

Johns Hopkins Medicine Graphic Standards

March 2007
Version 4.2



Letter from JHM’s leaders	ii
Introduction	I
Signature system: two color brandmark	
corporate	2.1
entity	2.2
reversed	2.3
The symbolism of the triangle	2.4
Organizational overview	3
Reproduction of the brandmark:	
2 or more colors	4.1
1 color	4.2
Horizontal brandmark	4.3
Typography	5
Stationery	6.1
letterhead	6.2
personalized	6.3
personalized with multiple entities	6.4
layout of letter	6.5
personalized multiple names	6.6, 6.7
Business cards	6.8
multiple names	6.9
No. 10 envelopes	6.10
No. 10 envelopes (HIPPA guidelines)	6.11
Web guidelines	7
Publication design	8

Dear Colleague:

Johns Hopkins Medicine aspires to excellence in research, teaching and patient care. But we also aspire to excellence in other ways—in how we do things, our sense of style and our attention to detail. It is often these things that people notice most and that make lasting impressions. When one person is especially thoughtful, when one person makes an extra effort, everyone in the institutional family enjoys the benefit of the positive impression that is made.

So it is with our visual communications program. People notice when we are consistent, when we demonstrate style and do things in a tasteful manner. When each component of the institution contributes to this consistency and style everyone benefits from the cumulative values. Each of us is rewarded for being an effective member of the team, and Johns Hopkins Medicine is rewarded with increased recognition, prestige and awareness.

This program is vital to our ability to effectively and efficiently communicate our image and our commitment to quality to our many audiences. The program provides both guidance and creative opportunities. Please use the guidelines to assist you in the preparation of your communications materials. If you need assistance, it is readily available through Marketing and Communications.

Thank you for your dedication to our shared goals and for your support of this program.

Sincerely,



Edward D. Miller, M.D.
*The Francis Watt Baker, M.D.
and Lenox D. Baker Jr., M.D.
Dean of the Medical Faculty and
Chief Executive Officer,
Johns Hopkins Medicine*



Ronald R. Peterson
*President
The Johns Hopkins Hospital and Health System
Executive Vice President
Johns Hopkins Medicine*

In much the same way that the clothes we wear express our personality and tell others something of who we are as individuals, so too is corporate identity an outward expression of the personality, values and goals of an institution.

Our reputation as a provider of our three core missions—research, teaching and patient care—reaches into local, regional, national and international audiences. Our landmark expresses our serious commitment to quality as well as to the energy and caring that each of us at Johns Hopkins Medicine contributes.

This publication contains guidelines on applying an identity to the materials through which we communicate to our audiences.

Through consistent application over time, Johns Hopkins Medicine will enjoy the benefits of improved communications and understanding with the public we dedicate ourselves to serving.



JOHNS HOPKINS
M E D I C I N E

The Johns Hopkins Medicine brand requires consistent use and application of all the elements comprising the graphic system. The brand mark is the most visible manifestation of this principle. The system is based on a modular concept and the examples on this and subsequent pages demonstrate this principle.

The brandmark is made up from two components: The triangle mark, and the typographic signature. In most cases, these two components will be used together.

Triangle symbol



Typographic signature



Signature system: two color brandmark, entity

The modular system for creating department or entity brandmarks requires the addition of the name and a horizontal line beneath Johns Hopkins Medicine. In all cases the words Johns Hopkins Medicine will appear as they are shown in this example.

See page 3 of this guidebook for additional examples.

Triangle symbol



Typographic signature



Entity element



Signature system: two color brandmark, reversed

2.3

In certain situations the brandmark can be used in a “reversed” configuration. The relationship of the elements remains the same. The typographic signature is white.

