headline:**

Here, an MBA is  
just the beginning

# Message objectives: current students

## **Business objective:**

Generate positive student satisfaction and instill confidence that students will succeed in their respective business fields upon graduation

## **Message emphasis:**

- » Every day at Carey there is an opportunity to build for what's next in your career and contribute to society
- » Fellow students in the program are highly talented, accomplished, and are budding leaders in business and society
- » Faculty are highly accomplished and industry leaders
- » Students have access to a wide breadth of experiences and learning opportunities at Carey, the larger Johns Hopkins networks, with businesses and with prospective employers

## **Sample headline:**

A stronger tomorrow  
starts with everything  
you're doing today

# Message objectives: faculty

## **Business objective:**

Recruit and retain the best faculty talent

## **Message emphasis:**

- » Carey is built on the Johns Hopkins University foundation of discovering what's next for business and society
- » Carey faculty are engaged in high-quality research
- » Carey faculty are thought-leaders and are trailblazing the future of what's next in the business world and in the classroom
- » Carey faculty capitalize on the access to Johns Hopkins resources through interdisciplinary collaboration and cross-school partnerships

## **Sample headline:**

Make your mark  
on the future

# Message objectives: staff

## **Business objective:**

Recruit and retain the best talent across departments and programs

## **Message emphasis:**

- » Staff plays a leading role in exploration and execution of Carey's mission to discover what's next
- » We don't believe in going through the motions because "we've always done it this way." Rather, staff can leave their mark by collaborating across functions and create best practice of the future

## **Sample headline:**

Together, we build  
for what's next

# Message objectives: **employers**

## **Business objectives:**

- » Increase recruitment of Carey students and engagement across the school
- » Encourage participation in corporate partnerships

## **Message emphasis:**

- » Carey produces motivated students who are prepared to help businesses discover what's next within ever-changing markets
- » A Carey education provides graduates with the classroom learning and hands on experience necessary to hit the ground running in a fast-paced business environment
- » Students are solution-oriented innovators and solve tomorrow's problems today

## **Sample headline:**

Our grads don't look  
to the future, they  
build it

# Message objectives: alumni

## **Business objective:**

Encourage continuous engagement with the Carey alumni network

## **Message emphasis:**

- » Alumni embody and champion the Carey commitment to pursue what's next for business and society
- » Alumni are integral to leading and mentoring the next generation of business leaders
- » Alumni are part of the Johns Hopkins network and benefit from continuous connection to Johns Hopkins resources, professional development, and connections

## **Sample headline:**

The future's in your hands, it's up to you to make it count



# Message objectives: donors and partners

## **Business objective:**

Encourage sustained support of Carey

## **Message emphasis:**

- » Donations and partnerships have a material impact on students' experiences at Carey, accomplishments after graduation, and broader lives as upstanding citizens
- » Carey is tremendously appreciative of its donors and partners

## **Sample headline:**

Invest in the people  
who will make  
headlines

# Voice and tone: **attributes**

## Thoughtful

### **Be purposeful when you write and talk.**

Show engaged passion. Use authentic and inclusive language. Tell insightful anecdotes. We are thought-leaders, experts, and educators. We show this with bold statements grounded in deep knowledge and delivered with compassionate humility.

## Confident

### **Be optimistic and declarative when you write and talk.**

Talk about possibilities, the future, and what can be. Language supports exploration and shows the benefits of discovery to the world. We aren't just looking to the future but building it.

## Inquisitive

### **Create and show curiosity when you write and talk.**

Build on the Johns Hopkins legacy as America's first research institution to spur innovation for community and global impact. Ask intriguing questions, share expertise, and think big. Inspired by the unknown, we are solution oriented, enterprising thinkers.

# Voice and tone: **style**

- » **Use facts and relatable words, not jargon or obtuse names and acronyms.**  
Prospective students want easily digestible information.
- » **Write succinctly.** Make your point and move on. Use short sentences. Don't bury the lead. Don't repeat words.
- » **Write with enthusiasm.** Write in active voice not passive voice and use strong verbs. (ex: "Advance your career," instead of "An MBA will advance your career").
- » **Be consistent.** The quality of our brand is a selling point. Use the proper capitalization and grammar in all instances. It only takes one typo to raise doubt about brand credibility.

