<table>
<thead>
<tr>
<th>CONTENTS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>1</td>
</tr>
<tr>
<td>Official University Colors</td>
<td>2</td>
</tr>
<tr>
<td>Using Official University Colors</td>
<td>3</td>
</tr>
<tr>
<td>University Tagline</td>
<td>4</td>
</tr>
<tr>
<td>University Flag</td>
<td>5</td>
</tr>
<tr>
<td>University Logos</td>
<td>6</td>
</tr>
<tr>
<td>University Consumer Logos in Two Colors</td>
<td>7</td>
</tr>
<tr>
<td>University Consumer Logos in One Color</td>
<td>8</td>
</tr>
<tr>
<td>University Secondary Logos in Two Colors</td>
<td>9</td>
</tr>
<tr>
<td>University Secondary Logos in One Color</td>
<td>10</td>
</tr>
<tr>
<td>Old University Secondary Logos</td>
<td>11</td>
</tr>
<tr>
<td>University Tertiary Logos</td>
<td>12</td>
</tr>
<tr>
<td>University Logos on Background Colors</td>
<td>13</td>
</tr>
<tr>
<td>University Consumer Logotypes</td>
<td>14</td>
</tr>
<tr>
<td>University Formal Marks</td>
<td>15</td>
</tr>
<tr>
<td>Primary Athletic Logo</td>
<td>16</td>
</tr>
<tr>
<td>Official Team Athletic Colors</td>
<td>17</td>
</tr>
<tr>
<td>Primary/Secondary Athletic Logos in Color</td>
<td>18</td>
</tr>
<tr>
<td>Athletic Monogram</td>
<td>19</td>
</tr>
<tr>
<td>Athletic Marks on Background Colors</td>
<td>20</td>
</tr>
<tr>
<td>Clear Zones for Formal Marks, Consumer &amp; Secondary Logos</td>
<td>21</td>
</tr>
<tr>
<td>Clear Zones for Athletic Marks</td>
<td>22</td>
</tr>
<tr>
<td>Minimum Sizes for All Marks</td>
<td>23</td>
</tr>
<tr>
<td>Flush Left Text Blocks With Logos</td>
<td>24</td>
</tr>
<tr>
<td>Centered Text Blocks With Logos</td>
<td>25</td>
</tr>
<tr>
<td>Using Logos on Merchandise</td>
<td>26</td>
</tr>
<tr>
<td>Unacceptable Use of Marks</td>
<td>27</td>
</tr>
<tr>
<td>Typeface Suggestions</td>
<td>28</td>
</tr>
<tr>
<td>Campus Signs</td>
<td>29</td>
</tr>
<tr>
<td>Consumer Logo Stationery</td>
<td>30</td>
</tr>
<tr>
<td>Secondary Logo Stationery</td>
<td>31</td>
</tr>
<tr>
<td>Athletics Stationery</td>
<td>32</td>
</tr>
<tr>
<td>Oversize Envelopes</td>
<td>33</td>
</tr>
<tr>
<td>Personal Notecards &amp; Envelopes</td>
<td>34</td>
</tr>
<tr>
<td>Mailing Labels, Notecards &amp; Adhesive Notepads</td>
<td>35</td>
</tr>
<tr>
<td>Personal Memos &amp; FYI Notecards</td>
<td>36</td>
</tr>
<tr>
<td>For More Information</td>
<td>37</td>
</tr>
</tbody>
</table>
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.
OFFICIAL UNIVERSITY COLORS

Approved Seton Hall University colors:

SHU Blue:
Pantone 286, or with process inks use 100C-60M-6K. On the web use HEX# 004488.

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.

Print Publications

<table>
<thead>
<tr>
<th>SHU Blue</th>
<th>SHU Blue</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>PANTONE® 286</em></td>
<td>Process Inks Use 100C-60M-6K</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SHU Gray</th>
<th>SHU Gray</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solid <em>PANTONE 429</em></td>
<td>40% Black</td>
</tr>
</tbody>
</table>

-OR-

<table>
<thead>
<tr>
<th>SHU Silver</th>
<th>SHU Gray</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>PANTONE 877 (METALLIC)</em></td>
<td>Process Inks Use 6C-34K</td>
</tr>
</tbody>
</table>

Web

<table>
<thead>
<tr>
<th>SHU Blue</th>
<th>SHU Blue</th>
</tr>
</thead>
<tbody>
<tr>
<td>On the Web Use HEX# 004488</td>
<td></td>
</tr>
</tbody>
</table>

* PANTONE® is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards. For the PANTONE Color Standards, refer to the current edition of the PANTONE Color Formula Guide 1000.
Color Selection

One-Color Projects
If using only one color, please use either SHU Blue (Please see page 2 for exact color specifications) or Black.

Two-Color Projects
If using two colors, please use SHU Blue (Please see page 2 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 2 for exact color specifications) for one of the colors.

Note:
- 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 no longer be used.
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).
• 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.
The Seton Hall University 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 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.
• 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.
• 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 black. It may also be reproduced in white on a solid background.

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

Example of an old secondary logo used as a watermark.
Tertiary logos have been developed for the subdivisions of various schools and colleges (see examples at right).

See pages 8-10 for rules that logos must adhere to when they are being printed in either one or two colors.

Creating secondary logos

Contact the director of publications, Department of Public Relations and Marketing, at (973) 378-9842 to inquire about creating a new secondary logo. It takes two weeks or more to create a new logo.

