



# BRAND STANDARDS

---

# TABLE *of* CONTENTS

**1 INTRODUCTION**

Introduction ..... 03

How to Use This Document..... 06

**2 BRAND STRATEGY**

Overview ..... 08

The Why: Positioning ..... 12

The What: Messaging ..... 15

The Who: Audiences..... 18

Creative Narrative ..... 25

The How: Personality..... 27

**3 VISUAL LANGUAGE**

Logos ..... 31

Typography ..... 40

Color ..... 45

Photography ..... 49

Graphic Elements..... 54

**4 IN PRACTICE**

Introduction ..... 60

Samples ..... 61

# 1

## INTRODUCTION

**“SETON HALL IS COMMITTED TO DEVELOPING THE ENTIRE PERSON — *in mind, body and spirit* — TO BETTER CONTRIBUTE TO SOCIETY AS GOD WOULD HAVE IT.”**

Monsignor Joseph R. Reilly, S.T.L., Ph.D. 22nd President of Seton Hall University



Seton Hall University has fostered the intellectual and personal growth of students since its founding in 1856. Ever since, the University has remained true to its enduring Catholic mission.

This brand was created in support of that mission.

Our aim is to help ensure internal unity for the Seton Hall brand, so that we can effectively tell our compelling story.

By doing so we help to ensure future generations of students continue to benefit from this great institution.



“Together we strive to further build on the timeless Catholic mission that makes Seton Hall unique among American universities.”

*Monsignor Joseph R. Reilly, S.T.L., Ph.D.  
22nd President of Seton Hall University*



MISSION STATEMENT

 **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.

---

## **HOW TO USE THIS DOCUMENT**

The elements in this document work together to ensure that every interaction we have with our audiences conveys a consistent and compelling story about Seton Hall University. The principles apply to all of us, and to every interaction, and to every piece of communication.

This document is designed to help you make decisions in support of our story. There's a deeply informed rationale to everything that's included here — every visual and verbal decision. These pages reflect the thought process that went into creating the brand and offer guidance for making it work, so that together we can achieve even greater success.

# BRAND STRATEGY



Our brand strategy elevates our strengths, defines our personality and helps align our efforts across the institution. It's the blueprint for building a brand for Seton Hall that we can deepen and reinforce together in partnership across the University. It's a framework to consult as we develop marketing plans, roll out communication efforts, envision new projects and share meaningful experiences.

# **A STRONG BRAND STRATEGY ENSURES THAT *EVERYONE* IS SINGING FROM THE SAME HYMN SHEET.**

A brand is an enduring platform that articulates an organization's unique identity and point of view. Our brand strategy provides a messaging framework so that we can succinctly and consistently answer questions like "Why Seton Hall?" or "Is Seton Hall the best fit for me?"



# THERE IS ONLY ONE PRIMARY SETON HALL BRAND.

Seton Hall is a big tent. Naturally, every unit has differences – culturally or pedagogically distinct based on subject matter, even geographically separated in some cases.

Positioning focuses on the tent itself. It spans the entirety of Seton Hall. Everything in the brand strategy speaks to the commonalities across every school, college, and department. Having a common strategic framework is the foundation for telling a shared story and helping people understand the value of a Seton Hall affiliation.

But a common framework doesn't tamp down each unit's individuality. Each unit should *start* with this framework and then *subsequently*, layer on what makes it notable and distinct.



*A great brand story makes*

**AN EMOTIONAL  
*and* A RATIONAL  
CONNECTION.**

The brand strategy sets the stage for the creative expression. When it all comes together, it creates a road map for consistent storytelling.

THE WHY

# Positioning

*How we set Seton Hall apart*

THE WHAT

# Messaging

*What we offer and why it matters*

THE WHO

# Audiences

*Whom we need to reach*

THE HOW

# Personality

*How we look, feel and sound*

# OUR BRAND POSITIONING

Positioning is what makes us different from our competitors. It's our edge. It's what no one else can do as well as we can. It's the reason that someone should choose Seton Hall.



## WHAT IS SPECIAL ABOUT SETON HALL?

**Our blend of strong academics, religious values and a dash of good humor tells a rich, textured brand story that no one else owns.**

# OUR BRAND ESSENCE

The brand essence is an internal expression that we use as a gut check – for both the marketing decisions we make and the spirit of the communications we create. This simple, elegant and memorable phrase speaks to everything we say and do.

ESSENCE

# GREAT PURPOSE

STORY

*Great minds come together at Seton Hall  
to realize their great purpose.*

They seek what is true and what is good. They achieve greatness in how much they are able to grow, in what they are able to overcome, and in how they serve others.

# OUR UNIQUE POSITIONING

Collectively, these attributes are authentic to Seton Hall, they shape our appeal, and they differentiate us. They also describe how we position Seton Hall in the marketplace.

## HONORING SAINT ELIZABETH ANN SETON

Seton Hall was named for a transformational figure who became the first American-born saint. Mother Seton did extraordinary things because of her faith and hard work. Few universities recognize the contributions of women to higher education and the Catholic Church the way Seton Hall does.

## A GOOD-HUMORED, APPROACHABLE PERSONALITY

Seton Hall’s personality is a differentiator. It might seem that a strong personality is incompatible with rigorous academics, but that isn’t so. In fact, some of the world’s most elite universities have silly and quirky traditions. We also come across as more approachable when we’re not all business, all the time.

## RIGOROUS ACADEMICS

With a rigorous curriculum taught by faculty members who are renowned experts in their fields, students go on to find career success in the New York metropolitan area and beyond, thanks in part to experiential learning and top-tier internships.

## FULFILLMENT AND PURPOSE, BASED IN CATHOLIC VALUES

Seton Hall was founded by Bishop James Roosevelt Bayley, who named the institution for his saintly aunt. Today, Catholic teaching and values help students discover their unique purpose, and help all members of the University community find greater faith and personal meaning.

## RESILIENCE IN THE FACE OF ADVERSITY

Ingrained in Seton Hall’s culture is the will to push forward despite setbacks, no matter the circumstances. We see this trait in stories of everyday resilience and individual triumphs, of people who adapt and succeed when they encounter challenges. This idea also underpins the University’s and Seton family motto, *Hazard Zet Forward*: “Whatever the peril, move forward.”

## STRONG, MEASURABLE CAREER OUTCOMES

Thanks to the extraordinary preparation we offer, our graduates enjoy high employment rates and graduate school acceptance rates. They reap higher earnings over the course of their careers by virtue of their degrees from Seton Hall.

## ACCESS TO OPPORTUNITIES TO DO GREAT THINGS

Seton Hall is located in Essex County, New Jersey, within arm’s reach of New York City. And that distance is important: You can capitalize on the benefits when you choose, without the challenges of living in the city full time. Our campuses form a sandbox where students develop their minds and start on a path to greatness that often takes them through New York City and onto the world.

## BRIDGING ESTEEM AND ACCESSIBILITY

Seton Hall has one of the lowest tuition rates among its closest peers and keeps tuition increases to a minimum, while still offering robust scholarship opportunities.

## A SUPPORTIVE COMMUNITY

On campus, students go out of their way to hold doors open and give directions. Priests and seminarians provide spiritual counsel and emotional support. While the atmosphere is professional, members of our community cheer on others’ successes and go above and beyond to help students navigate challenges.

# WHAT'S A MESSAGE MAP?

There are countless stories we could tell about Seton Hall. But to be succinct and consistent, we have to prioritize which ideas are the most important. The message map organizes these ideas for us. It's a blueprint for crafting external messages that are effective and authentic.

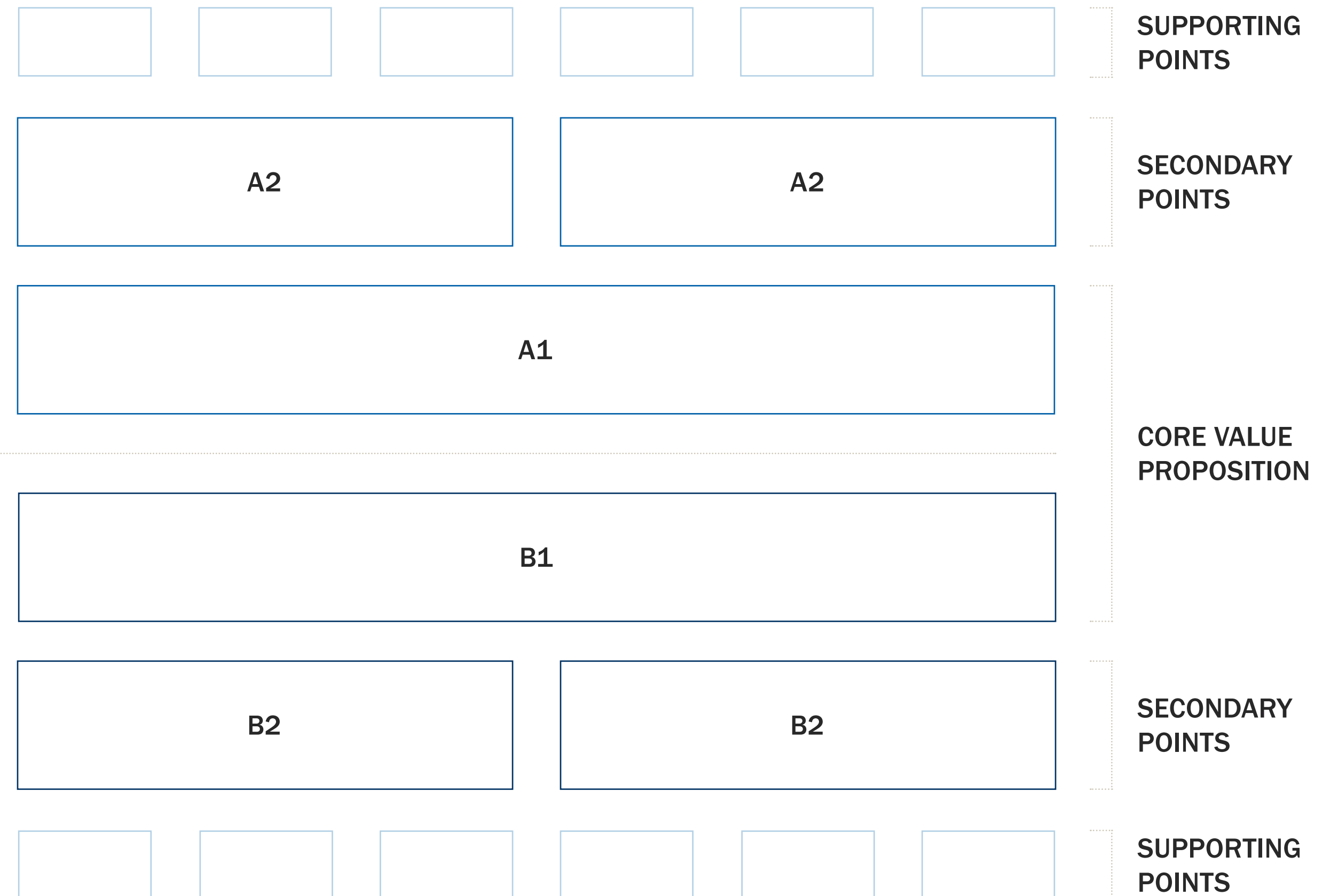
The core value proposition is the heart of what we offer and why it matters.

It's composed of a core attribute (A1) and a core benefit (B1) that work together. The secondary points (A2 and B2) build on that idea, showcasing how Seton Hall delivers on its offering and what makes us unique.

The supporting points further explain each secondary point through key specifics that bring the bigger ideas to life.

**ATTRIBUTES**  
What we offer (the give)

**BENEFITS**  
Why it matters (the get)



INTELLECTUAL TRADITION	CULTURE	OPPORTUNITIES	CONVICTION
<ul style="list-style-type: none"> <li>• core courses that explore questions which are central but not exclusive to the Catholic intellectual tradition</li> <li>• esteemed programs, including unique fields of study, such as diplomacy and gaming law</li> </ul>	<ul style="list-style-type: none"> <li>• a supportive, kindhearted environment and a gateway to the world</li> <li>• reflecting the diversity of metro New York City and promoting diversity of thought and religion</li> <li>• an unpretentious sense of humor and spirited outlook</li> </ul>	<ul style="list-style-type: none"> <li>• professional experience, such as clinical rotation for undergraduate nursing students</li> <li>• facilities that provide access to sophisticated resources, including Bloomberg terminals</li> <li>• networking and personal relationships</li> </ul>	<ul style="list-style-type: none"> <li>• Elizabeth Ann Seton’s exceptional power and foresight for an 18th-century woman who became the first American-born saint</li> <li>• social mobility and the means for education to be a launchpad for a fulfilling life</li> </ul>
challenging academics	a compassionate, good-humored community	the keys to success	belief in the potential of every individual

ATTRIBUTES  
(the give)

Seton Hall offers students:

**rigorous, faith-centered academics and guided discovery that navigate modern challenges**

BENEFITS  
(the get)

so they achieve:

**belonging, growth and meaning**

CORE VALUE PROPOSITION

the honing of God-given talent	an open and resilient attitude	preparation for today’s landscape and tomorrow’s needs	“an immensity of future good”
--------------------------------	--------------------------------	--	-------------------------------

- great minds
- personal transformation
- specialized expertise and skills

- a sense of duty to one’s peers and neighbors that lifts communities
- experience in navigating and embracing cultural differences
- a healthy, grounded outlook when confronting difficulties

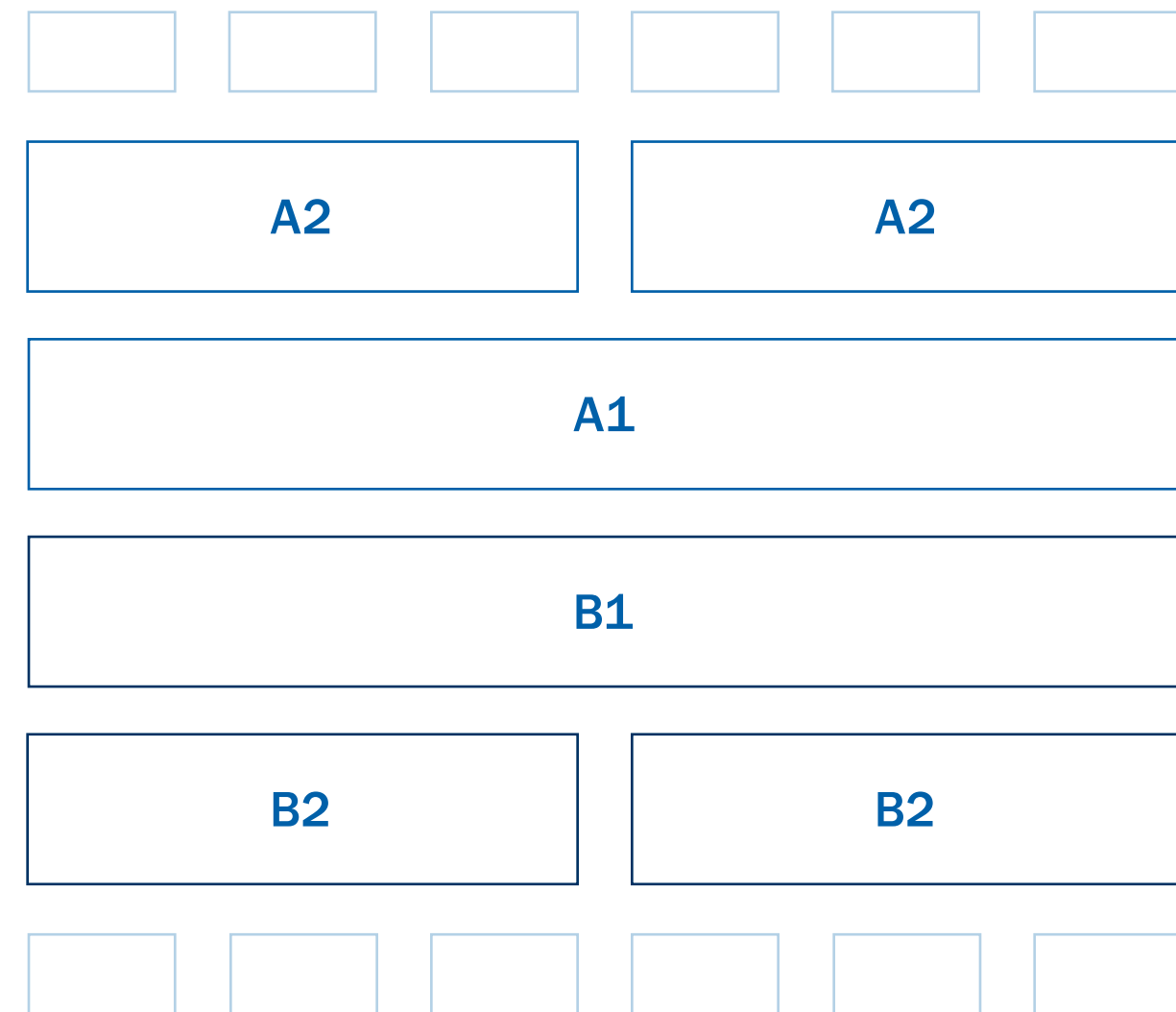
- career readiness
- the knowledge and skills to shape industries
- the network to continue learning and growing in perpetuity

- the promise of higher education: a return on the effort put into learning
- the continuation of the original vision of the University and its impact on the world



# USING THE MESSAGE MAP

Our message map is a hierarchy for selecting messages, but it's just the starting point for crafting content. To get the most out of the map, practice these four steps:



## STEP 1

### Determine your audience and objective.

Before you decide what to say, identify whom you're talking to and what their unique needs are. People care more about your message when it's relevant to them.

