

Brand Guide

OUR BRAND

- _ Message to the Seton Hall Community
- _ What is a Brand?
- _ Why is Branding Important?
- _ How does Seton Hall Define Its Brand?
- _ Mission
- _ Our Tag line
- _ Positioning
- _ Pledge
- _ Personality
- _ Important Concepts to Communicate
- _ Our Key Branding Messages

TELLING THE SETON HALL STORY

- _ Who We Are
- _ Brand Platform
- _ Proof Points

VISUAL BRANDING ELEMENTS

Our logo and our visual marks

- _ Primary Logos
- _ Great Minds Lockup
- _ Seal and Crest
- _ Flag

Brand Architecture

Color

- _ Primary Colors
- _ Secondary Colors
- _ Using Color

Typography

- _ Approved Typefaces
- _ Microsoft Office Applications

Internal Communications

- _ Stationery
- _ Presentation
- _ Email signature

Environmental Branding

- _ Campus and Community Banners
- _ Great Minds Banners
- _ Murals

Imagery

- _ Photography
- _ Video

Digital Communications

- _ Website
- _ Social Media

Merchandise

Student Organizations

Dear Members of the Seton Hall Community,

Seton Hall's brand is an expression of our commitment to the University's mission, vision and values. More than a tag line and set of logos, the brand is reflected every time we speak, write and otherwise communicate information about Seton Hall.

We are part of a highly complex institution that encompasses three campuses, 10 schools and colleges, more than 10,000 students and hundreds of faculty, clergy, administrators and staff members. The extended Setonian family includes everyone on our campuses and more than 100,000 alumni, parents and friends around the world.

Despite its breadth and complexity, Seton Hall remains, at its essence, **one University** — a cohesive community with a unique history and dedication to transforming the lives of students and the world through servant leadership.

Our shared identity calls us to speak visually and in writing with a clear and consistent voice. This visual brand guide includes tools that allow us to answer that call. It is a pleasure to present it to you, with confidence that it will prove useful every time you communicate on behalf of the University.



Our Brand

With more than 4,400 colleges in the United States, attracting high-achieving students has become increasingly competitive. Sophisticated marketing and branding campaigns are required to help institutions such as Seton Hall differentiate themselves. Effective and consistent branding can help a university achieve its student enrollment goals, enhance its national reputation, engage alumni and increase donor support.

The University’s Office of Public Relations and Marketing worked with a top higher education marketing firm in developing Seton Hall’s “What great minds can do” branding strategy. It is based on extensive quantitative and qualitative research conducted with prospective and current students, faculty, staff, alumni and parents to identify the University’s core distinctive strengths.

WHAT IS A BRAND?

A brand is much more than a name or a logo. It runs deeper than a tag line or series of marketing brochures. A brand reflects people’s perceptions about an institution, its qualities and attributes. Brands are based on the promises made to customers (or, in our case, students, parents and alumni) and how those promises are fulfilled. In other words, a brand is made up of what people believe about an institution and how they define the institution’s reputation based on their interactions and experiences with it.

WHY IS A STRONG BRAND IMPORTANT?

Having a strong – and consistent – brand differentiates us from the competition. It increases awareness about what Seton Hall stands for. A clear brand promise lets prospective students know just what to expect from the Seton Hall experience. It also gives clarity and focus to all that we do – from academic advising to student services and alumni relations.

HOW DOES SETON HALL DEFINE ITS BRAND?

The information in this document outlines key ideas that form the foundation of the Seton Hall brand identity. Having this information readily available and using it to shape our communications in a unified way reinforces and strengthens our brand.

MISSION

The University’s mission is the bedrock of our identity and our brand. All else stems from it.

“Seton Hall University is a major Catholic university. In a diverse and collaborative environment, it focuses on academic and ethical development. Seton Hall students are prepared to be leaders in their professional and community lives in a global society and are challenged by outstanding faculty, an evolving technologically advanced setting and values-centered curricula.”



OUR TAG LINE

This short, simple phrase conveys volumes about the Seton Hall community, its achievements and impact. Our tag line addresses academic prowess and servant leadership equally.

The “What great minds can do” concept is broad enough to encompass distinct ideas such as the important work of Saint Elizabeth Ann Seton, the continued excellence of Seton Hall’s academic programs and world-class faculty, and our many student and alumni achievements.

Our Brand

POSITIONING

Our positioning differentiates us from our competitors. It answers the question: What need does Seton Hall uniquely fulfill considering what our audiences expect from us?

“In the context of an intellectually challenging environment, real-world experience and a culture of optimism, we cultivate the kinds of leaders who align personal ambition with deep commitment to social justice and civic good. Informed by Catholic values and reflective of the rich diversity of the region, Seton Hall equips students to tackle the world’s most pressing social, economic and cultural challenges.

PLEDGE

This is the promise we make to anyone who chooses to become a part of the Seton Hall family.

“We’ll equip and inspire you to be your best self.” *Payoff The payoff explains the benefit that the person enjoys from being involved with Seton Hall.*

“I know myself, and I am ready to achieve my full potential.”

PERSONALITY

Personality helps describe the culture of Seton Hall. It is a personification of how the brand should come across to those who interact with us.

“The leader who understands what really matters. Centered. Knowledgeable. Supportive. Caring.”

IMPORTANT CONCEPTS TO COMMUNICATE

Throughout our communications, specific attributes about the University should be consistently highlighted and supported by a uniform set of proof points, which show, in concrete terms, how Seton Hall lives up to these ideals.

- _ Academic/intellectual rigor
- _ Values-based education
- _ Culture of optimism and mutual support
- _ Geographic, ethnic and religious diversity of student body
- _ Focus on the whole person
- _ Strength of location and alumni network

OUR KEY BRANDING MESSAGES

Our five key branding messages highlight specific aspects of our community and show what Seton Hall is really about.

Core message: Take heart. Take action.
Academic message: Focus on what drives you.

Catholic message: We hold ourselves to the highest values.

Culture message: A community of possibilities.

Experience and Outcomes message: You’ll be in the best company.



Primary Logo Suite / Application



PRIMARY LOGOS



- _ The cornerstone of the Seton Hall identity is a set of “primary” marks that makes use of the “Seton Hall University symbol.” with the University logotype (see below).
- _ The Seton Hall University logo has three configurations – vertical, horizontal and centered. The colors shown here are the University’s primary colors – Seton Hall Blue (*pms 286*) and Seton Hall Grey (*pms 429 or pms 877*).
- _ Unless there are special circumstances, the symbol and logotype should not be pictured by themselves. The preferred application is one of the three configurations at top.

UNIVERSITY SYMBOL



UNIVERSITY LOGOTYPE



Primary Logotype Suite / Application



LOGOTYPES (TWO COLOR)



- _ The Seton Hall University identity system also includes a set of three logotypes made of type only. They are intended for use in small or limited spaces. It is preferable to use the primary logo instead of the logotype. The color palette is the same as the primary logo – Seton Hall Blue and Seton Hall Grey.
- _ For visual accessibility on dark backgrounds, the logos should be monochromatic.