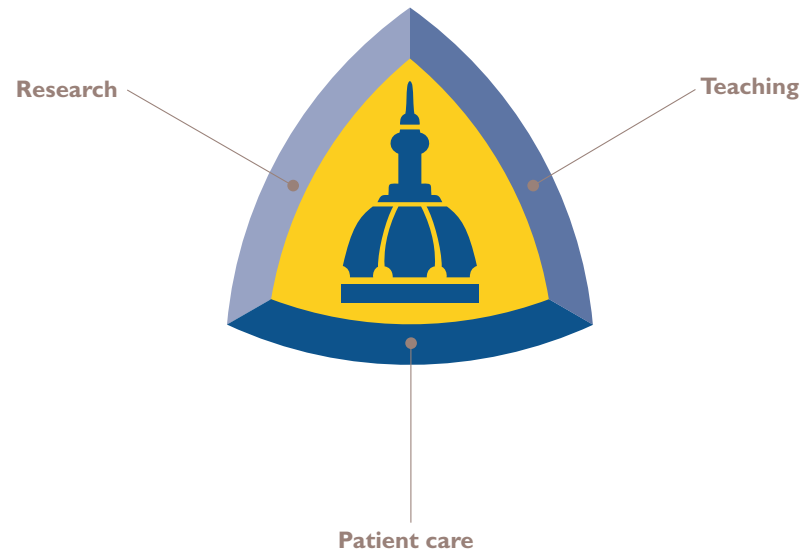
Typographic signature



JOHNS HOPKINS
M E D I C I N E

The symbolism of the triangle

We all know that the stars and stripes of the national flag symbolize the original and current states of the nation. In much the same way, the triangle element used in the Johns Hopkins Medicine identity symbolizes the tripartite mission of “research, teaching and patient care.” And while the wording once contained within those arcs is no longer evident, it is helpful to remember what they signify.



Organizational overview

The Johns Hopkins Medicine brandmark has been designed in a modular way, with key entity names and location sites are integrated within the overall brandmark.

Here you can see an example of this.

Departments

On marketing materials such as advertisements, Web sites and brochures, department names should be placed in a prominent location such as the example on page 8.3.

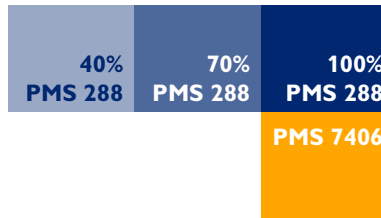


Reproduction of the landmark: 2 or more colors

Whether used in positive or reversed form, the two colors for the landmark are the same, only the color of the type changes.

You will also note that there is a fine white line around the triangle. This is meant to help define the shape when the triangle is used on a dark colored background.

In most color reproduction the segments of the triangle are made from screens of the blue color PMS288 as indicated here.



There will be certain applications where the different values of the blue will need to be created from Pantone inks instead of screens of PMS288.

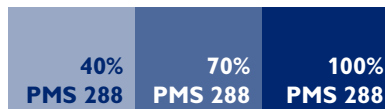
These three PMS colors are identified here.



Reproduction of the landmark: 1 color

4.2

In certain circumstances, for example where printing in more than two colors is not an option, and one of the colors is not yellow, use the JHM blue alone.



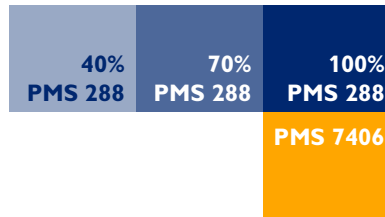
In certain circumstances, such as basic reprographic work, black may be used alone.



Reproduction of the trademark: horizontal version

In all stationery applications only the vertical signature can be used.

This horizontal signature can be used in situations such as web pages, brochures, advertisements and other printed material. See section 8 for examples of the horizontal signature in use.



When using the graphic identity system, the use of just two typefaces is encouraged—Gill Sans and Adobe Garamond. These typefaces are widely available from graphic designers and should be used wherever possible.

