



What great minds can do.

BRAND GUIDE

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Note: This guide is intended for use by Seton Hall communicators to assist in the creation of undergraduate and graduate admissions communications as well as advertising for the University. Communicators may also find additional resources here:

Broader outlines for Graphic Standards

www.13.shu.edu/offices/technology/upload/graphics-manual.pdf

University style guide

www.13.shu.edu/offices/technology/upload/SHU-Style-Guide-05-11-09.pdf

Introduction

Since our founding in 1856, Seton Hall University has offered the opportunity for a rigorous, ethical education to generations of ambitious, talented students. When Bishop James Roosevelt Bayley established the College — which became a University in 1950 — he had no idea of the societal, demographic, technological and educational developments that would follow, but his pledge to provide “a home for the mind, the heart and the spirit” rings true.

With 10 schools and colleges, Seton Hall University has become a regional and national leader in areas critical to the future of New Jersey and the nation, including business, diplomacy, nursing, education, sciences and humanities, health care, communication and law. Named after Elizabeth Ann Seton, America’s first native-born saint, Seton Hall remains a leading diocesan institution that offers top-quality educational opportunities for more than 10,000 undergraduate and graduate students, providing a rich array of courses in the enduring Catholic intellectual tradition.

Now more than ever, with competition from traditional, online and hybrid educational institutions intensifying, it is critically important that Seton Hall communicators align our message with our mission by speaking clearly and consistently about our brand — the authentic spirit and experience that drives us, and all Pirates, every day.

This guide will give you the tools to begin building integrated communications that reflect the brand, while at the same time making your messages and outreach relevant to the many audiences with whom Seton Hall must connect.

Why we need a brand guide

Colleges and universities are highly complex institutions, and Seton Hall is not unique in this regard.

Academically, Seton Hall has 10 schools and colleges, the majority offering both graduate and undergraduate programs. Each of these schools and colleges also maintains a research and scholarship agenda, seeks to recruit top teachers and scholars to its faculty, maintains relationships with key alumni and donors, conducts externally sponsored research projects, and engages with the associations related to its discipline.

And when it comes to audiences, the University must appeal to prospective students as well as their parents and influencers, current students, faculty, staff, alumni, donors, regional civic leadership, Pirate boosters and fans and media representatives — all with messages that are calibrated to meet their specific needs.

It's for these reasons — the complexity of our multifaceted institution, the wide diversity of our audiences and the varied strategies our communications must fulfill — that we need a brand guide to give us consistency in messaging and voice. A strong central brand is a benefit to all.

This brand guide provides a means to think through the key brand positioning and messages that have been developed during a two-year-long process that included validation research. This process and the results of that work contained here will help you maintain a consistent, authentic brand voice.

The background on the brand study

With more than 4,400 colleges and universities in the United States, attracting high-achieving undergraduate and graduate students has become increasingly competitive.

As a result, sophisticated marketing and branding campaigns are required to help institutions such as Seton Hall differentiate themselves in a crowded marketplace and achieve their strategic goals.

Effective and consistent branding campaigns can help a university not only achieve its student enrollment goals but also enhance its national reputation, engage alumni and increase donor support.

The Office of Public Relations and Marketing, in partnership with Lipman Hearne, a nationally recognized higher education marketing firm, recently completed a major branding study for Seton Hall. The multiyear project was based on extensive quantitative and qualitative research with key constituent groups (prospective students, current students, faculty, staff, alumni and parents) to identify the University's key distinctive strengths.

Using this data, the firm created a new brand strategy that includes new key messages, University tag line, national image ads, graduate program ads and undergraduate admissions view book.

The Office of Public Relations and Marketing is responsible for implementing and managing the new brand strategy to enhance Seton Hall's national image, support undergraduate and graduate recruitment efforts, and create more effective alumni and donor communications.

The Office looks forward to work closely with our campus partners to align their communications with the University's new brand strategy.

Your role in bringing the brand to life

This brand guide is written and produced for Seton Hall communicators as a tool to provide brand context for the specific materials that you are charged to develop. It includes an extended explanation of the Seton Hall brand platform, a presentation of core and supporting messages for the University, and guidelines and recommendations regarding development of institutional advertising, photo direction and selection, headline treatments and the like.

For further information, or to share your questions or solutions with a member of the University's Public Relations and Marketing department, please email Dan.Kalmanson@shu.edu or Pegeen.Hopkins@shu.edu.

Brand Platform

The brand platform is an internal strategic document created to assist those who communicate about Seton Hall. Though not marketing copy, it provides a framework for thinking about the authentic experience that the University provides, and helps us stay on message. It consists of seven parts. Each part offers an insight into the Seton Hall brand, and together they form the foundation upon which we can begin building communications that reflect our authentic, distinctive and desirable attributes. Its ultimate purpose is to keep our image focused and aligned with the ideas it contains. When we say we want everyone on the same page, this is the page we're talking about.

The brand platform also provides the basis for strategic decision-making in the communications arena and in the development of programs and outreach activities that represent the brand to key constituencies. Wherever members of your target audience encounter the Seton Hall brand, authentic aspects of the Seton Hall experience should be reinforced, encouraging the target audience to deepen their affiliation with the University.