LOGOTYPES (ONE COLOR)



Athletics Logos / Application



The cornerstone of the Seton Hall athletics identity is the Pirate head logo. This athletic logo is the preferred athletic mark and should be used on the majority of athletic communications and merchandise.

The Pirate head logo is to be used on uniforms, practice gear and apparel, when applicable.



Like the primary athletic logos, the “SH” monogram may be used on light backgrounds in one color (a Seton Hall primary color) or in two colors using both Seton Hall Blue and Seton Hall Gray. The “SH” mark is approved for headwear only.



The use of this logo type is restricted to the Pirate Blue Athletic Fund.

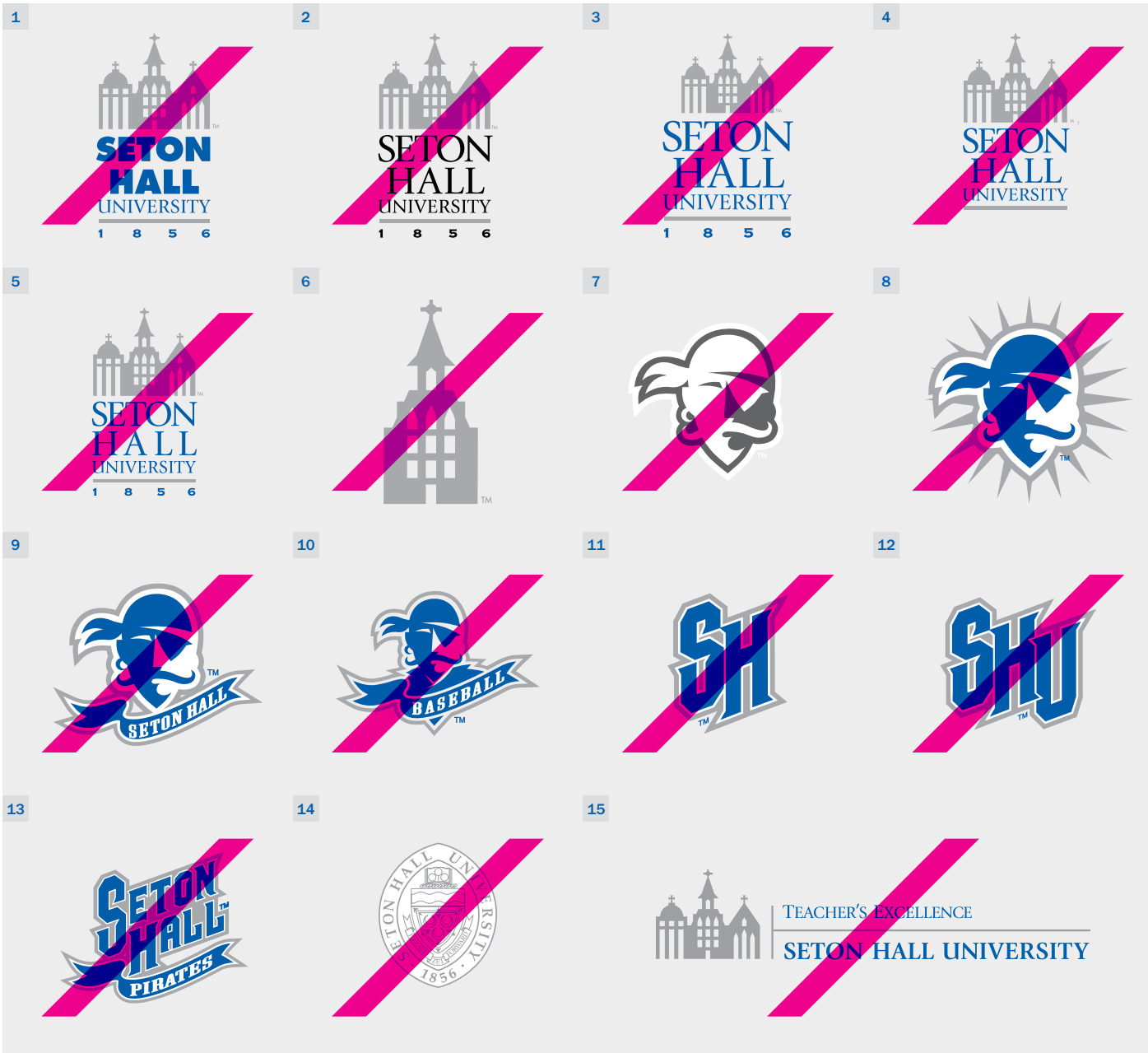
A custom alphabet and a set of numbers match the typeface used in the athletic logotypes are available by contacting Seton Hall athletics.

Use of the Seton Hall Athletic identity is restricted. Only the University’s intercollegiate athletic programs (as administered by the Department of Athletics and Recreational Services and by the Pirate Blue Athletic Fund) can use it. The athletic logotype, the athletic monogram and/or the Pirate, in any form, may not be used to represent any other academic and administrative program.

ON DARK BACKGROUND



Noncompliant Applications















_ Seton Hall University marks are not to be altered in any way.

_ Some unacceptable uses of the Seton Hall marks include the examples shown:

- 1 **NEVER** change the typefaces in the SHU logo
- 2 **NEVER** use unapproved color combinations
- 3 **NEVER** resize elements in the SHU logo
- 4 **NEVER** use the primary SHU logo without the date
- 5 **NEVER** realign or justify typography
- 6 **NEVER** redraw parts of SHU marks
- 7 **NEVER** reverse the Pirate mark
- 8 **NEVER** add shapes to the Pirate mark
- 9 **NEVER** use the Athletic logo without the torso
- 10 **NEVER** use unapproved tag lines
- 11 **NEVER** use the Athletic monogram
- 12 **NEVER** use the Athletic monogram with the letter "U"
- 13 **NEVER** use the old Athletic logotype
- 14 **NEVER** use the seal without approval
- 15 **NEVER** use an unapproved name

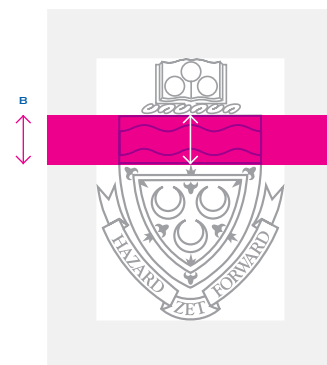
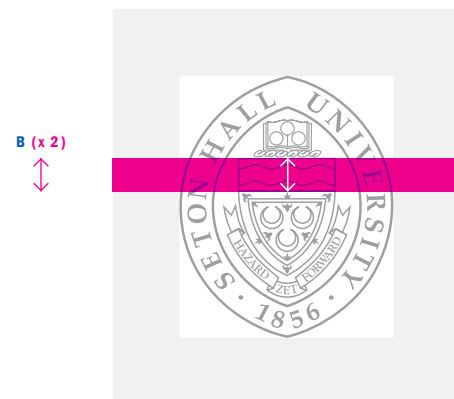
Minimum Sizes for Print



<p>← 0.5" →</p>     	<p>← 0.75" →</p>  	<p>← 1" →</p>  	<p>← 1.5" →</p> 	<p>← 2" →</p>  <p>← 2.5" →</p> 
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- _ Each of the Seton Hall University logos has a minimum allowable size.
- _ To ensure clear reproduction and legibility, the marks may not be used any smaller than the widths shown on this page.

