



**SETON  
HALL  
UNIVERSITY**

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**1 8 5 6**

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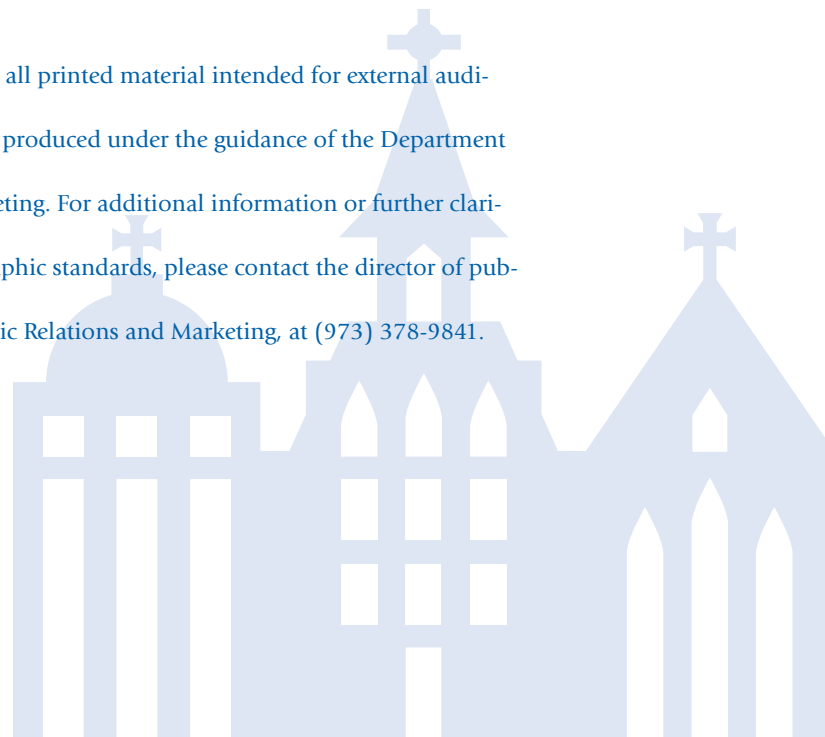
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6.1



Seton Hall University's graphic standards manual is a resource for all members of the University community and the vendors who work with the University. It was designed to ensure consistent and appropriate use of the University's three-tiered graphic-identity program (developed and approved during the 1998-99 academic year) and the various secondary and tertiary logos (developed and approved during the 2005-06 academic year). The guidelines included represent official University policy related to any and all graphic representation of Seton Hall, its schools and colleges, programs and athletic teams.

University policy dictates that all printed material intended for external audiences must be developed and produced under the guidance of the Department of Public Relations and Marketing. For additional information or further clarification of the University's graphic standards, please contact the director of publications, Department of Public Relations and Marketing, at (973) 378-9841.



**APPROVED SETON HALL  
UNIVERSITY COLORS:**

**SHU BLUE:**

Pantone 286, or with process inks use  
100C-60M-6K

**SHU SILVER:**

Pantone 877 metallic ink

**SHU GRAY:**

Pantone 429, or 40% black,  
or with process inks use 6C-34K

- The Seton Hall logos should not be reproduced in any other colors. If these official colors are not available, both black and white may be used with the official colors as a complement, or as a substitute if printing in only one color.
- The signature color for the Seton Hall identity is SHU Blue. When possible, SHU Blue should be used in communications material.
- SHU Silver (and its non-metallic alternative SHU Gray) are secondary colors and may be used with SHU Blue as a complement. SHU Silver is preferred over SHU Gray, but when a metallic ink is not practical or possible or affordable, SHU Gray may be substituted.



**SHU BLUE**

USE \*PANTONE® 286  
(PROCESS INKS USE 100C - 60M - 6K)



**SHU SILVER**

USE SOLID \*PANTONE 877  
(METALLIC). THERE IS NO PROCESS  
EQUIVALENT.



**SHU GRAY**

USE SOLID \*PANTONE 429 OR 40%  
BLACK OR WITH PROCESS INKS USE  
6C - 34K

**COLOR SELECTION**

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**ONE-COLOR PROJECTS**

If using only one color, please use either SHU Blue (Please see page 1.2 for exact color specifications) or Black.

**TWO-COLOR PROJECTS**

If using two colors, please use SHU Blue (Please see page 1.3 for exact color specifications) for one of the colors.

**THREE OR MORE COLOR PROJECTS**

If using three or more spot colors, please use SHU Blue (Please see page 1.3 for exact color specifications) for one of the colors.

**NOTE:**

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- Four-Color Process Printing should not be confused with “four-color printing”, which can consist of any four solid colors. “Process” printing uses a mixture of only Cyan, Magenta, Yellow and Black.
- Color office printers (including inkjet and color copiers) use CMYK values to build colors and will not match Pantone® specifications.

- The University tagline has changed. It now reads: “A Home for the Mind, the Heart and the Spirit.”
- The former tagline (“Enriching the Mind, the Heart and the Spirit”) should never be used.
- The Seton Hall University identity program no longer includes a consumer logo with a tagline attached to it.

## SETON HALL UNIVERSITY

*Mind  
Heart  
Spirit*  
*A Home for the Mind,  
the Heart and the Spirit*

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

### HISTORICAL SIGNIFICANCE

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

### USAGE GUIDELINES

- The design should be used only as a flag, a banner or backdrop. It is not a logo that should be used to represent Seton Hall University. Instead, the consumer and secondary logos should be used.
- The flag should not be used as a graphic within any publication or printed or online materials. The flag graphic should not appear on clothing.
- When hung vertically as a banner or flag, the design should be turned clockwise 90 degrees.







- The cornerstone of the Seton Hall identity is a set of “consumer” marks that makes use of the “Seton Hall University symbol” with the University logotype.
- These marks should be used to represent the University on all communications.

**NOTE:** Logos used in printed pieces should be no lower than 300 dpi (EPS or TIFF). Those that appear anywhere online can be no lower than 72 dpi (JPEG).



# SETON HALL UNIVERSITY<sup>TM</sup>

- The Seton Hall University logos will appear most commonly on white (or very lightly colored) backgrounds. A sampling of the approved two-color variations for the logos on white/light backgrounds are shown as examples.

THREE-LINE VERTICAL VERSION



SYMBOL GRAPHIC



THREE-LINE HORIZONTAL VERSION



TWO-LINE HORIZONTAL VERSION



ONE-LINE HORIZONTAL VERSION



- The Seton Hall University consumer and secondary logos may be reproduced in one color using any of the official Seton Hall identity colors. (SHU Blue, SHU Silver, SHU Gray)
- If none of the official colors is available, the logos should be printed in black or white (see page 1.2).
- Since there is technically no “white ink,” only white paper can represent white on a printed piece. For example, when white type is required on a blue background, the process would require using white paper that is printed entirely in blue with the exception of the reversed or “knocked-out” text. After the product is printed, it will look like blue paper printed with white type.

**NOTE:** These logos also may be “blind” embossed or foil stamped in blue, silver, or gold.

THREE-LINE VERTICAL VERSION



SYMBOL GRAPHIC



THREE-LINE HORIZONTAL VERSION



TWO-LINE HORIZONTAL VERSION



ONE-LINE HORIZONTAL VERSION



- New secondary logos have been designed for Seton Hall's various schools, colleges, divisions, etc.
- These logos will appear most commonly on white (or lightly colored) backgrounds.
- Examples of how the logos are used in two colors appear on the right.
- Since the secondary logos do not translate well on the web, use the consumer logo for the University instead. To highlight the individual school or department name, it can be placed in a prominent location on the page.

