



ST. JOHN'S UNIVERSITY

The Brand Identity Guide is designed to serve as a resource for all your marketing and communication needs. Consult this manual before you begin to develop your marketing and communication projects and when you need guidance in identifying the University’s branding and editorial style.

Adherence to the principles and practices contained in this guide simplifies and systemizes procedures for producing your communication projects, as well as helps to strengthen and enhance the image and identity of St. John’s University.

Contact your account director in the Office of Marketing and Communications for assistance with developing a strategic communication plan; design and production; copywriting; web development; media buying; and other communication services.

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Overview of the Brand Identity Platform

BRAND CHAPTERS

Academic Excellence Without Bounds

At St. John’s University, we are on a mission—to give talented students from all walks of life a personal and professional edge with an outstanding education that builds on their individual abilities and aspirations. Our commitment is evident in the success of our students. For example, 28 St. John’s students have won prestigious Fulbright Awards since 2012, and three undergraduates have earned selective Jeannette K. Watson Fellowships since 2014. A student also won a 2017–18 Critical Language Scholarship for International study. This excellence is reflected in the students who manage St. John’s GLOBE Microloan Program for entrepreneurs in developing countries. Our faculty demonstrate it through their rankings among *The Princeton Review’s* top 300 professors in the country, and as educators engaged in field research that they share with students in our classrooms. St. John’s offers more than 100 traditional and unique majors, from pharmacy and philosophy to sport management. Whatever major they choose, our students are guided by faculty and staff who support them every step of the way to achieve scholastically and graduate—then move on to successful careers or further academic studies. At St. John’s, we make it possible for our students to excel without bounds.

Faith, Service, and Success

Can you do well in life while being a force for good? You can, and our graduates do. Whatever their profession—doctor, lawyer, CEO, teacher, entrepreneur, or advocate for those in need—St. John’s alumni use their time and talents to make our world a better place. As a Catholic and Vincentian University, faith is an integral part of this effort—we encourage our students to strengthen theirs, and at the same time, value, respect, and support all religious traditions. As a vibrant faith community, we offer students a chance to pray, serve, and find meaning in their college experience. We are dedicated to the example of St. Vincent de Paul, who based his ministry on helping those in need. Last year, our students logged nearly 140,000 hours in service across the country and around the world. Gaining direct, shared experience through helping others, students are uniquely prepared for lives as ethical leaders—in whatever career path they choose. That is why St. John’s is among the select few colleges and universities admitted with distinction to the President’s Higher Education Community Service Honor Roll. Faith, service, and success—they are central to the St. John’s experience.

The Power of a Global City and a World Campus

To make a difference in the world, you have to embrace it. At St. John’s, we give our students a global home base that starts in New York City—one of the most multicultural centers in the world. And this global presence carries over and permeates our three New York campuses—*U.S. News & World Report* ranked us fourth among America’s top-10 universities for ethnic diversity. New York City offers our students the ultimate cultural immersion in the arts, the quintessential laboratory for research in any field, and a

limitless host of internships in business or nonprofit services that may begin in the city, but then take our students around the country and beyond. St. John’s is also a springboard for semesters at the University’s Rome campus and our academic locations in Paris, Limerick, and Seville. Study abroad learning and service opportunities are available on almost every continent. At St. John’s University, we do not just send our students abroad—we provide them with a global campus that allows a seamless experience from location to location.

An Alumni Network That Opens Doors

Confident, goal-driven, ethical—these are qualities our students have in common that lead to the trademark personal success of St. John’s graduates. And in New York City, an undeniable commerce, communications, and cultural capital, this University has a wide and deeply connected network of more than 81 percent of its 181,000+ alumni working in the area, across every industry imaginable. These alumni seek out our students to intern and work for their companies. In a recent study, 96 percent of company recruiters ranked our graduates among the best of the best. The *Wall Street Journal* has listed St. John’s among the top 100 colleges in the country “most likely to help students land a job in key careers and professions—areas that are growing, pay well, and offer high levels of satisfaction.” And of 554 colleges and universities in Bloomberg Businessweek’s “Payscale Survey,” St. John’s earned high marks as an outstanding “return on investment” whose graduates are top earners. In short, St. John’s alumni have achieved success in virtually every field—and they share that success with fellow graduates to ensure that our vast alumni network continues to make a difference in the world.

New York City’s Team

For more than a century, St. John’s University has had a storied athletic tradition. With 1,817 total victories entering the 2017–18 season, the St. John’s men’s basketball team is the ninth winningest program in NCAA Division I history. But our athletic success goes beyond just basketball. Some of today’s Olympic heroes are men and women from our fencing squad and track and field team. You will also find Johnnies gracing the courts of the NBA and WNBA, the diamonds of the MLB, and the links of the PGA. With 17 Division I BIG EAST men’s and women’s teams, a home court also known as Madison Square Garden, and a record high number of student-athletes named to the BIG EAST All-Academic team, St. John’s is New York City’s team in more ways than one. Our athletic champions go on to be the doctors, lawyers, executives, teachers, artists, and leaders of this great city, because they are as driven in life as they are on the court and field.