Clear Zones



- _ Each of the University’s primary and secondary logos have an established clear zone.
- _ This clear zone is intended to maintain the logo’s integrity and to avoid visual confusion.
- _ No other type or graphic element (including folds, trims or edges) should fall within the clear zones shown.
- _ The clear zones for each of the University primary and secondary logos are 1½ times the height of the word “S” in each mark (A).
- _ For the formal marks, this clear zone is based on the height of the bar in the top of the crest (B).

Clear Zones



- _ Each of the Seton Hall athletic marks has an established clear zone. The clear zone is intended to maintain the logo's integrity and to avoid visual confusion.
- _ No other type or graphic element (including folds, trims or edges) should fall within the clear zones.
- _ For the Pirate head logo the clear zone is the same as the height of the Pirate's bandana (A).
- _ The clear zone for each of the athletic marks that incorporates a banner element is 1½ times the "S" height in the banner (B).
- _ For the monogram, this clear zone is 1½ times the width of the vertical stroke (C) of the "H."

Crest / Seal



CREST

SEAL



The Seton Hall University formal marks are the historical **CREST** and official **SEAL**.

They are to be used for formal publications only. These publications include, but are not limited to, materials related to official University events such as Commencement Exercises, Faculty Convocation, Charter Day, etc.; print materials issued from the Office of the President, the Office of Mission and Ministry, the University’s Board of Regents and Trustees; and print materials related to the University’s fundraising efforts.

NOTE: It is not permissible to use the formal marks for any other publications without prior permission from the Office of Public Relations and Marketing.

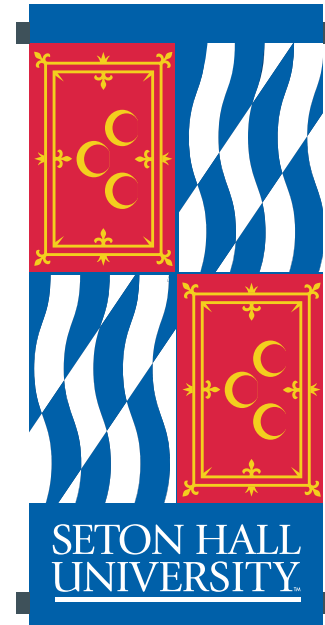
COLOR VARIATIONS

The formal marks only may be reproduced in the official University colors. There are full-color versions of the crest and seal available for official use.

If official University colors are not available, the formal marks should be reversed from a solid area of the non-official color being used.

It is permissible to blind emboss or foil stamp the formal marks in silver or gold.

Flag



HISTORICAL SIGNIFICANCE

- _ The quartered flag (far left) represents the coat of arms of both the Seton family and the Archdiocese of Newark. When combined, they form the University coat of arms.
- _ The three crescents on the Seton coat of arms represent the three coastal villages in Scotland – the “Sea Towns,” a possible origin of the Seton family name.
- _ The royal family of Scotland later honored the Setons by adding the design that borders the crescents – a Royal Treasure enriched with fleurs-de-lis.
- _ The blue and silver waves, taken from the Archdiocese’s coat of arms, represent rivers of New Jersey. Silver becomes white on a flag, and thus blue and white also represent the University’s colors on the new flag.

USAGE GUIDELINES

- _ The design should be used only as a flag, a banner, or backdrop. It is not a logo that should be used to represent Seton Hall University. Instead, the primary and secondary logos should be used.

Note: The flag should not be used as a graphic within any publication or printed or online materials. The flag graphic should not appear on clothing.

The Seton Hall University flag was unveiled on February 25, 2005.

Typography

A

GIOVANNI

ABCDEFGG
 uvwxyz
 01234

B

FRANKLIN GOTHIC

ABCDEFGG
uvwxyz
01234

C

TISA

ABCDEFGG
 uvwxyz
 01234

_ Typography is an underrated, but valuable asset to Seton Hall’s visual branding. There are three main type families that distinguish its content – Giovanni, Franklin Gothic and Tisa. These families can be installed locally, or loaded via the Adobe Typekit (part of the Creative Cloud Suite). A solid design practice is to use two type families that contrast each other – pairing a serif with a sans serif.

_ The most notable typeface, **GIOVANNI**, is found in Seton Hall’s logotype. The classic serif typeface is used in communications that require a more formal tone.

_ **FRANKLIN GOTHIC** is a modern classic sans serif type family available in many weights and widths. It is internet friendly, perfect for headlines, and is an effective pairing for Tisa and Giovanni.

_ **TISA** is contemporary serif font family. It comes in a number of weights. Tisa is the face of Seton Hall’s website.

Typography



D

OFFICINA

e

GARAMOND

F

SHU BOLD

_ **OFFICINA** is a sans serif type family reserved for undergraduate admissions only.

_ **GARAMOND** is a serif type face. When using Microsoft applications it is a viable alternative to Giovanni. Available on most personal computers, this should only be used if accessing and adding Giovanni to your local system is not possible.

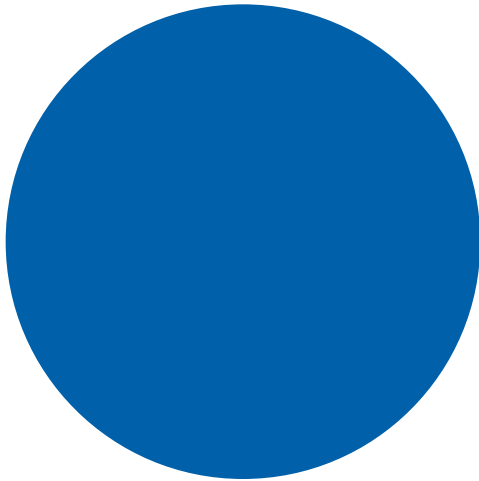
_ **SHU BOLD** is the Seton Hall Athletics typeface. It only comes in all caps and in one weight. The usage of this typeface is reserved for Athletics.