## STEP 2

### Determine the attribute.

Consult the map to align the particular topic you're writing about (like undergraduate research) with specific attributes (like professional experience). When possible, connect supporting points with a secondary message to strengthen your argument.

## STEP 3

### Determine the benefit.

Once you've established that your topic links to a brand attribute, you need to find the right benefits to bring forth (like the knowledge and skills to shape industries). Note: In most cases, your audience cares more about the benefit than the attribute.

## STEP 4

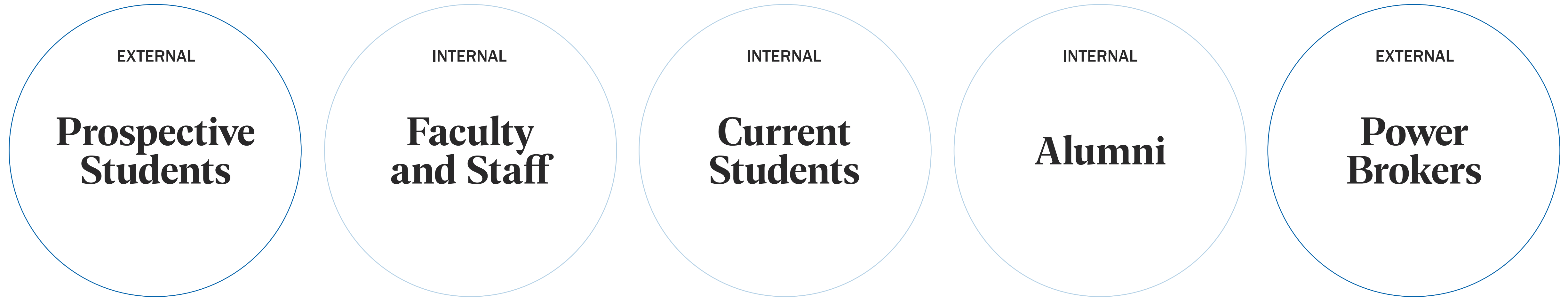
### Craft your message.

You may have found one benefit, or you may have found several. You'll want to narrow your focus to the most important benefit — that's what you need to get across first. Any supporting benefits should act as talking points, complemented by the attributes of the topic you are promoting.

# OUR KEY SEGMENTS

The audiences for our brand include both external and internal groups. With each, it's important that we understand who we're speaking to and establish goals for them, so we can engage with them most effectively.

IMMEDIATE FOCUS



**AWARENESS AND APPEAL**

Prospective undergraduate and graduate students...

- From New Jersey
- From the tri-state area
- From the entire U.S.
- From abroad

**ALIGNMENT**

- Tenured and visiting faculty
- Priest community
- Board of Regents
- Staff

**EXCITEMENT**

- Current undergraduate students
- Current graduate students
- Current online graduate students

**ENGAGEMENT**

- Alumni with children or prospective students
- Alumni
- Donors

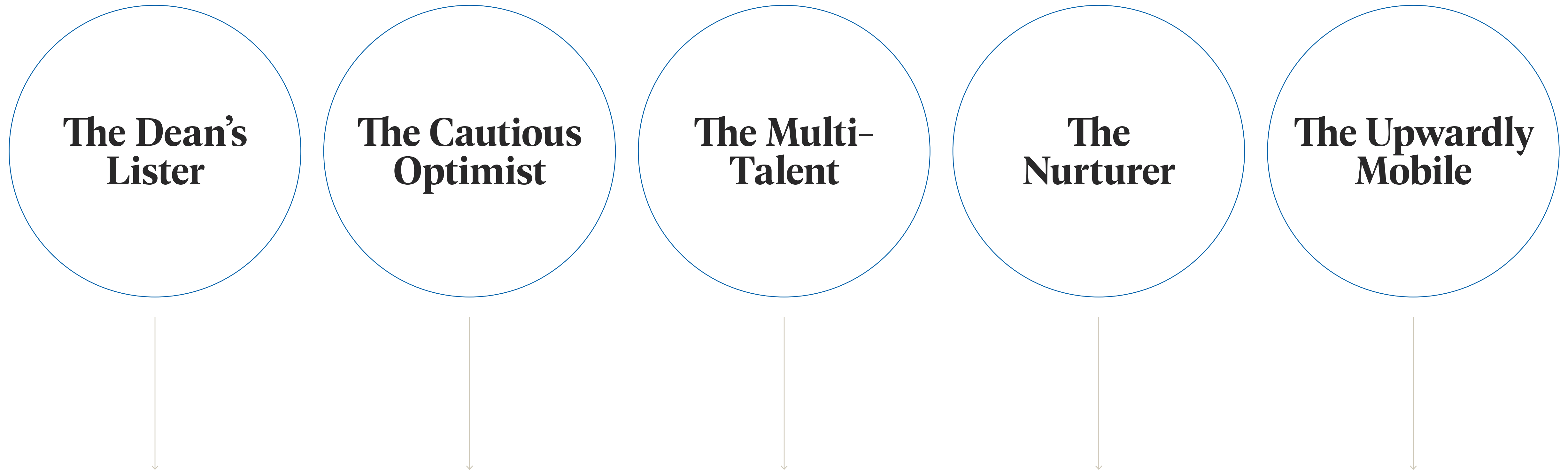
**AWARENESS AND RESPECT**

- Media
- Government
- Influencers and peers
- Employers

# OUR PERSONAS BY MINDSET

With so many different types of students — in-state students, international students, law students, nursing students, seminary students, student-athletes, working adults — it can be more useful to group students by mindset than by age or department or interest.

The personas below describe these five of these mindsets. They're not exclusive or exhaustive, but we believe that they represent a large portion of the Seton Hall University community.



**PRIMARY MOTIVATION:**  
*Lead a Fulfilling Life*

**PRIMARY MOTIVATION:**  
*Achieve Belonging and Fulfillment*

**PRIMARY MOTIVATION:**  
*Lead a Balanced Life*

**PRIMARY MOTIVATION:**  
*Lead a Life of Generosity*

**PRIMARY MOTIVATION:**  
*Lead a Successful Life*

# THE DEAN'S LISTER

## PRIMARY MOTIVATION:

### Lead a Fulfilling Life

*“You can build a stellar résumé by the time you graduate.”*

## MESSAGES TO HIGHLIGHT:

- Outcomes: How Seton Hall sets students up for professional success.
- The dual-degree program options.
- The quality of the academics. The uniqueness of some programs.
- Campus culture: What it's like to be a student, day to day. How religion affects that. The overall culture of the University and how that is felt.
- Social experiences: Highlight the social activities, the degree of participation by students, how easy it is to start a club. Answer the question, “Is Seton Hall fun?”
- Diversity: Exposure to people from a huge range of backgrounds: racial, socioeconomic and religious. How the students organically approach diversity. How faculty foster conversations and growth.

## SETON HALL SHOULD REMEMBER:

- For New Jersey students, they want to feel like they're leaving home, even if they're still commuting from home. Emphasize that this is familiar, but elevated.
- This might be the first time that students are considering a Catholic education. Show them the value of that. Don't assume they'll know what a diocese is.

## WHAT THEY NEED:

*“I study hard. I have lots of options, and I want to choose the right path. I need a university that can help me reach my goals. I don't need to go thousands of miles from home to get that, but I'd like to try something different.”*

## HOW THEY FEEL:

- Motivated to succeed.
- Confident about their ability to handle challenging academics.
- Sharp, but not cutthroat.
- Pressured to be at the top of the class.

# THE CAUTIOUS OPTIMIST

## PRIMARY MOTIVATION:

### Achieve Belonging and Fulfillment

*“My daughter is thriving there. This is a kid with social anxiety issues who has never been away from home. The clubs, activities, faculty and dorm life have helped her come out from behind her wall. She is excited about the coursework and the internship opportunities!”*

## MESSAGES TO HIGHLIGHT:

- The community culture, heavily influenced by Catholicity: warmth, compassion and spiritual guidance.
- Accommodation to all religious expression for students who practice any faith.
- Safety: Not so much crime statistics and dorm sign-in policies, but emotional safety — the characteristics of the people and how they make Seton Hall an actively supportive environment (on campus and off).
- International student focus: Specialized support. Access to New York City and three major airports. Similarities to universities abroad in curriculum, culture and prestige. Emphasize that this is familiar, but elevated.

## SETON HALL SHOULD REMEMBER:

- Big cities have had it rough since COVID. While some students will jump for an urban experience, others may be a little more reluctant. Be sure to talk about how Seton Hall is a separate haven with city access whenever one chooses.
- To many, Seton Hall’s Catholic identity is a green flag for supporting and fostering values. Be sure to translate that clearly so no one is left guessing about the culture or making false assumptions.

## WHAT THEY NEED:

*“Going to college is a big milestone for me. I may have differences from other American college students. I may have been on the fence about leaving home. But I want to have a great experience and a promising career path.”*

## HOW THEY FEEL:

- Nervous that they won’t be accepted or won’t succeed.
- Unsure about what to expect from the culture: New Jersey, New York City or America.
- Brave for pursuing this, despite their reservations.

# THE MULTI-TALENT

## PRIMARY MOTIVATION:

### Lead a Balanced Life

*“My daughter has studied abroad and had multiple internships, as well as leadership positions with one of the campus newspapers. And the campus is a friendly, supportive, fun environment.”*

## MESSAGES TO HIGHLIGHT:

- The quality of the academics. The uniqueness of some programs.
- The quality of the athletics program, for student-athletes and fans: team spirit, “Flagman,” the experience of March Madness.
- For international student-athletes: They get to play, compete and earn a degree, which is not always possible in other countries.
- Traditions, including the Christmas tree lighting, and stepping (or not) on the seal on the Green.
- Campus culture: What it’s like to be a student, day to day. How religion affects that. The overall culture of the University and how that is felt.
- Social experiences: Highlight the social activities, the degree of participation by students, how easy it is to start a club. Answer the question, “Is Seton Hall fun?”

## SETON HALL SHOULD REMEMBER:

- The expense of college feels particularly daunting if you aren’t sure what you’ll get in return. For students who may be unsure about their future careers, they may need to hear how Seton Hall will support them in deciding.
- They may also need to hear about the value of the college experience itself, which is where so many memories are formed and lives are changed.

## WHAT THEY NEED:

*“I want a respected university, but I’m a well-rounded person. I have many interests and passions. I want to play sports at a high level. I want to give back. I want to meet interesting people. And I want a good education.”*

## HOW THEY FEEL:

- Happy when they’re active.
- Spirited about their university and teams.
- Motivated in many aspects of life.
- Ambitious, but in a balanced way.
- Unsure about what they want to do.

# THE NURTURER

## PRIMARY MOTIVATION:

### Lead a Life of Generosity

*“I had a mother call me once. Her son was a student, and he needed a mobility scooter to get around. One day, the scooter broke. His roommates watched hours of YouTube videos and learned how to fix it. She was so grateful.”*

## MESSAGES TO HIGHLIGHT:

- Success stories in careers that are both skilled and nurturing, like super-high nursing pass rates, a building that’s a high-tech simulation lab, how the law clinic is doing cutting-edge cases pro bono, and more.
- Service learning: Participating in the Market Research Group to help small businesses, the 20-hour service projects required as an MBA.
- How the call to serve the underserved applies across the different colleges.
- The role of the priests and seminary on campus.
- The quality of the academics. The uniqueness of some programs.
- The culture of warmth where people are acknowledged and seen. A community where people hold the door, every time.

## SETON HALL SHOULD REMEMBER:

- Graduate students may not see always themselves in messages about campus culture, but they can see themselves in messages of service and support. They still desire a sense of community.
- This message does not come at the expense of talking about professional success. They go together.

## WHAT THEY NEED:

*“I want to serve others, in big and small ways. I want to gain knowledge and skills to provide help at a high level. I want a respectable university, and I want to be respected in my own right.”*

## HOW THEY FEEL:

- Inspired by their community.
- Encouraged to work hard and be generous with their time, skills and perhaps wealth.
- Supported academically, emotionally, socially and spiritually.
- Hopeful about the future.

# THE UPWARDLY MOBILE

## PRIMARY MOTIVATION:

### Lead a Successful Life

*“There are many Cinderella stories. I talk to people who were first generation, and had to work through college, and now they are in a position to give significant financial support — and pay it forward.”*

## MESSAGES TO HIGHLIGHT:

- Success stories across careers. Notable alumni.
- Cinderella stories: Highlighting students who do not come from status but go on to greatness.
- High graduation rates. High job placement rates.
- Opportunities: Including meeting A-Rod as a freshman.
- Access: To tools and facilities like Bloomberg Terminals. To New York City for internships and job opportunities.
- Mentorship: It’s not all about work. You won’t risk burning out at Seton Hall because of the support and guidance. It’s not all business, all the time.

## SETON HALL SHOULD REMEMBER:

- Cost is a top concern. Be transparent about financial aid. Appreciate that this may be an emotional topic, so don’t counter with purely rational discussions about the ROI of the degree. Show understanding. Highlight specific stories of other students who have gone through that same stress and come out successful.

## WHAT THEY NEED:

*“I want to be a success story. I want to do right by my family and make them proud. I also want to earn a great living and make a name for myself.”*

## HOW THEY FEEL:

- Highly motivated to get ahead.
- Already successful, on their way.
- Nervous about affording a private college.



Our brand narrative is a succinct, streamlined story that serves as the verbal platform for our communications. Don't think of it as a script that needs to be reproduced word for word (although feel free to borrow lines and phrases when it feels appropriate).

Think of it more as a model for style: a framework for you to translate through the lens of your audience, your specific message and your own instincts as a communicator. This is the Seton Hall story, at the highest level.

# GREAT MINDS. GREATER PURPOSE.

Seton Hall University has always seen the world through unique eyes. Leading by example and through faith, we carry ourselves with authenticity. Advancing with the knowledge that our authentic and courageous approach to the world fosters a new era of bold change-makers, ready to flourish. That's how we persist in our progress, keeping the spirit of our groundbreaking heritage alive.

Our patroness, St. Elizabeth Ann Seton, taught us to work hard while embracing joy. To listen, respect and honor each other while acting with purpose and intention. A remarkable woman who surpassed the limitations of her time, Mother Seton left a legacy that teaches us how to take action while taking heart.

With optimism and realism.  
With faith and grace.  
With compassion and unshakable fortitude.  
**With great minds, and greater purpose.**

Seton Hall University.

# BRAND PILLARS AND HEADLINE EXAMPLES

Our brand pillars can help inspire headlines and other copy for digital and print pieces. Lean into the meaning of each pillar for copy that stays on brand and on strategy. You can pair these pillars with the brand personality words (see page 28) to guide the tone your copy, so that it always sounds distinctly like Seton Hall.

Review the examples below to see how creative copy can be inspired by one of the brand pillars, informed by the message map, and then voiced through the brand personality words.

## Intellectual Tradition

We offer challenging academic rigor that hones our students' God-given talent.

- Turning breakthroughs into theories. From classrooms to cities.
- Uncovering and cultivating the inherent potential in each student.

## Culture

Our compassionate, good-humored community results in an open and resilient attitude.

- Leading by example. Persevering with faith. Succeeding through community.
- Listen with respect and honor. Act with intention and purpose.

## Opportunities

The keys to success prepare students for today's landscape and tomorrow's needs.

- Empowering students to take action while taking heart.
- Opening doors that will open your world.

## Conviction

Our belief in the potential of every individual generates "an immensity of future good."

- Unflinchingly resolute in our mission. Joy of service in all we do.
- The nerve to act. The vision to believe.

# OUR BRAND PERSONALITY

Personality is what humanizes the brand. It helps bring messages to life with greater emotional strength and resonance, and it offers guidance for the voice and tone.

RATIONAL

*Seton Hall is...*

## Inspiring

HEARTFELT  
AND ACCEPTING

- Caring for the world and each other.

