Johnson University

VISUAL IDENTITY STYLE GUIDE
2018 Edition

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Color Pallete

Johnson Navy

PANTONE 295C
0R 40G 86B
100C 84M 36Y 39K
#002856

The primary color for all campuses and sites

Johnson Orange

PANTONE 152 Matte
232R 114G 0B
6C 66M 100Y 0K
#E87200

Main accent color for TN and FL

Johnson Silver

PANTONE 877C
141R 144G 145B
47C 37M 38Y 2K
#8D9091

Main accent color for OL.

ExtendEd Blue

PANTONE 653C
50R 97G 149B
87C 64M 18Y 3K
#326195

Main accent color for EX.

Johnson Khaki

PANTONE 7535C
182R 176G 156B
30C 26M 28Y 0K
#B6AF9C

Tertiary color

Johnson Sky

PANTONE 5435C
165R 186G 201B
36C 18M 14Y 0K
#326195

Tertiary color

I'm getting tired of navy... can I switch things up?
Think UT orange: it's on everything. By continually using our colors, we are fostering pride in Johnson Navy! While it may be tempting to switch things up every once in a while, it is detrimental to our branding.

Typography

HEADING SANS SERIF

Gotham

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

HEADING SERIF

HK Serif

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

BODY SANS SERIF

Source Sans Pro

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

BODY SERIF

HK Serif

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

?

Where can I get a copy of these fonts for my computer?
Good things are often expensive and fonts are no expensive. They cost hundreds per computer they're installed on. For this reason, we are not able to distribute them. However, Source Sans Pro is a completely free font to download. Contact I.T. if you would like to have it installed on your computer.

Why not just use free fonts?
Quality is very important to our visual identity as a school. It is essential to put our best foot forward with our typography, which is the most important element of design.
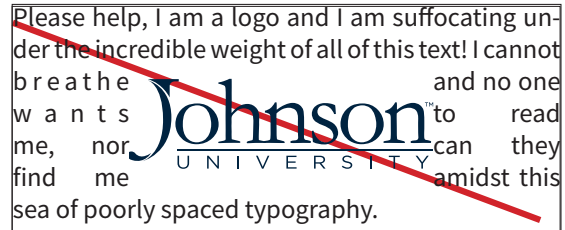
Can I use this font I found on the internet?
Short answer: probably not. It all depends on your audience. If you're making a document for your department, go ahead. If you are making something that students or prospective students will see, it is important that we maintain a consistent appearance.

Do not rotate the logo

Do not crowd the logo

Please help, I am a logo and I am suffocating under the incredible weight of all of this text! I cannot b r e a t h e and no one w a n t s to read me, nor can they find me amidst this sea of poorly spaced typography.

Do not edit, recreate, or add to the logo in any way

Do not stretch the logo

Do not put logo on busy background

Do not use low resolution logos from the internet

Do not change logo colors

Do not add a border to the logo

Do not use old logos

Do not use old logos

Types of Logos

Every logo is available in a variety of formats and colors to suit any needs that may arise.

Johnson University

Landscape

WHEN TO USE IT
- Whenever possible: this is the preferred logo type
- Whenever a space requires width to fill

Johnson™
U N I V E R S I T Y

Condensed

WHEN TO USE IT
- When the landscape logo is not suitable
- When there is not sufficient space for landscape

Logos are organized by type and then color.

The FL landscape logo in full color would be labeled like so:

1-FL-Landscape.ai

Files are available as .AI (for professional printing) .JPG and .PNG.

Full Color
FILES START WITH 1

Navy
FILES START WITH 2

White
FILES START WITH 3

Black
FILES START WITH 4

?

Why are there no white .JPG logos?
A white logo requires a transparent background. PNG and AI support transparency, JPG does not. For this reason, making a white JPG is not possible.

Why are there no full color logos for GEN and TN?
GEN and TN logos only have navy in them (exception: TN has orange in its landscape logo), so they do not need a full color version. The main version is in the navy folder.

Landscape Logos

These are the preferred logos to represent Johnson. They thrive in areas where there is horizontal space.

Johnson University

GEN Landscape

WHEN TO USE IT
- On campus events (people know where they are!)
- Local events
- When advertising the general university
- When a simple logo is required

Johnson University
TENNESSEE • FLORIDA • ONLINE • EXTENDED

SYS Landscape

WHEN TO USE IT
- When it is vital to show our four sites
- System wide official documents

Johnson University
TENNESSEE

Johnson University
FLORIDA

Johnson University
ONLINE

Johnson University
EXTENDED

Campus Landscape

WHEN TO USE IT
- Designate campus for things like:
  - Social Media
  - Print Pieces

Condensed Logos

This logo thrives in areas where there is not ample horizontal space.

GEN **Condensed**

WHEN TO USE IT
- On campus events (people know where they are!)
- Local events
- When advertising the general university
- When a simple logo is required

Campus **Condensed**

WHEN TO USE IT
- Designate campus for things like:
  - Social Media
  - Print Pieces