The graphic identity system is not just the landmark, but all elements used to market and promote Johns Hopkins Medicine. The use of type is as much a part of branding as anything else. So in using these two typefaces, we reinforce the visual identity of Johns Hopkins Medicine by quietly repeating a significant element of the graphic system. And while we don't expect people to identify these typefaces by name, over time and repeated use our audience becomes aware of these graphic shapes and so the type becomes a part of how people recognize Johns Hopkins Medicine.

abcdefghijklmnopqrstuvwxyz
hopkinsmedicine
italic **bold** ***bold italic*** semibold SMALL CAPS

The typeface shown above is Adobe Garamond

The typeface shown below is Gill Sans

abcdefghijklmnopqrstuvwxyz
hopkinsmedicine
italic **bold** ***bold italic*** light *light italic*

Several offices and vendors are standing by to help with stationery needs. You should contact them when you are ready to order new stationery, which you can do right away or use up existing stock until July 1. The conversion to the new brandmark should be complete by July 1. Those available to help you include:

GRAPHIC ARTS

John Harbold

410.955.8576

JHU DESIGN AND PUBLICATIONS

Mary Bledsoe

443.287.9940 phone

443.287.9920 fax

maryb@jhu.edu

PROFESSIONAL PRESS

Carole Welsh

410.521.2679 x104 phone

410.521.5400 fax

cwelsh@pro-press.com

Letterhead

Letterhead should follow the examples indicated on this and the following pages.

Specifications:

- ❶ 8/10 pt Gill Sans Bold
- ❷ 8/10 pt Gill Sans
- ❸ 35% of the master artwork

paper: Strathmore writing 24lb text.
Wove finish. Bright white.

1.0"

0.5"

❶ **Department Name**
❷ 100 Somewhere Avenue / Suite 100
Anytown, Maryland 21234-5678
410-000-0000 T
410-000-0000 F
jdjones@jhmi.edu



Department Name
100 Somewhere Avenue / Suite 100
Anytown, Maryland 21234-5678
410-000-0000 T
410-000-0000 F
jdjones@jhmi.edu



Letterhead: personalized with multiple entities

6.4

Personalized letterhead that requires more than one entity name should be set up as shown below. The individual's name, titles and entity names appear in the left column. Use the Johns Hopkins Medicine landmark with no entity names beneath.

Specifications:

- 1 8/10 pt Gill Sans Bold
- 2 8/10 pt Gill Sans
- 3 8/10 pt Gills Sans Italic
- 4 35% of the master artwork

paper: Strathmore writing 24lb text.
Wove finish. Bright white.

1.0"	2.75"	
0.5"		
	<p>1 Joanna D. Jones, M.D., Ph.D</p> <p>3 <i>Title One can run to two lines</i></p> <p>2 Johns Hopkins Entity Name One</p> <p><i>Title Two can run to two lines</i></p> <p>Johns Hopkins Entity Two</p>	<p>2 100 Somewhere Avenue / Suite 100 Anytown, Maryland 21234-5678 410-000-0000 T 410-000-0000 F jdjones1@jhmi.edu</p> <p>4 </p> <p>JOHNS HOPKINS M E D I C I N E</p>

Letterhead: layout

This example shows how a letter should be placed on letterhead paper. The left margin of the letter should be 1" from the left edge of the page, which aligns vertically with the preprinted address block.

Specifications:

- ❶ 2–2.5" top margin
- ❷ 1" left margin
- ❸ 0.75" right margin
- ❹ 11 pt Garamond or Times roman
- ❺ 1 line space between paragraphs

6.5

John D. Jones, M.D., Ph.D.
Donor Named Professor
and Director

Department Name
100 Somewhere Avenue / Suite 100
Anytown, Maryland 21234-5678
410-000-0000 T
410-000-0000 F
jdjones1@jhmi.edu



❹
Michael Smith
100 Anytown Road, Apt 100
Anytown Maryland 21212

May 1, 2005

Dear Sir or Madam,

This page of the graphic standards manual demonstrates how a letter should be laid out on the new letterhead paper. In this example we show you how a letter combines with the information block at the top of the page to present a balanced layout.

Below, we give guidelines for how you should set up your page margins:

❺
The left margin of the letter should be one inch from the trimmed edge of the page. This corresponds with the position of the information block at the top of the page which also is set with a left margin of one inch.