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### SECONDARY LOGO



STILLMAN SCHOOL  
OF BUSINESS

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SETON HALL UNIVERSITY

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### SECONDARY LOGO HORIZONTAL VERSION



STILLMAN SCHOOL OF BUSINESS

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SETON HALL UNIVERSITY

- The secondary logos may be reproduced in one color using any one of the official Seton Hall identity colors. (SHU Blue, SHU Silver, SHU Gray)
- If a university color is not available, use the logo in a black typeface (see page 1.2). It may also be reproduced in white on a solid background.
- Examples of how the logos are used in two colors appear on the right.

**NOTE:** These logos can also be blind embossed or foil stamped in gold or silver.

### SECONDARY LOGO



### SECONDARY LOGO HORIZONTAL VERSION

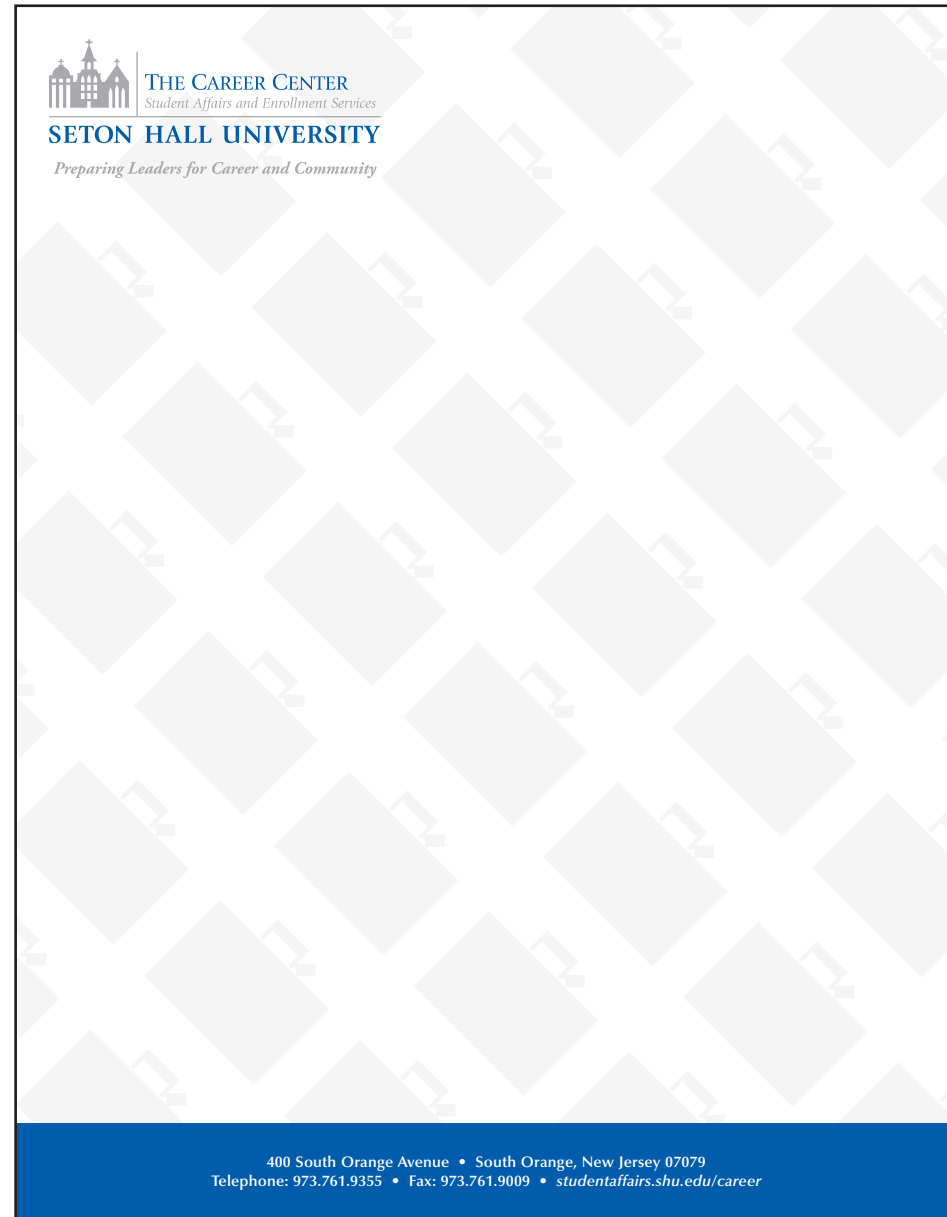


- New secondary logos have been designed for Seton Hall's various schools, colleges, divisions, etc.
- Old secondary logos may no longer be used unless they are geared toward a student organization or student-related event (e.g., The Petersheim Academic Exposition, SHU 500, Pirate Adventure).
- Old secondary logos can be used as a graphic element only (by removing the logotype), and must be used in conjunction with the Seton Hall consumer or secondary logos. An example of this would be a watermark of the graphic.

### CREATING SECONDARY LOGOS

- Contact the director of publications, Department of Public Relations and Marketing, at (973) 378-9841 to inquire about creating a new secondary logo. It takes two weeks or more to create a new logo.

### EXAMPLE OF AN OLD SECONDARY LOGO USED AS A WATERMARK.



- Several tertiary logos have been developed for the subdivisions of various schools and colleges (see examples at right).
- Turn to pages 2.4-2.5 for rules that logos must adhere to when they are being printed in either one or two colors.

SAMPLE TERTIARY LOGO



SETON HALL UNIVERSITY

TERTIARY LOGO WITH TAGLINE



SETON HALL UNIVERSITY

*Preparing Leaders for Career and Community*



### LOGOS ON SHU BLUE

- It may be desirable to place the University identity marks on a blue background. As shown in the examples, this can be achieved by switching the color breaks on the marks.
- When marks are placed on SHU Blue, all type becomes white and all rules and the “Seton Hall symbol” graphic become SHU Silver (or SHU Gray).

### EXAMPLES ON SHU BLUE



CONSUMER LOGO



SECONDARY LOGO



LOGOTYPE

### LOGOS ON SHU SILVER (OR SHU GRAY)

- It also may be desirable to place the University consumer mark on an SHU Silver or SHU Gray background. As shown in the examples, this can be achieved by switching the color breaks on the marks.
- When marks are placed on SHU Silver or SHU Gray, all type becomes SHU Blue and all rules and the “Seton Hall symbol” become white.

### EXAMPLES ON SHU SILVER/GRAY



CONSUMER LOGO



SECONDARY LOGO



LOGOTYPE

### LOGOS ON DARK BACKGROUNDS

- When University marks are placed on dark backgrounds other than SHU Blue, SHU Silver, SHU Gray or their process equivalents, the University marks should be all white or the paper color.
- In these cases, the background must be darker than at least the value of a 50% black.

