

An organization's brand is critical to maintaining its legacy, protecting its reputation and representing its core values. Correct and consistent use of an organization's name and logo is an effective shorthand way to capture its essence and reflect its mission.

Johns Hopkins' collaborations and relationships with third parties are a critical way we maximize our impact. But we have strict guidelines on how they are publicized and, more specifically, how the Johns Hopkins brand is used.

What follows are some of the basic rules when it comes to third parties using the Johns Hopkins brand. Please reach out to your contact at Johns Hopkins Technology Ventures if you have additional questions or need a release reviewed.

## OVERVIEW

- » All third-party releases that mention The Johns Hopkins University, Johns Hopkins Medicine or any other Johns Hopkins entities (institutes, centers, etc.) are subject to prior review and approval by the Use of Name Committee.
- » Please allow one week for review of any submitted material. In other words, do not send something to review at 4 p.m. Monday that you intend to release 8 a.m. Tuesday.
- » Releases based on our researchers' work generally may not be made public until after the research itself has been published in a scientific journal or publication or presented at a national or international meeting.

## GUIDELINES

- » In general, we do not allow any [Johns Hopkins logos or branding](#) on any third-party material.
- » In general, we do not issue joint press releases. There are times, however, where Johns Hopkins will issue its own release about an event or initiative the third party is publicizing.
- » In general, [our researchers may not be quoted in a third-party release](#). Researchers and their titles should only be named in a third-party release if part of a fact-based statement.
  - » **EXAMPLE:** "XYZ is working with John Smith, an assistant professor of medicine at the Johns Hopkins University School of Medicine."
  - » **EXCEPTION:** In certain situations, Hopkins faculty researchers who are founders of startups companies [may be quoted in their company releases but only in their business roles](#). Prior review and approval by Johns Hopkins is required.
  - » **CORRECT:** "We are excited to announce this agreement," said Jane Jones, founder of XYZ Systems.
  - » **INCORRECT:** "We are excited to announce this agreement," said founder Jane Jones, a professor in the Department of Computer Science at Johns Hopkins University.
- » Unless defined in a legal agreement, the words "partner" or "partnership" should not be used to describe relationships between Johns Hopkins and companies that license technology or sponsor research at the university. Press releases should be as specific as possible in defining a relationship. The terms "collaborate," and "collaboration" are generally acceptable in referring to research sponsorship.
- » Do not use the active voice in describing your company's work with Johns Hopkins, either in a sentence or headline.
  - » **CORRECT:** "XYZ Systems' widget will be used at Johns Hopkins Hospital..."
  - » **INCORRECT:** "Johns Hopkins Hospital has selected XYZ Systems' widget..."

- » Avoid hyperbolic or exaggerated language describing your technology. Stick to the facts.
  - » **CORRECT:** “This collaboration will result in XYZ Systems’ widgets being used in Johns Hopkins Hospital rooms.”
  - » **INCORRECT:** “This landmark partnership with XYZ Systems will result in a fundamental shift that will forever change the future of medicine.”
  - » **CORRECT:** “XYZ Corp. announced two licensing agreements with Johns Hopkins University.”
  - » **INCORRECT:** “XYZ Corp. announced two important licensing agreements with Johns Hopkins University.”
- » We do not allow for an “About Us” section about any Johns Hopkins entities at the end of a release.

## HOW TO USE THE JOHNS HOPKINS NAME

- » **JOHNS HOPKINS HEALTH SYSTEM** refers to several entities, including The Johns Hopkins Hospital, Johns Hopkins Bayview Medical Center, Sibley Memorial Hospital.
- » **JOHNS HOPKINS MEDICINE** refers to the Johns Hopkins University School of Medicine as well as the various members hospitals. ([See the Johns Hopkins Medicine organizational structure.](#))
- » **JOHNS HOPKINS UNIVERSITY** is its own separate entity. ([See the Johns Hopkins University style guide.](#))
- » Be as specific as possible when referring to a Johns Hopkins entity.
- » More on using the [Johns Hopkins name correctly.](#)