

8.0

Brand guidelines for student groups

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Strengthening the Johns Hopkins brand

All students are responsible for ensuring proper use of the Johns Hopkins University name (including any abbreviations such as “Hopkins” or “JHU”) and icons when creating a name and/or logo for a student group. JHU students should refer to their status as students at JHU for purposes of identifying themselves.

It is not mandatory for a student group to have a logo. Using the group name in type only is perfectly acceptable.

Student organizations may not use JHU’s name or their affiliation with JHU in any manner that may have the potential to suggest or imply JHU endorsement, approval, support of, or opposition to events, activities, products, services, companies, policies, political and/or social movements, political candidates, and the like without prior JHU approval.

Student organizations that use the Johns Hopkins name may use it only in a locational sense or balance the name of the group by clearly identifying themselves as a student organization (see next page for examples and further explanation).

Student organizations that use official JHU iconography in their logo must also make sure to clearly identify themselves as a student organization (see next page for examples and further explanation).

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.

Effective at the start of 2017-2018 academic year, all students groups will be required to comply with these guidelines. Groups that need to change their group logo or naming structure must submit an updated version during the student organization re-registration period. Please contact leadership@jhu.edu if there are any questions about your group’s logo or naming structure.

Homewood Student Affairs and Johns Hopkins Office of Communications reserve the right to reject the logo or naming structure of any student group that does not adhere to these guidelines.

In the instance that your logo or name is not approved, Category Coordinators and Student Leadership Consultants are available to assist in achieving compliance. Please contact leadership@jhu.edu for assistance.

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Three solutions for student group logos

1. Student group logos that DO NOT use the name Johns Hopkins University or any official JHU graphics.

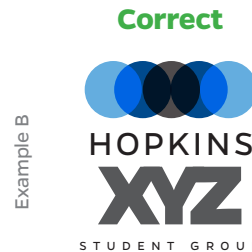
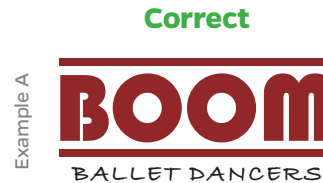
If your student group logo doesn't use the university name or JHU iconography (see example A), your logo does not need to follow these identity guidelines, but still needs to be approved. Approval requests may be sent to leadership@jhu.edu.

2. Student group logos that use the JHU name.

If your student group logo uses the university name the logo MUST clearly identify itself as a student organization in text. The first option is that the group can add "STUDENT GROUP" or other similar naming convention approved by HSA (see Example B). Another acceptable option, often used by athletic-based student groups, is the insertion of the term "CLUB" or "SPORTS CLUB" in the name and logo (see Example B). The last option is that the student group uses "Johns Hopkins" in its locational sense (see Example C).

3. Student group logos that use official JHU graphics.

If your student group logo uses official JHU iconography (see Example D) the logo MUST clearly identify itself as a student organization by adding "STUDENT GROUP," "CLUB," or other similar naming convention approved by HSA.



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T-shirts for student groups

Students are encouraged to work with vendors and/or designers to help structure group t-shirt designs. From displaying spirited school messaging, advertising an event, bolstering engagement in a cause, or simply increasing student group exposure, t-shirts are a great tool. Please follow these guidelines to make the best use of your t-shirt while properly utilizing and extending the Johns Hopkins University brand.

Approval is based on, but not limited to:

- Is the JHU name used correctly?
- How is the JHU iconography used; is it altered?
- Is there any copyright or trademark infringement?
- If there is messaging, does the addition of JHU name or iconography create a message endorsement conflict?
- If there is a student group logo, does it clearly identify itself as a student group, use the JHU name in the locational sense only, and/or abide by the rules set forth by the JHU visual guidelines, found on brand.jhu.edu?

Does the t-shirt use the JHU name or any JHU iconography?

YES

NO

T-shirt MUST be approved.

T-shirt does NOT need to be approved.

Email a photo, sketch, or digital rendering of the design (front and back) along with any helpful description to leadership@jhu.edu with the subject "T-Shirt Approval."

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Never alter Johns Hopkins iconography

Student groups are permitted to use official JHU iconography (see example G) as part of their group's logo. However, using official JHU iconography in a student group logo makes the group responsible for the integrity of the iconography and adherence to the university guidelines.

Failure to maintain the integrity of any official JHU iconography or violate the university guidelines will result in the rejection of your logo.


Please note that student groups are not, under any circumstances, permitted to use the university seal.

Questions?

Contact leadership@jhu.edu for assistance.



SIDENOTE



The NAG blue jay, in all its iterations, is a historic mark that **is not allowed** when used as a logo by any Hopkins entity or group, as the original artist maintains a legal copyright. Certain NAG blue jay illustrations are transitioning into a full portfolio owned by the office of Athletics and Recreation. Rules around these illustrations will be released soon.