ABCDEFGH
ijklmnop
01234

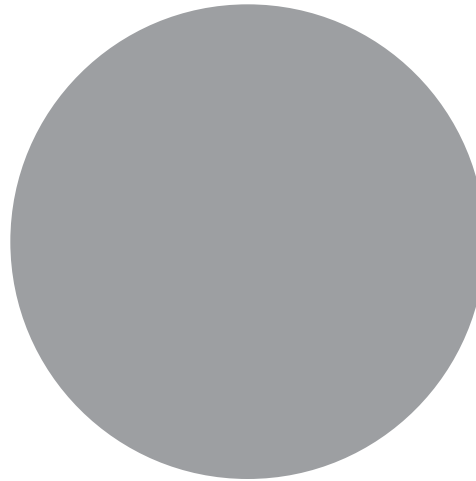
ABCDEFGH
ijklmnop
01234

ABCDEFGH
01234

Primary Colors



BLUE
PMS 286



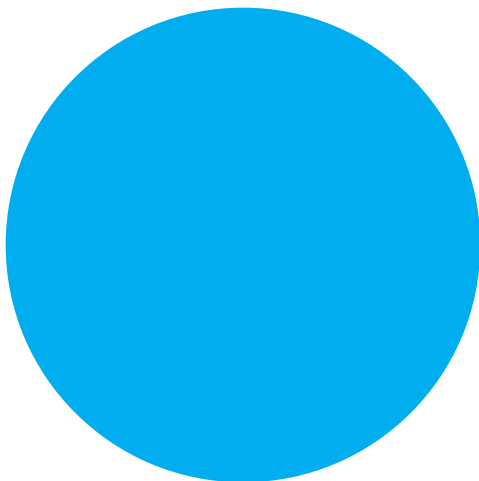
GREY
PMS 429

_ Color is an invaluable visual identifier of Seton Hall's brand. The University's primary and secondary colors should be applied to all communications and mediums.

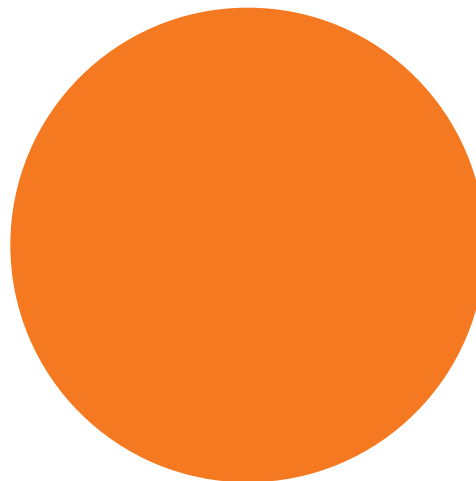
_ Seton Hall University's **PRIMARY COLORS** are blue (*pms 286*) and grey (*pms 429 or pms 877*). *PMS (Pantone) values are for print purposes only.*

_ Seton Hall University's **SECONDARY COLORS** are cyan and orange. Secondary colors are essential for navigating layered communications and adding activity to a predominantly blue surface.

Secondary Accent Colors




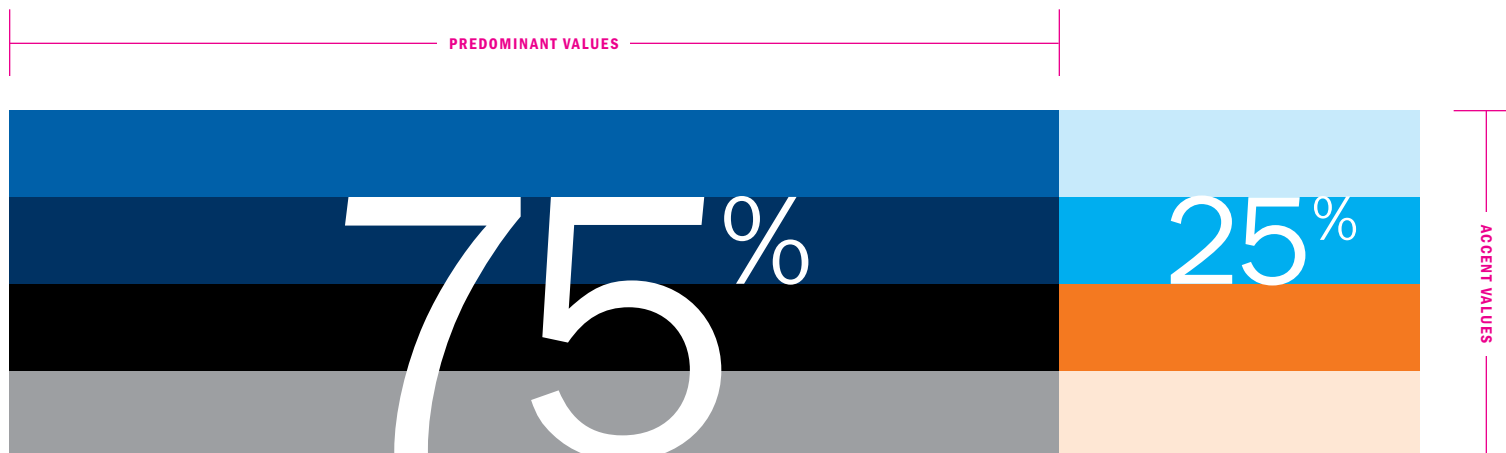
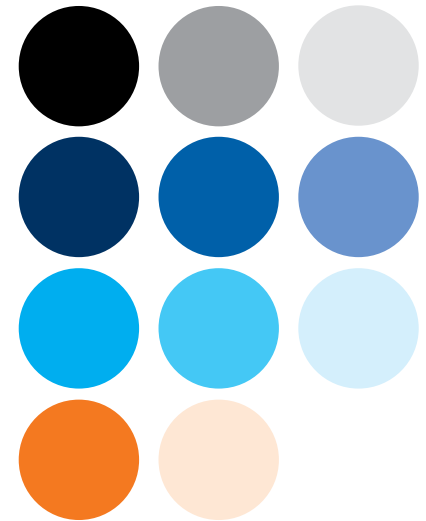
CYAN



ORANGE

Color Values / Application

	<i>light grey</i>	k12	r229 g229 b229	hex#e5e5e5
	<i>Seton Hall Grey</i>	k45	r157 g159 b162	hex#9d9fa2
	<i>black</i>	c30 k100	r0 g0 b0	hex#000000
	<i>pale blue</i>	c60 m35	r51 g105 b160	hex#3369a0
	<i>Seton Hall Blue</i>	c100 m60 k6	r0 g68 b136	hex#004488
	<i>navy</i>	c100 m60 k56	r0 g33 b66	hex#002142
	<i>light cyan</i>	c15	r68 g212 b239	hex#d4effc
	<i>pale cyan</i>	c60	r0 g192 b243	hex#00c0f3
	<i>cyan</i>	c100	r0 g174 b239	hex#00aeef
	<i>light orange</i>	m8 y13	r255 g234 b217	hex#ffead9
	<i>orange</i>	m65 y100	r244 g121 b232	hex#f47920



Whether your generating a multi page report or producing a give-away, color application should be a visual priority. The accent colors should be applied judiciously in relation to the predominant values.

Tag line

What great minds can do.