### EXAMPLES ON DARK BACKGROUNDS



CONSUMER LOGO



SECONDARY LOGO



LOGOTYPE

### LOGOS ON COMPLEX BACKGROUNDS

- When using the University logos on complex or distracting backgrounds, the marks should be placed within a solid, single-color shape (e.g., a box or a bar) to avoid confusion.
- Be sure that the shape does not intrude upon the mark's control area. (see page 4.1)

### EXAMPLES ON COMPLEX BACKGROUNDS



- The Seton Hall University identity system also includes a set of three logotypes made of type only. They are intended for use in small or limited-space publications.
- It is preferable to use the consumer and secondary logos instead of the logotype whenever possible.

**ONE COLOR**

- The University logotypes may be used on light backgrounds in one color (using any of the official Seton Hall colors)

**TWO COLORS**

- The University logotypes can also use two colors (SHU Blue and SHU Silver) as shown here.

**ONE-COLOR VERSIONS**



SETON HALL UNIVERSITY

**TWO-COLOR VERSIONS**



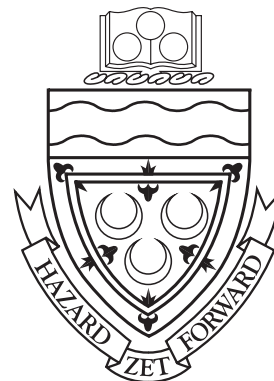
SETON HALL UNIVERSITY

### SETON HALL UNIVERSITY FORMAL MARKS

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

#### NOTE:

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



CREST



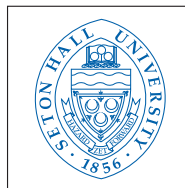
SEAL



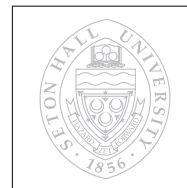
SOLID SEAL

### COLOR VARIATIONS

- The formal marks only may be reproduced in the official University colors.
- 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.



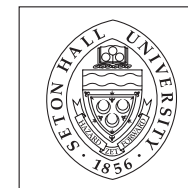
ALL SHU BLUE



ALL SHU SILVER



ALL SHU GRAY



ALL BLACK



ALL WHITE

### UNIVERSITY SEAL MERCHANDISE

- All merchandise featuring the University's formal marks must be high quality.
- Merchandise requiring silk-screening or other imprinting should be produced using the consumer mark.
- The formal marks should be used only on merchandise that features embossing, stitching or engraving.
- For specific merchandise guidelines related to the University marks, please contact the Office of Procurement. For items that will be sold, please contact the Office of Business Affairs.





### INTRODUCTION TO ATHLETIC MARKS

- Use of the Seton Hall University athletic identity is restricted. Only the University's intercollegiate athletic programs (as administered by the Department of Athletics and Recreational Services and by the Pirate Blue Athletic Fund and Alumni Relations) can use it. The athletic logotype, the athletic monogram and/or the Pirate, in any form, may not be used to represent any other academic or administrative program at Seton Hall.
- Any uses of the athletic logotype, the athletic monogram and/or the Pirate beyond those described above require the written permission of the director of athletics and the associate vice president for Public Relations and Marketing.

### ATHLETIC PRIMARY LOGOTYPE

- The cornerstone of the Seton Hall athletics identity is the athletics logotype. This athletic logotype is the preferred athletic mark and should be used on the majority of athletic communications.
- In addition to the primary logotype, there are a number of variations available that have specific sport/department names inside the banner.



### ATHLETIC LOGOTYPE IN COLOR

- The two-color version for the logotype on white/light backgrounds is shown here.
- The logotype also may be used in any of the official Seton Hall colors. These are the only approved color versions of the logotype on light backgrounds.
- If none of the official colors (or the process color equivalents) is available, the logotype should be used in all white on the darkest non-official color available. Note: These logotypes also may be blind embossed or foil stamped in gold, blue or silver.

### WHITE ATHLETIC LOGO ON COLORED BACKGROUNDS

- The athletic logotype and Pirate logo should never be reversed to white. Specific art is available for cases where white logos need to be placed on dark backgrounds. Please make sure you are using the correct version of the athletic logo when it is being printed on a dark background.

### ATHLETIC LOGOTYPE COLOR EXAMPLES



PREFERRED SHU BLUE & SHU SILVER/GRAY



ALL SHU BLUE



ALL SHU SILVER



ALL SHU GRAY



ALL SHU BLACK



ALL WHITE

### ATHLETIC MONOGRAMS

- The Seton Hall athletic identity also includes four monogram designs. They are shown here.
- Both SHU and SH designs are available.
- Each design also may be used with or without the banner element.

### THREE-LINE VERTICAL VERSION



### ATHLETIC MONOGRAM – COLOR EXAMPLES

#### ATHLETIC MONOGRAMS IN COLOR

- Like the primary athletic logotype, the monograms may be used on light backgrounds in one color (using any of the official Seton Hall colors) or in two colors using both SHU Blue and SHU Silver (or SHU Gray).

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



### ATHLETIC PIRATE/LOGOTYPE COMBINATION

- The Seton Hall athletic identity also includes a Pirate icon that may be used with the athletic logotype.
- This artwork may be used in any situation where the logotype might be used.



### ATHLETIC PIRATE ICON

- The Seton Hall athletic Pirate icon also may be used in any of the variations shown here.
- Because the emphasis in these logos is on the Pirate rather than on "Seton Hall," it is important that these Pirate icons be used as secondary art in conjunction with the primary Seton Hall athletic logotype (or Pirate/logotype combination).
- The logotype should always be the primary and first message in any form of athletics communication. For this reason, the Pirate icon should be used only for decoration and as a supplement to the primary athletic logotype.



### ATHLETIC PIRATE/LOGOTYPE COMBINATION IN COLOR

- The preferred two-color version for the Pirate/logotype combination on white/light backgrounds is shown on the top left.
- This mark is also available in a one-color version, using any one of the official Seton Hall colors. These are the only approved color versions of the Pirate/logotype combination on light backgrounds.
- Never reverse to white any of these marks that use the Pirate icon because it distorts the appearance of the Pirate. Art is available for white on blue, silver or black backgrounds (see Pirate icons in reverse below.)

Note: This logo also may be blind embossed or foil stamped in gold, blue or silver.

### ATHLETIC PIRATE ICONS IN COLOR

- Like the athletic Pirate/logotype combination, one-color Pirate icons may be used on light backgrounds. Two-color versions that use both SHU Blue and SHU Silver (or SHU Gray) may also be used.

### PIRATE ICONS IN REVERSE

- Because reversing the Pirate icon distorts the Pirate's appearance, please use the ready-made versions of the marks that use white outlines on dark backgrounds. (See the one-color examples on the right and the two-color versions on the next page.)

**HINT:** The Pirate's eye patch should always be dark.

### ATHLETIC LOGOTYPE COLOR EXAMPLES



PREFERRED SHU BLUE & SHU SILVER/GRAY



ALL SHU BLUE



ALL SHU SILVER



ALL SHU GRAY



ALL SHU BLACK

### ATHLETIC PIRATE ICON COLOR EXAMPLES



PIRATE ICON WITH BANNER



PIRATE ICON ALONE



PIRATE TORSO WITH BANNER

### ATHLETIC PIRATE ICON ONE-COLOR WHITE ON SOLID EXAMPLES (CORRECT)



PIRATE ICON WITH BANNER

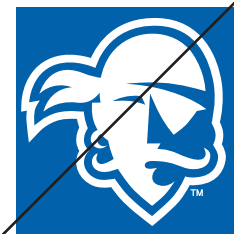


PIRATE ICON ALONE



PIRATE TORSO WITH BANNER

### (INCORRECT)





### ATHLETIC MARKS ON SHU BLUE

- It may be desirable to place the athletic identity marks on an SHU Blue background. As shown in the examples, this does not require a change in the original color breaks.
- Use the athletic marks that are outlined in SHU Silver (or SHU Gray); they work well on a SHU Blue background.