Getting Started: Print Communication

WHAT WE DO

The Office of Marketing and Communications works in partnership with the academic and administrative units to promote the image and achievements of St. John’s University.

Our team of experienced professionals provides marketing counsel, strategic planning, account management, media planning, graphic design, and editorial and Web support.

We aim to work within client budgets to meet print, production, media, and other associated costs, and provide our services free of charge. *Please note that printing is billed.*

I. PRINT PROCESS (BASICS)

A. Step One

Before contacting the Office of Marketing and Communications, the college or administrative department (“the client”) should have a general sense of the scope of the project, including

- Format—brochure, postcard, flyer, or other
- Budget
- Target delivery date

On average, four to six weeks is required to produce print collateral. In some instances it may take longer, depending on the complexity of the project.

General Time Estimates

- Postcard: four weeks
- Flyer/poster: four weeks
- Application: four–six weeks
- Banner: four–six weeks
- Brochure/booklet: six–eight weeks
- Invitation/program: eight–10 weeks (depending on event and mailing schedules)
- Bulletin/viewbook new text and design: six–eight months

Once you have considered these issues, contact the Marketing Liaison for your college of office. The liaison will contact the appropriate Account Director in the Office of Marketing and Communications to discuss your project in more detail.

B. Step Two (Project Request Form, Text, Photos)

Project Request Form
After a plan has been established, please complete a Project Request Form, found on the Office of Marketing and Communications website, and submit to your college or department Marketing Liaison, who will forward the form to the appropriate Account Director.

Text

The copy for the project should accompany the form in a Word document. The language should, in general, reflect the components of St. John’s positioning. For more information, please review the Editorial Style Guidelines.

Photographs

A University photo gallery is available to clients. Please contact your college or department Marketing Liaison for more information.

If you wish to include specific photos in the print collateral, please make sure they are taken at the highest resolution in order to ensure quality reproduction and that appropriate photo releases are obtained.

C. Step Three (Proofreading)

Prior to the design phase, the text of all projects submitted is reviewed for content, punctuation, and grammar. The Office of Marketing and Communications reserves the right to edit all text in line with the University’s editorial style. The Office of Marketing and Communications will not make factual changes or check factual information. It is the client’s responsibility to supply accurate text and check facts.

D. Step Four (Design and Production Phase)

The Office of Marketing and Communications successfully manages more than 1,000 projects per year for departments and colleges throughout the University. This is made possible by a clearly defined production process.

First Proof

Expect to receive a first proof five to seven days after submitting your text and completed forms. Depending on the scope of the project, more time may need to be allotted. This proof must be carefully reviewed by all appropriate parties, signed, and returned to an Account Director within two to three days in order for the target delivery date to be met. Any changes to the design and text should be clearly indicated. Please review your proof carefully, checking for accuracy and placement of artwork. Do not assume the copy is correct; always check for unexpected errors.

Final Proof

Within five days of submission of changes to the first proof, a second and final proof is sent to you for your approval and sign off. This is your last opportunity to make revisions before the project is sent to print. The final proof should be reviewed, signed, and returned to your Account Director within two days. If you require extensive changes at this stage, you must submit revised text. Note that the delivery date of your publication will be impacted. The Office of Marketing and Communications will provide a maximum of two proofs for review on any given project.

Although proofreading support is provided by this office, the ultimate responsibility for proofreading at each stage of design rests with the client.

E. Step Five (Printing)

At the client’s request, before beginning a project, the Office of Marketing and Communications can seek unofficial printing quotes. A more precise estimate cannot be provided until the actual material has been designed and the printing specifications established. If the client adds elements after receiving the initial estimate, costs may change substantially. Small details of seemingly little consequence can add significantly to the price of a project. In order to obtain an accurate estimate, provide specifics as early as possible.

After design and content are finalized, allow approximately 10 working days to print. For projects with complex design formats or high quantities, printing can take longer.

The Office of Marketing and Communications works with Printing and Distribution Services to supervise the delivery of any project requiring the services of an off-campus printer.

F. Delivery and Mailing

The completed project is delivered according to the instructions provided at the start of the project.

If pieces need to be labeled and mailed, contact Printing and Distribution Services directly.

G. Stationery and Business Cards

Please contact Printing and Distribution for your stationery and business card needs.

Getting Started: Web Communication

DIGITAL

The Internet and social media channels have evolved into major communication tools both for business and education. The Office of Marketing and Communications is developing comprehensive guidelines for communicating the St. John’s brand identity, mission, and achievements on the University’s web and social media sites.