TAGLINE STYLE
IN FRANKLIN GOTHIC

WHAT
GREAT
MINDS
CAN DO

HEADLINE STYLE
IN FRANKLIN GOTHIC

WHAT
GREAT
MINDS
CAN DO

HEADLINE STYLE
IN TISA

_ The University’s approved tag line is “What great minds can do.”

_ Tag line, styled in sentence case (begins with an uppercase word and concludes with a period), endorses a communication. It is placed at the the end of a communication. The typeface is Franklin Gothic Demi. For an example of application, reference the stationery system.

_ Headline, styled in all caps with an alternating cap height, is used to introduce a communication. This type treatment is predominantly used in marketing campaigns and exterior banners. The typeface is Franklin Gothic Demi. In the web environment, the typeface is Tisa.

_ **RUNNING TEXT.** When used in running text, the tag line should include quotation marks around it. For example, Seton Hall’s new tag line is “What great minds can do.”

NONCOMPLIANT
EXAMPLES

What Great Minds Can Do

What Great Minds Can Do

What Great Minds Can Do.

What Great Minds Can Do.

What Great Minds Can Do.

What Great Minds Can Do.

What Great Minds can do

What Great Minds can do

WHAT GREAT MINDS CAN DO

WHAT GREAT MINDS CAN DO

Stationery



First Name Last Name, Credential
 School Name
 Division / Department
 400 South Orange Avenue, South Orange, NJ 07079
 firstname.lastname@shu.edu
 t 000.000.0000 f 000.000.0000
 www.shu.edu

**What
 great minds
 can do.**

BUSINESS CARD
 2 SIDED



University Advancement
 457 Centre Street, South Orange, NJ 07079

What great minds can do.

NO. 10 ENVELOPE

University Advancement
 457 Centre Street, South Orange, NJ 07079
 t 000.000.0000 f 000.000.0000
 www.shu.edu

What great minds can do.

LETTERHEAD

- _ The Seton Hall University stationery uses the two-line, primary logo.
- _ The letterhead prints in Seton Hall Blue and Seton Silver on Classic Linen Solar White 24# text.
- _ Business cards are only available with the two-line primary logo and print in Seton Hall Blue and Seton Hall Silver on Classic Linen Solar White 80# cover.
- _ All Seton Hall stationery items must be ordered through the University's preferred vendor and must adhere to the identity guidelines. (For ordering information, contact the Office of Procurement.)
- _ No custom memos or personalized stationery is permissible.
- _ Business envelopes for general, large mailings not including a letter may be printed on white wove stock to reduce costs. However, business envelopes being used with letterhead must be on matching stock.

SPECIFICATIONS FOR LETTERS

- _ Use a half-inch left and right margins for letters.
- _ Letters should use block style, with flush left, ragged right margins and single-spaced paragraphs with double spacing between paragraphs.

Presentation Decks



What great minds can do.

PRESENTATION TEMPLATE

- _ The presentation template features a running footer which consists of Seton Hall's primary logo and "What great minds can do" tag line. The template is available in both Seton Hall Blue and white.

Email Signature

TO

FROM

SUBJECT

Dear Campus Colleague,

When formatting your email signature, we ask you to follow the example seen here. Visually, the signature should appear secondary to the message that you are communicating. By following the content structure and styling you would be in compliance with the University's branding strategy.

Best,

First Name Last Name, Suffixes

Title

School or Office Name

Seton Hall University

t 000.000.0000 | m 000.000.0000

What great minds can do.

_ Email signature pictured here illustrates the tag line in endorsement position – tag line style.

_ Do not use images (logos or social media icons) within the email signature. Images may appear as message attachments or be blocked by some email clients and mobile devices.

_ Please do not use quotes or epigraphs. It is important to avoid the potential confusion of external audiences assuming a particular statement represents the University's official slogan, ideology or brand promise.

Interior / Exterior / Campus and Community Banners



INTERIOR BANNER



EXTERIOR CAMPUS BANNER

_ Environmental graphics are another important touch point in the Seton Hall visual brand. Exterior displays should reflect the consistent application of the visual components mentioned in this guide – typography, color palette and approved visual assets.

_ The **INTERIOR BANNER** pictured here illustrates those components:
 primary color – Seton Hall Blue
 primary logotype
 tag line – headline style

_ The **EXTERIOR CAMPUS BANNERS** pictured here illustrate the following:

type families – Giovanni and Franklin Gothic

primary color palette – Seton Hall Blue and Seton Hall Grey

approved logotype and logomark
 tag line

_ For design, sizing, and material considerations; please contact the Office of Public Relations and Marketing. Banner installation requires coordination and scheduling with Facilities Engineering and/or individual building managers.

Murals



_ Murals enhance branding efforts by visually representing key messages and iconic images in a highly visible manner.

_ Some examples of recently installed murals are shown here. The top photo features a mural that is found in the Ring Building, 457 Centre Street – home to University Advancement. It pictures a Seton Hall campus image, tag line and the University logo.



_ The bottom photo shows a mural found in Jubilee Hall. It captures the University's dynamic tapestry of academic disciplines using Franklin Gothic's extended type family and the University's primary colors.

Photography / Video



INTIMATE

The Seton Hall community is close-knit. Express that attribute through photography that captures real moments.



CANDID

Authenticity is key. Use candid photography to express the Seton Hall academic experience.



INTERESTING

Use interesting compositions to draw in the viewer. For example, sharp, bold foregrounds help the view feel more connected to the image.

Photography and videos are critical to creating genuine, authentic branding materials that reflect Seton Hall's key messages. Our brand is expressed through visuals that showcase our diverse student body, beautiful campus and modern facilities across all audience touch points.



INTERACTIONS

Feature candid interactions between students, faculty, the clergy, and others. Avoid compositions in which subjects appear isolated.



CAMPUS BEAUTY

Our campus is beautiful. Where possible, try to capture some of green spaces, flowering plants and historic buildings.



UNEXPECTED

When using multiple images, consider including a non-traditional image. When mixed with traditional photos, it can stand out and capture the viewer's attention.

Photography / Video



The Office of Public Relations and Marketing regularly updates the University’s repository of branding images that showcase the best of Seton Hall. These images are to be used in the majority of widely viewed communications. There are times, however, when a project may call for taking photographs to fulfill a limited and specific need. These guidelines will help enhance the effectiveness of those images.

Shoot wide to allow for cropping and multiple uses, use natural light when possible, and look for natural, engaged expressions on subjects. If using a smart phone adjust the photo’s color in the phone settings. Brightening and/or adding contrast to the photo will make a big difference when posting to social media. All files should be delivered in the highest resolution possible.

GENERAL CAMPUS PHOTOGRAPHY

- _ Showcase Seton Hall’s diverse student body as much as possible.
- _ Avoid having the campus look urban.
- _ Minimize streets, cars, facility vehicles, electrical poles and garbage cans in the background of photos.
- _ If photographing in a classroom, focus on the student as the main focus.
- _ Feature student/teacher interaction, and capture active, authentic engagement.