❷
The right margin should be three quarters of an inch from the right edge.

If your printed letterhead contains five or six lines of information at the top of the page, as this example does, the letter should begin two and a half inches from the top edge of the paper. If your information block differs from this, example, you may want to adjust it up or down accordingly. The rule of thumb is that the margin should be set consistently, and that the body of the letter should not crowd the information block.

Allow one line space between paragraphs.

We have used the typeface Garamond in this example, set at 11pts. However if you do not have this typeface, you may use Times roman as an alternative.

Allow three lines of space beneath the sign off for the signature and the name of the author of the letter.

If your letter requires that you carry it to a continuation sheet, you should take an entire paragraph of text to the next page and use the same margins as you have done for the first page.

Sincerely,

❸

Letterhead: personalized multiple names


There will be times when more than one name needs to appear on letterhead. In these circumstances the letterhead can be set up as shown in the example below. The names are slightly smaller than they would be if shown individually.

See alternate layout on page 15.

Specifications:

- ❶ 7.5 / 9 pt Gill Sans Bold
- ❷ 7.5 / 9 pt Gill Sans
- ❸ 8/10 pt Gills Sans Bold
- ❹ 8/10 pt Gills Sans
- ❺ 35% of the master artwork

paper: Strathmore writing 24lb text.
Wove finish. Bright white.

<p>❶ John D. Jones, M.D., Ph.D ❷ <i>Donor Name Professor and Director</i> James E. Smith, M.D. <i>Title</i> Robert F. Black, M.D. <i>Title</i></p>	<p>Elizabeth A. Green, M.D. <i>Title</i> James E. Smith, M.D. <i>Title</i> Robert E. Black, M.D. <i>Title</i></p>	<p>❸ Department Name ❹ 2nd line if needed 100 Somewhere Avenue / Suite 100 Anytown, Maryland 21234-5678 410-000-0000 T 410-000-0000 F</p>	<p>❺  JOHNS HOPKINS M E D I C I N E GREEN SPRING STATION</p>

Letterhead: personalized multiple names and contact information

This version accomodates for more extensive contact information and can be used in place of the example on page 14.

Specifications:

- ❶ 8/10 pt Gill Sans Bold
- ❷ 8/10 pt Gill Sans
- ❸ 8/10 pt Gills Sans Italic
- ❹ 35% of the master artwork

paper: Strathmore writing 24lb text. Wove finish. Bright white.

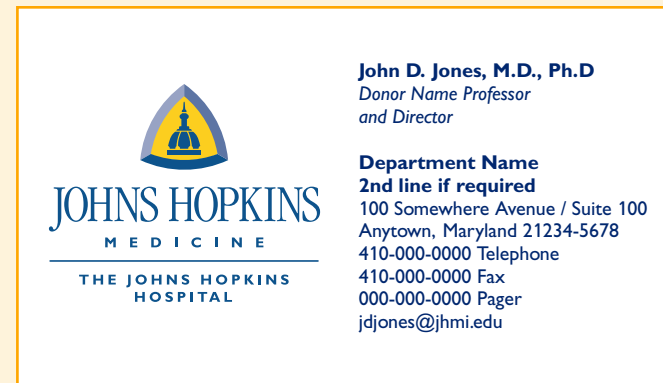
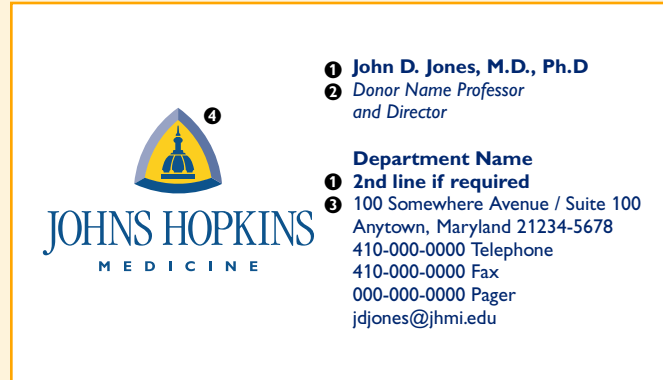
0.5"	1.0"	2.75"	
	<ul style="list-style-type: none">❶ John D. Jones, M.D., Ph.D❷ <i>Donor Name Professor and Director</i> <i>Additional title as needed can run to second line</i>❸ jdjones@jhmi.edu	<ul style="list-style-type: none">❶ Mary A. White, M.D., Ph.D❷ <i>Donor Name Professor and Director</i> mwhite1@jhmi.edu❸ Angela D. Brownsmith, M.D., Ph.D❹ <i>Donor Name Professor and Director</i> abrownsm1@jhmi.edu	 JOHNS HOPKINS MEDICINE GREEN SPRING STATION
	<ul style="list-style-type: none">❶ Department Name❷ 100 Somewhere Avenue / Suite 100 / Anytown, Maryland 21234-5678 410-000-0000 T / 410-000-0000 F		
	0.375"		