ATHLETIC LOGOTYPE



ATHLETIC MONOGRAM



ATHLETIC PIRATE ICON

### ATHLETIC MARKS ON SHU SILVER (OR SHU GRAY)

- When placing the athletic identity marks on an SHU Silver or SHU Gray background, use the all-SHU Blue versions of the athletic marks. In this case, the open areas of the marks must be white.



ATHLETIC LOGOTYPE



ATHLETIC MONOGRAM



ATHLETIC PIRATE ICON

### ATHLETIC MARKS ON DARK BACKGROUNDS

- The athletic marks should be outlined in white whenever they are placed on a dark background other than SHU Blue, SHU Silver, SHU Gray (or their process equivalents).
- The background should be darker than at least the value of a 50% black.



ATHLETIC LOGOTYPE



ATHLETIC MONOGRAM



ATHLETIC PIRATE ICON

### ATHLETIC MARKS ON COMPLEX BACKGROUNDS

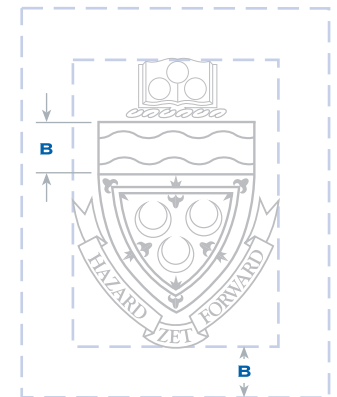
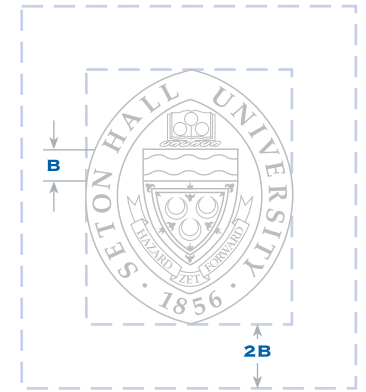
- When using the athletic marks on complex or distracting backgrounds, the marks should be placed within a solid, single color shape (e.g., a box or a bar) to avoid confusion. Be sure that the shape does not intrude upon the mark's control area.



**NOTE:** The white outline versions of the athletic marks may be used in simpler areas of photographs.



- Each of the University's formal marks, consumer and secondary logos have an established clear zone.
- This clear zone is intended to maintain the logo's integrity and to avoid visual confusion.
- No other type or graphic element (including folds, trims or edges) should fall within the clear zones shown.
- The clear zones for each of the University consumer and secondary logos are  $1\frac{1}{2}$  times the height of the word "SETON" in each mark (A).
- For the formal marks, this clear zone is based on the height of the bar in the top of the crest (B).



- Each of the Seton Hall athletic marks has an established clear zone.
- The clear zone is intended to maintain the logo's integrity and to avoid visual confusion.
- No other type or graphic element (including folds, trims or edges) should fall within the clear zones.
- The clear zone for each of the athletic marks that incorporates a banner element is 1½ times the height of banner (A).
- For the two monograms without the banner element, this clear zone is 1½ times the thickness of the vertical stroke (B) of the "H."
- For the Pirate icon without the banner element, this clear zone is the same as the height of the Pirate's bandana (C).



- Each of the Seton Hall University identity marks has a minimum allowable size.
- To ensure clear reproduction and legibility, the marks may not be used any smaller than the sizes shown on this page.

1/2"



3/4"



1"



1 1/2"



2"



2 1/2"



- Selected Seton Hall consumer and secondary logos may be used in association with a flush left descriptor (such as a department name and address or a phone number) and/or a flush left copy block.
- The specifications shown here were created to provide a consistent look when these flush left text blocks are used with these selected marks (such as on the return address on the front of an envelope.)
- In all cases, the text block is placed a distance below the logo equal to the height of the word "UNIVERSITY."
- The department name should appear smaller than the logo so as not to overpower it.

### PLACEMENT OF FLUSH LEFT TEXT BLOCKS



### EXAMPLES OF MARKS THAT MAY BE USED WITH FLUSH LEFT TEXT BLOCKS (NOTE DIFFERENCES IN ATHLETIC MARK LAYOUT)

1 8 5 6

Enrollment Services  
400 South Orange Avenue  
South Orange, NJ 07079

1 8 5 6

Enrollment Services  
400 South Orange Avenue  
South Orange, NJ 07079

1 8 5 6

ALUMNI RELATIONS  
SETON HALL UNIVERSITY  
400 South Orange Avenue  
South Orange, NJ 07079

1 8 5 6

ALUMNI RELATIONS  
SETON HALL UNIVERSITY  
400 South Orange Avenue  
South Orange, NJ 07079

Athletic Department  
400 South Orange Avenue  
South Orange, NJ 07079

CAP SIZE OF THE TYPE IS 50% HEIGHT OF "B"

- Selected Seton Hall consumer and secondary logos may also be used in association with a centered descriptor (such as a department name and address or a phone number) and/or a centered copy block.
- The specifications shown here were created to provide a consistent look when these centered text blocks are used with these selected marks.
- In all cases, the text block is placed a distance below the logo equal to the height of the word "UNIVERSITY."
- The department name should appear smaller than the logo so as not to overpower it.

### PLACEMENT OF CENTERED TEXT BLOCKS



### EXAMPLES OF MARKS THAT MAY BE USED WITH CENTERED TEXT BLOCKS (NOTE DIFFERENCES IN ATHLETIC MARK LAYOUT)



SETON HALL UNIVERSITY

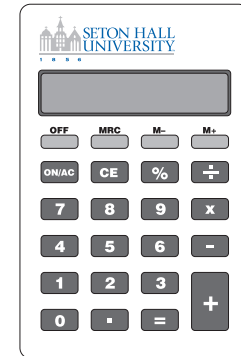
Enrollment Services  
(973) 761-9332



Enrollment Services  
400 South Orange Avenue  
South Orange, NJ 07079

- The Seton Hall University identity program offers a variety of options to meet the needs of the campus while still providing a consistent image.
- The University consumer, secondary and athletic marks may be used on a wide range of merchandise and may be produced through screen printing and other inexpensive forms of reproduction. The reproduction of the formal mark on merchandise is restricted to items that can be embossed, stitched or engraved.
- All merchandise bearing any Seton Hall University mark that is intended for sale to the public must be registered and approved by the University's licensing agent, The Licensing Resource Group, Inc. (LRG).

LRG may be contacted at:  
 Suite 100  
 426 Century Lane  
 Holland, MI 49423  
 Telephone: (616) 395-0676





- Seton Hall University marks are **not** to be altered in any way.
- **Unacceptable** uses of the Seton Hall marks include the examples shown at right.
- All marks included in this manual must be used as outlined here.



