



The Paul H. Nitze  
School of Advanced  
International Studies

1740 Massachusetts Avenue NW  
Washington, DC 20036-1984  
202.663.5600

JOHNS HOPKINS  
UNIVERSITY

# Identity Style Guide

**Fall 2000 semester marked the introduction of the new SAIS logo as part of a broader project to update and standardize the school's identity. We have tried to make using this new identity system easy to accomplish. However, we still recommend that you contact the Public Affairs Office to review your publication designs as you proceed on a project to ensure conformity with the new standards.**

**Compliance with these instructions is vital to the presentation of the school as a professional and credible institution. It also increases the profile and memorability of materials and events associated with SAIS.**

**All printed materials, such as brochures, conference report covers, event flyers, invitations, annual reports, signage and promotional items, produced for the school should use the new design. But the logo mark alone is only one aspect of the identity standards. The following standards describe the use of the mark in connection with other elements of the new identity.**

**This "Identity Style Guide" is for use by SAIS staff as well as any outside professional designers you may hire. A complete version of this guide, which you should provide to your designer, is also available on the SAIS Web site at [www.sais-jhu.edu/logos](http://www.sais-jhu.edu/logos).**

**Please note that SAIS letterhead, business cards and envelopes have been redesigned to incorporate the new logo mark while complying with JHU's stationery standards. See the SAIS Insider Page on the Web for more information about ordering these items.**

## The New Mark

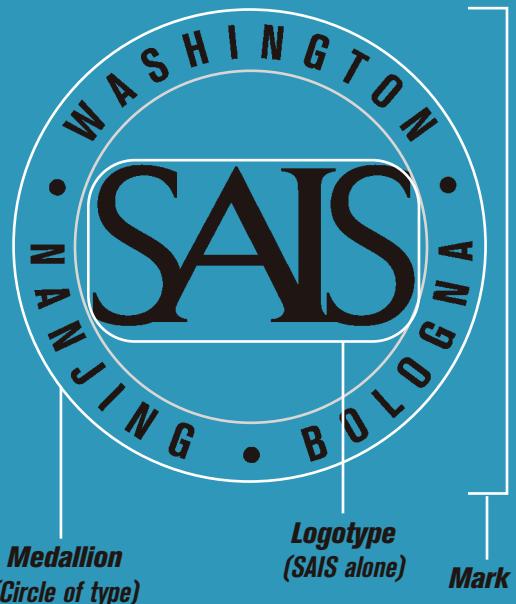
The new SAIS logo consists of two parts, usually used together. The outer ring of campus locations is the **medallion**. The typographic acronym in the center is the **logotype**. Together, the two elements form the SAIS **mark**. The new mark completely replaces the old SAIS acronym and must be used on all publications and printed materials.

The mark must be used on the front cover of all materials published under the auspices of SAIS. In addition to the mark, the school's proper name, "The Paul H. Nitze School of Advanced International Studies" and "The Johns Hopkins University" should also appear on the front cover. "The Johns Hopkins University" part of the name can be written out as text or can be in the form of the JHU logotype. The samples on the following page indicate the preferred way of breaking the school's name line-by-line. On the back cover of publications, the SAIS mark should also appear, along with the logotype for Johns Hopkins University.

## Other Typographic Details

Also note on the examples on the next page that the abbreviations of NW and DC are used without periods, and that phone numbers are broken with periods instead of dashes.

## Parts of Mark



## Size range of Mark

### 1 Inch Example



### 2½ Inch Example



**Three Line Name Break with  
Mark and its Position  
(Preferred Usage)**



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**Two Line Name Break with  
Mark and its Position**



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**One Line Name Break  
with Mark, and its Position**

**(Use only if depth  
does not permit  
multiple lines)**



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## Using the Mark

The medallion is never used without the logotype, but there are situations in which the logotype may be used without the medallion. When used as the complete mark, follow these five simple rules:

- 1) Never enclose the mark in a circle. The mark should not be used as a "seal" – it should be "transparent," with the background behind the type in the mark showing through.
- 2) The mark is always a single color. Never separate the medallion and the logotype by choosing a different color or tint for each.
- 3) Never change the size relationship of the medallion and the logotype.
- 4) Never alter the fonts of the logotype or the medallion.
- 5) Never rotate the medallion in relationship to the logotype. The whole mark may be rotated if necessary to the design.

The SAIS mark and the JHU logotype are available to you in "tif" format for use in word processing and Power Point documents, in "eps" format for use by professional designers, and in "gif" format for use on the Web. Using these files ensures that you have the "cleanest" version of the mark for your publications and projects.

To access these electronic files, use the link under "Staff Resources" on the SAIS Insider Page or go directly to [www.sais-jhu.edu/logos](http://www.sais-jhu.edu/logos).