Specifications:

- ❶ 7.5 / 8.5 pt Gill Sans Bold
- ❷ 7.5 / 8.5 pt Gill Sans Italic
- ❸ 7.5 / 8.5 pt Gills Sans
- ❹ 30% of the master artwork

paper: Strathmore writing 80lb cover.
Wove finish. Bright white.

The landmark and type is optically centered on the depth of the card.



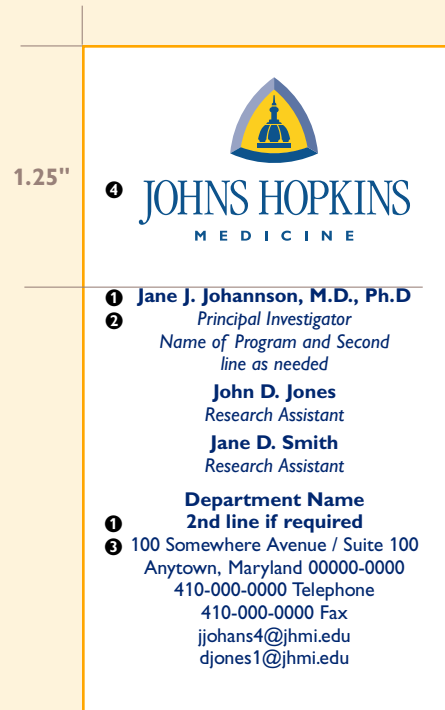
In situations where offices or departments require more information on a business card than the horizontal layout will allow, a vertical format can be used.

The layout of the card should be centered. All other specifications remain the same as for the horizontal card.

Specifications:

- ❶ 7.5 / 8.5 pt Gill Sans Bold
- ❷ 7.5 / 8.5 pt Gill Sans Italic
- ❸ 7.5 / 8.5 pt Gills Sans
- ❹ 30% of the master artwork

paper: Strathmore writing 80lb cover.
Wove finish. Bright white.