## Dynamic

EXCITING  
AND MODERN

- Forging forward with faith — driven by purpose and promise.

## Good-humored

JOYFUL  
AND CONGENIAL

- The joy is in the journey. Seton Hall University will meet you on your path.

EMOTIONAL

*Seton Hall makes me feel...*

## Brave

BUT ALSO BOLD  
AND DIRECT

- Facing challenges with conviction and faith to create opportunities with impact.

## Wise

BUT STEADIED  
AND PATIENT

- A legacy of courageous leadership bestowed by a saint, carried forth with honor and grace.

## Spirited

WITH PASSION

- You'll stand out with your mind. You'll make a difference with your heart.

# OUR BRAND VOICE

This is how we sound. Our voice flexes depending on the channel and message, but it should never stray far from these guiding words.

INSPIRING

**heartfelt and accepting...**

BRAVE

**...but also bold and direct**

DYNAMIC

**exciting and modern...**

WISE

**...but steadied and patient**

GOOD-HUMORED

**joyful and congenial...**

SPIRITED

**...with passion**

# VISUAL LANGUAGE



Beyond our basic identity, our brand comes to life through our visual language: a careful combination of typography, color, graphic elements and photography.



# PRIMARY LOGOS

The cornerstone of the Seton Hall identity is a set of primary logos that combine the Seton Hall symbol (the silhouette of Presidents Hall) with the logotype (the typeset name of the University). The logo has three configurations: vertical, horizontal and centered, as shown below. The symbol should never appear by itself. In layouts, the preferred application is any of the three configurations, placed at the top of the page.

## NOTES:

- The primary logos usually appear in Seton Hall Blue and Medium Gray. See the color values starting on page 45.
- When placing the logo on a dark background or a photograph, the logo should be set in a single color, ensuring that it provides enough contrast with the background.

## VERTICAL



## HORIZONTAL



## CENTERED



# PRIMARY LOGOTYPES

Our identity system also includes a set of three logotypes, shown below. These are intended for use in small or limited spaces. Note that it's always preferable to use the primary logo instead of the logotype, and we should do so whenever possible.

NOTES:

- The logotypes usually appear in Seton Hall Blue and Medium Gray. See the color values starting on page 45.
- As with the primary logo, when placing the logotype on a dark background or a photograph, the logotype should be set in a single color, ensuring that it provides enough contrast with the background.

VERTICAL



HORIZONTAL STACKED



HORIZONTAL





# ATHLETICS LOGOS

Use of the Seton Hall athletics 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) may use the athletic marks. Athletic marks — including the Pirate, the “SH” monogram and the Pirate Blue logotype — may not be used in any form to represent any academic or administrative program.

## NOTES:

- Like our University logos, our athletics logos usually appear in Seton Hall Blue and Medium Gray. See the color values starting on page 45.
- When placing any of these marks on a dark background or a photograph, the logo should be set in a single color, ensuring that it provides enough contrast with the background.

## PIRATE HEAD LOGO



### USAGE

- The cornerstone of the Seton Hall athletics identity is the Pirate head logo. This is our primary and preferred athletic mark; it should be used on the majority of athletic communications and merchandise.
- The Pirate head logo should also be used on uniforms, practice gear and apparel, whenever applicable.

## “SH” MONOGRAM



### USAGE

- Like the other athletics logos, the “SH” monogram may be used on light backgrounds in one color (a Seton Hall primary color) or in two colors as shown here. Note: This mark is approved for headwear only.

## PIRATE BLUE LOGOTYPE



### USAGE

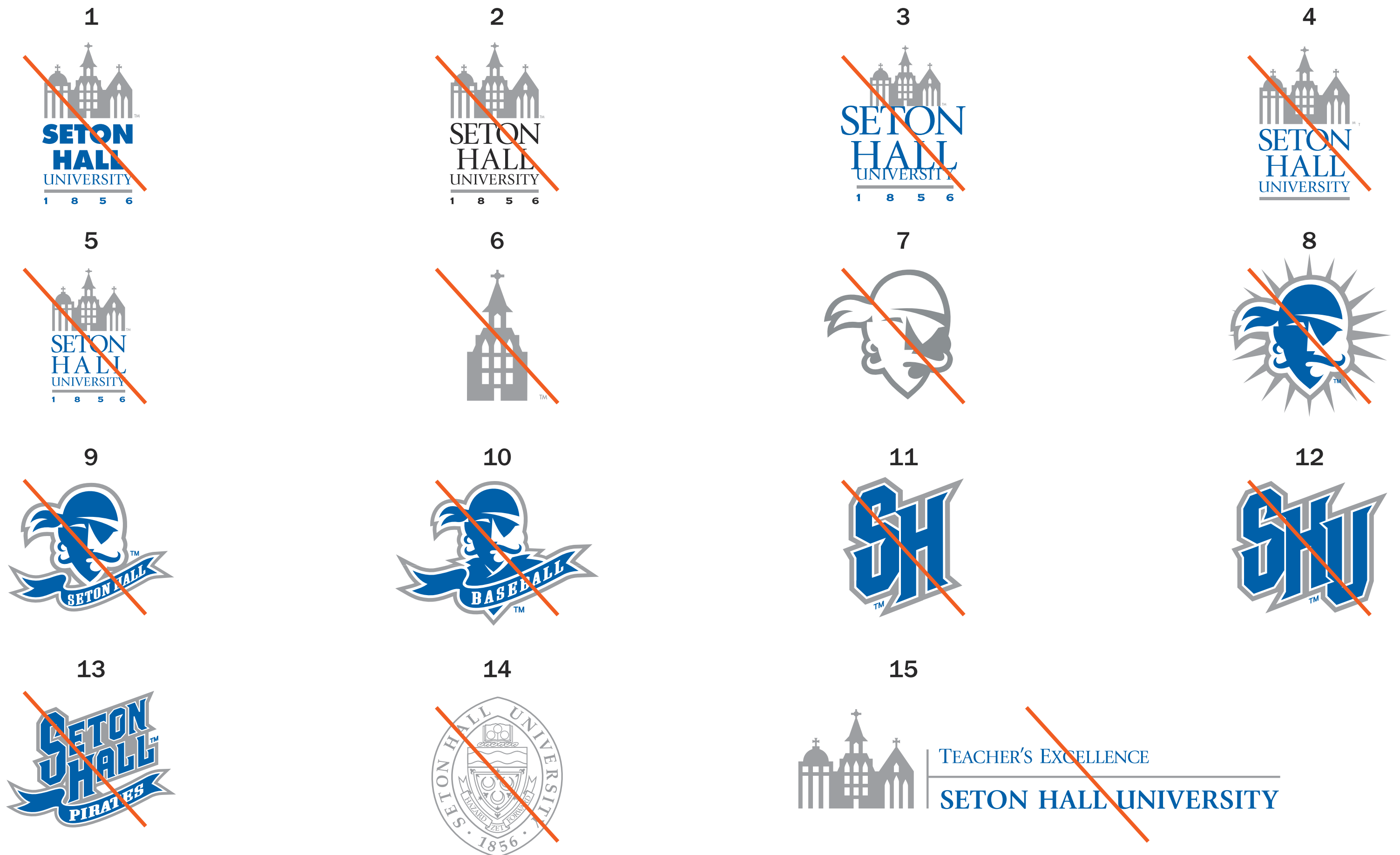
- The use of this logotype is restricted to the Pirate Blue Athletic Fund. A custom alphabet and a set of numbers that match the typeface in the logotype are available by contacting Seton Hall Athletics.

# NONCOMPLIANT APPLICATIONS

Seton Hall University marks are not to be altered in any way. Here are some pitfalls to avoid.

**NOTES:**

1. Don't change the typefaces in the primary logo.
2. Don't use unapproved color combinations.
3. Don't resize the elements of the logo.
4. Don't use the primary logo without the date.
5. Don't realign or justify the type in the logo.
6. Don't redraw parts of any University marks.
7. Don't reverse the Pirate mark.
8. Don't add shapes to the Pirate mark.
9. Don't use the Pirate logo with the Seton Hall ribbon underneath.
10. Don't use an unapproved name or tagline with the Pirate logo.
11. Don't use the athletics monogram outside of headwear.
12. Don't use the athletics monogram with the letter "U."
13. Don't use the old athletics logotype.
14. Don't use the seal without approval.
15. Don't use an unapproved name with the logo.



# MINIMUM SIZES FOR PRINT

## NOTES:

- Each of the Seton Hall logos has a minimum allowable size. To ensure clear reproduction and legibility, the marks may not be used at sizes any smaller than the widths shown on this page.
- These logos are not to shown to scale. Use the specified width dimension as your guide.

0.5 inch



0.75 inch



2 inches



1 inch



1.5 inches



2.5 inches

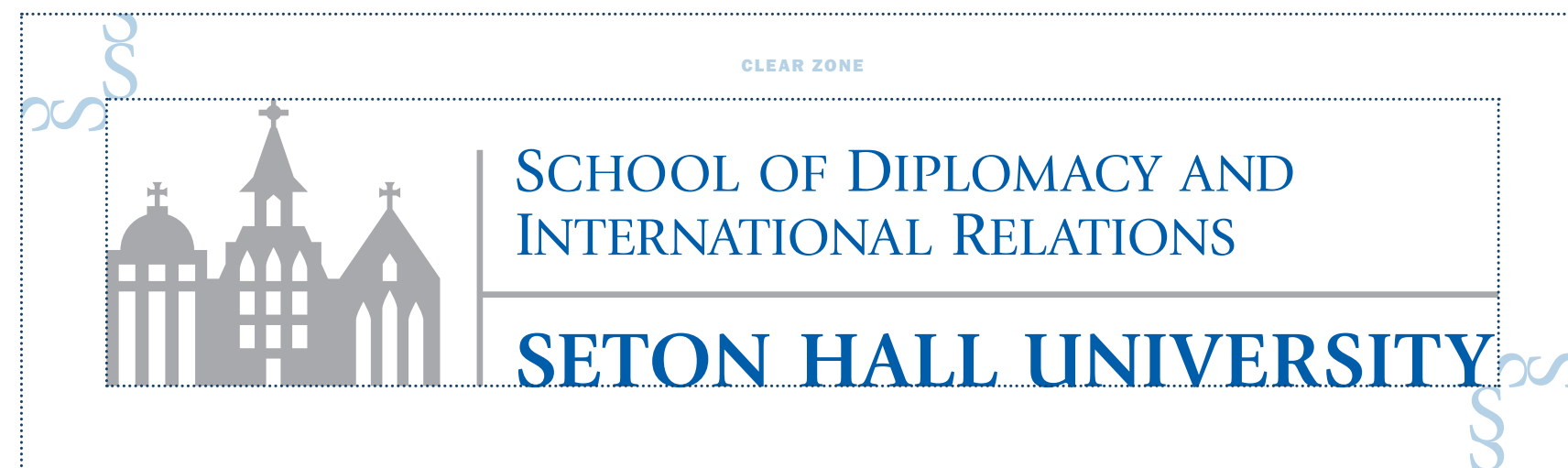


# LOGO CLEAR ZONE

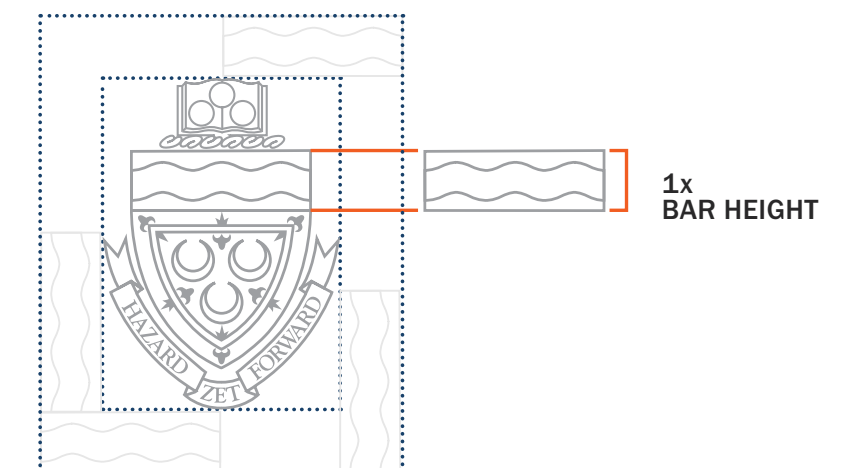
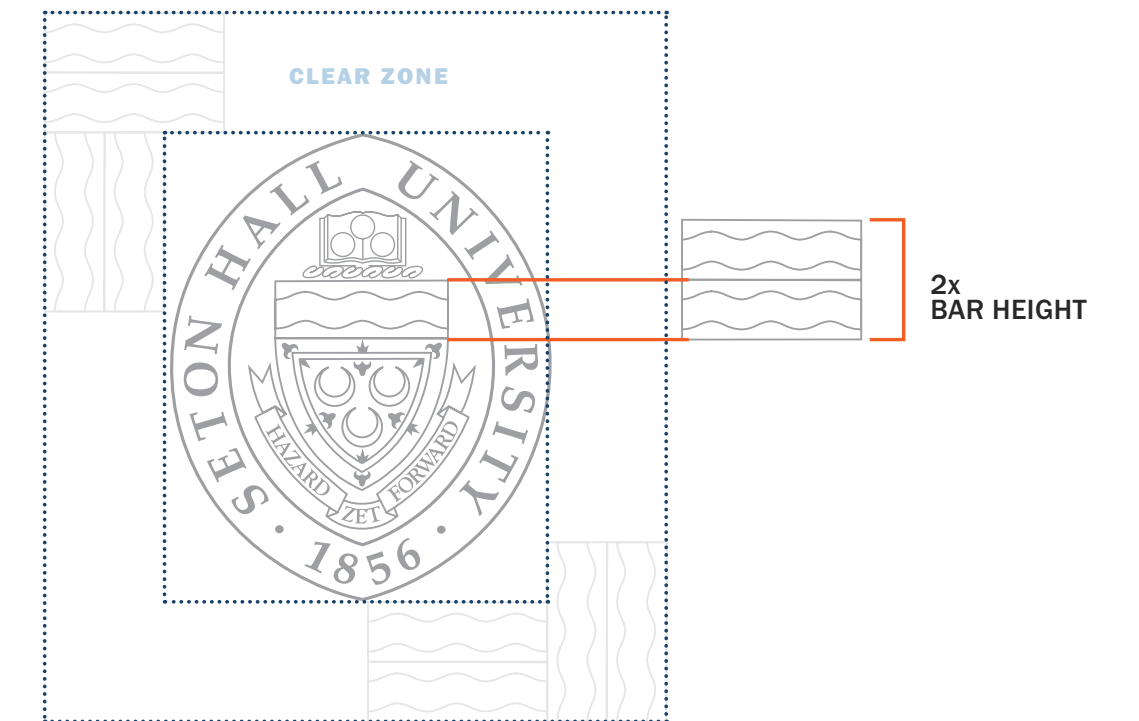
**NOTES:**

- 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, as shown here.
- The clear zone 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).

**A**



**B**

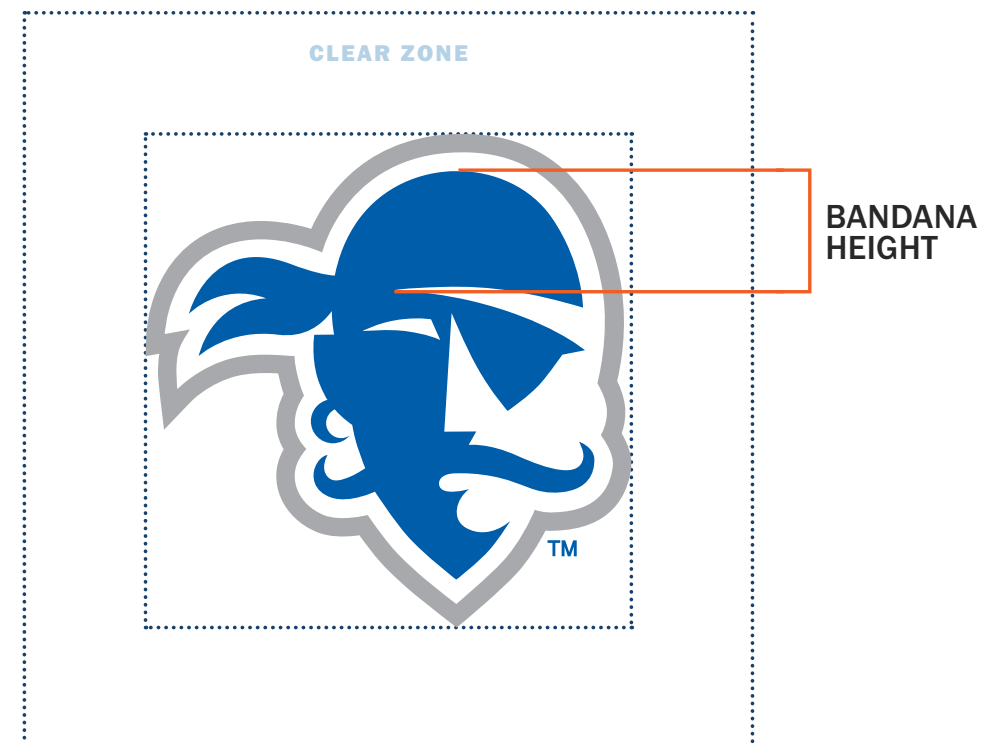


# LOGO CLEAR ZONE

**NOTES:**

- Each of the Seton Hall athletic marks has 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, as shown here.
- 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, the clear zone is 1½ times the width of the vertical stroke (C) of the "H."

