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Message from the President

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 my pleasure to present it to you, with confidence that it will prove useful every time you communicate on behalf of the University.

Sincerely,
Joseph E. Nyre, Ph.D.
President
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.

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.


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.


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.

Expanded versions of our key messages, a deeper explanation of proof points, and a more thorough explanation of our brand can be found on our brand website at www.shu.edu/brand-tools
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.
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.
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 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.

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.

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

- 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 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.
_OFFICINA_ is a sans serif type family reserved for undergraduate admissions only.

_GARAMOND_ is a serif typeface. 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.
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.
### Color Values / Application

<table>
<thead>
<tr>
<th>Color</th>
<th>Predominant Values</th>
<th>Accent Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>light grey</td>
<td>k10</td>
<td>r229 g229 b229</td>
</tr>
<tr>
<td>Seton Hall Grey</td>
<td>k45</td>
<td>r157 g159 b162</td>
</tr>
<tr>
<td>black</td>
<td>c30 k100</td>
<td>r0 g0 b0</td>
</tr>
<tr>
<td>pale blue</td>
<td>c30 k100</td>
<td>r51 g105 b160</td>
</tr>
<tr>
<td>Seton Hall Blue</td>
<td>c100 m60 k6</td>
<td>r0 g68 b136</td>
</tr>
<tr>
<td>navy</td>
<td>c100 m60 k56</td>
<td>r0 g33 b66</td>
</tr>
<tr>
<td>light cyan</td>
<td>c15</td>
<td>r68 g212 b239</td>
</tr>
<tr>
<td>pale cyan</td>
<td>c60</td>
<td>r0 g192 b243</td>
</tr>
<tr>
<td>cyan</td>
<td>c100</td>
<td>r0 g174 b239</td>
</tr>
<tr>
<td>light orange</td>
<td>m65 y100</td>
<td>r255 g234 b217</td>
</tr>
<tr>
<td>orange</td>
<td>m65 y100</td>
<td>r244 g121 b232</td>
</tr>
</tbody>
</table>

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.
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.”
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.
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

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 000.000.000 | m 000.000.000

What great minds can do.
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 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 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.

**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 viewer feel more connected to the image.

**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.
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.

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.

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.
Seton Hall University

Video: School and Colleges

Stillman School of Business

Donor Spotlight

Joyce A. Strawser, Ph.D.
Dean, Stillman School of Business

What great minds can do.
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
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
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.
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).

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.
_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)
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
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

h1 This is a very large header

h2 This is a large header

h3 This is a medium header

h4 This is a moderate header

h5 This is a small header

h6 This is a tiny header

This is a normal paragraph size
Website Templates

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

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.

Current Opportunities

<table>
<thead>
<tr>
<th>Position</th>
<th>Location</th>
<th>Closes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assistant Director, Admissions</td>
<td>South Orange</td>
<td></td>
</tr>
</tbody>
</table>

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
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