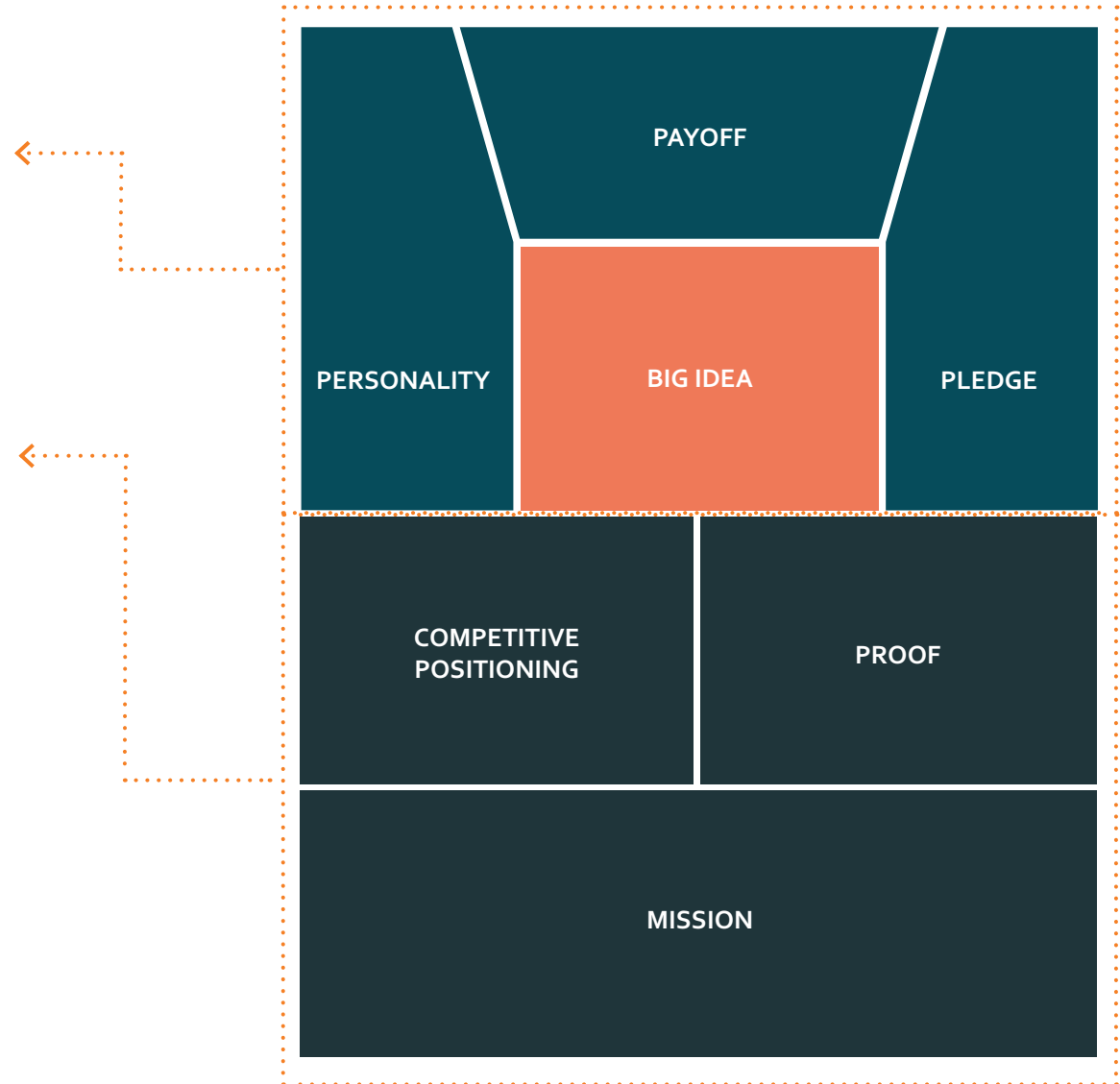
Brand Platform Elements

Emotional/Aspirational Elements

The top portion of the brand platform reflects those things that connect with our target. It gets at tone and the feeling of what it's like to affiliate with Seton Hall. This is where our audience can begin making "eye contact" with our brand image.

Functional Elements

These are the foundational elements of the brand. They're more objective and offer insight into how we are distinctive among our competitors.

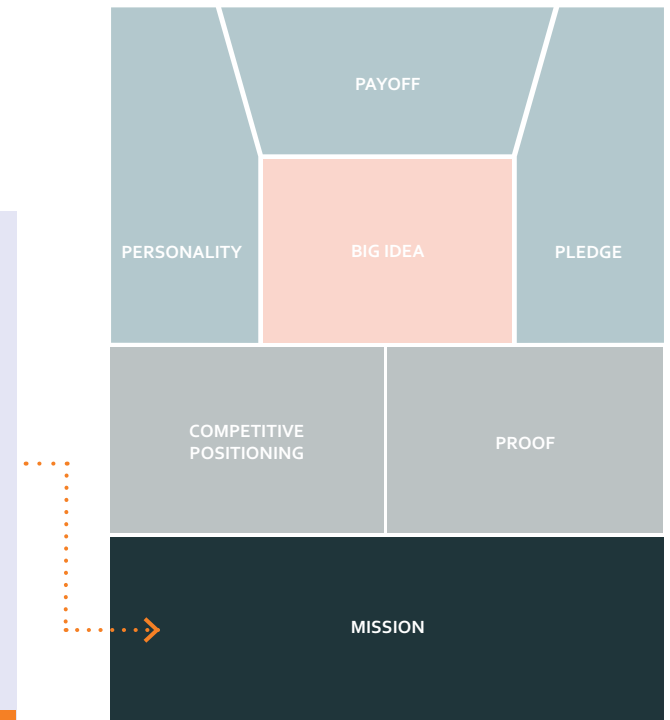


Mission

The mission was developed by Seton Hall administrators and approved by the University's Board of Regents. It was adopted as the strategic imperative for this branding process. It is the foundation of the brand platform and ensures that everything that follows is built on — and connected to — the values of Seton Hall University.

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.

This is our institutional mission. It informs the rest of the brand platform.