**A. PIRATE HEAD LOGO**



**B. ATHLETICS LOGOTYPES WITH BANNERS**



**C. MONOGRAM**



# OUR CREST AND SEAL

The Seton Hall University formal marks are the historical crest and the official seal. They are to be used for formal publications only.

Charter Day; print materials issued from the Office of the President, the Office of Mission and Ministry, or the University's Board of Regents and Trustees; and select print materials.

These publications include, but are not limited to, the following: materials related to official University events such as Commencement Exercises, Faculty Convocation and

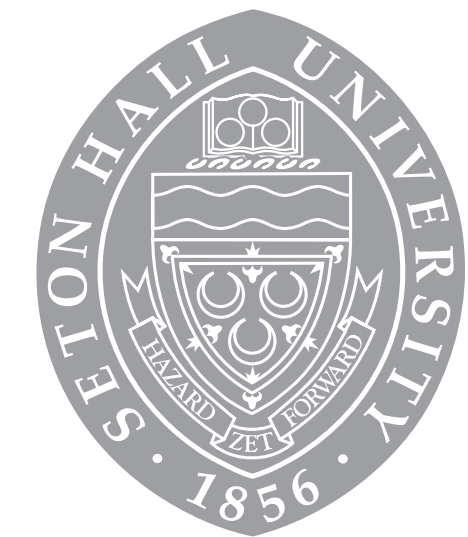
## NOTES:

- It is not permissible to use the formal marks for any other publications without prior permission from the Division of University Relations.
- The formal marks may be reproduced only 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.

## CREST



## SEAL



# OUR FLAG

The Seton Hall University flag was unveiled on February 25, 2005. The quartered flag (below left) represents the coat of arms of the Seton family and that of the Archdiocese of Newark. When combined, they form the University's coat of arms.

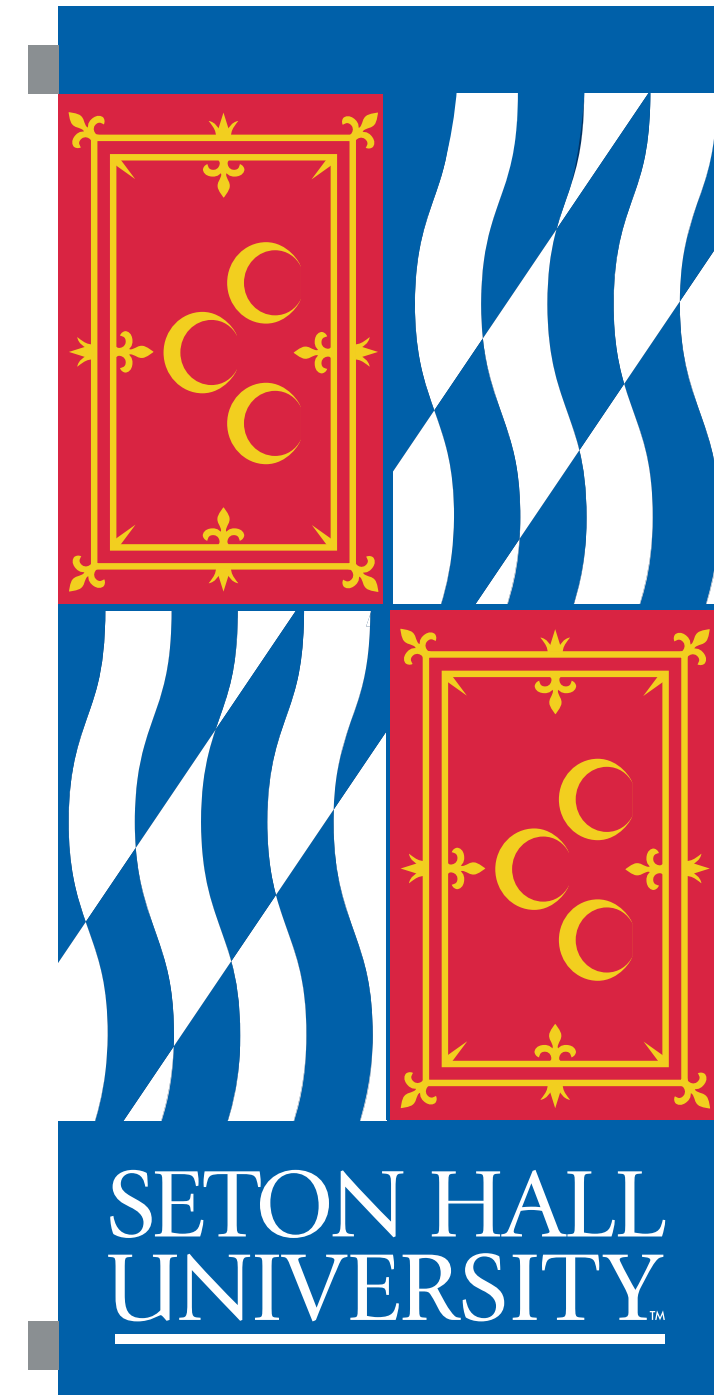
The three crescents on the Seton coat of arms represent three Scottish coastal villages – the “sea towns,” a possible origin of the Seton family name.

The royal family of Scotland later honored the Setons by adding the design that borders the crescents – a royal tressure enriched with fleurs-de-lis.

The blue and silver waves, taken from the Archdiocese's coat of arms, represent the rivers of New Jersey. Silver becomes white on a flag, and thus blue and white also represent the University's colors on the flag.

## NOTES:

- 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 never be used as a graphic within any publication or printed or online materials. The flag graphic should also never appear on clothing.



# OUR BRAND TYPOGRAPHY

Typography is a robust vehicle for our brand voice. It contributes significantly to how readers receive and feel about what we say. Our communications use two typefaces that work together to bring our story to life. They each have their own strengths, so use this section to guide your typographic choices.



All typeface families are available for activation via subscription to Adobe Creative Cloud. You can activate fonts from the link above on the Adobe Fonts page.

**Franklin Gothic URW** is our primary typeface: a sans serif family that's a workhorse for our brand. It performs well at all sizes, so we use it for headlines, subheads, callouts and body copy.

**Geller**, our serif family, is our secondary typeface. We use it in more sophisticated applications, as a complement to Franklin Gothic URW. Its elegant letterforms give our communications grace and personality. We choose it most often for subheads and body copy.

Used together, these typefaces help create clear hierarchy within layouts and keep our content legible and engaging.

## PRIMARY TYPEFACE

**Franklin**  
**Gothic URW**

## SECONDARY TYPEFACE

**Geller**



# PRIMARY TYPEFACE

## ABOUT FRANKLIN GOTHIC URW

By 1915, all the major foundries offered families of sans serifs, sometimes called Gothic typefaces. Franklin was a response suitable for countries in the vanguard of the machine age. Designed by Morris Benton in 1903–1912, Franklin has preserved its own personality ever since.

DESIGNED BY  
Morris Fuller Benton

AaBbCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz  
0123456789@!&%\$

Light *Italic*  
Book *Italic*  
Medium *Italic*  
Demi *Italic*  
Heavy *Italic*

# Franklin Gothic URW

# SECONDARY TYPEFACE

## ABOUT GELLER

Geller is a typeface family intended for newspaper and editorial usage. Its modern proportions, with generous counters and short ascenders and descenders, work equally well for headlines, callouts and running text.

## DESIGNED BY

Ludka Biniek

AaBbCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz  
0123456789@!&%\$

Light	<i>Italic</i>
Regular	<i>Italic</i>
Medium	<i>Italic</i>
<b>SemiBold</b>	<i>Italic</i>
<b>Bold</b>	<i>Italic</i>
<b>Black</b>	<i>Italic</i>

## USING GELLER HEADLINE VS. GELLER TEXT

Geller Headline and Geller Text contain similar versions of the same letterforms, but with slight differences in the proportion and weight of their components. True to their names, the former is optimized for larger point sizes; the latter for smaller. With this in mind, we use Geller Headline for headlines, subheads, quotes, statistics and other larger text, reserving Geller Text for body copy and captions.


Geller Headline  
& Geller Text

Create opportunities  
for individual growth  
and social mobility.

**PROMISE**  
*and*  
**POTENTIAL**

**UNFLINCHINGLY  
RESOLUTE IN  
OUR MISSION.  
JOY OF SERVICE  
IN ALL WE DO.**



  
Uscimpores volut quiaspiendis moluptis et excerorum nestibu sandipiet etur, simpore puditatur. Ab inctiori cus ut accusdae entusa eatae as quam, que et vent. Uscimpores volut quiaspiendis moluptis et excerorum nestibu sandipiet etur, simpore puditatur. Ab inctiori cus ut accusdae entusa eatae as quam, que et vent.

**WITH COMPASSION  
*and* AN UNSHAKABLE  
FORTITUDE**

# SUBSTITUTE FONTS

Our brand typefaces may not always be available to everyone for use in Word documents, PowerPoint presentations and other digital applications. In these situations, use the alternate fonts listed here, which are freely available on all computers.

FOR FRANKLIN GOTHIC URW

# Arial

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789@!&%\$

FOR GELLER

# Georgia

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789@!&%\$

# PRIMARY COLOR PALETTE

Beyond our logo, color is the most recognizable aspect of the brand: it can help audiences identify us at a glance. The way we use color sets the mood for each of our pieces, and reflects our heritage. Using color is an easy way to evoke energy and emotion in our communications.

Our primary palette consists of Seton Hall Blue and Seton Hall Navy. Our layouts lean heavily on these colors, mixing in selections from the other palettes to build color schemes that are complementary and balanced.

PMS: 286  
CMYK: 100, 60, 0, 6  
RGB: 0, 96, 169  
HEX: #0060A9

**SETON HALL  
BLUE**

PMS: 281  
CMYK: 100, 60, 0, 56  
RGB: 0, 50, 99  
HEX: #003263

**SETON HALL  
NAVY**

# ACCENT COLOR PALETTE

Our accent palette includes cyan, orange and metallic silver. These colors are essential for building layered communications, making longer pieces easier to navigate, and otherwise adding depth to a visual expanses that are predominantly blue.

PMS: 2170 CP  
CMYK: 63, 18, 0, 0  
RGB: 81, 170, 223  
HEX: #51AADF

**CYAN**

PMS: 1655 CP  
CMYK: 0, 79, 100, 0  
RGB: 241, 93, 34  
HEX: #F15D22

**ORANGE**

PMS: 877 C  
CMYK: 48, 38, 37, 2  
RGB: 141, 144, 147  
HEX: #8D9093

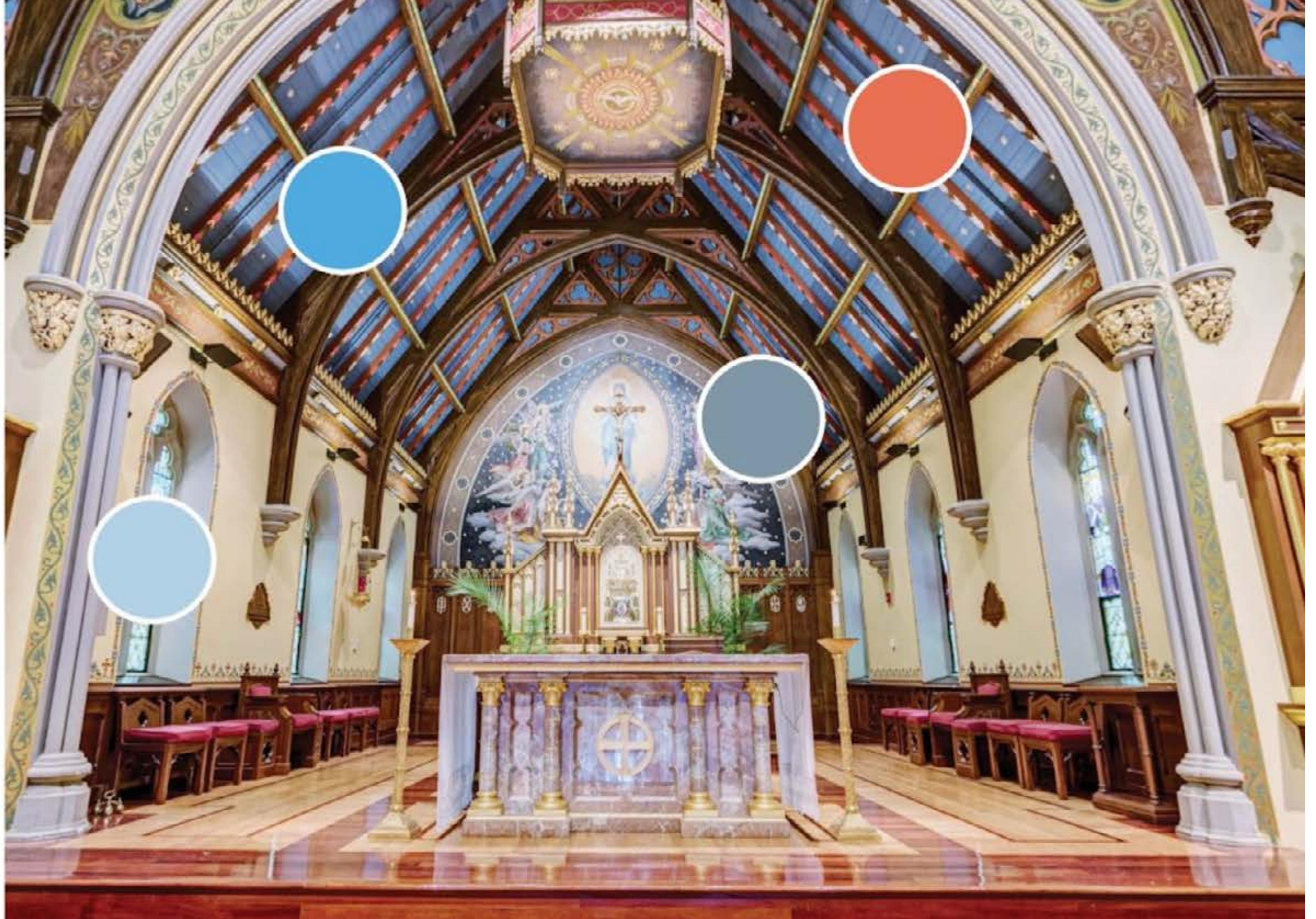
**METALLIC  
SILVER**

# NEUTRAL COLOR PALETTE

To meet the full range of our visual needs, the brand also offers a variety of neutrals that can function as backdrops in layouts and add balance to the overall palette.