# Voice and tone: **words we use**

Accomplishment

Achievement

Advanced

Ambitious

Careers

Cohort

Collaborate

Connections

Cooperative

Diverse

Drive

Energetic

Excellence

Exclusive

Future

Hands on experience

Inclusive

Ingenuity

Innovate

Legacy

Motivated

Network

Progress

Prosperity

Solution-oriented

Success

Tenacious

| Say this                              | Not that                  |
|---------------------------------------|---------------------------|
| The Carey network                     | Carey friends and family  |
| Exclusive access to programs          | Special discounts         |
| Ingenuity of a modern business school | Soul of a business school |
| Innovate for lasting impact           | Make a difference         |

# Voice and tone: Elevator pitch

**Who are we?** Johns Hopkins Carey Business School provides an innovative business education grounded in the tradition of building for what's next.

**What do we do?** Combining the Johns Hopkins legacy of excellence and research with Carey's ingenuity as a modern business school, we are uniquely poised to solve tomorrow's business challenges today.

**How do we do it?** Our full-time, part-time, and online programs are data driven to compete in the ever-changing global marketplace.

**Why do we do it?** A Carey education prepares students to advance in their careers while advancing society.

Johns Hopkins Carey Business School provides an innovative business education grounded in the tradition of building for what's next. Combining the Johns Hopkins legacy of excellence and research with Carey's ingenuity as a modern business school, we are uniquely poised to solve tomorrow's business challenges today. Our full-time, part-time, and online programs are data driven to compete in the ever-changing global marketplace. A Carey education prepares students to advance in their careers while advancing society.

# Editorial style highlights



Guidelines draw from AP style. Refer first to the Carey guide, then the Johns Hopkins guide, and finally, AP style.

## **LEARN MORE:**

### **Johns Hopkins Carey Business School Editorial Style Guide:**

[carey.jhu.edu/uploads/documents/brochures/  
Carey\\_Business\\_School\\_Style\\_Guide\\_2017.pdf](https://carey.jhu.edu/uploads/documents/brochures/Carey_Business_School_Style_Guide_2017.pdf)  
*update to be released in 2019*

### **Johns Hopkins Carey Business School Teaching&Learning Style Guide:**

[jh.box.com/v/OnlineCourseStyleGuide](https://jh.box.com/v/OnlineCourseStyleGuide)

# Editorial style guide: **identifying the school**

## **First and second mention**

The formal name of the school, “Johns Hopkins Carey Business School,” should be used in full as the first mention of the school in all materials including video introductions. Preferred second reference is “Carey Business School.” When space and/or repetition is a concern, “Carey,” “school,” and “university,” may be used on second reference. The preferred shortened name of the university and hospital is “Johns Hopkins,” not “Hopkins.”

## **Use of “the”**

“Johns Hopkins Carey Business School” and “Carey Business School” are preferred without “the” preceding the names. Exceptions can be made when grammatically necessary to use “the.” Do not capitalize “the” when used in the middle of a sentence

## **Headline and body text**

You can refer to the school by the formal name or by the shortened “Carey” in a headline and use the formal name of the school in the body text. Avoid breaking “Johns” and “Hopkins” on separate lines in display copy.

## **Slang**

Do not use slang language such as “Carey Biz School.”

## **First mention of the school in all materials:**

Johns Hopkins Carey  
Business School

# Editorial style guide: **highlights**

## A

**abbreviations and acronyms** Do not follow an organization’s full name with an acronym in parentheses. If an acronym would not be clear without this arrangement, do not use it.

When the full name of an acronym is used, words that are not normally capitalized should be lowercased.

Job titles and names of organizations, centers, buildings, forms, tests, and other objects are generally spelled without periods.

CEO, TOEFL, GRE, GMAT, ID, JHB, SAT

**academic and administrative titles** In most cases, titles should follow a name and be lowercased; the exceptions are named professorships and deanships, which stay capped even when they follow a name.

When a formal title precedes a name, capitalize it, but lowercase words that modify the title:

Professor Kevin Frick; business Professor Colleen Stuart; Assistant Professor Stacy B. Lee; R. Clayton Emory Chair in Real Estate and Infrastructure Ko Wang; Vice Dean for Faculty and Research Valerie Suslow.

With lowercase titles that follow names, the capitalization of the discipline or department is determined by the usage: professor of business and economics (lowercase business and economics because you’re talking about the academic discipline, not a department).

