

# Branding Guidelines for Student Groups

## Answers to Frequently Asked Questions

### **Why have these guidelines been introduced?**

Our primary intent behind these guidelines is to avoid confusion among external audiences, who may be unable to tell the difference between student organizations and official, administrative Johns Hopkins entities. Hopkins as an institution is wide-reaching, so it's important for external audiences to know when they are working with students versus administrative offices. Additionally, these guidelines are intended to provide guidance in the application of the university's visual identity, which includes elements such as the JHU logo, shield, Blue Jay, and Johns Hopkins signature.

### **Is the university trying to distance itself from student organizations?**

Not at all—in fact, quite the opposite. Under these new guidelines, student groups may now use visual elements of the university's brand that were previously unavailable—such as the logo, shield, Blue Jay, etc.—to show their Hopkins pride and affiliation to the university. We simply ask that when doing so, groups make clear their relationship to the university and ensure that any visual elements of the brand are applied properly.

### **My group needs to update their name, but we already have apparel and gear with our name on it. What should we do?**

Those student groups whose names will be need to be modified may continue to use any apparel or gear that already has their current name on it. However, future purchases will need to incorporate the group's new name.

### **My group refers to itself as a club instead of a student group. Is this acceptable?**

Yes! The use of “club” or “sports club” is an acceptable alternative, as it implies that this is a student organization.

### **Our organization uses a well-known acronym. Will we be required to change our acronym?**

Groups who need to modify their names may retain their acronym as-is if they have a strong attachment to it. However, they should be using the modified version when spelling out their full name.

### **What resources are available for students who require assistance in complying with the guidelines?**

Feel free to stop by the Student Leadership and Involvement office and talk with our staff. You may also email [leadership@jhu.edu](mailto:leadership@jhu.edu) with any questions, or contact your Category Coordinator. In addition, Student Leadership Consultants are available to assist during drop-in hours. The Digital Media Center also offers drop-in hours to provide design support and guidance to student organizations.

**Where can I find files for the Hopkins iconography?**

Files are available on Hopkins Groups or through the Digital Media Center. Contact [leadership@jhu.edu](mailto:leadership@jhu.edu) for more information.