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Brand guidelines for student groups
8.0 Respecting the Johns Hopkins brand

All students are responsible for ensuring proper use of the Johns Hopkins University name and icons when creating a name and logo for a student group. JHU students should refer to their status as students at JHU for purposes of identifying themselves. The group name and logo must not have the potential to suggest or imply JHU 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 university Office of Communications. 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; for example, the organization may be called the Karate Club at Johns Hopkins but not the JHU Karate 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.

All currently approved student groups have up to one year to make any necessary changes. Groups that need to change their group logo or naming structure must submit an updated version to HSA by the start of the 2017-2018 academic school year. Please consult with HSA if there are any questions about your club’s/group’s logo or naming structure.

HSA and Johns Hopkins Office of Communications reserves 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 are available to assist in achieving compliance.
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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, your logo does not need to follow these identity guidelines, but it still needs to be approved by HSA. Approval requests can go straight to your category coordinator. SLAM Hip Hop Dance Group is an actual group that doesn’t use the JHU name or JHU iconography (see example A).

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 by adding “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 its 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 University IDEAL,” the group should correctly be called “IDEAL at Johns Hopkins University” (see Example D).
3. **Student group logos that use official JHU graphics.**

If your student group logo uses official JHU iconography (see Example E) the logo MUST clearly identify itself as a student organization by adding “STUDENT GROUP” or other similar naming convention approved by HSA.
T-shirts for student groups

HSA encourages working with vendors and/or designers to help structure your groups t-shirt designs. From displaying spirited school messaging, advertising an event, bolstering engagement in a cause, to simply increasing student group exposure, t-shirts are a great tool. We are attaching this document to help you make the best use of your t-shirt, while properly utilizing and extending the Johns Hopkins University brand.

HSA 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 the visual guidelines, found on brand.jhu.edu?
- Submit all t-shirt designs to your Category Coordinator

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

- YES
  - T-shirt MUST be approved by JHU HSA.
  - Email a photo, sketch, or digital rendering of the design (front and back) along with any helpful description to: xxxxxx@jhu.edu with the subject “HSA-tshirt approval.”
- NO
  - T-shirt does NOT need to be approved by Johns Hopkins University.
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Never alter Johns Hopkins iconography

Using official JHU iconography in a student group logo makes the group responsible for the integrity of the iconography and the 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.

Questions?
Contact your category coordinator for assistance.

SIDENOTE
The NAG blue jay, in all it’s iterations, is a historic mark that is not allowed when used as a logo by any Hopkins entity or group. These illustrations are currently transitioning into a full portfolio owned by the office of Athletics and Recreation. Rules around these illustrations will be released in the 2017–2018 academic year.
Using typographic JHU iconography.

Beyond the previous guidelines, using any of the above iconography within a logo, requires one additional rule. To eliminate unfavorable reactions when blending different fonts and the JHU icons, we restrict the use of any additional fonts to:

- Times New Roman
- Arial
- Quadon
- Gentona
- TITLING GOTHIC (must be used in all caps, minimum kerning is 75 pts)
- Arnhem