<p><b>BLACK</b></p> <p>PMS: BLACK 6 C, 95%</p> <p>CMYK: 0, 0, 0, 95</p> <p>RGB: 51, 49, 50</p> <p>HEX: #333132</p>	<p><b>DARK GRAY</b></p> <p>PMS: 2616 CP</p> <p>CMYK: 63, 57, 60, 37</p> <p>RGB: 81, 79, 75</p> <p>HEX: #514F4B</p>	<p><b>SLATE BLUE</b></p> <p>PMS: 6219 CP</p> <p>CMYK: 54, 33, 28, 1</p> <p>RGB: 126, 150, 164</p> <p>HEX: #7E96A4</p>
<p><b>MEDIUM GRAY</b></p> <p>PMS: BLACK 6 C, 45%</p> <p>CMYK: 0, 0, 0, 45</p> <p>RGB: 157, 159, 162</p> <p>HEX: #9D9FA2</p>	<p><b>TAN</b></p> <p>PMS: 4240 CP</p> <p>CMYK: 20, 17, 27, 0</p> <p>RGB: 205, 199, 183</p> <p>HEX: #CDC7B7</p>	<p><b>SKY BLUE</b></p> <p>PMS: 5445 CP</p> <p>CMYK: 28, 9, 3, 0</p> <p>RGB: 180, 209, 230</p> <p>HEX: #B4D1E6</p>
<p><b>WHITE</b></p> <p>PMS: 000C WHITE</p> <p>CMYK: 0, 0, 0, 0</p> <p>RGB: 255, 255, 255</p> <p>HEX: #FFFFFF</p>	<p><b>LIGHT GRAY</b></p> <p>PMS: COOL GRAY 1 C</p> <p>CMYK: 7, 4, 8, 0</p> <p>RGB: 234, 235, 230</p> <p>HEX: #EAEBE6</p>	<p><b>CREAM</b></p> <p>PMS: 663 C</p> <p>CMYK: 1, 3, 9, 0</p> <p>RGB: 251, 243, 230</p> <p>HEX: #FBF3E6</p>

COLOR INSPIRATION

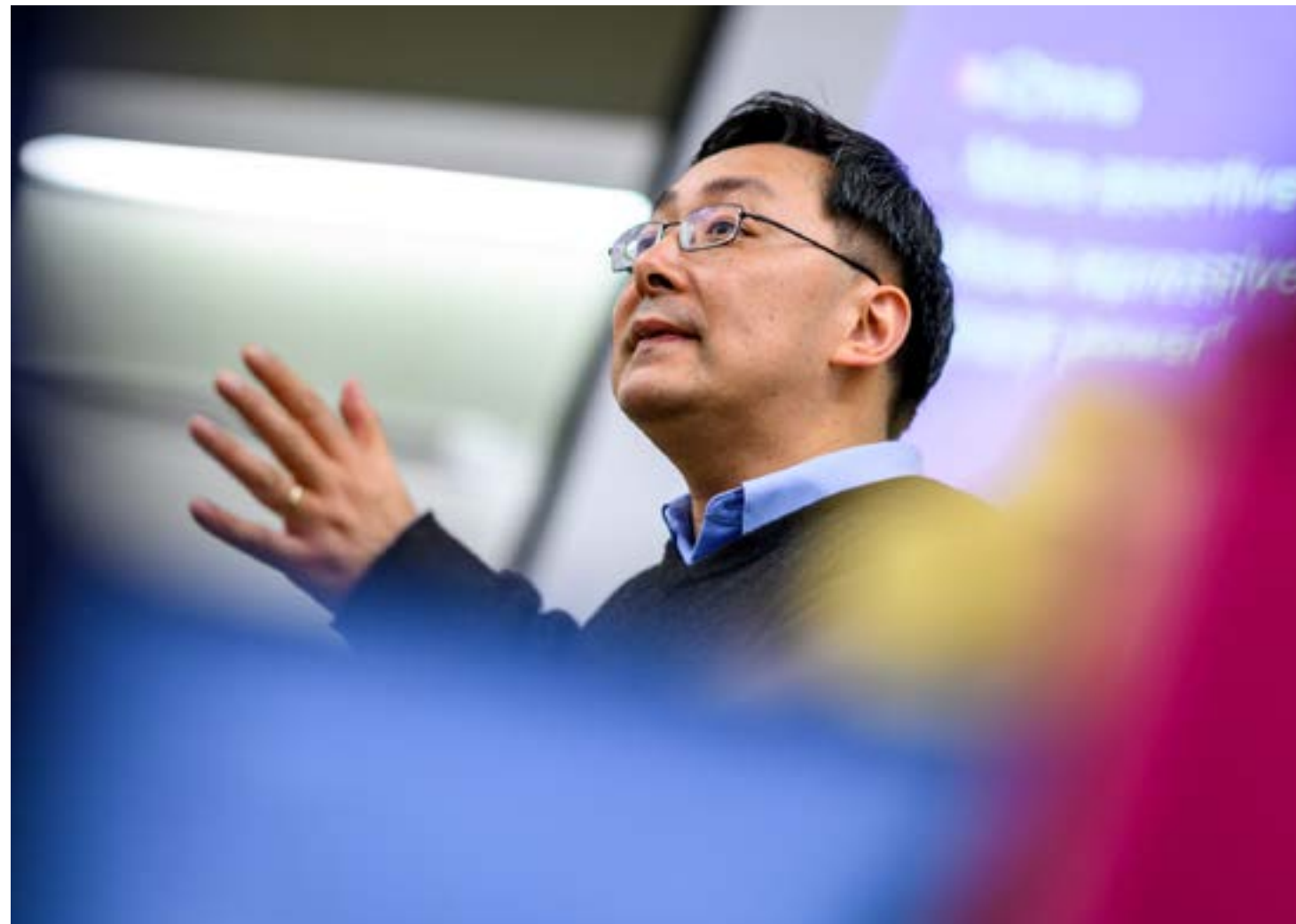




# OUR BRAND PHOTOGRAPHY

Photography plays a significant role in our visual language. Nearly all of the images we use fall into one of four categories — proud Pirates, the academic collective, our campus environment and our engaged community — which we detail on the following pages. As you compose communications, draw images from multiple categories to create balanced compositions that represent the full Seton Hall experience.

On this page, we've identified a few technical considerations for choosing and capturing images that reflect our brand strategy and complement our visual language.



## Subtle Hints of Blue

We often incorporate hints of Seton Hall Blue in our images as an additional visual nod to the brand. This can be achieved through background choices, wardrobe direction or subtle inclusion of props. (However, we don't retouch photos to add blue after the fact.) Repeated touches of blue help our images feel united across different layouts and communications.



## Candid Authenticity

As we shoot new images and evaluate existing ones, it's important to remember that they should always feel real, never posed or staged. Capture environments as they are, with the work at hand in all of its messiness and complexity. Resilience resonates through process, and it's okay to show that.



## Obstructed Foreground

One photographic technique that we sometimes use involves either composing or obstructing the foreground of the photo. This moves the viewer's eye to the moment at hand, and adds a sense of dynamic focus to the image and composition.

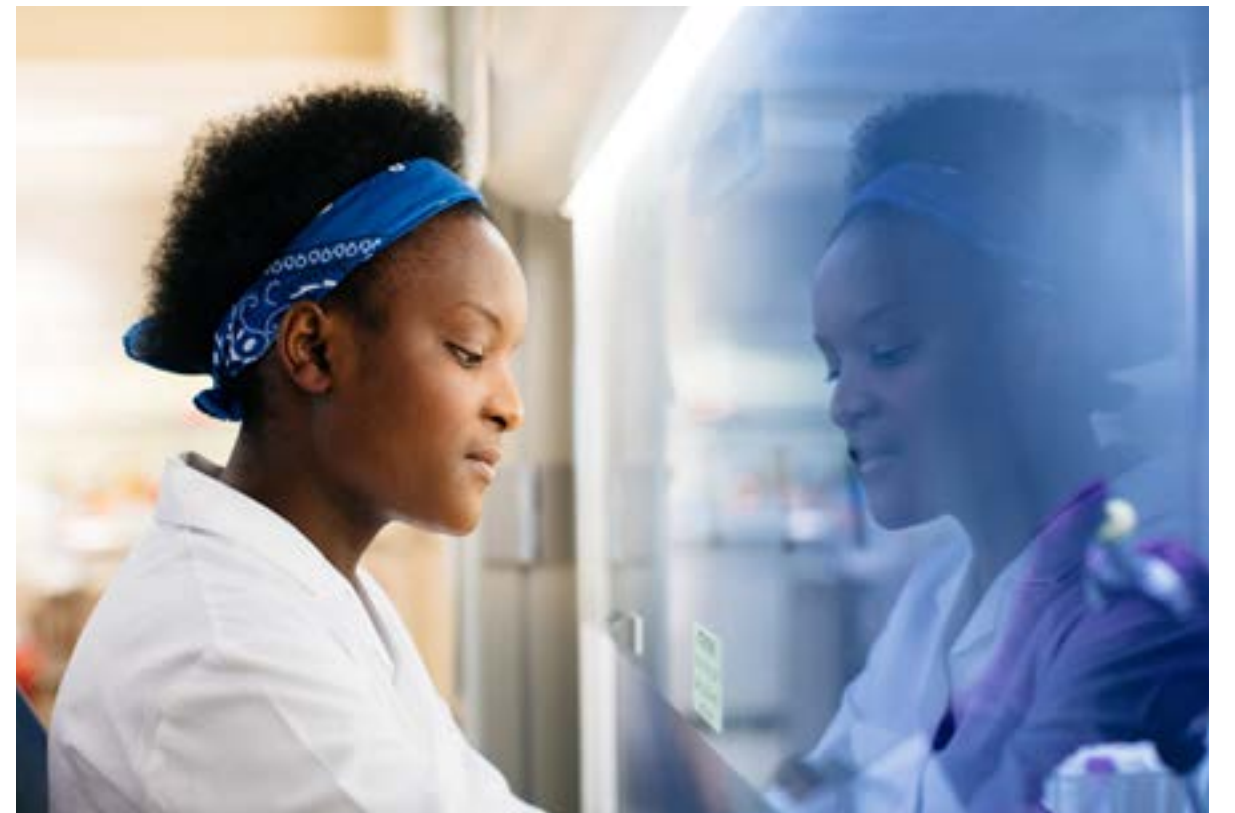
# PROUD PIRATES

The photos in this category depict our students, faculty and alumni. They're looking directly at the camera, within an environment that matches their area of profession or expertise. Whether it's in a gallery or a hospital, at a start-up or the United Nations, Pirates are always present. Let's show that to our audiences.



# THE ACADEMIC COLLECTIVE

For this category, we document academic moments in ways that are true to Seton Hall: showcasing the fortitude it takes to get the work done, and balancing that with the compassion and humanity that characterize our community. These photos should depict both groups and individuals, and should include moments of focus, reflection and levity — all of which are needed to push the work forward and succeed.



# OUR CAMPUS ENVIRONMENT

Our campus is stunning not just in its postcard-perfect views, but also in its many smaller details. To that end, we want to expand the “sense of place” imagery beyond the usual and expected shots, balancing macro and micro moments more intentionally. Doing so paints a more complete picture of the multifaceted environment where we study and learn and work and play.



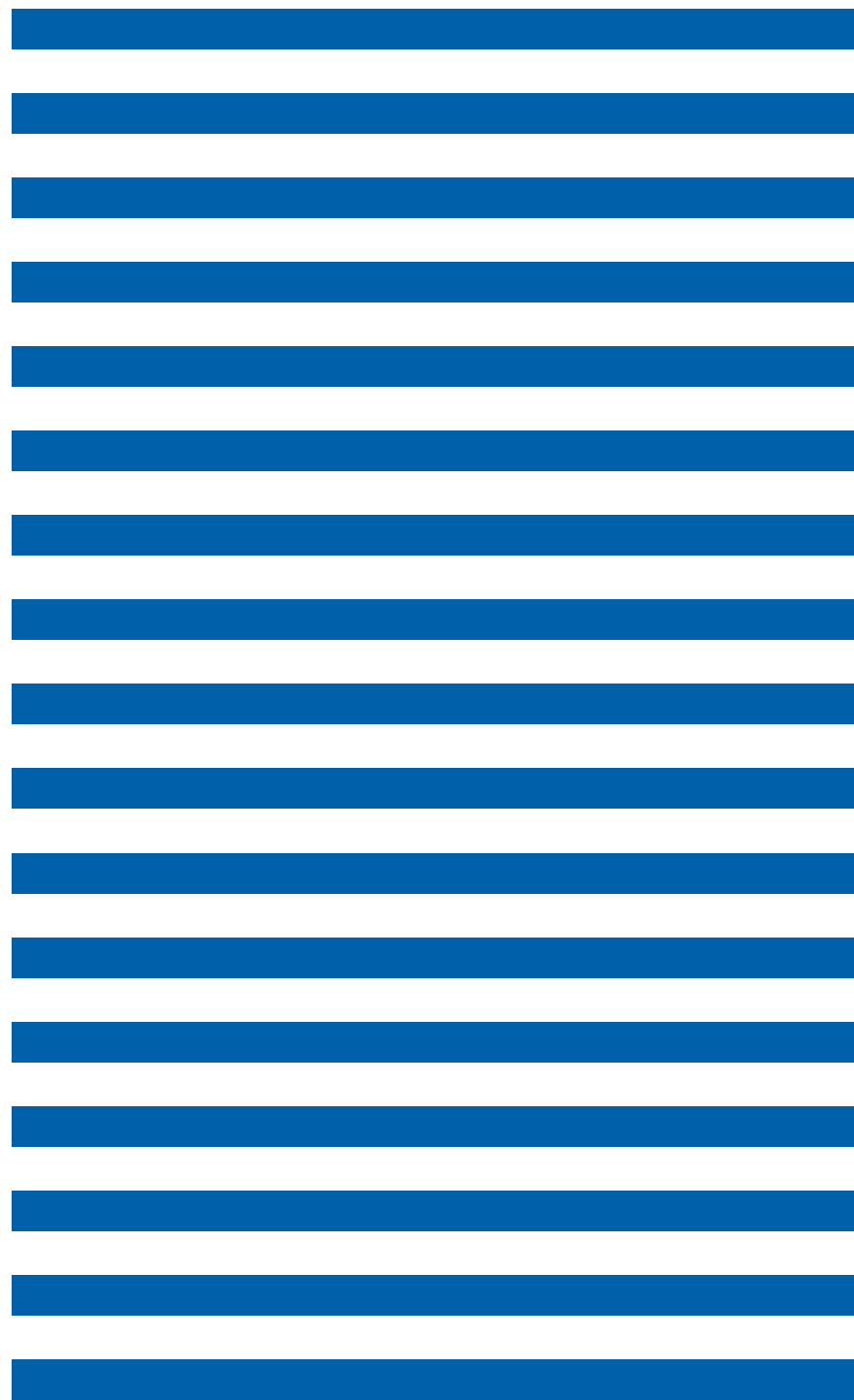
# OUR ENGAGED COMMUNITY

Our students and our broader community have myriad options for spending their time outside the classroom. In this category, we look to capture the full range of campus life. This includes active shots from big games, club meetings and other events, as well as photos that depict everyday life, from the high-energy to the reflective. Be sure to include both individuals and groups as subjects.

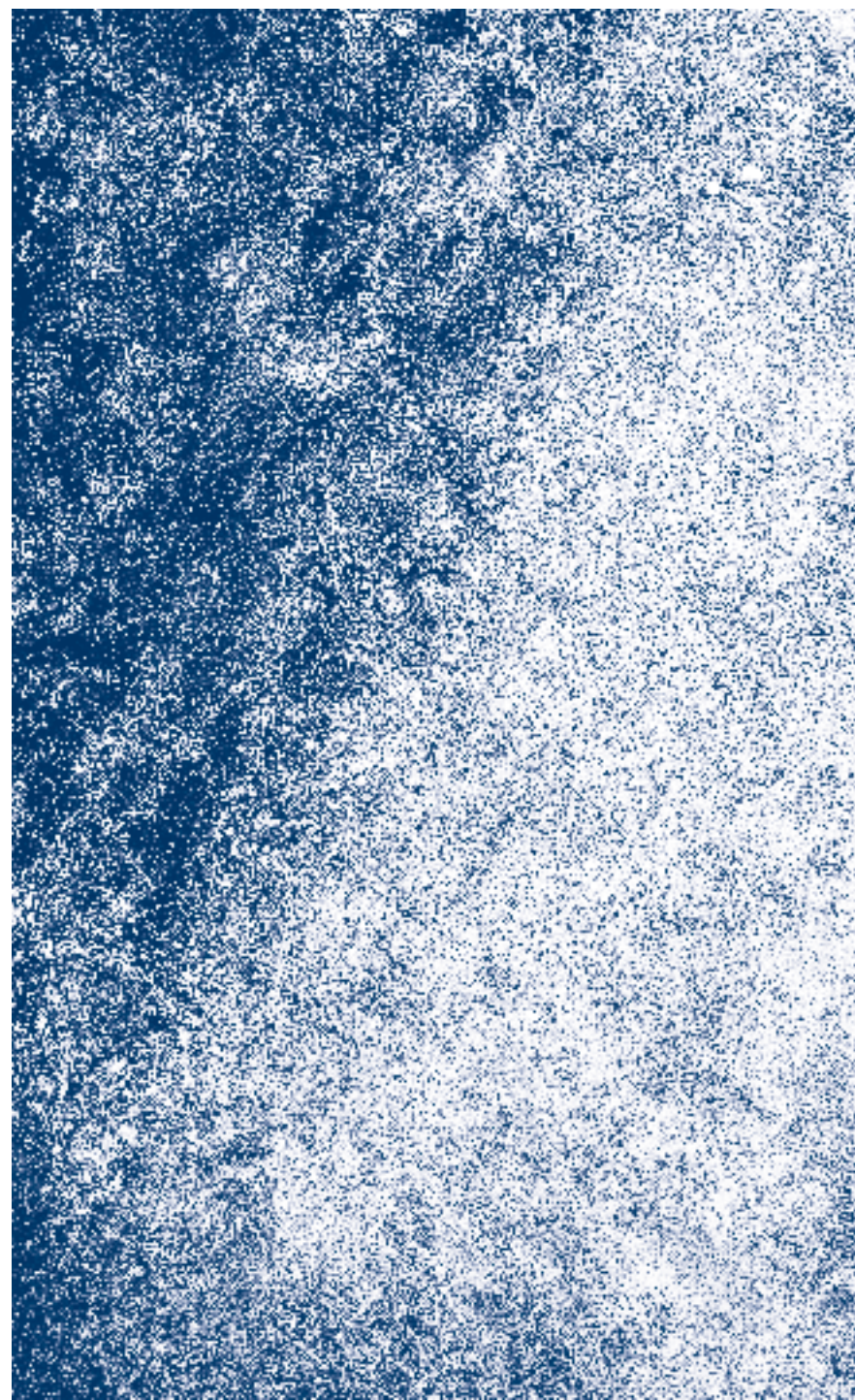


# GRAPHIC ELEMENTS

While typography and photography tend to take the lead in our graphic language, the elements in this section expand the brand's toolkit. Used carefully, these techniques contribute to designs that feel more dynamic and have clear visual hierarchy.



