

Seton Hall Brand Identity

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 brand site includes tools that allow us to answer that call. I am pleased to present it to you, with confidence that it will prove useful every time you communicate on behalf of the University.

Sincerely,

Katia Passerini, Ph.D.

Interim President