EVENT PHOTOGRAPHY

- _ Keep an eye on cropping to ensure that body parts such as shoulders, tops of heads, or limbs aren’t trimmed out of the composition.
- _ Look for unstaged moments that use natural light, and uncluttered or bright backgrounds.
- _ A variety of shots will be needed: room shots (empty and full), important people, details, speeches, etc. Try to focus on the energy of the event.

GROUP PORTRAITS

- _ Refrain from taking lined up group portraits. These types of images should not be featured in marketing materials or on high traffic web or social media pages. They may document an event but should not be used as a signature marketing image.
- _ During an event, if photographing people lining up to smile for the camera, keep the angle of the frame as straight as possible. If the image is askew, it will look awkward.
- _ For groups of 10 or more, try to stagger the height of the subjects, using the shape of a triangle as a guide, and place prominent subjects towards the center of the composition.
- _ Try to photograph in front of neutral, clutter-free backgrounds.

Video : School and Colleges



A. TITLE CARD
two line handling



B. LOWER THIRDS
SHU blue + three buildings mark (one line title), flush left version



C. LOGO WATERMARK
Stacked logo version. lower right



D. END SCREEN
Full University logo, tagline, SHU Blue

Video : Fundraising



A. TITLE CARD
Option 1



B. LOWER THIRDS

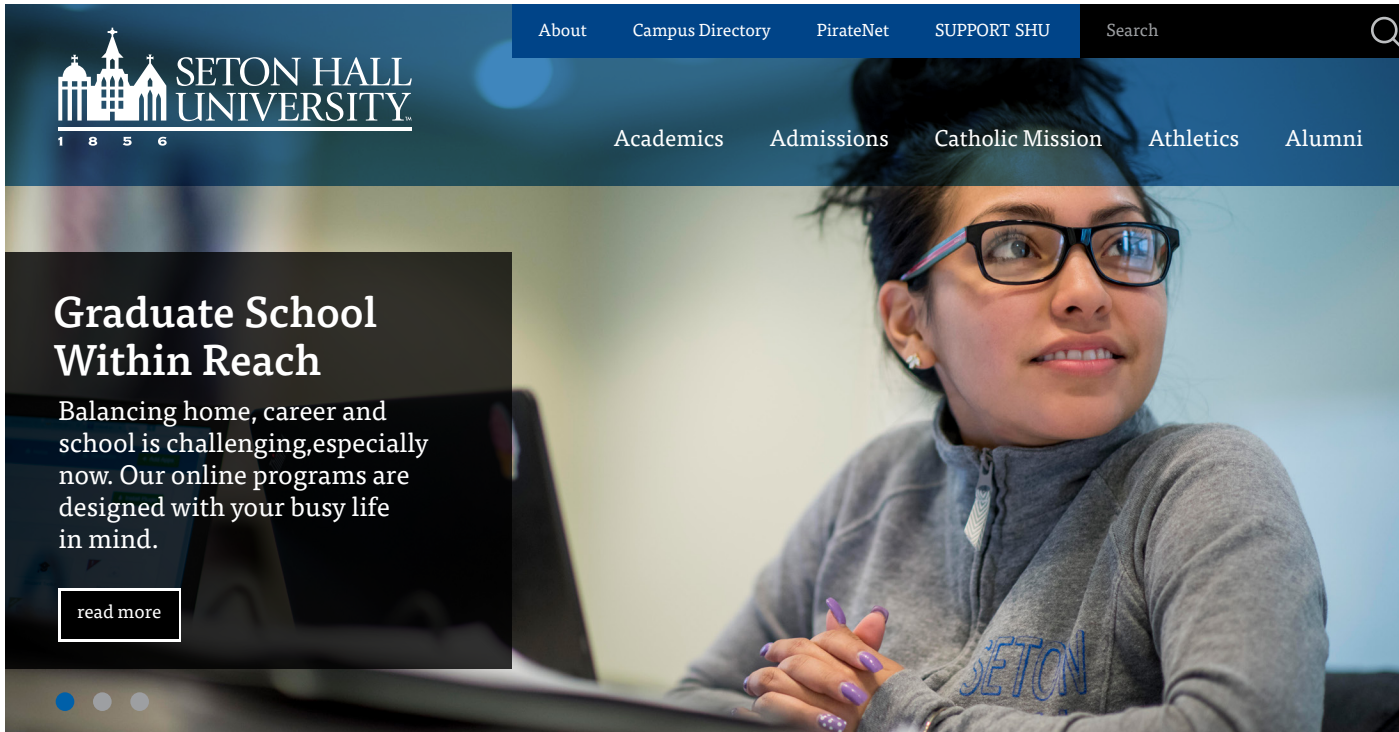


C. LOGO WATERMARK
Stacked logo version. upper right



D. END SCREEN
Stacked University logo, tagline, static photo option

Website



_ Seton Hall’s website is a powerful vehicle for communicating to our external and internal audiences. The site features original video, photography and stories that illustrate the University’s mission, academic research, and extraordinary achievements of the Seton Hall community.

_ The Seton Hall home page pictured here illustrates:

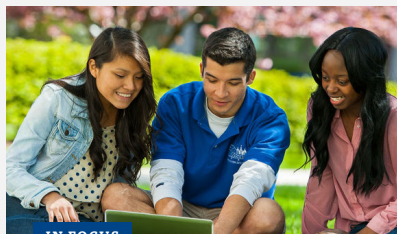
- primary color palette
- type family – Tisa
- approved primary logo
- photography



NEWS

Digital Interreligious Dialogue

⊕ VIEW ALL NEWS



IN FOCUS

Great Minds Learning Experience

⊕ READ MORE

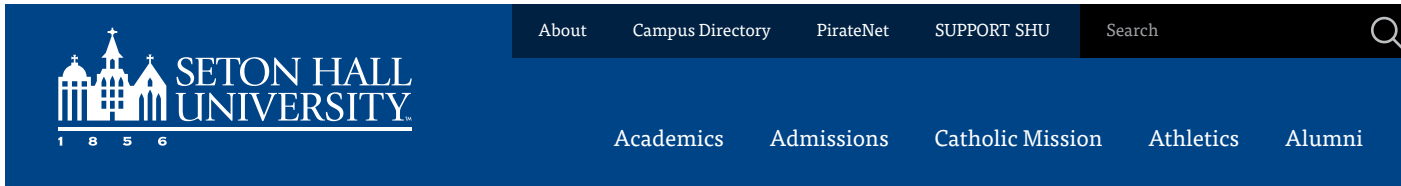


IN FOCUS

Gain an Edge This Summer — Online!