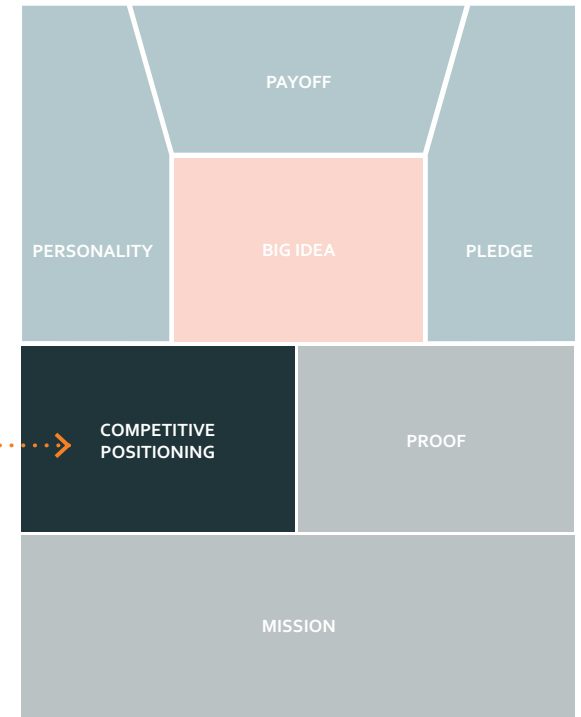
Positioning

The positioning statement articulates what differentiates Seton Hall from key competitors. It is based on an understanding of the value of a Seton Hall education — expressed in terms that meet the interests of the target audience. It answers the question: What need does our enterprise uniquely meet in our market, relative to what our audiences expect and desire from us? The audience includes anyone who affiliates with or is considering affiliation with Seton Hall — students, parents, faculty, staff, alumni, donors and research or business partners.

*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.*

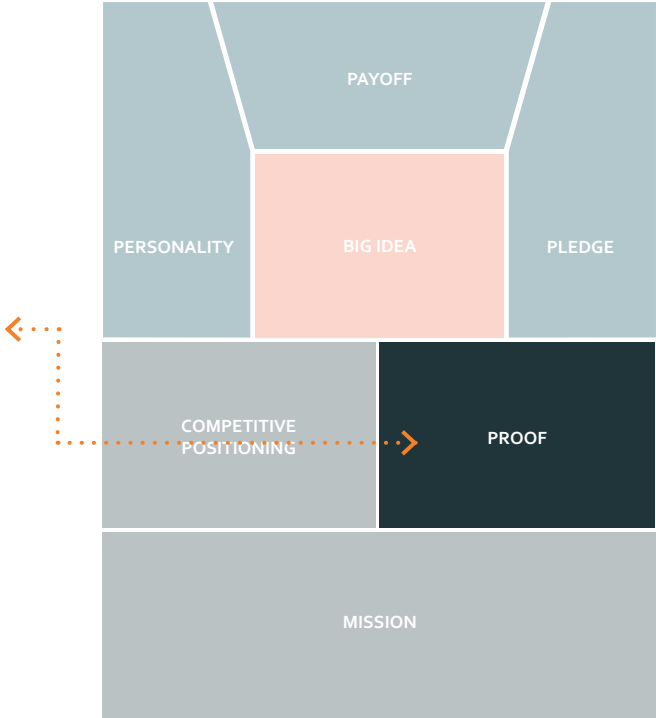
It’s important to stress the intellectual rigor and real-world experience at Seton Hall, especially for those who see us as “just Catholic.”

Of equal importance is the need to define just what our Catholicity means — here, it pairs with our ambition and it’s expressed as a means to bring about social justice and “tackle the world’s most pressing ... challenges.”



About Proof Points

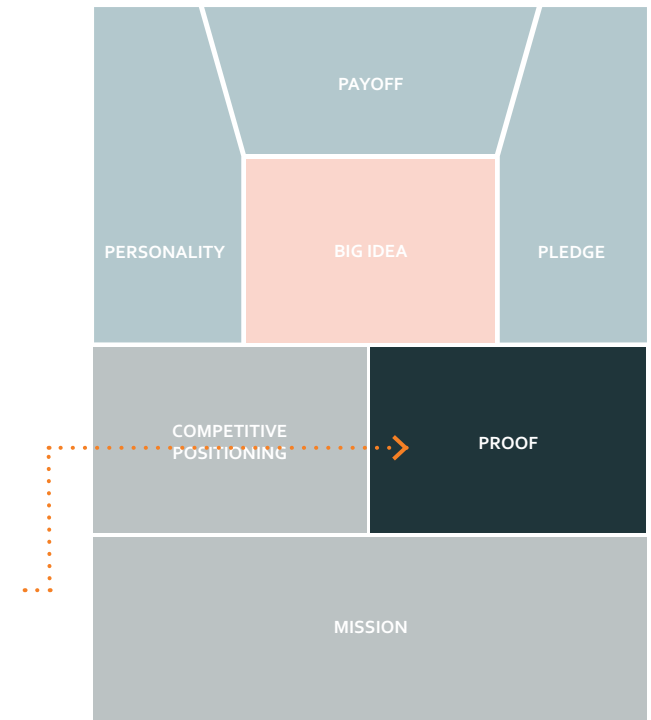
In this section we capture the validating points — the evidence that our positioning statement is supportable and verifiable. The proof points should include third-party rankings or statistics that can be independently verified, adding support to demonstrate how we deliver on our brand promise. The proof section is not limited to the space on the brand platform. This portion can contain pages of proof points and reasons to believe in the Seton Hall brand. Moreover, operating units within the University — either academic or administrative — can provide updated proof points that reinforce how they advance and “prove” the overall positioning of the University and should ensure that the stats reflect the most up-to-date rankings and statistics. Also, this section evolves more quickly than any other portion of the brand platform as new rankings and statistics become available and new initiatives are launched.