NEVER SWITCH COLORS OF SHU MARKS



NEVER REARRANGE PARTS OF SHU MARKS



NEVER CHANGE TYPE-FACES IN SHU MARKS



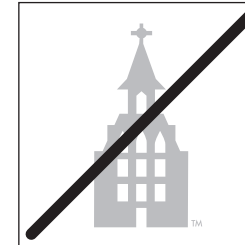
NEVER USE AN UNAPPROVED NAME



NEVER USE UNAPPROVED COLOR COMBINATIONS



NEVER RESIZE ELEMENTS IN SHU MARKS



NEVER REDRAW PARTS OF SHU MARKS



NEVER REVERSE MARKS THAT INCLUDE PIRATE\*



NEVER REALIGN OR JUSTIFY TYPOGRAPHY



NEVER ADD SHAPES TO SHU MARKS



NEVER USE SETON HALL SEAL WITHOUT APPROVAL



NEVER RESPACE PARTS OF SHU MARKS



NEVER USE UNIVERSITY MARKS WITHOUT DATE



NEVER USE UNAPPROVED TAGLINES

- Seton Hall University uses a variety of font families in its publications. A number of them are shown here. The fonts chosen have clean, classic designs and are consistent with the University identity.
- As a general rule, memos, reports and other materials created on personal computers should be developed using Garamond (no smaller than a 10-point font).
- Garamond is available on all University computers and can be ensured by adjusting the default settings in Microsoft Word or other software.

Giovanni  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890

Giovanni – a classic serif typeface with beautiful details. Giovanni also is the typeface used in the Seton Hall University marks. This font is Internet friendly.

Garamond  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890

*Garamond – a traditional serif typeface with many weights. Garamond also is readily available on all personal computer formats.*

Gill Sans  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890

**Gill Sans – provides a sans serif font with character. This font is Internet friendly.**

Franklin Gothic  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890

Franklin Gothic – a classic sans serif font available in many weights and widths. It is perfect for headlines and use on the Internet.

Goudy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890

**Goudy – a classic serif typeface that portrays a traditional look. Because of its thick and thin construction, it is not recommended for the Web.**

Egyptienne  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

Egyptienne – this stylish Egyptian slab serif font is great for use in both body text and headlines.

**SHU BOLD**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

SHU Bold – This sporty custom font was created exclusively for Seton Hall University for use on headlines, athletic related items and merchandise.



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

### SPECIFICATIONS FOR LETTERS/ MEMOS

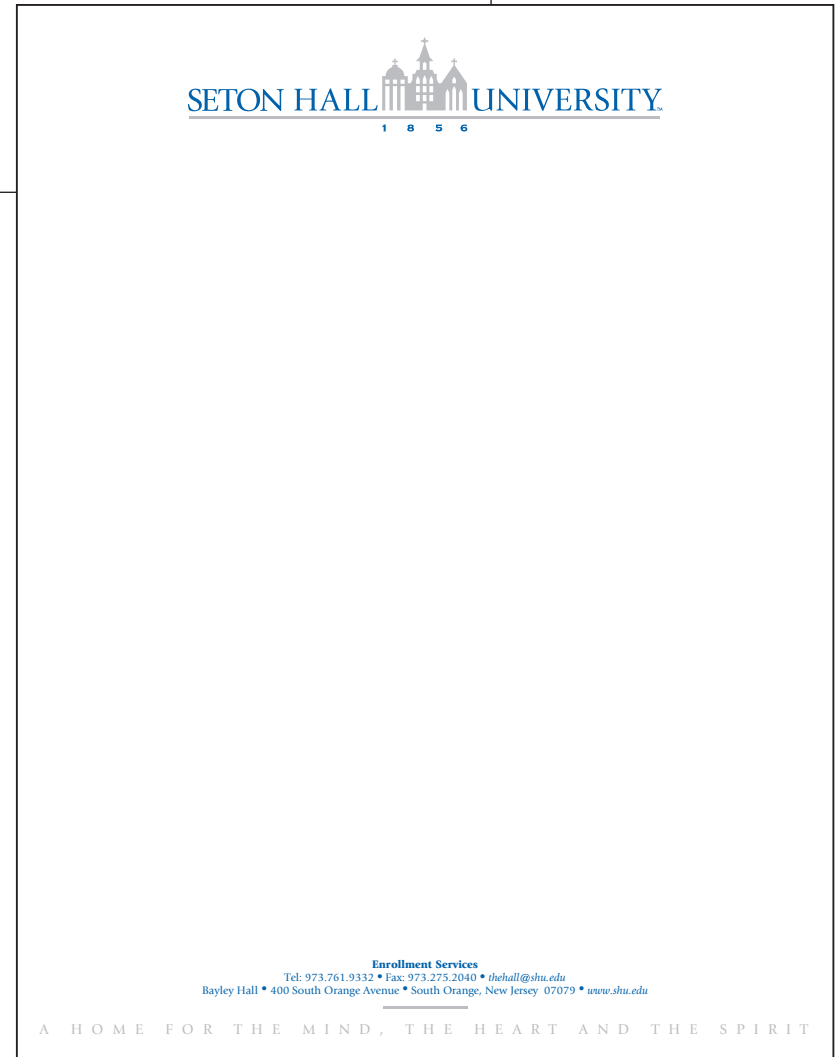
- Use a one-inch left margin and a one-inch right margin for letters and memos.
- Letters and memos should use block style, with flush left, ragged right margins and single-spaced paragraphs with double spacing between paragraphs.