## Unacceptable Uses of the Mark



Do not put  
in a circle



Do not use  
dissimilar colors  
for medallion and  
logotype



Do not alter size  
relationship

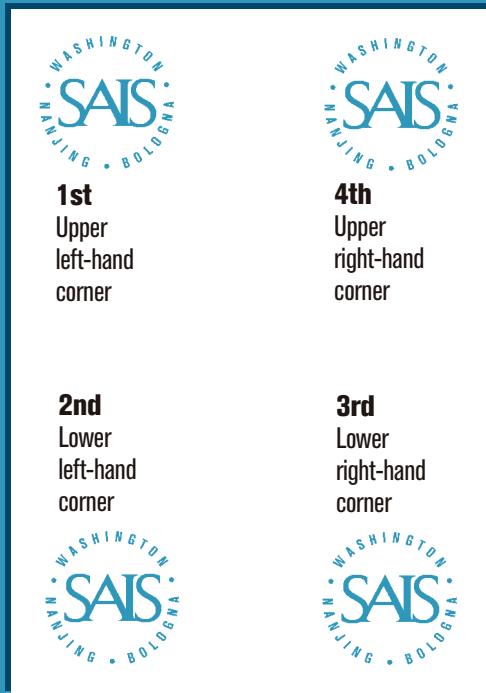


Do not change  
fonts

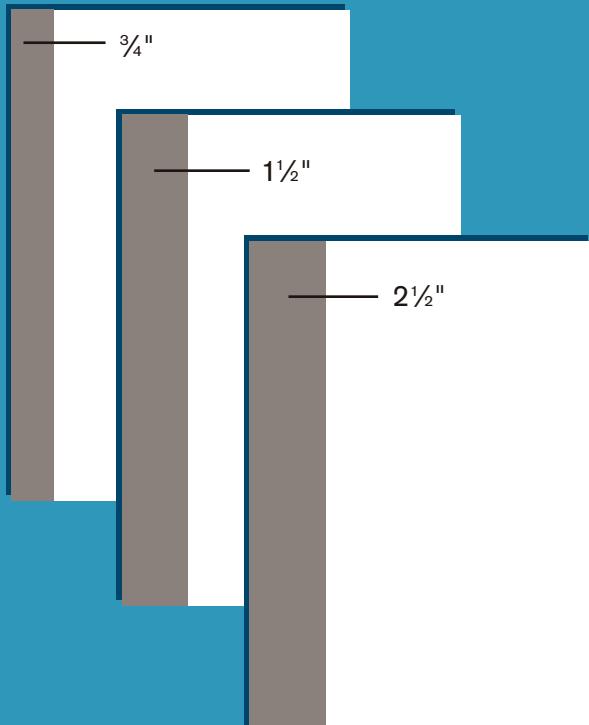


Do not rotate  
medallion

## Asymmetrical Positioning Preferences of Mark



## The Geometric Element— 3 Size Choices



## Using the Logotype

The center logotype may be used without the medallion in very limited situations:

- 1) If the mark will be too small (less than 1/2 inch diameter).
- 2) If the mark conflicts with other elements in the design.

Please consult the Public Affairs Office to make this determination.

## Positioning the Mark

The circular SAIS mark is so self-contained that placing it in the center of a design overpowers almost anything else on a page. So, unless the mark is the central element of the design, placing the mark in an asymmetrical position on a page will allow the other elements of the design to have greater weight.

The mark's preferred position is to the left at the top, the second position is bottom on the left, the third position is at right at the bottom, and the fourth position is at top on the right. The ideal size for the mark should be not less than 1 inch in diameter and not more than 2½ inches in diameter if it is not a central element of the design.

## Additional Identity Elements

The SAIS identity is enhanced by following basic rules about the placement of the mark in relation to the page, and by using a simple geometric element in combination with the mark. Consistent use of these elements employed in all materials will result in a better overall "look" for all the publications of the school.

## The Geometric Element

Materials produced for SAIS must contain this additional geometric design element as part of the design: **a vertical bar that bleeds off the left side of the page as well as the top and bottom of the page.** The bar should be one of

three sizes: small:  $\frac{3}{8}$ -inch wide, medium:  $1\frac{1}{2}$  inches wide, or large:  $2\frac{1}{2}$  inches wide.

## Using the Geometric Element

The geometric element is always on the left side of the page. It is never used on the right side of the page and is never replaced by horizontal bars at top or bottom. It is permissible to have type in the bar, and it is permissible to have type overlap the bar, but type should never run perpendicular to the page in the bar (see examples, right).

The bar may be any color and any degree of contrast with the rest of the page. The effect of the geometric element can be achieved through photographic techniques as long as the delineation of the shape is hard-edged.

## The Relationship of the Mark and the Geometric Element

In the preferred positioning of the mark, the mark and the geometric element relate to each other. The mark may be contained in a thick bar, be to the right of a narrow bar, or even partially overlap. If the mark overlaps the bar, though, less than one-third the diameter of the mark should overlap the geometric element and the ideal relationship is for only the 'S' of 'SAIS' to overlap. **In no case, however, is the logo color or tint to change when there is an overlap with the bar.**

## Johns Hopkins Standards

The SAIS identity standards should be compatible with and not supercede those standards for Johns Hopkins University as a whole.

## FINALLY...

If there is uncertainty about the correct usage of materials, inquiries should be made to Felisa Neuringer, SAIS Director of Public Affairs, at 202.663.5626 or email [fneuringer@jhu.edu](mailto:fneuringer@jhu.edu).

## Acceptable Uses of the Mark in Relation to Geometric Element



## Unacceptable Use of Vertical Type in Bar



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