Proof Points

Here are examples of recent proof points:

- For the 18th consecutive year, *The Princeton Review* named Seton Hall one of the best colleges in the nation, within the top 13% of four-year schools nationwide.
- Seton Hall students have consistently been awarded prestigious accolades, including Rhodes and Fulbright Scholarships.
- Broad recognition for strength in the fields of education and diplomacy (which boast a nearly 100% post-graduation placement rate) and business (with the Stillman School of Business ranked 8th among private universities for ROI).
- Seton Hall's new medical school will be one of only six medical schools in the nation with a unique, Catholic affiliation. This builds on strengths in health that include the 50th-best M.S. physician assistant program in the nation and a top 100 nursing program.
- Seton Hall Law is ranked a top 100 law school by U.S. News & World Report and its health law program is ranked in the top 10 nationally.
- Utilizing their access to opportunities in the New York metropolitan area, more than 81% of Seton Hall students gain real-world professional experience before graduation through internships and practicums.
- Graduating students have a job placement rate significantly higher than the national average.
- With a dedicated Division of Volunteer Efforts, students perform more than 40,000 hours of community service a year.
- While 70% of Seton Hall students are Catholic, the diverse campus also welcomes significant groups of Jewish, Protestant, Hindu, Buddhist, Muslim and nonreligious students.
- Seton Hall offers over 90 majors and programs and all undergraduate students benefit from three exploratory core courses on spirituality and the Catholic intellectual tradition.
- With 10 faculty named Fulbright Scholars in the past three years, Seton Hall is a destination for engaged faculty members who are field-shaping leaders.



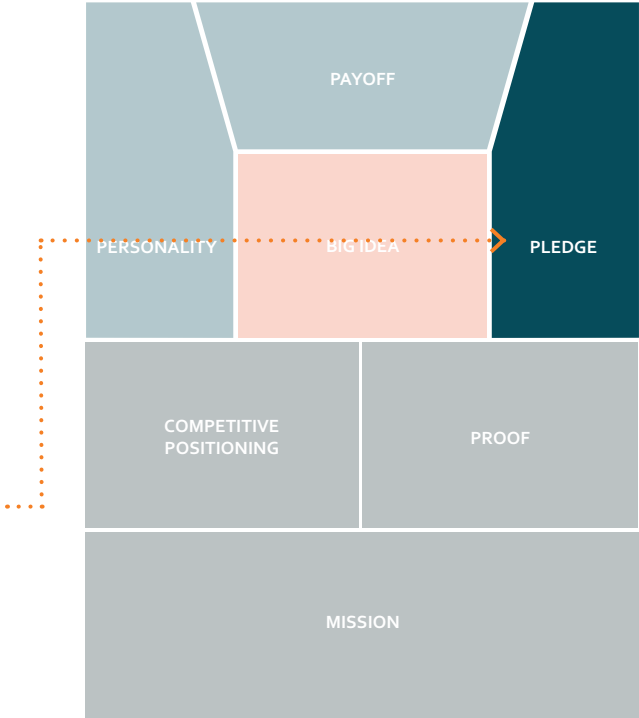
Pledge

The pledge is the promise that the University makes to anyone who chooses to become part of the Seton Hall family. Particularly important for experiential brands, the pledge shows that we respect the importance of the decision people are making when they agree to affiliate with us. Whether we're a professional home or an academic one — our brand is a lived experience and in many cases, a life-changing one. It is the promise to which we hold ourselves — and one another. It is expressed as a “we” statement because it represents the sustaining beliefs and values that motivate us. Taken with the payoff and the personality, it forms the framework of the multifaceted, interactive relationship between the University and its stakeholders.

We'll equip and inspire you to be your best self.

Equip highlights challenge, while inspire indicates that the challenge comes from a place of trust and respect (you aren't inspired by people you don't respect).

The result of this pledge is a realization of the person's best self. It's a deeply personal discovery that acknowledges an individual's particular set of goals. In this way Seton Hall is responsive to the needs of its stakeholders.

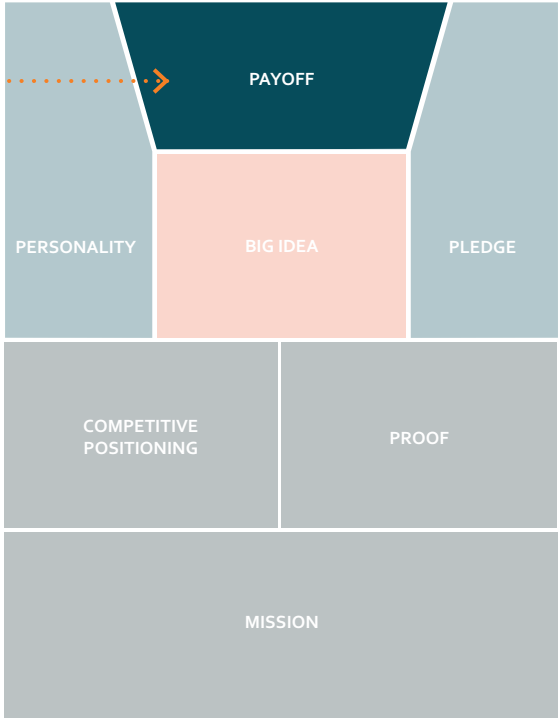


Payoff

The payoff is the second critical emotional attribute of the brand. It expresses the benefit of belonging — what the individual derives from involvement with Seton Hall. Going beyond the rational result of the association, the payoff captures the long-term emotional attachment and reward of brand affiliation. Since it is an expression of the reward of engagement, it is written from a stakeholder’s point of view and expressed as an “I” statement.

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

This statement highlights the process, the confidence in and optimism for the future.