*Marinière Pattern*

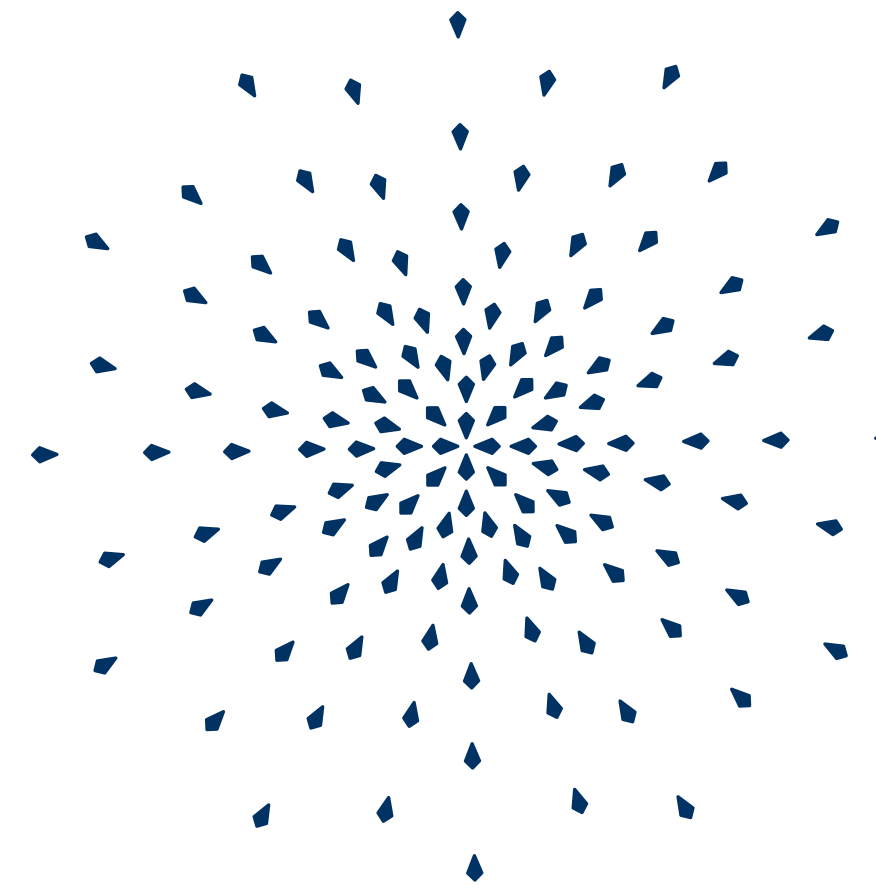


*Textures*

LET'S GO  
**PIRATES**



*Badges*



*Anchors*



*Building Blocks*

# MARINIÈRE PATTERN

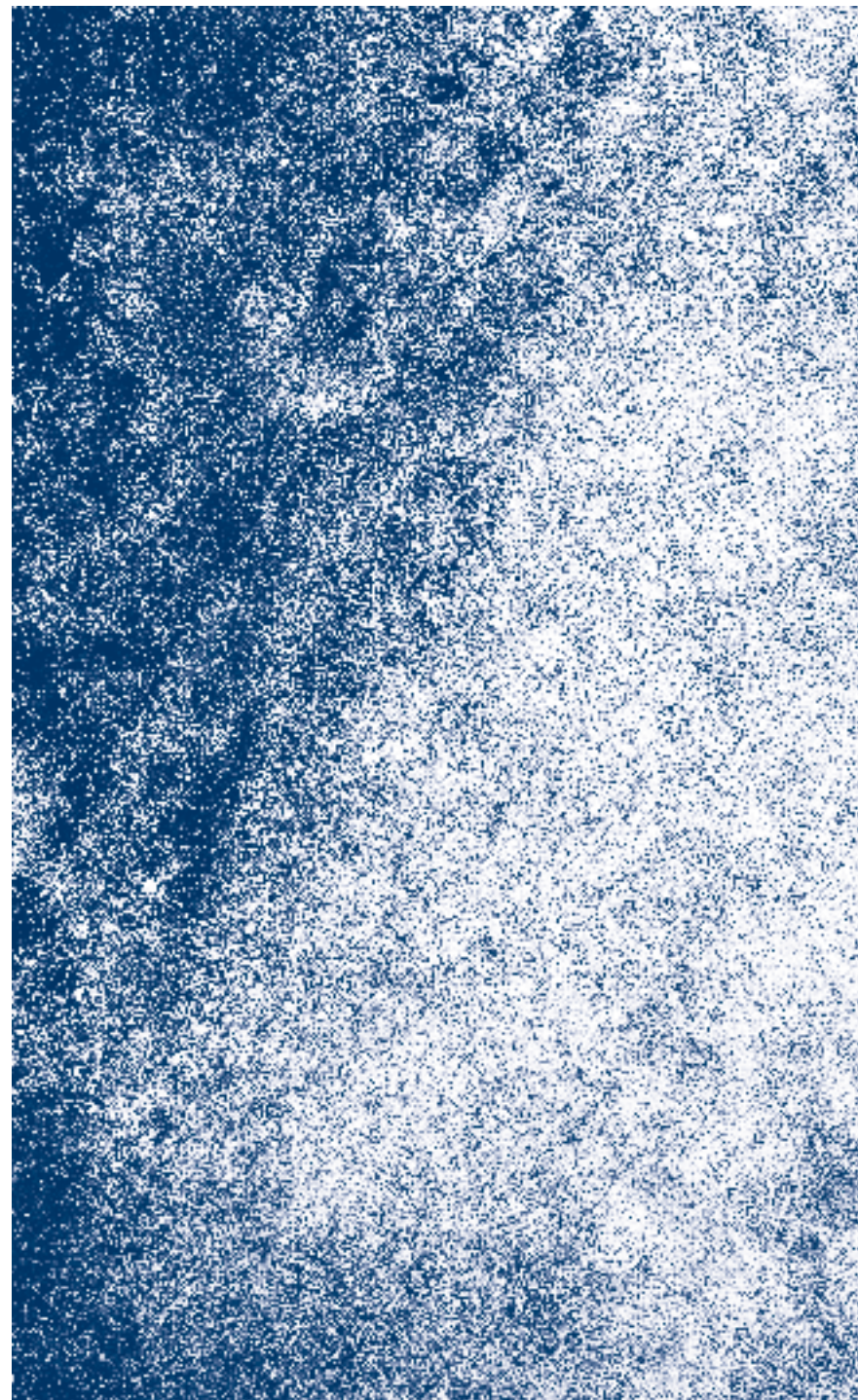
This horizontal pattern of blue and white stripes, based on a classic uniform of the French Navy, is an energetic and versatile element that has many useful variations. Its wavy iterations recall similar panels on Seton's Hall flag, which represent New Jersey's rivers. The pattern's rhythm also visually demonstrates the persistence and purpose that characterizes our community.

In layouts, the marinière pattern can anchor smaller elements, flood full spreads, or help organize content. Its applications should always feel spirited and fresh, never corporate. It's acceptable to play with the spacing of the lines and adjust their orientation, to interact with other compositional elements in dynamic ways.

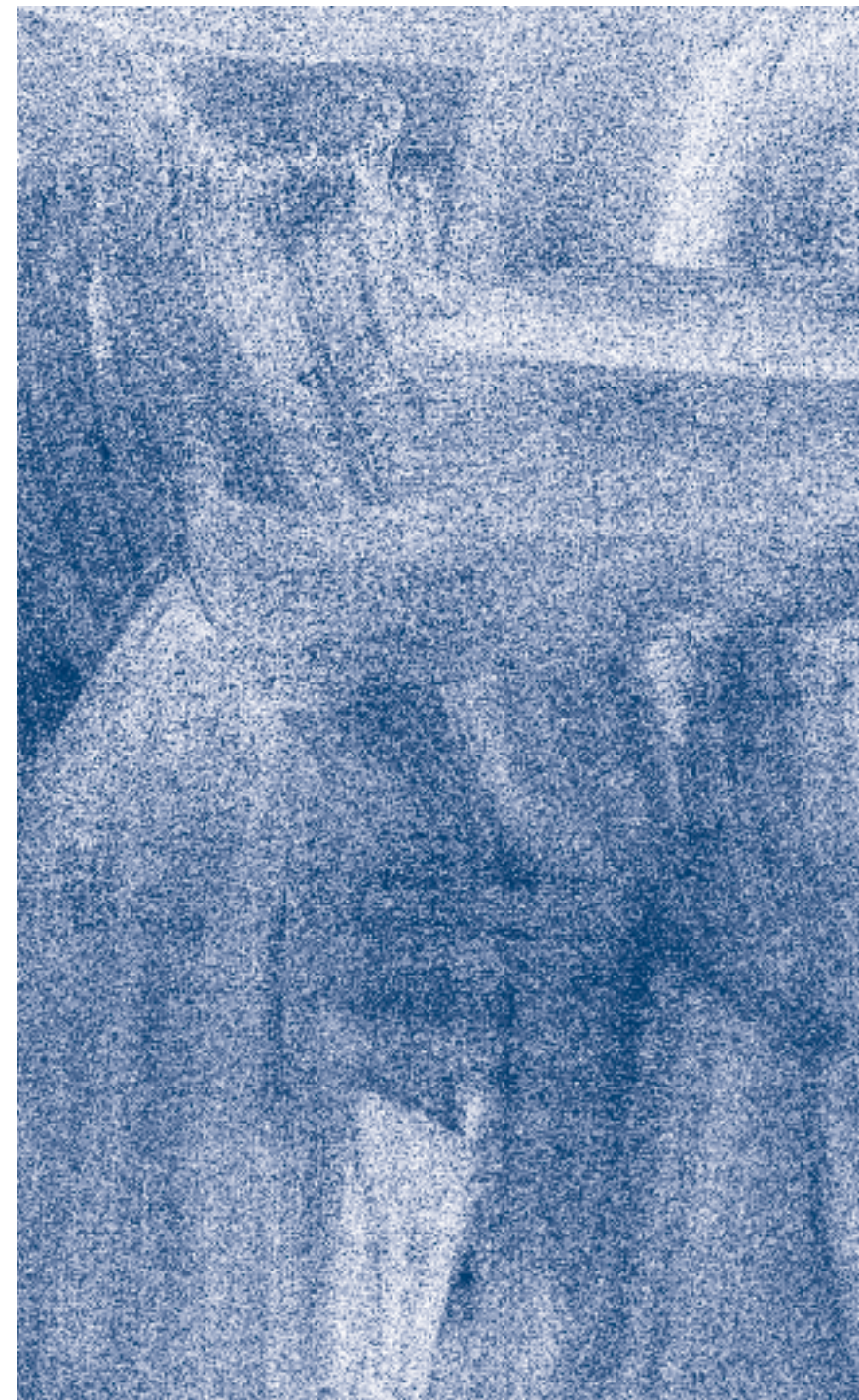


# TEXTURES

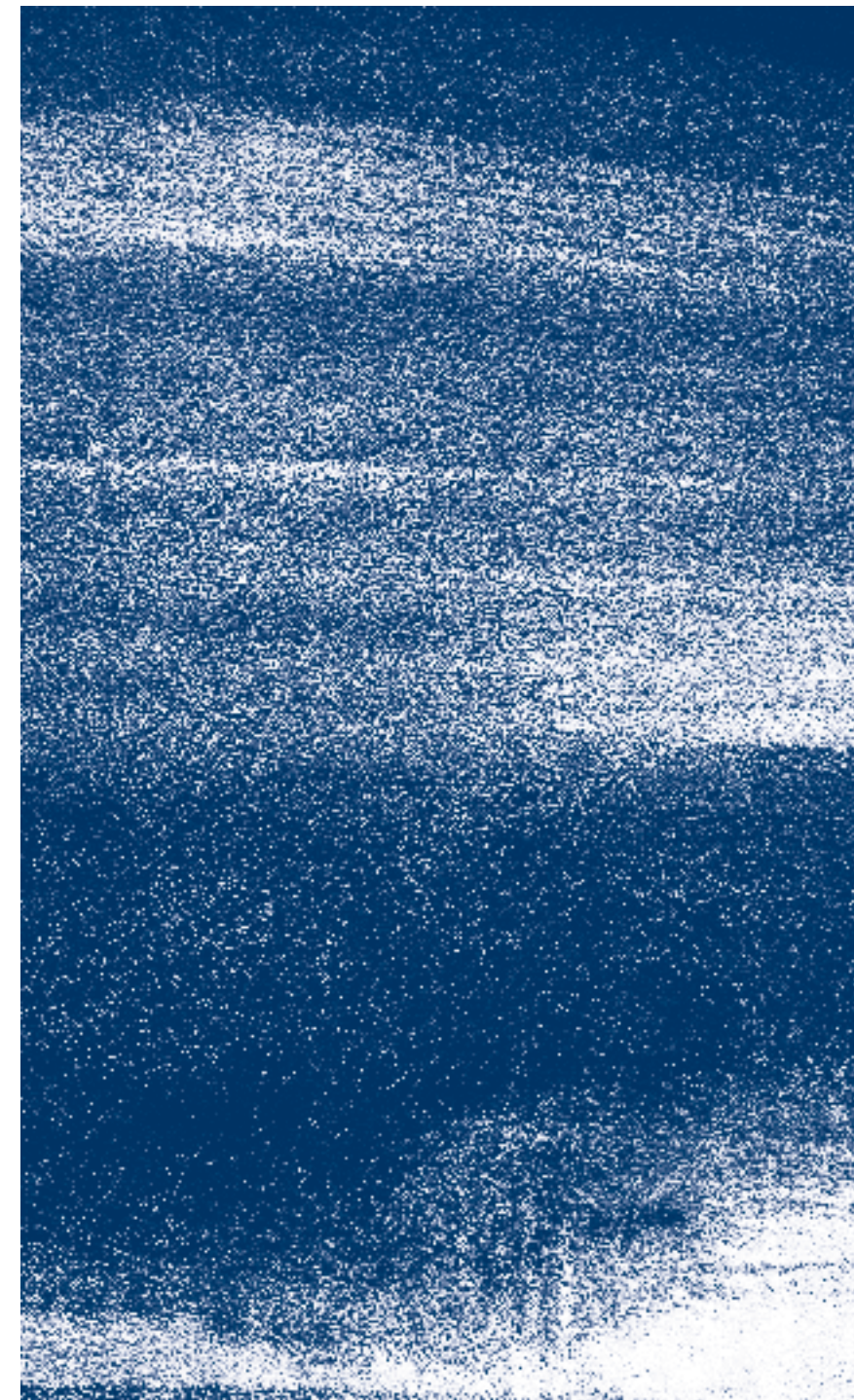
We often choose these textures to accent components such as type and images. They can also serve as subtle backgrounds, grounding compositions with an expressive and tactile aesthetic.



*Concrete*



*Chalk*



*Burnish*



*Swirl*



*Light*



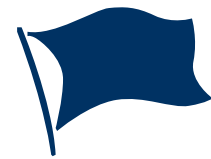
# TYPE BADGES

This graphic tool taps the breadth within the brand's typography to create interesting type-driven badges, which are great for accenting and embellishing layouts. As shown below, text can be paired with anchoring icons or marinière stripes. In general, these badges highlight important phrases, authentic sentiments or noteworthy dates for the institution.