#10 ENVELOPE



BUSINESS CARD

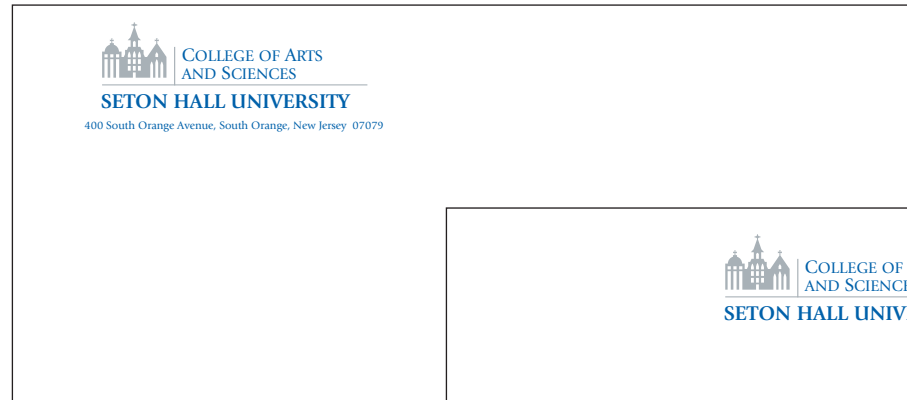


LETTERHEAD

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

### SPECIFICATIONS FOR LETTERS/ MEMOS

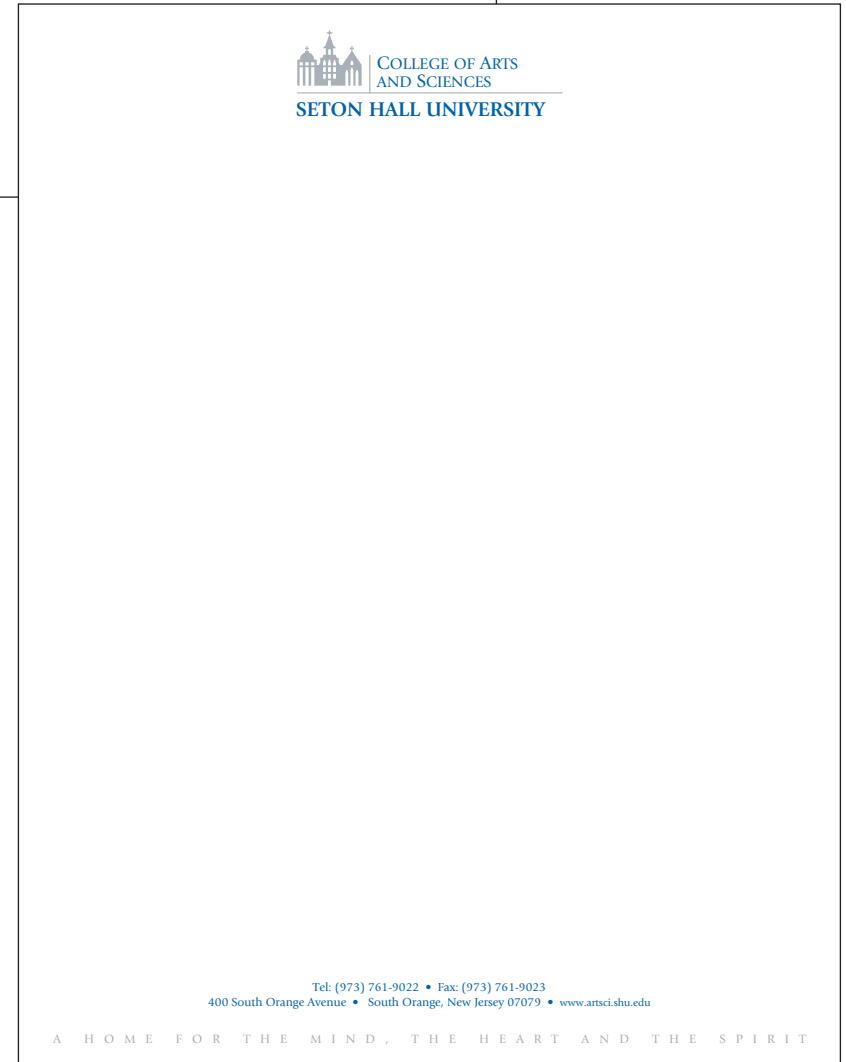
- Use a one-inch left margin and a one-inch right margin for letters and memos.
- Letters and memos should use block style, with flush left, ragged right margins and single-spaced paragraphs with double spacing between paragraphs.



#10 ENVELOPE



BUSINESS CARD



LETTERHEAD

- The Seton Hall University athletics stationery makes use of the athletics primary logotype and is to be used by all persons in the Department of Athletics.
- The stationery prints in SHU Blue and SHU Silver on Classic Linen Solar White 24# text.
- The athletics business cards print in SHU Blue and SHU Silver on Classic Linen Solar white 80# cover.
- The athletics stationery may be customized for each sport by changing the line of type below the logo. This is the only way the stationery should be customized.
- All Seton Hall stationery items must be ordered through the University's preferred vendor and must adhere to the identity guidelines. For vendor names(s) and ordering information, contact the Office of Procurement.
- Business Envelopes for general, large mailings **not** including a Letter may be printed on white wove stock to reduce costs. However, business envelopes being used **with** letterhead **must** be on matching stock.