⊕ READ MORE

Website Logos / Usage



PRIMARY LOGO



SECONDARY LOGO



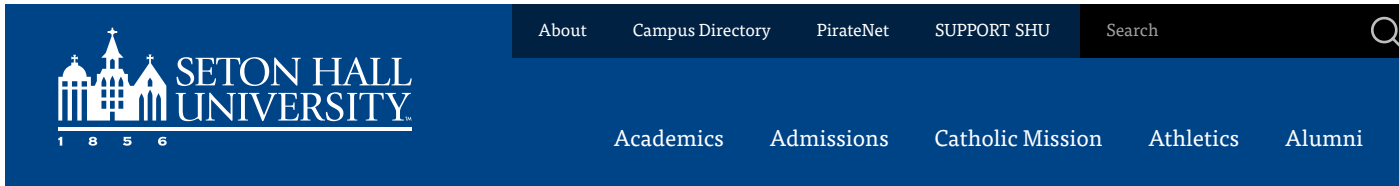
PRIMARY LOGOTYPE

_ The Seton Hall University primary logo will commonly appear as white on a blue (#004488) background.

_ Secondary logos have been designed for Seton Hall's various schools, colleges, divisions, etc. These logos will also appear as white on a blue (#004488) background. Secondary logos are reserved for main departments and colleges at the university, and should only be used on officially sanctioned pages for that school. When in doubt, use the Seton Hall University logo.

_ For navigation bars and headers that have limited vertical space, the one-line horizontal primary logotype should be used.

Website Header / Footer



HEADER
 The main university header must always contain the primary University logo.

The Seton Hall standard **HEADER** is a 146 pixel tall blue bar (#004488) to place at the top of all official university websites. It's designed to keep the University's visual brand consistent across departments, colleges, and vendors; while still providing access to main University resources.

For internal use, the bar features drop down menus for each of the main links in the nav. When used with a third party vendor or a site outside of the main scope of the university, the dropdowns are removed and the items become static links (i.e. Admission links to shu.edu/admissions).



FOOTER

The Seton Hall standard **FOOTER** is a 246 pixel tall blue bar (#004488) to place at the bottom of all official university websites. It was designed to keep the University's visual brand consistent across departments, colleges, and vendors while still providing contact information and important links. The bar should also include links/icons to the main university social networking accounts.

For internal use, specific departments and colleges can add their specific title and contact information to the left side of the footer.

Website Images / Media



1280 x 660

GATEWAY SLIDER IMAGE



320 x 180

NEWS, IN FOCUS, MEDIA HIT



1280 x 550

PROGRAM PAGE HERO IMAGE



288
X
432

PORTRAIT



222
X
222

SQUARE PROFILE
ASIDE CONTENTS



940 x 335

CONTENT HEADER IMAGE

_ **IMAGES** used on the university web page, should be 72 dpi at the appropriate width and height to properly fill the space without appearing pixelated. If an image appears grainy or pixelated, a larger image file should be used.

_ For accessibility compliance text should NOT be placed and rasterized within an image. All text should be rendered on the web, and overlaid over the image so that it can be properly read by screen readers and other services. The Gateway image is an example of text overlaid onto an image, using real text on thru style.

_ Standard **IMAGE DIMENSIONS** used throughout the University website.

320 x 180 – News, In focus, Media hit (Images seen on the home page, in the “box render” style stories)

222 x 222 – Square profile and aside content (Used for profile images and content appearing in a sidebar)

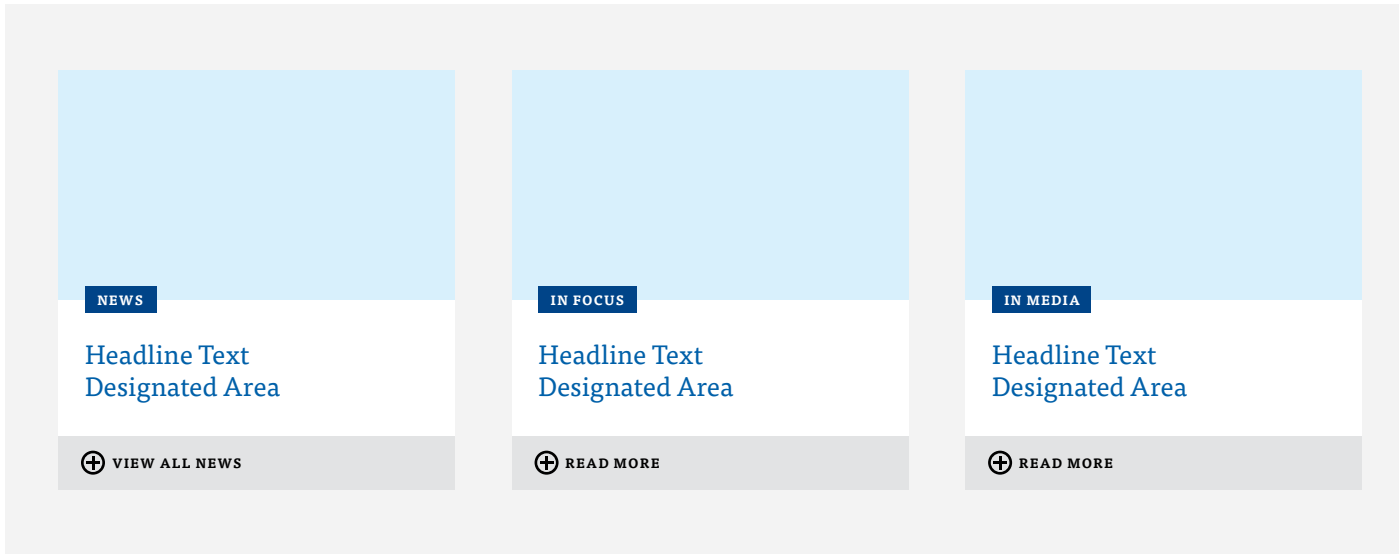
288 x 432 – Portrait (Option for a portrait image)

940 x 335 – Content Header (Used as a header image on a standard content page)

1280 x 550 – Program Page Hero Image (Hero Image used on program pages)

1280 x 660 – Gateway Slider (Images used on the main shu.edu gateway slider)

Content Display



MEDIA BOX RENDER



PROFILE PANEL

Standard ways to display specific types of content and media.

— MEDIA BOX RENDER

The “media box render” provides a way to visually arrange dynamic content, with links out to full pages. The images are standardized at 320px by 180px. This box style can be used for NEWS, MEDIA HITS, EVENTS, PROFILES, and VIDEO.

— PROFILE PANEL

The profile panel provides vertical box perfect for linking to and listing university profiles. The box features a 222px by 222px image, Name, department, and a link to the profile.

For more information contact webmaster@shu.edu



FONT SIZE
2.25 REM

h1 This is a very large header

FONT SIZE
1.875 REM

h2 This is a large header

FONT SIZE
1.6875 REM

h3 This is a medium header

FONT SIZE
1.4375 REM

h4 This is a moderate header

FONT SIZE
1.125 REM

h5 This is a small header

FONT SIZE
1 REM

h6 This is a tiny header

FONT SIZE
1 REM

This is a normal paragraph size

The official typeface of the Seton Hall University website is Tisa. Tisa is a serif font, available from the Adobe TypeKit library of fonts. It can be installed locally, or loaded via the Adobe TypeKit system. The only other font installed on the university website is Franklin Gothic, which is a sans serif font reserved for infographic use.