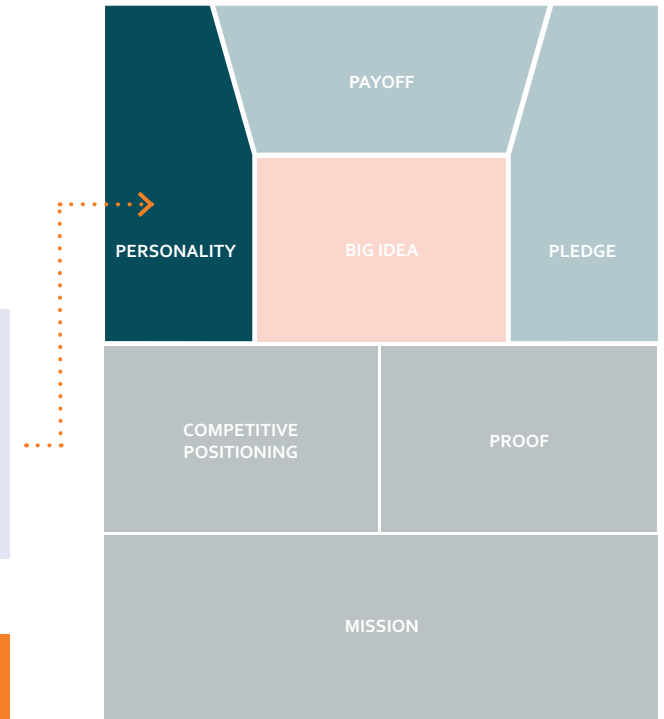


Personality

This is the face we show the world. The personality helps your target understand the temperament of Seton Hall, and hopefully begin to develop an appreciation. It’s important to paint an image that is more than a list of attributes. The brand personality unleashes the passionate, personal aspects of your brand. Think of it as a personification of the brand that captures how the brand should come across. It is critically important in terms of developing an effective, authentic institutional “voice” in key University communications.

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

This reinforces the calm, insightful and purposeful way in which Seton Hall approaches decisions — always in the light of the Catholic intellectual tradition, our diocesan formulation, and the interests and values of the populations we serve.

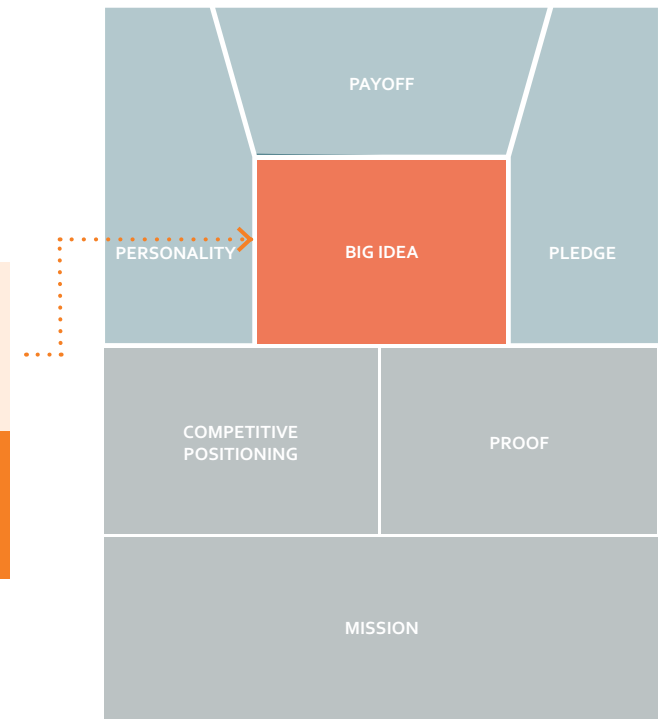


Big Idea

The big idea sums up the brand platform in one short phrase. It resonates throughout the brand structure and connects strategically to the ideas in the six other portions of the platform. It serves as the shorthand answer to the question: “What is your brand all about?” Though it’s a short summation of the brand, it was not written to be an external-facing tagline. If the whole brand platform is a suitcase, the big idea is its handle.

Values in Action

As a summation of the brand, this brings together the ambition and ethics of a place that puts its best ideas to work.



Key Messages

In this section we begin to give the brand a voice. We've crafted five key messages that highlight distinctive attributes that are important to your target audiences and express those things that Seton Hall needs to articulate in the marketplace. These messages can serve as themes to highlight or actual language that can be repurposed to create communications that begin a conversation. The goal is to wrap features into short narratives that convey the ideas reflected in the brand platform. By expressing the brand in authentic, compelling ways, we can appeal to the interests of the diverse audiences with whom we must communicate.

When creating future communications, select words, phrases and entire sentences from any of these messages if they fit your target audience, and use them to help you craft copy and headlines that will resonate.

Core Message

This message conveys an institutional point of view — Seton Hall’s core beliefs about the value of what it offers its stakeholders. It positions Seton Hall as a university invested in the success of its stakeholders — including both personal and professional fulfillment.

This message both moves beyond and contemporizes the importance of Elizabeth Ann Seton, expanding her role beyond the activities in Catholic education that led to her beatification. By describing her as a pioneer — bravely setting out to accomplish a difficult and important goal — we can link her fundamental character with the wishes, dreams and aspirations of contemporary students and alumni, whether or not they are Catholic.

The core message is designed to help the audience member move to the next level. It provides a variety of “reasons to believe” in Seton Hall — all of them authentic, the majority of them able to be developed further in supporting messages.

We’ve bolded some key phrases throughout to highlight language you may want to consider including in your communications. These are ideas that are most relevant to key stakeholders, reminding us to keep the target in mind.

Take heart. Take action.

In everything she did, Elizabeth Ann Seton, the first American-born saint, defined what it meant to be a pioneer: **breaking new ground, following one’s own calling, offering a new standard of hope for others**. We live her legacy every day and prepare our students to do the same. We’ve designed a **curriculum that brings the real world into the classroom**. And we’ve expanded our offerings to include some of the **most rigorous and talked-about academic programs** in the country. We’ve created **an open environment that allows you to turn over any idea and find your truth**. We’re living Elizabeth Ann Seton’s legacy. Come here and create yours.

Academic Message

As with most universities, Seton Hall needs a strong set of audience-based messages geared to raise understanding of the value the University delivers to its students.

Framed in second-person direct-address language, this support message ties in to the concerns and interests of prospective Seton Hall students (based on qualitative and quantitative research conducted as part of this branding process), and responds to them with the key benefits a Seton Hall education delivers. It's vital that our external audiences know just how rigorous our academics are — since that is where we have a marked lack of awareness. Highlighted in the support message are “nuggets” of language that can be adapted and expanded to meet the specific interests of your target audience.

Focus on what drives you.