**academic degrees** Omit periods (MS, MBA, PhD), and avoid abbreviations when possible: John Jones, who has a doctorate in sociology. Capitalize the formal name of a degree (John earned his Master of Science from Johns Hopkins.), but lowercase the when used in copy when not referring to a specific degree and the informal name (A master’s degree in marketing will aid your job search.). Exceptions allowed for display

copy (headlines and captions) where space is limited and in contact information. If the official degree name contains the words “of Science,” the discipline is capitalized.

Examples:

Sally has an MS in Business Analytics and Risk Management.

Carey Business school offers a Master of Science in Health Care Management.

The Johns Hopkins MBA will launch your career.

Earn your Master of Business Administration from Johns Hopkins.

Bill plans to enroll in the MS in Health Care Management degree at the Carey Business School next month.

Do not capitalize a discipline in copy when it is not referring to a specific degree program.

Tim has a master’s degree in business administration.

She earned her doctorate in business analytics.

He studied finance at the Carey Business School.

She earned a degree in real estate from Johns Hopkins.

I earned an MBA with a concentration in health care management.

The Carey Business School’s Flexible MBA offers concentrations in real estate, health care management, and marketing.

Exceptions can be made for display copy.

Johns Hopkins Carey Business School offers the following flexible MBA concentrations:

- > Health Care Management
- > Leading Organizations
- > Marketing
- > Real Estate



# Editorial style guide: **highlights**

**ampersand** Use only when the ampersand is part of the formal name of a department, division, company, etc.: [U.S. News & World Report, Teaching & Learning @Carey](#). Do not use an ampersand to avoid the repetition of “and.” (Ex.: [The School of Arts & Sciences and the School of Engineering are based at Homewood. Use instead the School of Arts and Sciences and the School of Engineering.](#))

## C

**campus** Refer to campuses as the Baltimore and Washington D.C. campuses. Only refer to the Baltimore campus as Harbor East when speaking to an exclusively Baltimore based audience. Do not refer to the campuses as HE, DC or Dupont.

**capitalization** On second reference, words such as “university,” “school,” “hospital,” “institute,” “department,” “center” should not be capped. Exceptions: [the Conservatory, the Preparatory, the Press, the Laboratory/ the Lab \(for APL\), the Academy \(an institute for advanced study for retired professors\), the Beach](#) (lawn in front of the Eisenhower Library).

**comma** Use a serial comma (e.g., the schools of Medicine, Nursing, and Public Health). If a serial comma does not appear in a proper name (e.g., Department of Family, Population and Reproductive Health), do not add it.

**course titles** Capitalize course titles when using the full formal title (e.g., Accounting and Financial Reporting). Lowercase when using an informal reference (e.g., [accounting](#)). Do not italicize course titles or use quotation marks around them.

## D

**degrees** Capitalize the main words in the names of degrees when they are spelled out and capitalize abbreviations of degrees. (Note: There are no spaces between elements.)

[Bachelor of Arts—BA Bachelor of Science—BS Master of Arts—MA Master of Science—MS Doctor of Philosophy—PhD](#)

Capitalization of names of degrees should match the registrar's official degree list. If the official degree name contains the words “of Science,” the discipline is capitalized. (Refer to the Bachelor of Arts in English, not the Bachelor of Arts degree in English or the Bachelor's degree in English.) Similar rules apply to references made to master's and doctoral degrees.

Do not capitalize academic degrees used in a general sense. Note that bachelor's and master's end in 's. [a bachelor's degree a master's degree, a doctoral degree or a doctorate](#)

In references to degrees, the word “degree” is never capitalized. [She earned her Master of Finance degree.](#)

Make plural abbreviations of degrees with s (no apostrophe). [MAs, PhDs, JDs](#)

Capitalize names or abbreviations of academic degrees and honors following a personal name.

[John Doe, Doctor of Law John Doe, MD; James Trillburn, Woodrow Wilson Fellow](#)

Degrees conferred at institutions other than Johns Hopkins may follow a different style. Verify degree names to preserve correct capitalization, abbreviation, and punctuation style. When they follow a person's name, qualifiers such as PhD and MD are preceded by a comma. A second comma follows the qualifier in running text: [The opening remarks by Ross Daley, PhD, set the tone for the conference](#)

# Editorial style guide: **highlights**

## F

**functional units** Do not use “departments,” use “functional units.” Use the ampersand (&) when part of the official office name. Examples below.