Adobe TypeKit

FF Tisa Pro “ff-tisa-web-pro”:

<https://typekit.com/fonts/ff-tisa-web-pro>

Website Templates



SETON HALL UNIVERSITY
1 8 5 6

[About](#)
[Campus Directory](#)
[PirateNet](#)
[SUPPORT SHU](#)

Search

[Academics](#)
[Admissions](#)
[Catholic Mission](#)
[Athletics](#)
[Alumni](#)

Search by keyword or location

e.g. "Administrator, Professor, Technology"

Careers at Seton Hall

Thank you for your interest in working with Seton Hall University. All applicants must create an online application to be considered for any open position. Please note, employment is contingent upon satisfactory criminal and other relevant background investigations. The determination of satisfactory is at the sole discretion of Seton Hall University.

A computer workstation is available in the Human Resources Office for applicants who wish to apply in person. There are also computers available in the Walsh Library. Resumes received outside of the online application process will not be accepted. If special accommodations are needed in order to apply for a position, please contact the [Department of Human Resources](#).

Full time / Part time

- Full-time (17)
- Part-time (254)

Locations

- Interprofessional Health Sciences (5)
- Newark (3)
- South Orange (263)

Categories

- Administrator (6)
- Faculty (4)
- Graduate Assistant (28)
- Student Employment (232)

Current Opportunities

Position	Location	Closes
Assistant Director, Admissions	South Orange	
This position serves as a member of the Office of Admissions in the Division of Enrollment Services.		
Assistant Director, Admissions	South Orange	
This position serves as a member of the Office of Admissions in the		

HTML TEMPLATES FROM OUTSIDE VENDORS

The Seton Hall University Web team can provide HTML templates for outside vendors and organizations to use when incorporating their site or product in the Seton Hall style. These templates contain the necessary styles and links to match the look of a secondary university web page.

The templates include Header and Footer, and an open content area for implementation. An example of this can be seen at the University's career listing page at: jobs.shu.edu

Social Media

GENERAL GUIDELINES

- _ Use real people from the Seton Hall University community whenever possible.
- _ Only use stock photography when necessary or to illustrate a concept.
- _ Try to make your photos natural, casual and spontaneous.
- _ Images that feel natural will resonate. Keep nighttime imagery to a minimum.
- _ Pay attention to details, such as appropriate clothing, overflowing garbage in the background, etc.

Avoid

- _ Images that are visually busy, complicated, out of focus, low resolution or too dark
- _ Heavy flash
- _ Images that look or feel dated
- _ Branded clothing or objects (other than Seton Hall)
- _ Subjects smoking or drinking alcohol

Stay current

Regularly refresh your department’s photo collection to ensure your images are relevant and up-to-date.

Permissions

If you are posting photos, videos, audio or other content that you did not create, ensure that you have the proper permission to use them. Credit others for their work as appropriate.

Privacy

Before you post a photo or tag the accounts of private individuals, confirm they are comfortable with being featured or mentioned in a public-facing post.

Optimize your photos and videos

Each platform has ideal dimensions and sizes for photos and videos that are uploaded to their applications, and these specifications can change over time.



Pros: Engaged people that photographed from the front and are the main focus of the composition. The background is visually interesting and straight forward.



Cons: The composition is visually cluttered, with no main focus. There is glare on the glass and there is nothing visually engaging about this photo.

Merchandise



_ The Seton Hall University identity program offers a variety of options to meet the needs of the campus while still providing a consistent image.

_ The University primary, secondary and athletic marks may be used on a wide range of merchandise and may be produced through screen printing and other inexpensive forms of reproduction. The reproduction of the formal mark on merchandise is restricted to items that can be embossed, stitched or engraved. These formal marks can only be used by permissions by contacting the Public Relations and Marketing.

_ All merchandise bearing any Seton Hall University mark that is intended for sale to the public must be registered and approved by the University's licensing agent, Learfield Licensing Partners.

Contact:
 Learfield Licensing Partners, Inc.
 Morgan Rogers, Senior Brand Manager
 Phone: (609) 947-5240

Student Organizations Logo Policy

OFFICIAL LOGOS

Student organizations formally sponsored by a department or division may request a logo that is closely identified with the university’s logo system.

These official student organization logos will follow the approved design and may only be created by the Division of University Relations. Student organizations may not attempt to replicate an official logo.

If a student organization wants to request an official logo, they may do so according to the following process:

1. The primary organization adviser or the primary contact on file with the Office of Student Engagement should complete the [request form](#).
2. University Relations will confirm the requestor’s name and the registered status of the organization via the directory on the Office of Student Engagement’s website.
3. University Relations will create the logo based on the organization’s official name on file with the Office of Student Engagement. For simplicity and to reduce redundancy, any part of the organization’s name that includes reference to the university name (i.e.: “... at Seton Hall University” or “... at SHU”) will not be included in the logo.
4. When the logo is provided, do not alter it in any way. Follow the standards guidelines, including requirements for leaving appropriate clear space.
5. Student organizations that have official logos may produce promotional items bearing their logo, but should not include or incorporate any additional university trademarks.

FORMALLY SPONSORED ORGANIZATION OR VOLUNTEER ORGANIZATION?

How do you know if your organization is a sponsored student organization or a voluntary student organization? Answer these questions to help guide you:

1. Is your group’s official status listed as active?
2. Does the student organization have a faculty/staff advisor whose job duties include supporting the group?
3. Does your organization receive regular, annual funding from the university for a specific set of activities (e.g. major events, outreach or community service projects)?
4. If a Voluntary Student Organization plans to incorporate Seton Hall as part of its name, Seton Hall should come in the latter part of the name (e.g. The Chess Club at Seton Hall, or American Red Cross Club at Seton Hall University.)
5. Using “SHU” in a student organization name is discouraged. (See the University’s Editorial Style Guide). Existing organizations that use this terminology have grandfathered rights of usage.

UNIQUE LOGOS

Student groups can create unique logos must meet the following standards.

1. If a student organization creates their own unique logo, the logo or mark may not include or incorporate trademarks licensed by Seton Hall University, including logos, icons or tagline. Any unique logo may not include any words, symbol, or image that might reflect poorly on Seton Hall.
2. They may include any symbol that identifies with their parent organization (i.e.: Greek letters, seal, or existing logo), as long as they meet any standards outlined by the parent organization.
3. Student organizations with unique logos may use their organization logo alongside the university logo, but only according to the standards outlined here.

Please note : University Relations does not typically create unique logos for student organizations. Any newly developed unique logo should be submitted for review and approval by the Office of Student Engagement and the Division of University Relations. Unique logos that are created and are *not* compliant with the University’s standards will not be supported or promoted through University communications channels or platforms.