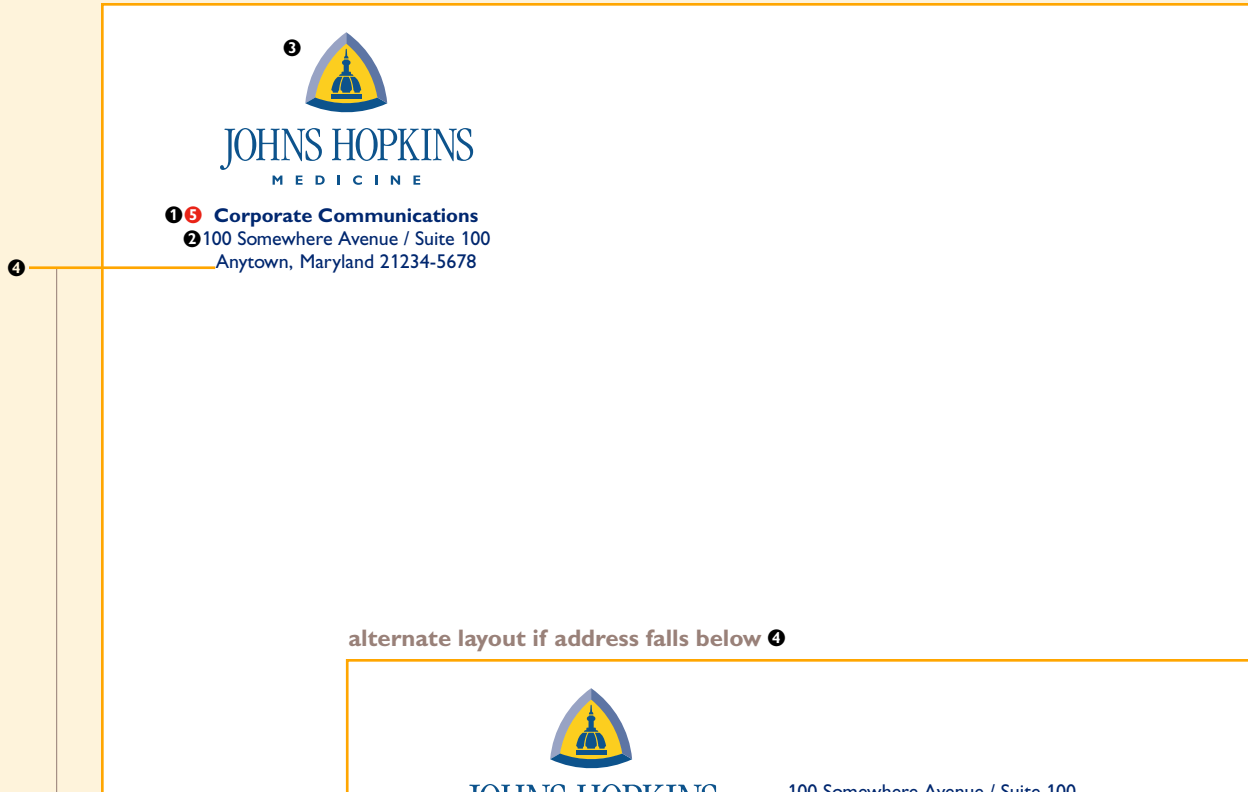


Specifications:

- ❶ 7.5 / 8.5 pt Gill Sans Bold
- ❷ 7.5 / 8.5 pt Gill Sans
- ❸ 28% of the master artwork
- ❹ Post Office regulations recommend the return address be no lower than this mark, which is 2.75" measured from the bottom of the envelope.

paper: Strathmore writing 24lb.
Wove finish. Bright white.

❺ **Important information regarding HIPAA:**
see the next page.



alternate layout if address falls below ❹



100 Somewhere Avenue / Suite 100
Anytown, Maryland 21234-5678

If I mail something to a patient, what can be on the return address on the envelope?

Only the name of the sender/contact person, the Johns Hopkins entity (i.e., JHHS, JHH, JHU, etc), school and mailing address should be listed as the return address on an envelope or other mailed item. For example, an acceptable return address may be Mary Smith, M.D., Johns Hopkins University, School of Medicine, and the mailing address on the envelope. You should not list the name of the research study, a specific institute or the clinic or department providing patient care in the return address.

The above requirements do not apply to letterhead, since it is secured inside of the envelope. Additionally, administrative departments (i.e., those departments not providing patient care, such as Finance, Legal, Referring Physician, Access Services, etc.) may continue to include their department name in their return address.

Johns Hopkins Medicine maintains a robust, coordinated website to keep constituents current with what's happening within the institution. This website utilizes a comprehensive content management system.

The Web Center staff will be pleased to help you understand and utilize this system. Please contact them for more information:
www.hopkinsmedicine.org/webcenter

Note: For purposes of web banner use, the JHM triangle symbol may be placed in a horizontal configuration.