[Admissions](#)  
[Marketing and Communications](#)  
[Teaching & Learning@Carey](#)  
[Dean’s Office](#)  
[Student Services](#)  
[Office of Education](#)  
[Faculty & Research](#)  
[Career Development Office](#)  
[Operations](#)  
[Financial Aid](#)  
[Development & Alumni Relations](#)  
[Registrar](#)  
[Information Technology](#)  
[Finance](#)  
[Office of Data Management](#)  
[Human Resources](#)

*Note, there are plans to revise these names in Fall 2019.*

Refer to Carey Business School, not the department when referencing external programs or initiatives (e.g., Carey Business School brings you a symposium on health care. Not: The Office of Marketing & Communications brings you a symposium on health care.)

## H

**Headlines** Web and marketing materials use sentence case (only capitalize first letter in sentence and proper nouns). This rule is superseded by web design that predetermines use of all caps for display copy.

*Johns Hopkins Magazine* uses upper- and lowercase headline styles. For lowercase style, follow AP Stylebook, headlines; for uppercase, see Chicago 8:157. A few points: Capitalize prepositions of four or more letters. Enclose in single quotation marks titles and other words that are normally italicized. Use single instead of double quotation marks in headlines and callouts. Designers have free rein in headlines of features and do not need to follow these rules.

**Health care** Two words unless spelled as one word in the official title of an organization, bill, etc. Do not hyphenate as an adjective.

## J

**Johns Hopkins Carey Business School** The school’s formal name is Johns Hopkins Carey Business School. On first reference, the preferred name is Johns Hopkins Carey Business School. Preferred second reference is the Carey Business School. On second reference, “Carey,” “school,” and “university,” may be used as alternatives when space and/or repetition is a concern.

[Thank you for choosing the Johns Hopkins Carey Business School. We hope you enjoy your time at Carey.](#)

The acronyms “CBS,” “JH,” and “JHU” should not be used for brevity upon second reference of the Carey Business School or Johns Hopkins, nor should it be used in marketing, advertising, social media, nor for other branding-related uses. “CBS” should not be used to shorten the name of a functional unit within the school. (e.g., [CBS Human Resources](#), [CBS Marketing](#), [CBS Communications](#).)

“Carey” should not be used as a verb such as “Keep calm and Carey on,” with the exception of the “Carey the Torch” blog.

# Editorial style guide: **highlights**

## P

**Programs** In running copy, mention programs in descending order of prestige and length required to earn degree, and then follow alphabetical order. (ex.: PhD, MBA, MA, MS, and BA.)

Lowercase program (ex.: While the EMBA program has barely enough cohorts...) Lowercase specialized master's degree programs and bachelor's degree.

Names of programs should match the Carey website <http://carey.jhu.edu> (ex.: "MS in Marketing").

When referencing the Health Care program, make sure there is a space between "Health" and "Care" and both words are capitalized.

## T

**the** In running copy, do not capitalize "the" even if it is part of the formal title of a company, division, or university: K.T. Ramesh is the Alonzo G. Decker Jr. Professor of Science and Engineering at the Johns Hopkins University.

**LEARN MORE:** about the use of "the" preceding "Johns Hopkins Carey Business School" on page 71.

Exception: Newspapers, magazines, and books retain the capitalized "The": *The New York Times*, *The New Yorker*. When names stand alone, as in a program or invitation, "The" would be capped: The Johns Hopkins University, The Charlotte R. Bloomberg Children's Center.

# Design resources and samples

**MBA.**  
**Clinical Innovation**  
**Director.**  
**Saved her**  
**hospital \$2M.**

DISCOVER THE JOHNS  
 HOPKINS MBA

JESSICA CHAO, MBA '12

JOHNS HOPKINS  
 CAREY BUSINESS SCHOOL

Build for what's next™

**The 143-year legacy of Johns Hopkins.**  
**The vision of a modern business school.**  
**We build for what's next.**

The Johns Hopkins Carey Business School is located at the crossroads of History and possibility. Our redesigned and reimagined MBA brings together the resources of a world-class university and the experiential, data-driven best practices of an AACSB-accredited business program.

Advance your career with an MBA from the business school that's anything but business as usual.