You need experiences that allow you to **test your knowledge with the safety net of the classroom** and then share what you've learned so you can improve and **grow into the kind of professional the job market is searching for**. A lot of colleges and universities promise meaningful internship experiences. **Seton Hall delivers**. That's because we have dedicated professional career advisers and strong relationships with business leaders who know that when they hire a Seton Hall student, they're getting much more than an intern — they're gaining the best new talent in their field. And the results say it all — **an employment rate for our graduates that's significantly higher than the national average**, and a thriving alumni network of professionals in a wide array of careers.

Catholic Message

One of the key attributes that differentiates Seton Hall in the New York/New Jersey marketplace is our Catholic heritage as a diocesan institution.

This support message reflects the practical approach to education, social service and community impact that has characterized Seton Hall since its founding. The “Catholic intellectual tradition” may need some continuing explanation for those not familiar with the contributions of Catholic knowledge leaders spanning from Thomas Aquinas to Pope Francis.

We hold ourselves to the highest values.

We are an institution that **continually builds on its accomplishments. Our Catholic intellectual tradition means that we are tireless in our pursuit of knowledge and a more just world.** These values come from our faith, but they’re shared by everyone on our diverse campus. They’re demonstrated in our classrooms as students rise to the **challenges of academic rigor.** They’re reflected in the **40,000 hours of community service** our students take on every year that help them grow into servant leaders. They’re proven every time an employer hires a Seton Hall candidate and takes them from student to intern to employee. **Our values make the difference.**

Culture Message

When prospective students are considering a college destination, they are interested in more than the academic experience. While the academic challenge and its outcomes are key in their decision-making, prospects are also intensely interested in the community they will join; the opportunities that will be theirs through residence halls, clubs, intramural sports, student government and related activities; and the 24/7 environment in which they will live and grow for the next four or more years.

This support message illustrates how two key aspects of the Seton Hall student body — diversity and attitude — contribute to the individual student's experience.

A community of possibilities.

You'll do more than meet **people from all backgrounds** here at Seton Hall — you'll join them in a **culture of optimism**. You won't just study in your chosen discipline — you'll be exposed to **ideas from a wide variety of fields**. With our small class sizes, you'll get personal attention with the opportunity to take on research and build working relationships with your professors. It's the **diversity of people and ideas**, the **unique combination of challenge and support** found on our campus that shape you personally. Our students feel at home and share a bond that we call "**Pirate Pride**." We've built this experience because we believe in educating the whole person — it's about **learning and leading, how you live and behave**. Our students graduate with a proven work ethic, a strong moral compass and the skills to get the job done. The transformation that takes place within you during your time at Seton Hall will unfold over your lifetime.

Experience and Outcomes Message

One of the key considerations that any prospective student has when thinking about his or her higher education options is “What happens next?” This message is written to provide the outline of an answer to that question, as well as to acknowledge the character and accomplishments of Seton Hall alumni. Institutional prestige plays into this “results” message, since selectivity — in the enrollment marketplace — is seen as a corollary to quality. And combining selectivity with opportunity — as this message does by highlighting the location assets of the South Orange campus, as well as the powerful Seton Hall alumni network — allows the University to combine opportunity with outcomes in an effective way.

You’ll be in the best company.

We are a **nationally recognized academic institution**. We draw students from all over the world — but even more important, we send them out into it. Our northern New Jersey location and our **connections in New York, Washington, D.C., Shanghai and beyond** mean that you’ll find **professional experiences that will prepare you to move seamlessly from college to career**. You will have **access to a global city** just 30 minutes away, with culture, entertainment and world-class facilities. Even before you graduate, you’ll be plugged in to a **powerful alumni network of more than 100,000 professionals** worldwide who are ready to hold the door open for you. And with a Division 1 athletic program and membership in the storied BIG EAST Conference, your Seton Hall **degree will gain recognition** throughout the nation and the world.

Elevator Speech

The appropriate elevator speech is based on a clear answer to the question “Who is on the elevator?”

An elevator speech about Seton Hall should include a handful of key concepts:

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

There are many ways to combine these attributes into a narrative, and we recommend doing so in a way that feels natural to you. We’ve written the following to give you an idea of how you might express the Seton Hall brand in a short statement.

At Seton Hall, our values-based education is demanding. But we are perfectly sized to give our students the personal attention from expert faculty they need to thrive in an ever-evolving job market. And when you factor in the connections we have to New York City (just a train ride away), our graduates leave here well ahead of the competition — and become part of a robust alumni network. Of course, while they’re here, they make incredible memories in a diverse, welcoming community.

Tagline

What great minds can do.

In a short, simple phrase, it conveys the Seton Hall community, intellect and impact. It's a phrase that demonstrates confidence and collaboration. It's our intention that when people from the Seton Hall community see this tagline, they will feel ownership and a strong sense of pride. And when those outside our community see it, they will understand what type of people call Seton Hall home — and form an affinity with the University. For everyone, it becomes shorthand for our brand.

- When used consistently, a tagline will begin to gain dimension. As punctuation in ads, “What Great Minds Can Do.” will take on the meaning of the content of the ad. Readers will experience the tagline in context. Therefore, if the tagline appears in ads about healthcare professions, diplomacy or academic research, the tagline will begin to mean those things to viewers and Seton Hall will be better defined for our target.
- In some cases, it has been used as a headline.
- The tagline ends with a period, except when it appears as a headline. See [Section 4.4](#).
- The tagline appears in sentence case with initial caps.

Technical Specifications for Advertisements and Recruiting Materials

In this section you'll find the details and requirements behind such things as color, fonts and photographic style. We've also included a short writing style guide. The goal is to help you understand the guidelines for creating communications for undergraduate and graduate image advertising and marketing that have a coherent look and feel for the sake of brand consistency.