The objective of any publication is to provide the reader with information in a clear, appropriate, accurate and ultimately enjoyable manner.

Desktop publishing has given us the ability to use the computer to create documents with thousands of colors, multiple typefaces and sizes, and to use artwork and graphic elements in endless variations. However, just because it is possible to do all these things does not make it either correct or desirable.

Too much design can take away from the meaning of the written word just as easily as it can aid in the communication of ideas.

The following guidelines provide a few rules when creating publications.

Design should reinforce content

The design of a page should reflect the character and flavor of the written text. A reader should be able quickly to see the nature of a piece because the design is reinforcing the message of the words. Design should not dominate the page at the expense of content.

Different levels of information

Publications should be written and designed with regard to different types of readers. There are readers who will skim through a publication looking only at headings, callouts and sidebars for simple information, while others will read every word of a publication.

Headings, captions, lists and callouts are navigational devices which aid the reader through the text. The typography of these aids should be designed with this in mind.

Page grids

When designing documents with many pages, a grid should be used. A grid is simply a framework within which graphic elements are positioned. Most page layout programs provide master pages on which to set up grids and margins.

Focal points and contrast

Pages should have a visual focal point. One element should draw the eye immediately to it. For example: Use a large photograph to contrast with smaller ones; contrast dense areas of text with white space; use large typesizes in callouts and headings to contrast with smaller text type.

Photography and illustration

Visual images should be appropriate to the content of the text and of good quality. It is preferable to use original photographs of Hopkins personnel, not stock images. An appropriate model release should be obtained from patients.

Typography

Use typefaces sparingly. It is preferable to use different weights and styles of one typeface to distinguish certain kinds of information, rather than using different typefaces. The typefaces selected for Johns Hopkins Medicine (see page 5) contain different weights and variations for this reason.

Consistency

Use style sheets in page layout programs to establish consistency in typefaces and sizes throughout a document.

White space

White space on a page enables graphic elements to stand apart from one another. Pages with no white space can appear uninviting to the reader.

White space has shape in the same way that a photograph is square or rectangular. Be aware of the white spaces just as you are aware of how type and images line up with each other to create order.

❶ Brandmark

- Place in a clear field of white space. The space should extend the full width of the brochure cover in the lower portion of the brochure cover
- Scale to 30% of master artwork
- Use the horizontal brandmark wherever possible.

❷ Typography

Use Gill Sans & Adobe Garamond type families (see page 5)

❸ Imagery

Use one image whenever possible.

❹ Color

Color should compliment imagery and be used sparingly and in a way that does not clutter the look of the cover

Position of brandmark

- JHM or entity brandmark should be placed in a clear field of space at the bottom of the publication
- Scale to 30% of master artwork



The Next Step

New Initiatives at the Johns Hopkins
University School of Medicine

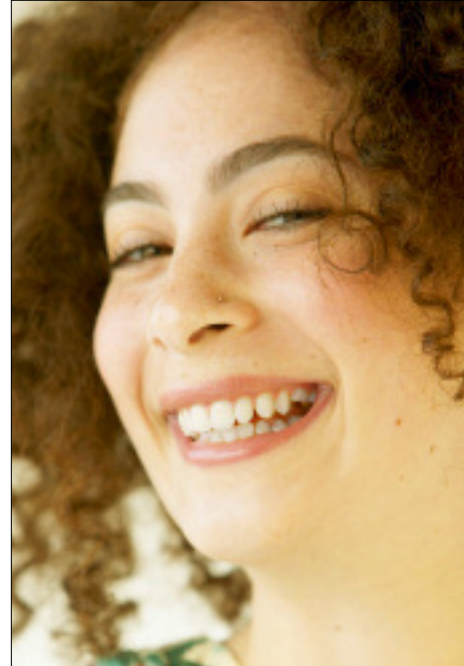


The Johns Hopkins
**Dental Treatment
Center**



Child and Adolescent Services

Community Psychiatry Program



Johns Hopkins
Women's Services
at Odenton