Sample Tertiary Logo

STILLMAN SCHOOL OF BUSINESS
Center for Sport Management

SETON HALL UNIVERSITY

Tertiary Logo with tagline

THE CAREER CENTER
Student Affairs

SETON HALL UNIVERSITY

Learn Work Achieve

Note: Secondary logos for groups within Student Affairs and Enrollment Services have the sub-group listed above Student Affairs. See Career Center example.
**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).

**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.

**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.

**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 21)
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.
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.

**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.
- There are full-color versions of the crest and seal available for official use.

**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.
**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) 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 logos or the athletic monogram beyond those described here require the written permission of the director of athletics and the associate vice president for Public Relations and Marketing.

**Primary Athletic Logo**

- The cornerstone of the Seton Hall athletics identity is the pirate head logo. This athletic logo is the preferred athletic mark and should be used on the majority of athletic communications.

- The pirate head logo is to be used on uniforms, practice gear and apparel, when applicable.

**Secondary Athletic Logo**

- The Pirate Head with Torso and Banner logo is the approved secondary athletic mark.

- The only text allowed within the banner are the words “Seton Hall,” “Athletics” or “Pirates.”

- Sport specific branding is no longer allowed.

- DO NOT USE THE PIRATE HEAD THAT RESTS ON THE BANNER. USE THE PIRATE WITH TORSO ABOVE BANNER.
• SHU Blue (PMS 286), SHU Silver (PMS 877), SHU Gray (PMS 829) and white are the official athletics’ colors. They should be used on all team uniforms, practice gear and apparel, either as the primary color and/or as an accent color.

• No other colors are approved for use.

• If specific merchandise is not available in one of the official colors, please contact Jamison Hannigan, director of athletic sales, or Duane Bailey, deputy director of athletics. They will review requests on a case-by-case basis.
Primary/Secondary Athletic Logos in Color

- One-color athletic logos may be used on light backgrounds. Two-color versions that use both SHU Blue and SHU Silver (or SHU Gray) may also be used.

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

Primary/Secondary Athletic Logos Color Examples in Preferred SHU Blue & SHU Silver/Gray

Primary/Secondary Athletic Logos Color Examples

Athletic Logos in Reverse

- 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 page 20.)

Note: The Pirate’s eye patch should always be dark and the reversed logo has an extra thin white rule around it.

Primary/Secondary Athletic Logos One-Color White On Solid Examples (Correct) (Incorrect)
Athletic Monogram

• The Seton Hall athletic identity also includes a monogram.
• The “SH” mark is approved for headwear only.

Athletic Monogram in Color

• Like the primary athletic logos, the monogram 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 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 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 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 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 monogram, this clear zone is 1½ times the thickness of the vertical stroke (B) of the “H.”
• For the Pirate logo 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.
• 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

Enrollment Services
400 South Orange Avenue
South Orange, NJ 07079

Examples Of Marks That may Be Used With Flush Left Text Blocks (Note Differences In Athletic mark Layout)
• 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.

Examples Of Marks That May Be Used With Centered Text Blocks (Note Differences In Athletic mark Layout)
• 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.
• 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. While there are many different versions of Garamond fonts available, we recommend using the TrueType, Adobe Garamond Pro or ITC versions when available.

Giovanni
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefhijklmnopqrstuvwxyz 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
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefhijklmnopqrstuvwxyz 1234567890

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

Gill Sans
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefhijklmnopqrstuvwxyz 1234567890

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

Franklin Gothic
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefhijklmnopqrstuvwxyz 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
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefhijklmnopqrstuvwxyz 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
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefhijklmnopqrstuvwxyz 1234567890

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

SHU Bold
ABCDEFHIJKLMNOPQRSTUVWXYZ
1234567890

SHU Bold – This sporty custom font was created exclusively for Seton Hall University for use on headlines, athletic related items and merchandise. Athletics requires that all uniforms, practice gear, apparel, print and digital branding use this font when applicable.
The standard typeface for signs placed either inside or on the outside of buildings on campus is Garamond. Examples: Garamond is used on the plaques placed on the outside of each campus building, and it is the typeface used to designate the Jack and Charlotte Lavery Coaching Center in the Richie Regan Recreation and Athletic Center.

While there are many different versions of Garamond fonts available, we recommend using the TrueType, Adobe Garamond Pro or ITC versions when available.

Any exceptions to this rule must be approved in writing by the Associate Vice President of Marketing and Public Relations.

Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
• The Seton Hall University stationery can use either the one-line horizontal consumer mark or the two-line secondary logo (see page 7).

• The letterhead prints in SHU Blue and SHU Silver on Classic Linen Solar White 24# text.

• Business cards are only available with the one-line consumer mark and 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 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.
Stationary that uses a secondary logo is available for those departments and groups that have a secondary logo.

The letterhead prints in SHU Blue and SHU Silver on Classic Linen Solar White 24# text.

Business cards that use a secondary logo are not available.

All Seton Hall stationery items must be ordered through the University’s preferred vendor and must adhere to the identity guidelines. (For ordering information, contact the Office of Procurement.)

No custom 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.
• 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 name(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.

• 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.
• Oversized envelopes are available with the consumer, secondary and the athletic identities, and may be ordered in SHU Blue and SHU Silver. (Envelopes with the formal marks 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 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.
• The Seton Hall University stationery system includes 4" x 6" self-adhesive mailing labels, 5 1/2" x 8 1/2" notepads 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.
• 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.

For your information...

From the Desk of
John Doe, Ph.D.
Dean, School of Health and Medical Sciences

For your information...


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) 378-9842
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