JOHNS HOPKINS  
 CAREY BUSINESS SCHOOL

Build for what's next.™

carey.jhu.edu/next

JESSICA CHAO, MBA '12



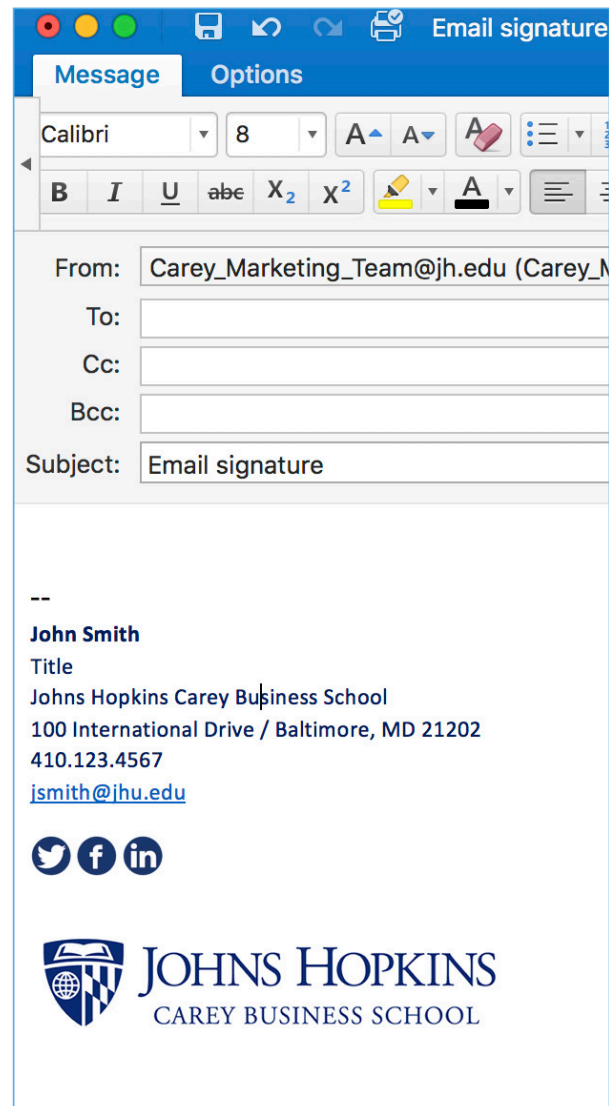
JOHNS HOPKINS  
 CAREY BUSINESS SCHOOL

We expand Johns Hopkins University's pursuit of research, discovery and education through dynamic learning opportunities, innovative faculty, and interdisciplinary collaborations to