**SOUTH  
ORANGE**

NEW JERSEY

LET'S GO  
PIRATES



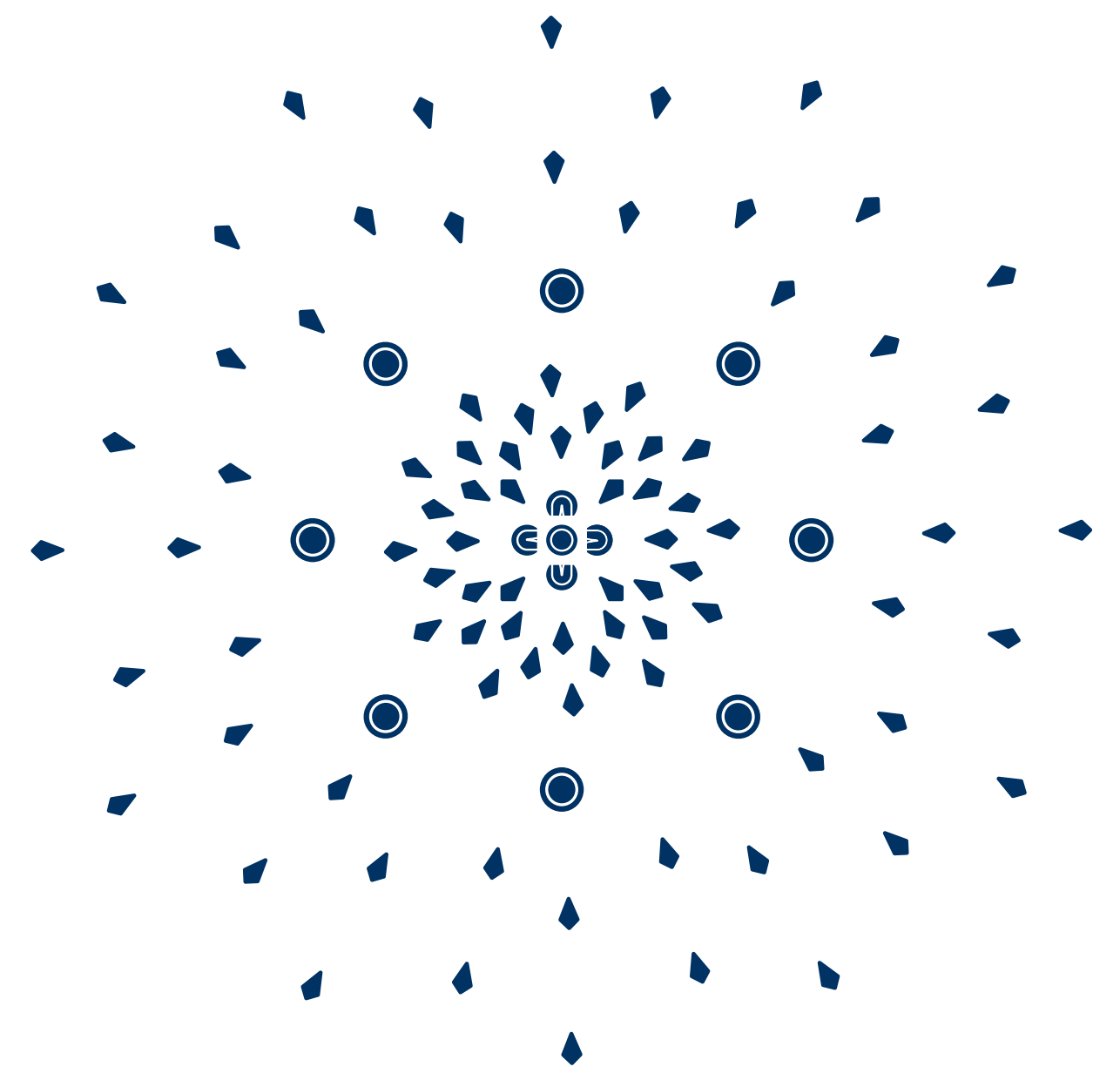
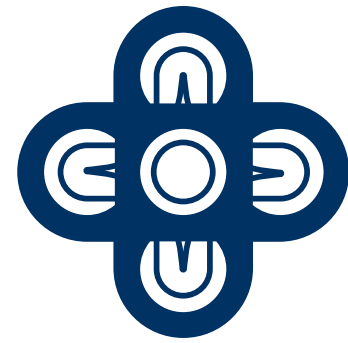
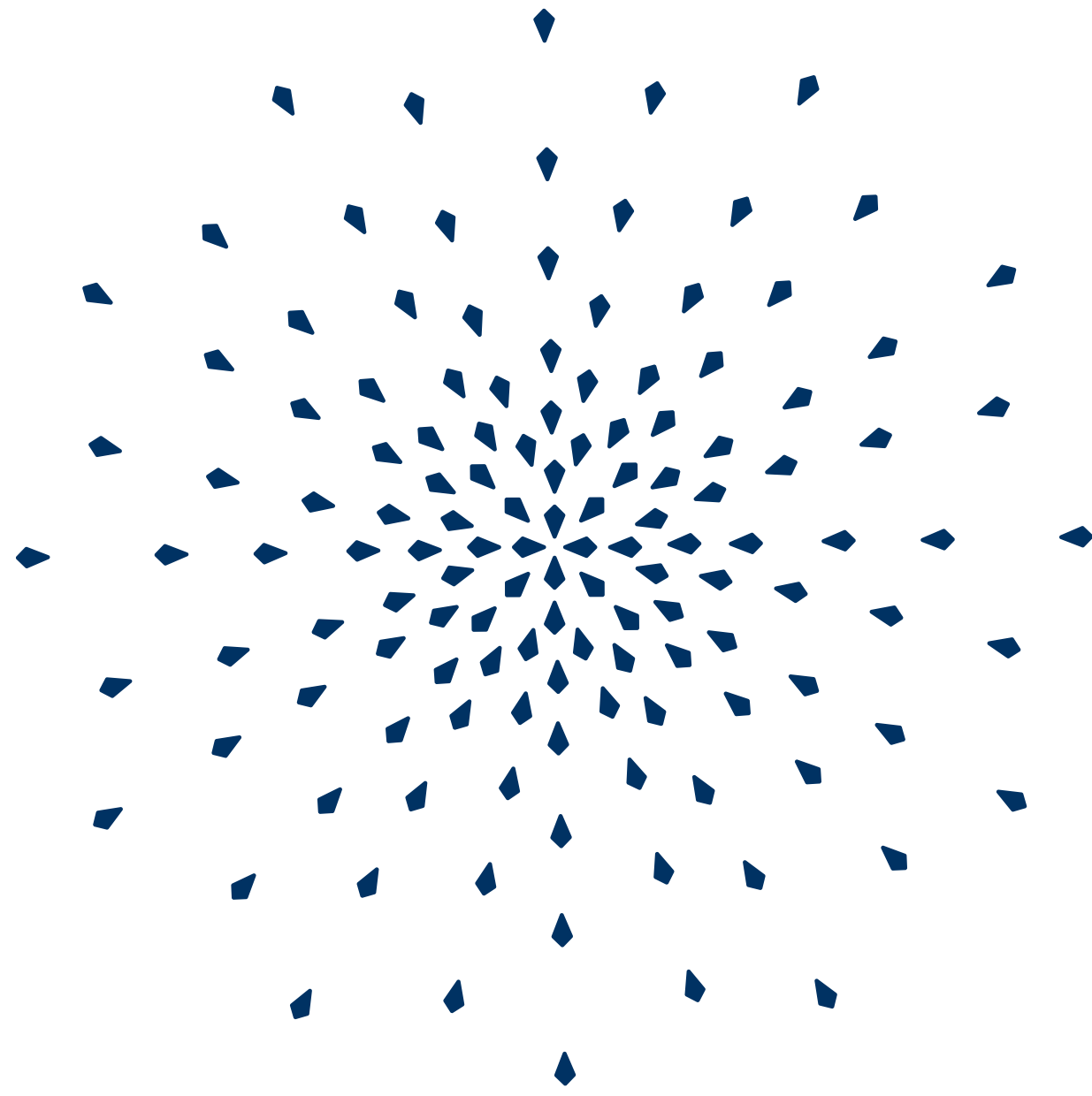
**ONWARD  
SETONIA**



FOR THE  
**BLUE  
AND  
WHITE**

# ANCHORS AND ICONS

Our collection of icons was inspired by the details and patterns of stained glass windows on campus. We often incorporate icons to anchor captions, type or photos, or to add a subtle and dynamic layer in the background of compositions. They should not be used like logos; rather, they act as a more graphic version of textures.



# BUILDING BLOCKS

Our rich and vibrant community is steeped in Catholic values, which serve as the building blocks to the Seton Hall experience. These graphic blocks represent those diverse yet universal perspectives. This graphic tool can be used in ways that feel more spirited or more reserved, as shown below. Fill them with key phrases, value words, navigational details and more.



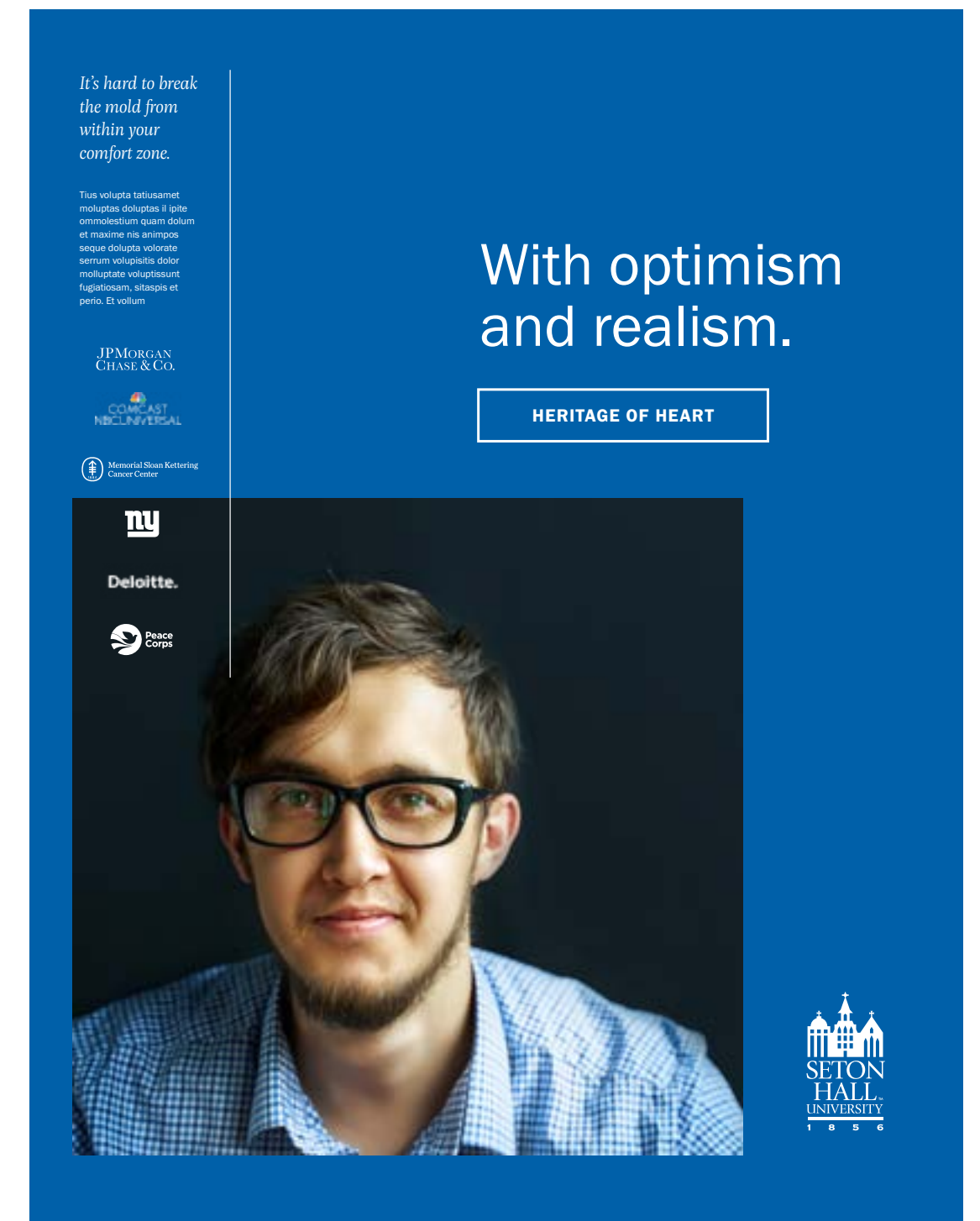
*Spirited*



*Spirited Example*



*Reserved*



*Reserved Example*

# 4

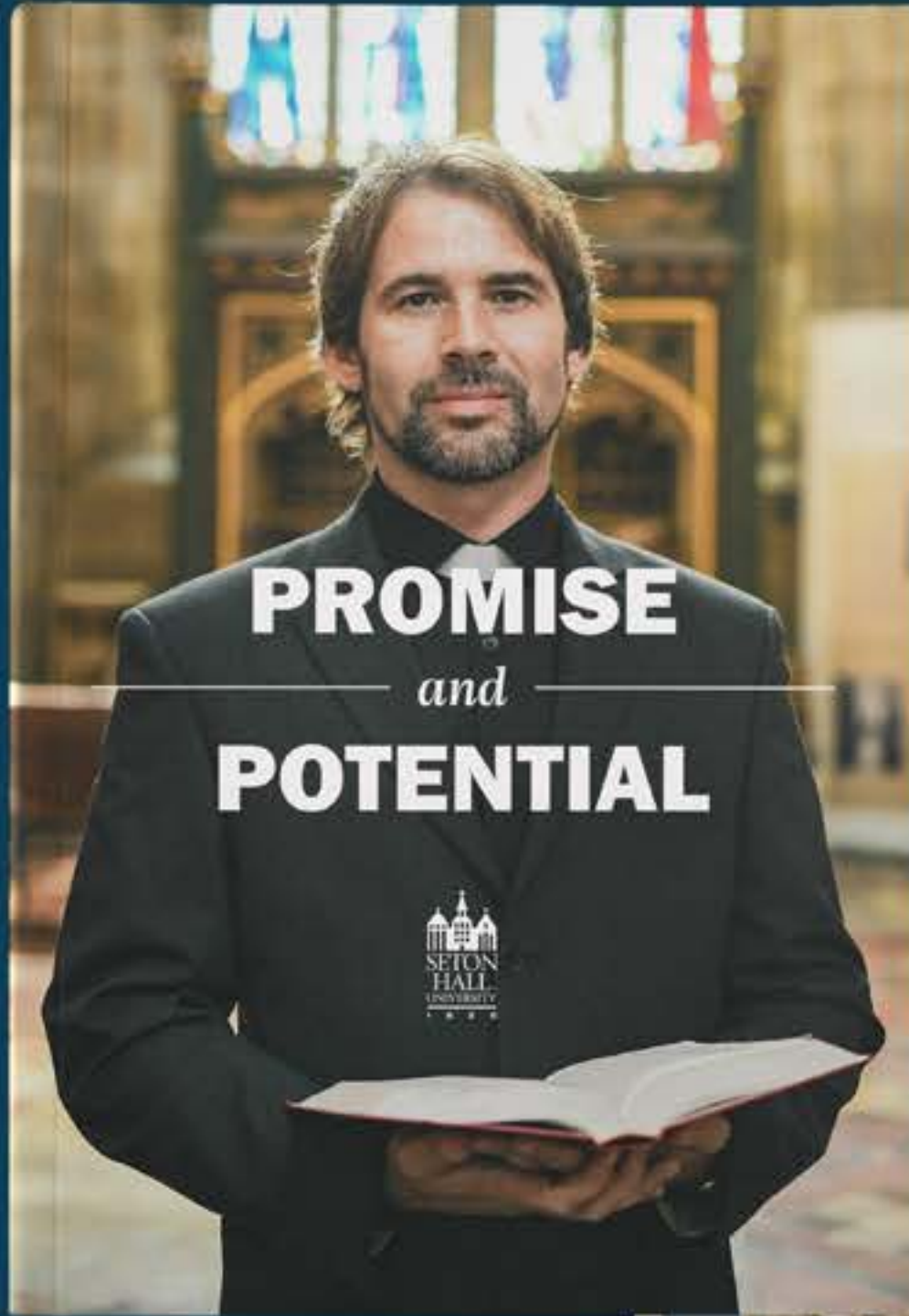
INTRODUCTION

# IN PRACTICE



Now that you better understand the building blocks of the Seton Hall brand, these examples demonstrate how they all work together to tell our university's story in unique and effective ways.





# PROMISE and POTENTIAL



...e opportunities  
...dividual growth  
...ocial mobility.

