

The Johns Hopkins Bloomberg School of Public Health

Situation The Johns Hopkins School of Public Health is the largest, oldest and most acclaimed School of Public Health in the world. Its reach extends globally through nine academic disciplines and over 45 centers and institutes. The School has over 1,500 students from 78 nations and is consistently ranked No. 1 by US News and World Report.

The School had recently changed its name (from "Hygiene and Public Health" to the "Bloomberg School of Public Health") and was about to embark on a major fundraising initiative but lacked a cohesive and coordinated brand identity. It sought a communications partner to manage an end-to-end rebranding program that would help develop a clear, coherent brand strategy for the School, lead to a better understanding of its mission and meaningfully differentiate it from the competition.

Solution Starting with research, we conducted a series of in-depth interviews with each of the School's major constituents, including faculty, staff, donors, alumni and board members. We conducted a competitive brand benchmarking study to understand how other public health institutions and like-minded organizations position and brand themselves. We also conducted a communications audit of over 100 pieces from the School's existing marketing and communications materials. This led to the development of a full needs assessment for the brand, the results of which were used to craft several strategic positioning platforms for the School. The most compelling positioning was identified through focused testing and became the core message to be delivered in every medium.

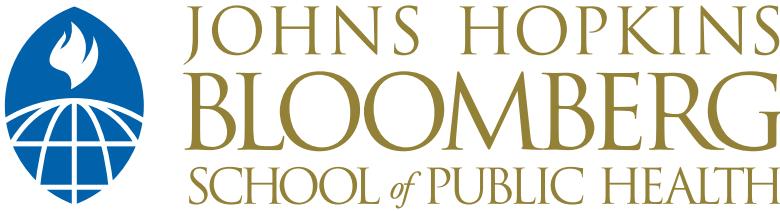
Once the positioning was established we created a new logo, tagline and a comprehensive set of brand guidelines and templates to ensure School-wide consistency of the new brand.

Result We established a strong positioning platform which was overwhelmingly embraced by other schools of public health in the US and became the core message of the Bloomberg School's donor outreach campaign. Our efforts created buy-in and consensus, as well as an appreciation of the importance of branding among a diverse group. In addition, the identity and branding campaign won a prestigious CASE award.

- o positioning statement and tagline
 - o logo
 - o brand standards manual

As a leading international authority on public health, the Johns Hopkins Bloomberg School of Public Health is dedicated to protecting health and saving lives. Every day, the School works to keep millions around the world safe from illness and injury by pioneering new research, deploying its knowledge and expertise in the field, and educating tomorrow's scientists and practitioners in the global defense of human life.

Protecting Health, Saving Lives—*Millions at a Time*



- o portfolio folders and stationery system
- o newsletter and magazine

JOHNS HOPKINS BLOOMBERG SCHOOL OF PUBLIC HEALTH

Protecting Health, Saving Lives—Millions at a Time
615 North Wolfe Street • Baltimore, Maryland 21205

JOHNS HOPKINS BLOOMBERG SCHOOL OF PUBLIC HEALTH

Department of Population and Family Health Sciences
Bernard Guyer
Chair, Population and Family Health Sciences

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With Compliments

JOHNS HOPKINS BLOOMBERG SCHOOL OF PUBLIC HEALTH

SCHOOL CELEBRATION: A new building. A new book. A renewed commitment.

JOHNS HOPKINS PUBLIC HEALTH

THE MAGAZINE OF THE JOHNS HOPKINS BLOOMBERG SCHOOL OF PUBLIC HEALTH

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SAVING LIVES MILLIONS AT A TIME

A New Look for the School
A little over a year ago the School announced that its name would be changed from the Johns Hopkins School of Hygiene and Public Health to the Johns Hopkins Bloomberg School of Public Health. This change afforded us the opportunity to renew our commitment to our mission and—now that we would be reintroducing ourselves to the outside world—to strengthen our internal culture and unify the School's communication.

Our goals—to attract the best and the brightest students, to recruit the finest faculty, and to garner critical support for research and translational or community-based programs—have always been at the forefront of our efforts to promote the School and unify the School's communication.

Fortunately for us and the rest of the Johns Hopkins family, the University's name recognition is strong and well deserved. We have been of the leading process that the University undertook in 1991 when the telephone area codes changed and all stationery needed to be reprinted. As with us, this was an opportunity to make sweeping changes to a system in need of restructuring and consistency.

This consistency of images and text from the School will reinforce our reputation as a top-tier institution. In all the diverse ways we present ourselves to the outside world—through publications and our website, to Power Point presentations and one-on-one conversations with people who know nothing about us—reaching our goals ultimately depends upon our reputation and our pursuit of excellence, as well as the promoting of these values by individuals and groups who can contribute to the process.

The opportunity to make the School's message resonate with those people and organizations who can assist us in reaching our goals, and to get our message to those who have held us in high esteem since we first became known is now transformed to when our name changed. After a year of research and development, the result is a new look and identity that include a logo, a tagline, and a new statement that articulates our mission and vision.

We learned that these components must be consistent with the core belief that this is a place that makes a difference in the world; that a practical education has a positive influence, and positively impacts people's lives; that we are a problem-solver, that our work solves problems and responds to challenges; that our work and that we need to make the message more tangible and relevant to the public; that our work is dynamic, and mission interests must be developed to capture these attributes.

The new identity characterizes who we are, what we do, and where we are going. It is part of our vision for the School as a prominent, dynamic, and innovative public health institution whose different divisions share common goals and objectives. The new logo articulates our mission and provides a visual representation of our system for all our forms of communication, thus allowing us to present our message effectively. The new logo will help us gain recognition for the School's global reach, the scope of our research and educational activities, and the significant impact we have on the world—as we protect health and save lives—millions at a time.