help shape leaders who seize opportunities to create lasting commercial and societal value.

# Design resources and samples: email signature

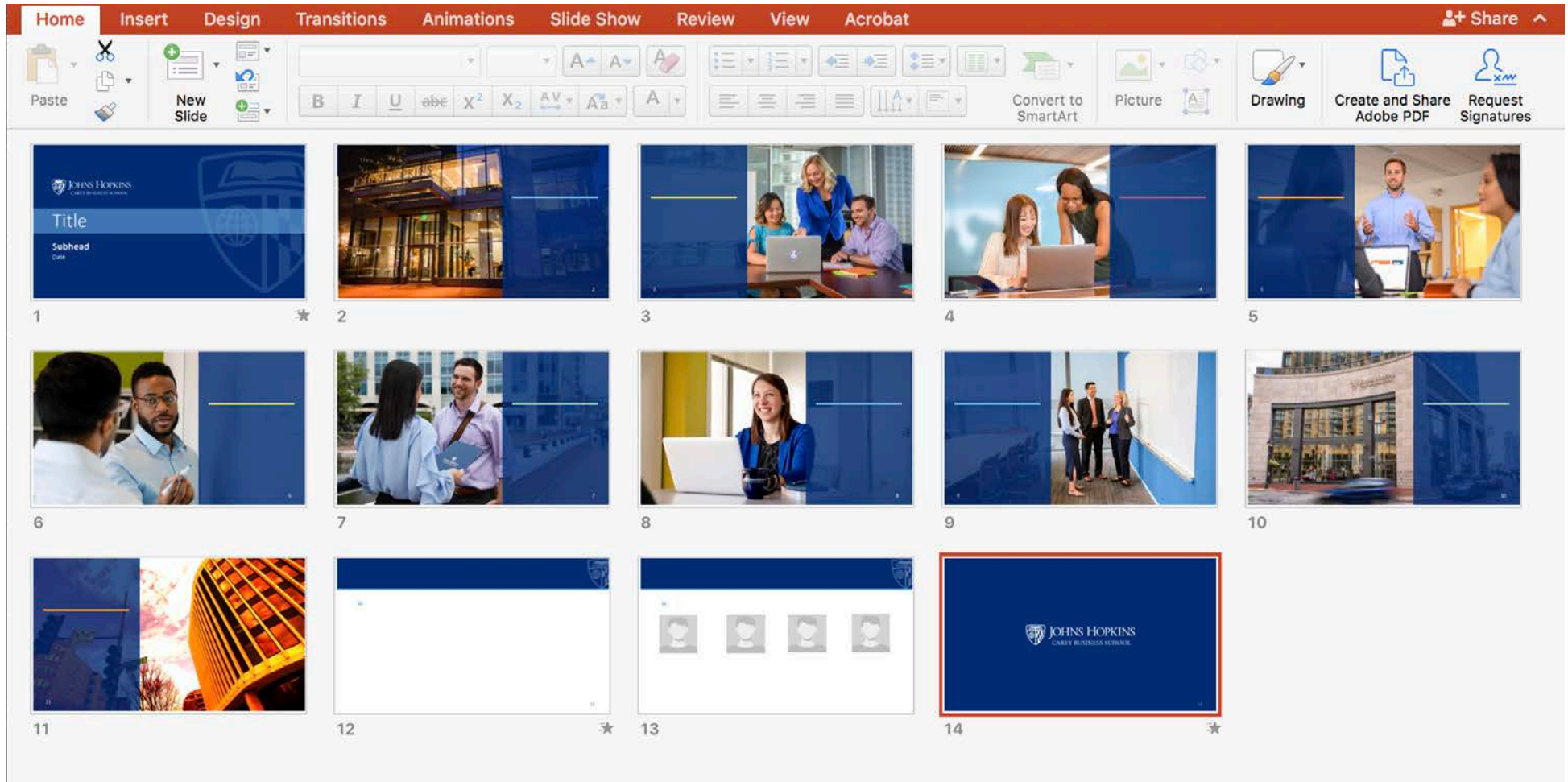
**LEARN MORE:** A standard email signature file is available at [carey.jhu.edu/inside/office-of-marketing-communications/](http://carey.jhu.edu/inside/office-of-marketing-communications/)