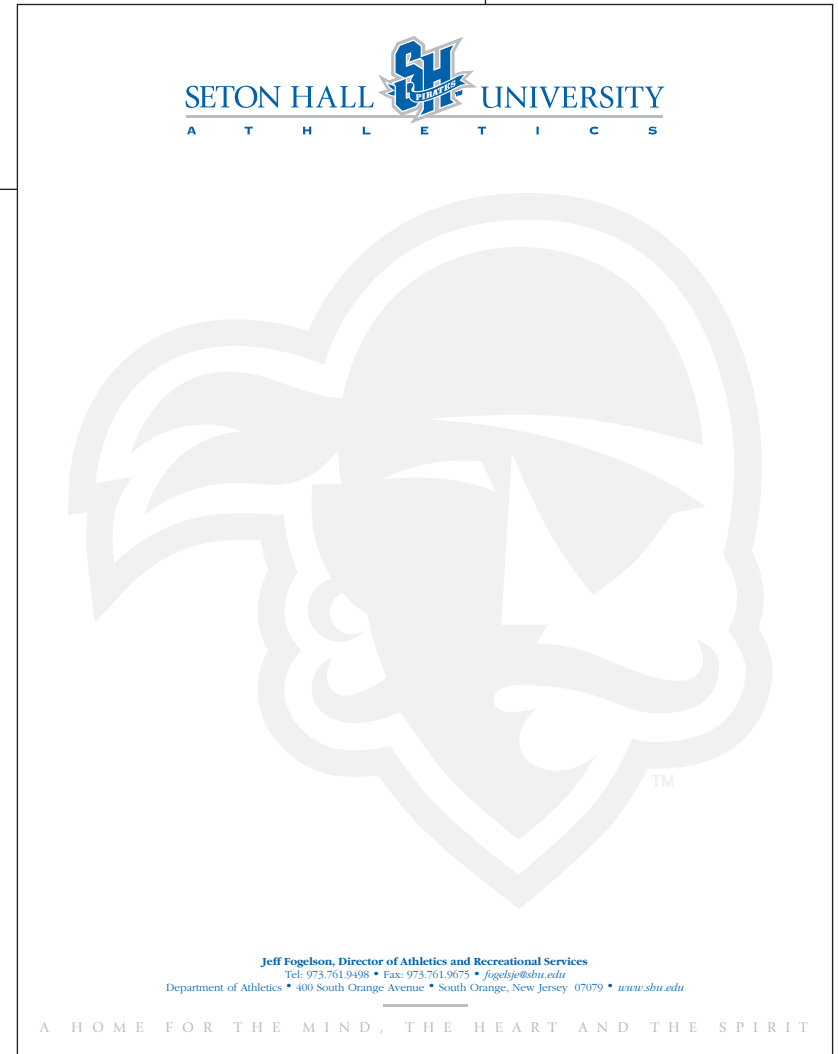
#10 ENVELOPE



BUSINESS CARD

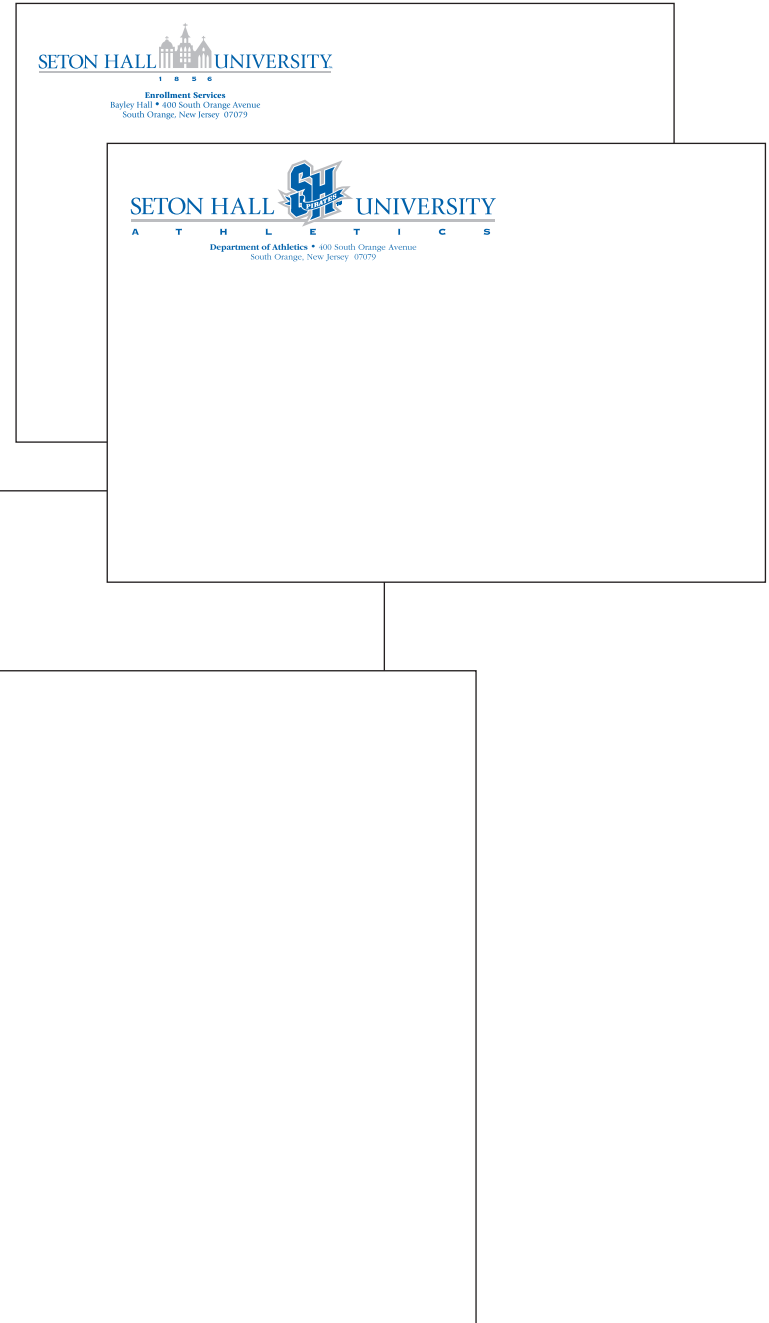
### SPECIFICATIONS FOR LETTERS/ MEMOS

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

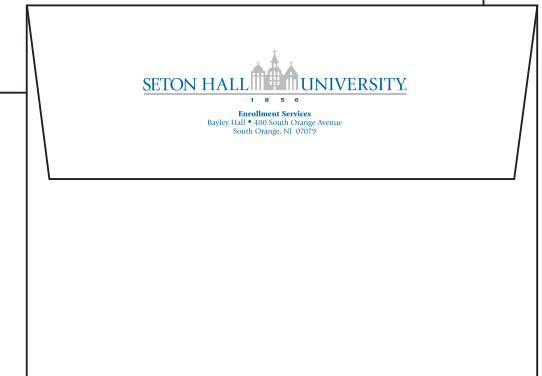
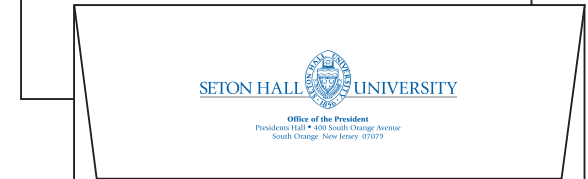
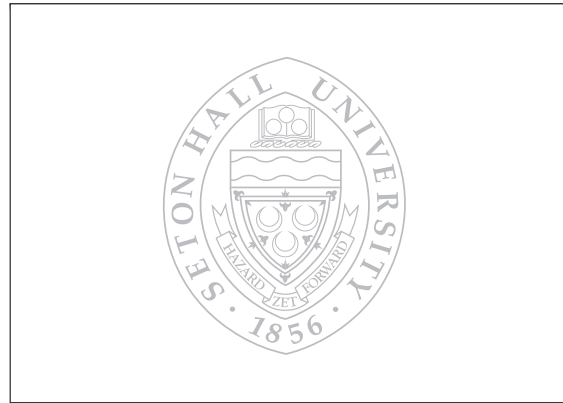


LETTERHEAD

- The Seton Hall University stationery system includes oversized envelopes.
- Oversized envelopes are available with the consumer, secondary and the athletic identities, and may be ordered in SHU Blue and SHU Silver. (Formal envelopes with the mark logos are not available.) The stock is 24# text white wove.
- All Seton Hall stationery items must be ordered through the University's preferred vendor and must adhere to the identity guidelines. For vendor name(s) and ordering information, contact the Office of Procurement.
- For specifics on special use envelopes (i.e. business reply envelopes, window envelopes, etc.), contact the Department of Purchasing.



- The Seton Hall University stationery system includes personal notecards and matching envelopes.
- Notecards are available for all identities and print in SHU Blue and SHU Silver on Classic Linen Solar White 80# cover. Envelopes are Classic Linen Solar White 24# text Arctic White.
- All Seton Hall stationery items must be ordered through the University's preferred vendor and must adhere to the identity guidelines. For vendor name(s) and ordering information, contact the Office of Procurement.



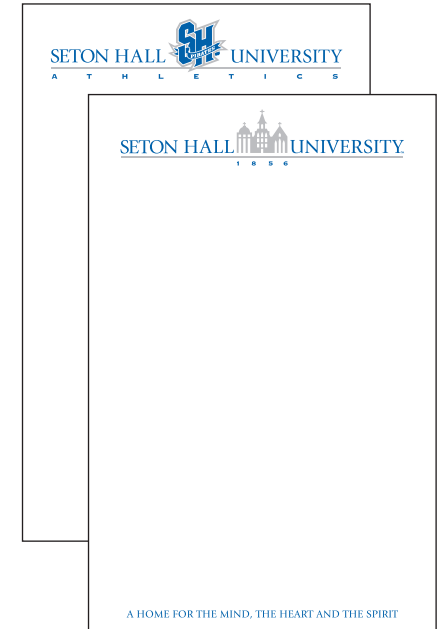
NOTECARD ENVELOPES



- The Seton Hall University stationery system includes 4" x 6" self-adhesive mailing labels, 5 1/2" x 8 1/2" note-pads and adhesive notepads.
- The mailing labels are available for all identities and print in SHU Blue and SHU Silver.
- The 5 1/2" x 8 1/2" notepads are available for the Seton Hall consumer, secondary and athletic identities, and print in SHU Blue and SHU Silver.
- The adhesive notepads are 3" square and print in a 7% screen of SHU Blue. The adhesive notepads also are available for the Seton Hall consumer, secondary and athletic identities.
- All Seton Hall stationery items must be ordered through the University's preferred vendor and must adhere to the identity guidelines. For vendor name(s) and ordering information, contact the Office of Procurement.