- o overview brochure
- o school fact card
- o departmental brochures



The School in Brief

1 in 5 one child
every **30 seconds**
\$0.03

Protecting Health, Saving Lives—*Millions at a Time*

U.S. News and World Report

As a leading international authority on public health, the Johns Hopkins Bloomberg School of Public Health is dedicated to protecting health and saving lives. Every day, the School works to keep millions around the world safe from illness and injury by pioneering new research, deploying its knowledge and expertise in the field, and educating tomorrow's scientists and practitioners in the global defense of human life.



Quick Facts

Founded	1916 by William H. Welch and John D. Rockefeller
Dean	Alfred Sommer, MD, MHS
Students	1,588 from 78 nations
Faculty	432 full-time, 583 part-time
Research	Ongoing in 40 countries \$250 million research expenditures
Alumni	11,300

Students

The chart above illustrates the current breakdown of students by program, for the 1st Term of 2002-2003.

International: Twenty-eight percent of our students are foreign nationals from 78 countries. Brazil and Uganda are each represented by 10 students. The Netherlands and Bangladesh by four, and India by 56. Fifteen Thai, five Vietnamese, and three Malawians are also among the School's rich mix of international students.

In fact, nearly 400 foreign nationals from 40 countries attend the School each year, ensuring a vibrant exchange of ideas, cultures, and passions about public health can flourish.

Training Programs

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Introduction

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Programs Emphasized

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Psychopathology: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonumy nibh vivus. Ut enim ad minim veniam, quis nostrud exercitationem ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis aute ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitationem ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Center for International Emergency, Disaster and Refugee Studies

Improving the Lives and Health of Under-served Populations and Victims of Conflict and Disaster

Children's Safety Center

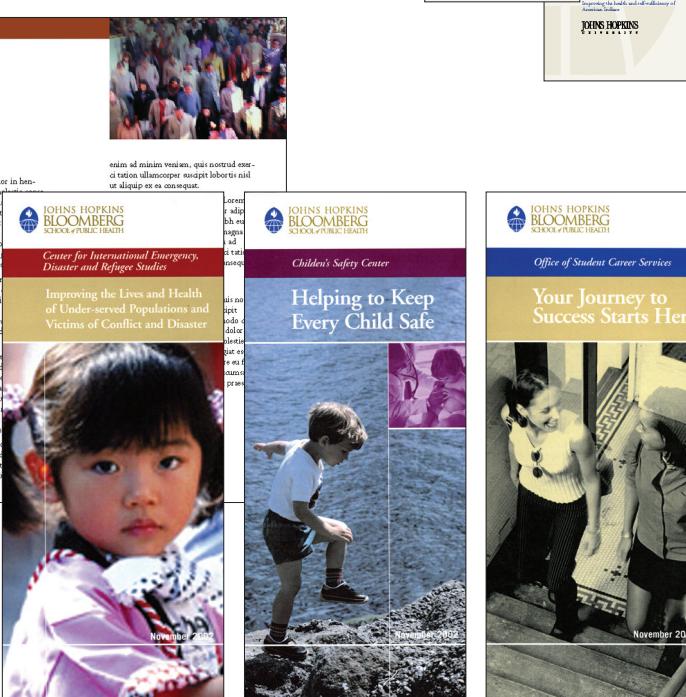
Helping to Keep Every Child Safe

Office of Student Career Services

Your Journey to Success Starts Here

Department of International Health

Educational Programs



November 2002

o banners



- o public website
- o identity standards intranet site

Johns Hopkins Bloomberg School of Public Health

Protecting Health, Saving Lives – Millions at a Time

IN THE NEWS

- Cesar Samaniego Warns About Foundation Grants
- Delegates Environment Lead to Blue Hopkins Plate
- School Faculty Honored with Inspiration of the Year Award
- #1 Preeminence Website

AT THE SCHOOL

- GAPS Policy for Faculty, Students and Turned Students and Staff
- Watch a Video of "SARS: A Public Health Crisis"
- Events Today at the School of Public Health
- Workshop Research
- Explore the School of Public Health's Course Planner
- School of Public Health Faculty Research Experts
- School Faculty Openings

RESEARCH INITIATIVES

- Identifying Determinants of Behavior and Developing Communication Programs for

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Departments

Explore all the possible connections between the four areas of the Public Health Degree Planner — linking School departments to academic degrees, careers, and topics.

Departments

Biochemistry & Molecular Biology

The study of Biochemistry and Molecular Biology at the School of Public Health is the study of the molecular and genetic bases of cellular processes. Our faculty conducts research to increase current knowledge of the biochemical and molecular mechanisms of normal and

Health Policy & Management

Health Policy and Management is a multidisciplinary field that seeks to improve health and prevent disease and disability through the education of future public health leaders and through research on significant public health.

Identity Management System

Identity Guidelines

Get clear explanations and diagrams on how to deliver a consistent visual impression of the School's new identity.

Downloadable Resources

Download a wide range of logos, Word templates and PowerPoint templates that adhere to the School's new identity standards.

Core Identity Elements

Stationery

Publication Samples

Writing Guidelines

Production Guidelines

Glossary

Contact Us

Identity Guidelines

When using the logo, an adequate amount of space is required between it and any other element in order to ensure legibility.

Various approved logo files are available for download, [click here](#).

Clear Space Rule

It is important to maintain a clear area around the logo in order to ensure clarity. The clear space around the logo should remain proportional as the logo is enlarged or reduced. If we establish the height of the logo as "X" inches, the space that must remain clear around the logo is half of that, "0.5X" inches.

Minimum Allowable Size

In order to assure the legibility of the logo, a minimum size has been established. The logo should not appear smaller than shown here.