☒ Do not add additional icons or graphic elements as they dilute the emphasis on the essential information and our logo



☒ Don't edit the standard signature

# Design resources and samples: powerpoint presentation



# Design resources and samples: dynamic email layouts

**JOHNS HOPKINS**  
CAREY BUSINESS SCHOOL

PICTURE GOES HERE  
560 PX x 200 PX

**Title of Event Goes Here: Subtitle Goes Here**

Lorem ipsum dolor sit amet, nec suscipiantur interpretaris eu, labitur iracundi eos ne. Sed ut novum mentium, duo magna simul in, cum semper cetero habemus iudicabit consetetur no, mel recteque repudiandae ea. In his sum per paulo perpetua, eum et eruditi albus mediocritatem. Mea cu ferr definitiones, sensibus antiopam senserit sed ex.

**Date & Time Go Here**  
Location Name  
Location Address  
Location Address

[Register Here!](#)

Dear Students,

Admissions message goes here.

Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Donec id elit non mi porta gravida at eget metus. Sed posuere consectetur est at lobortis. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor.

Nullam quis risus eget urna mollis ornare vel eu leo. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Sed posuere consectetur est at lobortis. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus.

Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Donec id elit non mi porta gravida at eget metus. Sed posuere consectetur est at lobortis. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor.

Sincerely,  
**The Admissions Team**  
Johns Hopkins Carey Business School

**JOHNS HOPKINS**  
CAREY BUSINESS SCHOOL

**HR General Branded Message**  
LAST EDIT: 15 JUL 2019

**HR Newsletter**  
LAST EDIT: 16 JUL 2019

**WELCOME BREAKFAST**

**New Employee Welcome Breakfast Save the Date**  
LAST EDIT: 15 JUL 2019

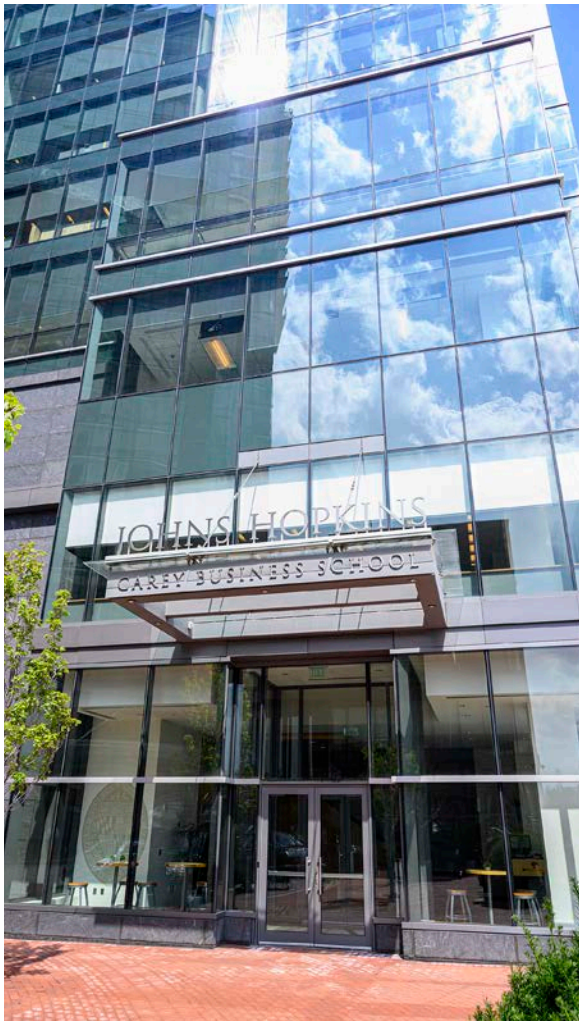
**TOWN HALL MEETING**

**Town Hall Meeting**  
LAST EDIT: 15 JUL 2019

Carey has an account with Banantag to create template dynamic emails. This resource is most effective for emails that are being sent directly through Outlook and is compatible for messages being sent to individuals and listservs.

**LEARN MORE:** Contact the Marketing and Communications office at [carey\\_brand@jhu.edu](mailto:carey_brand@jhu.edu) for support setting up new templates and access to the portal

# Design resources and samples: photo collections

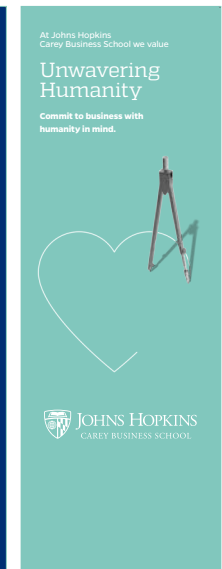
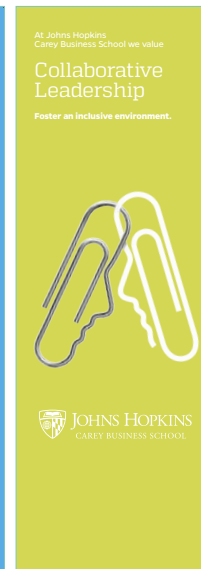
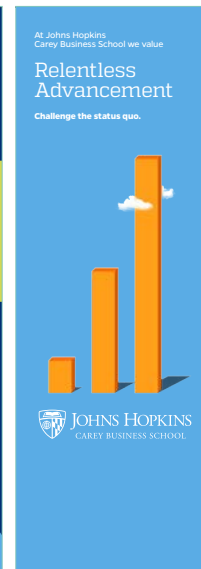


**LEARN MORE:** For access to the school WebDam photo database, please email the Marketing and Communications office at [carey\\_brand@jhu.edu](mailto:carey_brand@jhu.edu)





# Design resources and samples: Display banners



**LEARN MORE:** This shared collection of vertical retractable display banners are available for all partners to use. Additional banners can be ordered as needed.

# Design resources and samples: Physical space



The Marketing and Communications office and Operations office partnered to infuse the updated brand palette into the physical space. Updates to accent walls and signage will be made in phases.

#### **Sherwin Williams Paint Swatches:**

- SW6510: Loyal Blue
- SW6801: Regale Blue
- SW6987: Jitterbug Jade
- SW6918: Humorous Green
- SW0075: Holiday Turquoise
- SW6886: Invigorate
- SW6890: Osage Orange
- SW6981: Passionate Purple

# Design resources and samples: Swag

The promotional items shown below have been designed in partnership with licensed Johns Hopkins University vendors. Partners can contact vendors directly to order these items. For additional information on ordering these items or creating custom designs, contact the Marketing and Communications office.