Great Minds Color Palette

Dark Blue Pantone® 2955 CMYK 100-60-0-56 RGB 0-56-101 Hex 003865 (Primary color)	Seton Hall Blue Pantone® 286 CMYK 100-60-0-6 RGB 0-51-160 Hex 004488 (Primary color)	Cyan CMYK 100-0-0-0 RGB 0-174-239 Hex 00aeef (Primary color)	Gray CMYK 0-0-0-60 RGB 128-130-133 Hex 808285 (Secondary color)	Cyan Tint CMYK 40-0-0-0 RGB 142-216-248 Hex 8ed8f8 (Secondary color)	Cyan Tint CMYK 20-0-0-0 RGB 199-234-251 Hex c7eafb (Secondary color)	Orange CMYK 0-65-0-100 RGB 244-121-32 Hex f47920 (Accent color)	Orange Tint CMYK 0-65-0-100(10%) RGB 244-121-32(10%) Hex ffeddf (Secondary color)
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Primary color

A strong brand color, consistently used across communications, is the easiest way to reinforce the visual brand. For Seton Hall, that color is blue. There are a variety of ways to give blue a strong presence in communications. You can use the color as a solid field for text or as a gradient wash over images in limited cases when needed. This is explained in more detail in

Section 4.3.

Secondary or accent colors

The secondary and accent colors may be used as a pop color that complements the primary colors, but be careful to avoid making orange a dominant color. The gray can be used for supporting text or small details such as body text, page rules and the Seton Hall logo.

More comprehensive information about the use of color can be found in the University's graphics manual located at:

www13.shu.edu/offices/technology/upload/graphics-manual.pdf

Fonts

Officina is being used in undergraduate admissions and general image advertising only. It has a lot of personality, and there are many weights within the family to allow for flexibility.

Primary Typefaces

Officina Sans Bold

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

Officina Sans Book

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

- Bold is primarily used for headlines and callouts.
- Book is used more frequently as a body typeface.
- We discourage use of serif fonts to maintain consistency, but if one is necessary we recommend Garamond.
- For digital use we recommend a typeface that looks similar to Officina such as Signika: fonts.google.com/specimen/Signika?selection.family=Signika

More comprehensive information on the general use of fonts can be found in the University's graphics manual located at:

www13.shu.edu/offices/technology/upload/graphics-manual.pdf

"World Opens" Typeface

Nimbus Sans Bold

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

- This is reserved for the "Suddenly the World Opens" headline type treatment.
- Generally, it should not be used for anything other than headlines for advertising.
- Nimbus Sans Bold should generally not be used in digital outside of advertising. If in a rare case, it's necessary to use Nimbus, it should not be substituted with another font, but should be created as a graphic.

Photographic Style

The best photos are the ones that help viewers feel as if they're sharing an authentic Seton Hall moment. The following images are examples of how we want to display that experience:



Intimate

The Seton Hall community is close-knit. Express that by using photos that capture real moments.



Candid

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



Shallow depth of field

Sharp, bold foregrounds help the viewer feel more connected to the photograph.



Interactions

Feature candid engagements between students, faculty, the clergy and others — avoid compositions in which subjects appear isolated or staged.



Greenery

Our campus is beautiful. Where possible, try to capture some of the green spaces. It is especially important to show prospective out-of-state students this Seton Hall asset.



Nontraditional angle

Our research has shown that photos with multiple people interacting are best. But in pieces with multiple photos, you can include a photo with a surprising perspective to attract attention.

Writing Style

As a university, Seton Hall is many different things to many different people. As communicators, it is our job to put Seton Hall's best face forward in the most authentic way possible, while keeping in mind the audience we're trying to connect with. This page offers some technical details, but for more in-depth brand language, please refer to the messages in [Section 3](#). For more information about our brand personality see [Section 2.8](#).

Institutional Brand Voice

This is how we want to come across in image ads and in communications to influencers (business leaders, academic peers, policymakers, etc). The tone here is confident and proud. We want to convey what Seton Hall brings to the world — our impact and our importance.

The reaction we want from influencers:

"I didn't realize Seton Hall was involved in such great work. I'm impressed."

Enrollment Brand Voice

A key constituent for any university is the prospective student. While remaining confident, the tone in advertising communications should be warmer than the institutional brand voice. It's important not to be too familiar, however, as that can come off as inauthentic.

The reaction we want from prospects:

"I can see myself there! It really feels like a good fit for me."

A note about punctuation:

For Seton Hall undergraduate and graduate communications, we do not use periods in headlines (even if the tagline is used as a headline) and we do not use serial commas.

Expressing the Brand

In this section we'll share the specific ways we've taken the ideas and themes from the brand platform and the key messages and translated them for external audiences. Here, you'll also find the thinking behind the creative decisions.

Image Ad (visual elements)

The brand image ad was designed to elevate perceptions about Seton Hall University as a whole — without focusing on a specific program or segment.

Suddenly the World Opens

This headline is a lockup. Place it in available negative space. The words are fixed as a unit and should not be reformatted.

Imagery

Photography can feature academics in the classroom, research in the lab or any number of interactions between Seton Hall people. We recommend candid, in-the-moment shots. The image should be full bleed. See types of imagery to use in [Section 4.3](#).

Copy block and blue gradient

The copy block should be flush left near the bottom of the ad. The blue gradient allows copy to be legible on any image.

Logo, tagline and calls to action (CTA)

The Seton Hall logo should be centered under the copy block. If possible, the tagline should appear to the left and the CTA to the right.

Additional CTAs

Please see the graduate ad in [Section 5.3](#) for how to add a CTA.

SUDDENLY
THE WORLD
OPENS

At Seton Hall, we foster those defining moments when your passion becomes your future — when a new idea leads to a deep personal discovery. With rigorous academics that elevate expectations and faculty mentorship that leads to career-shaping discoveries, we help our students live these moments every day. Then they show the world what they can accomplish.

What great minds can do. SETON HALL UNIVERSITY shu.edu/greatminds

Image Ad (messaging)

Headline

In the messages, we're highlighting the idea that Seton Hall is a place to break new ground and follow one's own calling with a curriculum that brings the real world into the classroom. Here is the marriage of those ideas. We're showing that moment when an idea crystallizes that can unlock a person's potential.

Body copy

In the copy, we're bringing to the fore all of the things that are consistent across disciplines — the personal attention from faculty, the rigorous academics and the desire to follow a passion. It's important to highlight outcomes ("career-shaping discoveries," "what they can accomplish").