**6" X 4" MAILING LABELS**

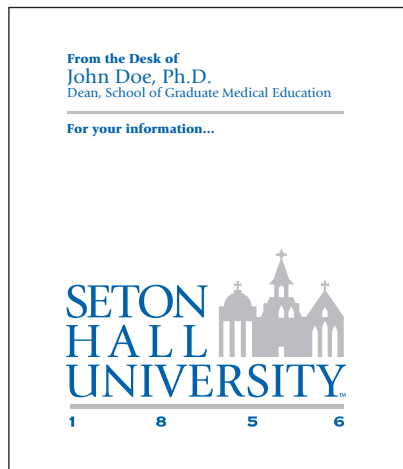


**5 1/2" X 8 1/2" NOTEPADS**

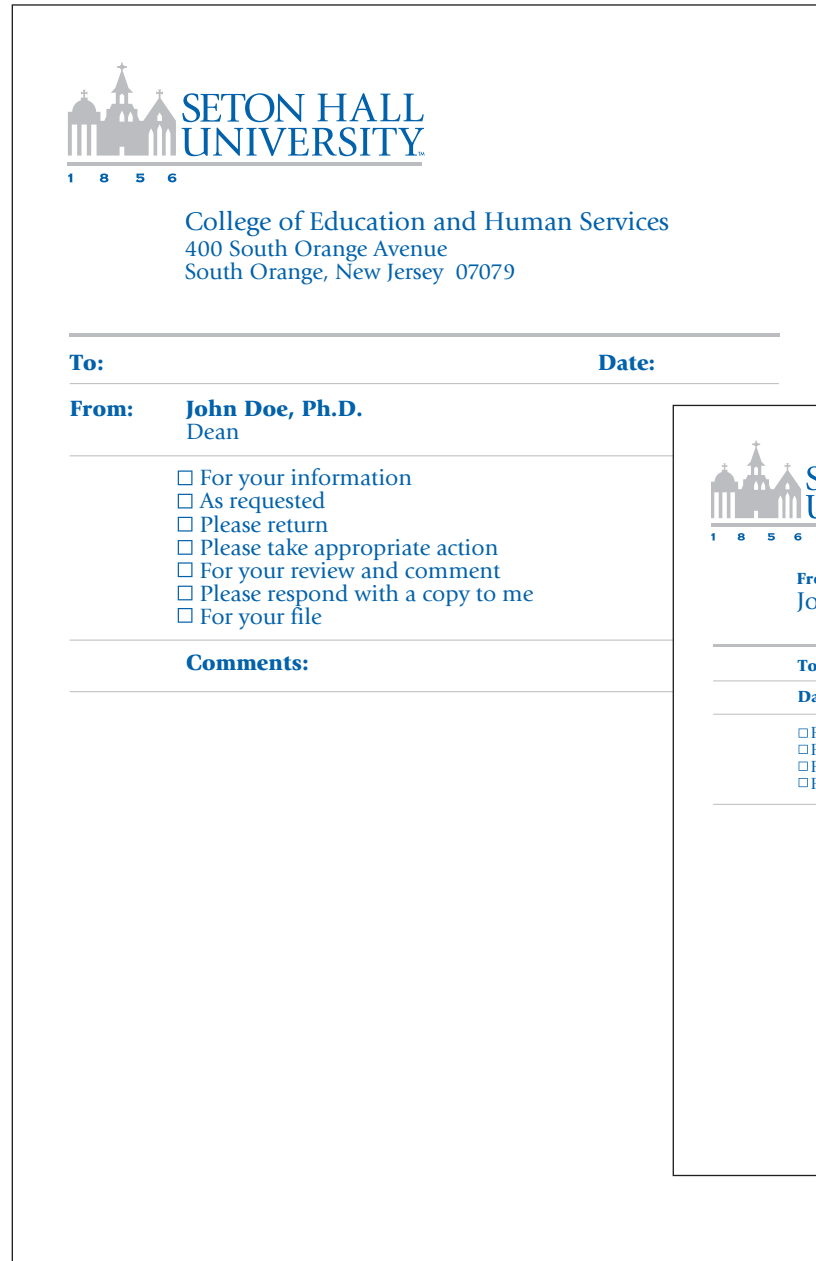


**3" SQUARE ADHESIVE NOTEPADS**

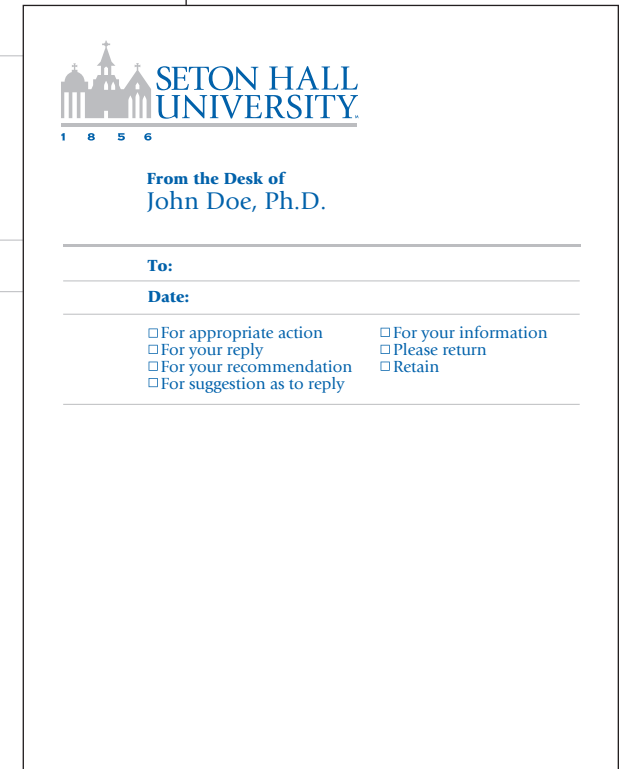
- The Seton Hall University stationery system includes two sizes of personal memos and FYI notecards.
- The personal memos are either 5 1/2" x 8 1/2" (large) or 4 1/4" x 5 1/2" (small). All identities (consumer, secondary and athletics) are available and print in SHU Blue and SHU Silver and can be personalized as shown.
- The FYI note-cards fold to a final size of 3 1/2" x 4" and are printed in SHU Blue and SHU Silver. The formal identity is not available.
- All Seton Hall stationery items must be ordered through the University's preferred vendor and must adhere to the identity guidelines. For vendor name(s) and ordering information, contact the Office of Procurement.



FYI NOTECARD



LARGE MEMO



SMALL MEMO



### DEPARTMENT OF PUBLIC RELATIONS & MARKETING

- Questions about University identity programs
- Permission to use University identity
- Exemption from identity guidelines
- Production of a Seton Hall communication
- Digital logo files online and on CD
- Requests to create new secondary logos

457 Centre Street  
South Orange, NJ 07079  
Phone: (973) 378-9841  
Fax: (973) 378-9812

### OFFICE OF PROCUREMENT

- Information on becoming an authorized Seton Hall vendor
- Questions about University stationery package/prices/vendors

Bayley Hall  
400 South Orange Avenue  
South Orange, NJ 07079  
Phone: (973) 761-9782  
Fax: (973) 761-9201

### OFFICE OF BUSINESS AFFAIRS

- Information on selling merchandise in the University bookstore
- Questions about University merchandise licensing

Bayley Hall  
400 South Orange Avenue  
South Orange, NJ 07079  
Phone: (973) 761-9746  
Fax: (973) 275-2990

### DEPARTMENT OF ATHLETICS

- Questions about athletics identity program
- Information on athletics publications
- Digital athletic logo files

400 South Orange Avenue  
South Orange, NJ 07079  
Phone: (973) 761-9493  
Fax: (973) 761-9061