## Vendor Contact: SpecWorks

Corina Peacock | corina.peacock@specworks.com | 888-773-2967



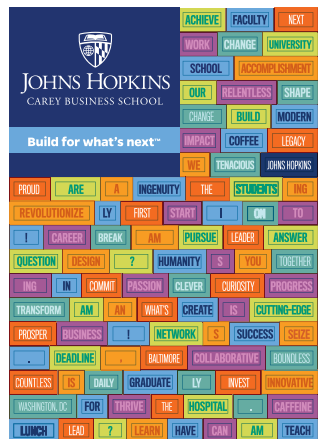
Magic Cube



Lapel Magnet



Foam Coasters



Magnet Set



## Vendor Contact: Geiger

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Sticker Sheet



# Resource overview

**Johns Hopkins University brand guidelines:**  
[brand.jhu.edu](http://brand.jhu.edu)

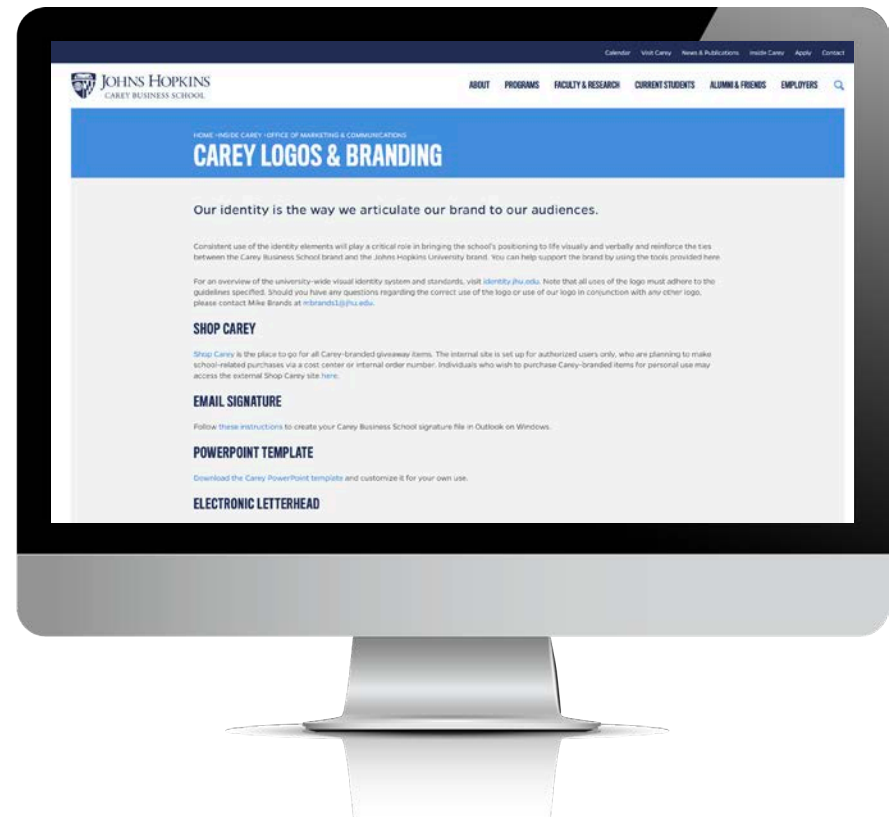
**Johns Hopkins Carey Business School core messages and editable templates**  
[carey.jhu.edu/inside/office-of-marketing-communications/](http://carey.jhu.edu/inside/office-of-marketing-communications/)

**Johns Hopkins Carey Business School editorial style guide:**  
[carey.jhu.edu/uploads/documents/brochures/Carey\\_Business\\_School\\_Style\\_Guide\\_2017.pdf](http://carey.jhu.edu/uploads/documents/brochures/Carey_Business_School_Style_Guide_2017.pdf)  
*update in production to be released in 2019*

**Johns Hopkins Carey Business School Teaching&Learning Style Guide:**  
<https://jh.box.com/v/OnlineCourseStyleGuide>

**PRO TIP:** Graphic design assets Adobe creative cloud library:  
<https://adobe.ly/2Nkaqww>

**LEARN MORE:** Please reach out to the Marketing and Communications office at [carey\\_brand@jhu.edu](mailto:carey_brand@jhu.edu) with any questions you may have



# Phase two additions to come

The Marketing and Communications office plans to update this document.

**Additional elements in progress include:**

- » Web and social media specific editorial style guidelines
- » Functional unit names - updated overview and guidelines regarding editorial style for unit names are in progress to ensure all name treatments are current and consistent

**LEARN MORE:** Please reach out to the Marketing and Communications office at [carey\\_brand@jhu.edu](mailto:carey_brand@jhu.edu) if there are any items you would like to suggest be considered in the next edition