Tagline

The body copy should serve as a narrative bridge between the headline — defining the concept behind "Suddenly the World Opens" and the tagline. Here, "what they can accomplish" previews "What great minds can do." In this way, the tagline punctuates the ad and helps call to mind previous ads they may have seen.

SUDDENLY
THE WORLD
OPENS

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What great minds can do. SETON HALL UNIVERSITY shu.edu/greatminds

Graduate Ad (visual elements)

When modifying the brand image ad to serve a specific graduate program or call to action, it is still important to retain as much of the look and feel of the brand image ad as possible to maintain consistency in a crowded marketplace.

Suddenly the World Opens

Please refer to [Section 5.1](#) for instruction on how to use the headline.

Imagery

While maintaining the same candid style established in the image ad, use program-relevant people and places to fit the ad.

Additional call to action (CTA)

In some cases, you may need to recruit for a particular event. If possible, place the event in an orange box to help call it out to the viewer. If there's a URL associated with that event, place it in the adjacent highlighted orange box. The event CTA sits below the body copy and above the other logos and CTAs.

Logo

Use the appropriate school logo for graduate studies.

For additional visual guidelines, please see the image ad guidelines in [Section 5.1](#)

SUDDENLY
THE WORLD
OPENS

At Seton Hall Stillman School of Business, we help our students live career-defining moments every day. You'll have access to expert faculty and high-caliber opportunities that will expand your network and your skillset. Find out how a respected MBA from an AACSB-accredited school can accelerate your professional growth. Then, show the world just what you can accomplish.

Open House: August 26th, 5pm shu.edu/openhouse.url.go.here

What great minds can do.  STILLMAN SCHOOL OF BUSINESS
SETON HALL UNIVERSITY shu.edu/greatminds

Graduate Ad (messaging)

Imagery

Many of the concepts outlined in [Section 5.2](#) hold true here as well. In addition, for graduate audiences, the idea becomes less about personal discovery and more about a world of professional growth and opportunity they have access to at Seton Hall.

Body copy

For graduate audiences it's important to highlight career outcomes and the benefits of expert faculty and a strong professional network. The more you can stress reputation and prestige, the better. Also, use second-person pronouns as much as possible. "You" helps readers feel a connection.

Tagline

See [Section 5.2](#).

SUDDENLY
THE WORLD
OPENS

At Seton Hall Stillman School of Business, we help our students live career-defining moments every day. You'll have access to expert faculty and high-caliber opportunities that will expand your network and your skillset. Find out how a respected MBA from an AACSB-accredited school can accelerate your professional growth. Then, show the world just what you can accomplish.

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What great minds can do.  STILLMAN SCHOOL OF BUSINESS
SETON HALL UNIVERSITY shu.edu/greatminds

Undergraduate Enrollment Brochure (visual elements)

The key function of the viewbook is to recruit students.

As for all enrollment communications, the goal is to deliver messaging and visuals to prospects in a way that is authentic as well as impressive.

Headline treatments

We use Officina (for font usage see [Section 4.2](#)). Note that you can use the orange color and certain shades of blue (for colors, see [Section 4.1](#)) to highlight words within the headlines.

Imagery

For enrollment communications, it's important to create a sense of place. Images should be full bleed. See types of imagery to use in [Section 4.3](#).

Copy block and blue gradient

Similar to the use outlined in [Section 5.1](#), a blue gradient can be implemented to add brand color to materials — as well as boost legibility of the copy. The gradient can be either horizontal or vertical depending on the layout.

Iconography and infographics

Use infographics to highlight key information. This creates visual interest. It also makes copy “scannable.” If multiple infographics are being used on a single layout, make sure they line up to a grid. Iconography and color are encouraged, but should be used with restraint.



Undergraduate Enrollment Brochure (messaging)

Headline

In order to recruit “right-fit” students, we need to show them what types of students go to Seton Hall. On the cover, we’re identifying them as smart and accomplished. Those who view themselves the same way (or aspire to) will give Seton Hall additional consideration. The headline is explained in the introduction and serves as a theme throughout the piece. It becomes the narrative thread for the content.

Copy

Use second person. The enrollment brochure is written to speak to a single prospect. You might not know what they’re looking for or where they’re coming from, but you must highlight Seton Hall’s strengths as a benefit to them. Most students don’t care when a university was founded — they simply want to know what it can do for them and their future.

Also keep paragraphs as short as possible. Inundating prospects with copy is a good way to miss making a great first impression. The primary goal is to allow a student to feel an emotional connection with Seton Hall. Remember, a viewbook (or any communication) is simply one moment in a longer conversation.



Leadership Brochure (visual elements)

The purpose of this brochure is to elevate consideration of Seton Hall among specific audiences: leadership at peer institutions, key opinion leaders and our alumni community.

For leadership, it represents a positive introduction to aspects of Seton Hall that haven't been promoted widely. For alumni it is positive affirmation and a pride-building piece. Considering these audiences, the look and feel is prestigious, confident and bold.

Typography

The typography for this brochure is Nimbus Sans Bold (for font usage see [Section 4.2](#)). It's strong and more condensed in feel. The tone it strikes is bold.

Imagery

This is a departure from the more candid in-the-moment style of other brand images in this guide. It's this way for two reasons — these photos were taken before the branding work was completed, and this piece is more like an annual report, so a wider variety of photography is acceptable.



Leadership Brochure (messaging)

Headline

By adding the “This is” to the headline, we are taking a declarative tone and putting a stake in the ground. This serves as a framing narrative for the content that follows. Now seen as a variation of the tagline, this was actually written before the tagline was formalized.

Copy

Throughout, the copy is active and forward-looking. It is also written largely in first person plural. This is entirely about Seton Hall and the people who make Seton Hall great. We don’t need to tie anything we do to a direct benefit to the reader as we would in recruitment pieces. This is our moment to tout our accomplishments.