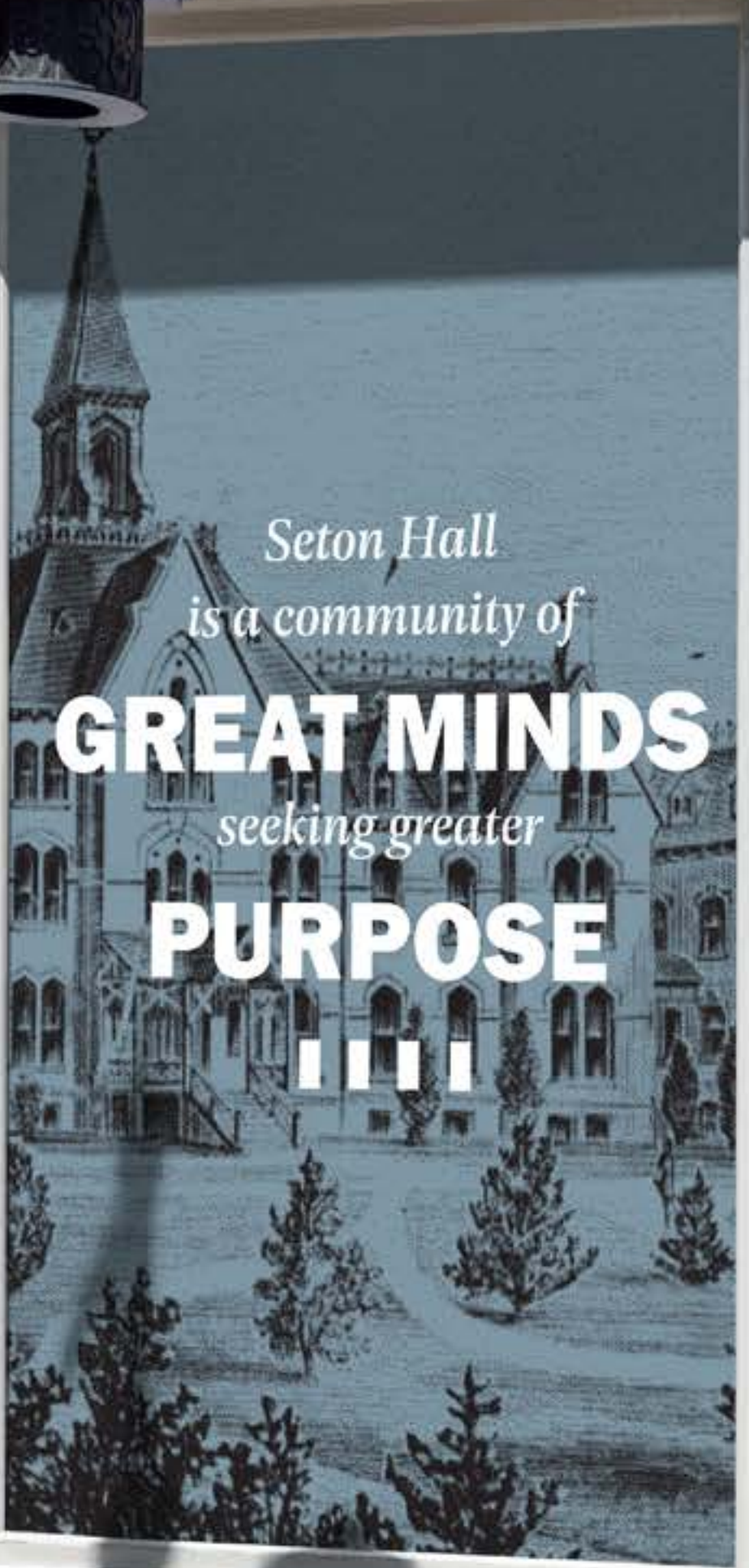


✦  
Uatmpores volut quassp... mclapoa et exccerem...  
...ore proditaur. Ali incivai...  
...cipores volut quassp...  
...ollisaur. Ali incivai...

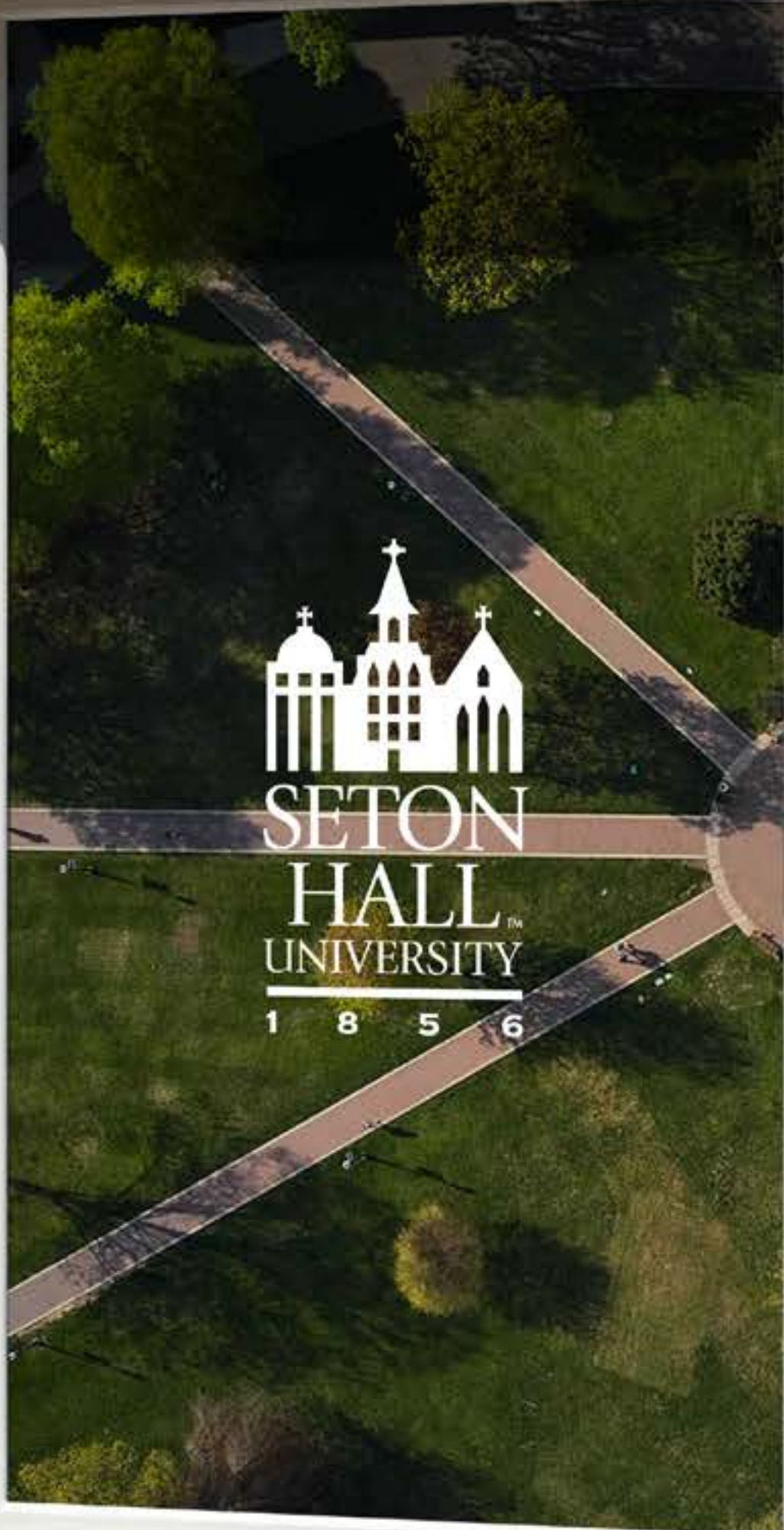


Steadfast  
**BELIEF** 3.5  
#2





*Seton Hall  
is a community of*  
**GREAT MINDS**  
*seeking greater*  
**PURPOSE**  
**||||**



**SETON  
HALL  
UNIVERSITY**  
**1 8 5 6**



*The world relies on us*  
**TODAY**  
*to cultivate the goodness of*  
**TOMORROW**

Hands that are equipped to  
**CARRY US ALL  
INTO TOMORROW**  
and after





WITH  
 PURPOSE  
 EQUIPPED  
 IMPACT  
 RIGOR  
 RESOLUTE  
 COURAGE  
 STRENGTH



Hands that are equipped to  
**CARRY US ALL  
 INTO TOMORROW**  
 and after

**00**  
**00**

Seton Hall  
 is a community of  
**GREAT MINDS**  
 seeking greater  
**PURPOSE**

**PROMISE**  
 and  
**POTENTIAL**

**LET'S GO  
 PIRATES**



Steadfast  
**BELIEF** **3.5**

**#2**



*It's hard to break the mold from within your comfort zone.*

*Trus volupta tatusamet moluptas doluptas il ipite ornolestum quam dolum et maxime nis anrimpos se- que dolupta volorate serrum voluptatis diler moluptate voluptissunt fugiatosam, sitapis et perio.*



# UNFLINCHINGLY RESOLUTE IN OUR MISSION. JOY OF SERVICE IN ALL WE DO.



## WE'RE READY FOR TOMORROW.

*Because we know we will have a hand in building it.*

*The world relies on us*  
**TODAY**  
*to cultivate the goodness of*  
**TOMORROW**

**HANDS THAT ARE STRONGER UNITED**



IN HER NAME



There's something in our heritage that has instilled within our community the strength to just do.

The nerve to just act.

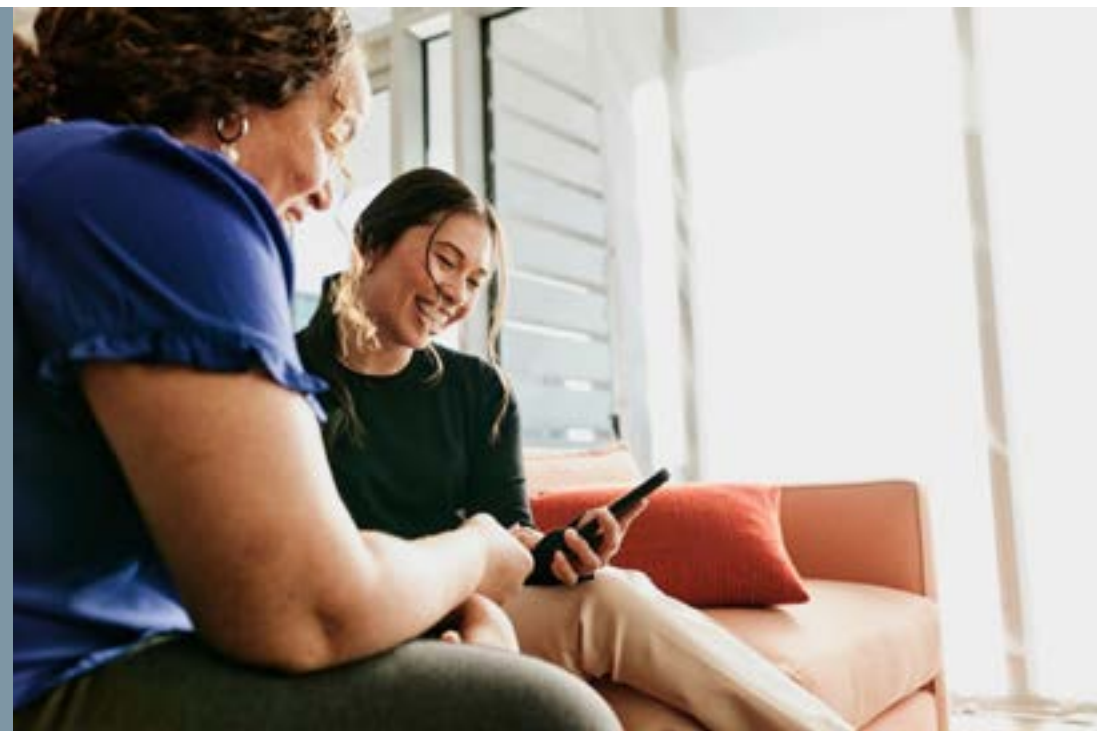




Create opportunities for individual growth and social mobility.



Uscimporos volut quispiendis moluptis et excorum nestiba sandipiet etur, simpore puditaturAb inctiori cus ut accusdae enusa eatae as quam, que et vent. Us cimporos volut quispiendis moluptis et excorum nestiba sandipiet etur, simpore puditaturAb inctiori cus ut accusdae enusa eatae as quam, que et vent.



Who know that serving others with compassionate minds and leading with steadfast purpose will guide us into our **NEXT ERA OF SUCCESS.**

It's hard to break the mold from within your comfort zone.

It's hard to break the mold from within your comfort zone.

JPMORGAN CHASE & CO.

COMCAST NETWORKS

Heritage of Heart

tu

Deloitte.

Police Corps



With optimism and realism.

HERITAGE OF HEART



The world doesn't change if you don't reach out and embrace it fully.

That's how we persist in our progress, keeping the spirit of our groundbreaking heritage alive.

Dae sunt nis accatem ulluptas assit, estios quia corumQui quis untium exped minciis dolupta sumquid ellabo. Nem experum fugita



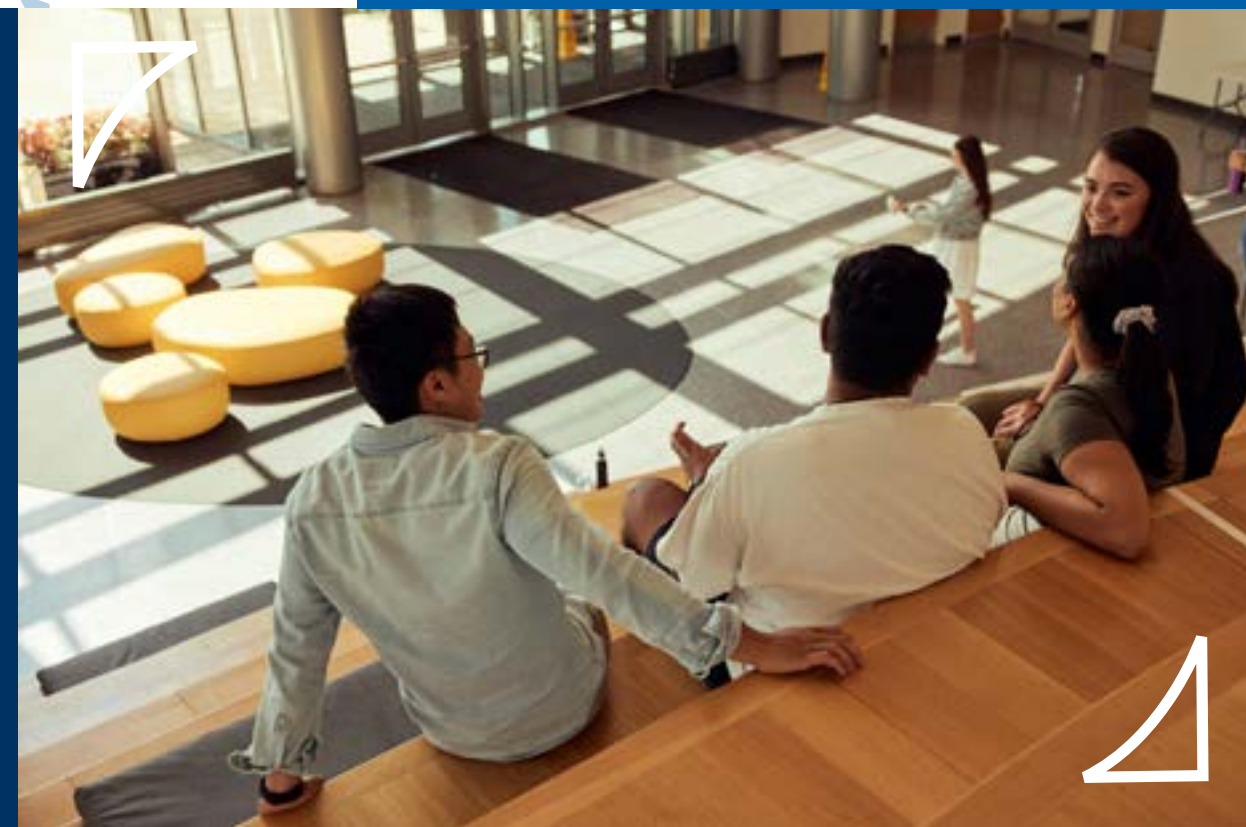
ONWARD SETONIA



THE BLUE



AND WHITE



SOUTH ORANGE  
NEW JERSEY

LEAD BY EXAMPLE AND THROUGH FAITH

97%

Dae sunt nis accatem ulluptas assit, estios quia corumQui quis untium exped minciis dolupta sumqui



WITH COMPASSION and AN UNSHAKABLE FORTITUDE



The elements detailed in this document are more than just the building blocks of our brand. They're a blueprint for the critical work of telling the University's unique and compelling story. That's why it's important that we all become familiar with the information contained here: because it will equip us to share Seton Hall with the world, authentically and effectively.

If you're looking for additional guidance or resources, or simply have questions about applying the brand, please contact:

**University Relations**  
communications@shu.edu