Our primary online presence for external and internal audiences is through the following:

St. John’s University Website (stjohns.edu)
St. John’s official website reinforces the brand and image of the University while providing valuable information to all its constituents, including prospective and current students, parents, alumni, and employers. To update content on the EDU website, please contact your Marketing Account Director for more information.

St. John’s University Intranet (mysju.stjohns.edu)
St. John’s has combined what was formerly known as Central, UIS, and the Intranet to form one location.

MySJU is accessible from the link on the University website footer. From here, students and faculty can access Central and employees can access their personal information via UIS. University faculty and employee resources also are located within MySJU.

MySJU is accessible anywhere there is Internet access, and it provides students, administration, staff, and faculty with internal and human resources information. The content on MySJU is managed collaboratively through many departments within the University, including Information Technology, Student Affairs, the Provost, and Marketing and Communications.

WEB SITE FORMAT—RESPONSIVE CONTENT

The new St. John’s University website features responsive design. This approach creates a site providing an optimal viewing experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices (from desktop computers to tablets to mobile phones). The fluid grid concept allows our content to be viewed more clearly and consistently across all media.

Increasingly our audience is viewing web pages on mobile devices and tablets, and it is important that the University site is accessible and readable to everyone. To ensure your content renders across all devices, it is necessary to sacrifice some complexity. Please adhere to these guidelines:

- Trust that less is more!
- Don’t make everything bold.
- Format less.
- Utilize photographs to enhance your page. Drop a photo between paragraphs and it will automatically shrink to fit smaller screens.
- Use headings and hierarchy in your information and break it into more readable chunks.
- Use bulleted lists for content.
- Don’t use “Click here.” Make the name of the item the link; it will be clearer.

The Office of Marketing and Communications’ Digital Team provides more extensive information on responsive design content creation and instructions on updating content within the new Content Management System. A new site design is important, but content and structure of content is fundamental. Consider your unit’s goals, analyze site statistics, and engage your visitors with relevant, timely, and concise information.

Content Management System (CMS)
St. John’s has implemented a new CMS, Drupal, to maintain the University’s website content. This system is open-source, which allows for flexibility to grow as technology changes. This CMS tool allows you to publish, monitor, and manage the content within your respective area on the stjohns.edu website.

To publish new content, please contact your Marketing Account Director to arrange permissions setup and training.

Web Content Managers
It is vital to create engaging, compelling, and relevant content for your web pages that is updated to stay current. Therefore, diligent content management is required for each unit of the University, so information remains relevant to visitors.

To this end, it is important to designate one person in your college/department as the Web Content Manager responsible for gathering, managing, and updating all content on your area’s website.

Meeting with your Marketing Account Director can also help you develop a coherent and consistent plan for your online content.

Getting Started: Media Communication

MEDIA ADVERTISING (PRINT, WEB, RADIO, MOBILE, OUT-OF-HOME)

All University media advertisements (i.e., recruitment, college, and program event-oriented) must be created by and placed through the Office of Marketing and Communications to maintain and capitalize on St. John’s current image and relationships.

Developing a targeted advertising strategy that produces results requires planning, timing, and a significant investment of funds. To maximize your chances of success, the time to investigate your advertising options is in the planning stages of launching a particular effort (i.e., event, program, conference). Consult with the Marketing Liaison for your college or office to discuss realistic alternatives for devising an effective marketing plan. The Marketing Liaison will contact the appropriate Account Director in the Office of Marketing and Communications to discuss realistic alternatives for devising an effective marketing plan with the Director of Media.

JOURNAL ADVERTISEMENTS

Frequently organizations, businesses, or other schools that have relationships with the University will solicit journal advertising. The Office of the President must authorize any journal advertising requests. Please contact the Office of Media Relations at ext. 5789 or e-mail tucholsj@stjohns.edu. Once you have received authorization, this office will create the journal ad.

MEDIA PLANNING

Media planning consists of advertising recommendations and placements based on goals, budget, target, geography, and research. Advertising can be planned for and placed in the following mediums: newspapers, magazines, out-of-home, Web, broadcast, and mobile. All media is planned to achieve advertising goals while maintaining adequate levels of reach and frequency.

COPY AND DESIGN

Once an advertising plan has been approved, you need to provide copy and forms to the Marketing Liaison designated for your college or office. The college or department Liaison will contact the appropriate Account Director in the Office of Marketing and Communications. An appropriate ad will be created and forwarded to the selected media outlet. Please provide all necessary details for the advertisement (i.e., budget, size, color, delivery instructions, and deadline).

Editorial Guidelines

This guide addresses basic principles of style for print and online articles, brochures, e-mails, newsletters, and other publications. For most matters of usage, the Office of Marketing and Communications follows the current (16th) edition of *The Chicago Manual of Style*, with a number of St. John’s-specific exceptions.

Please also consult Chicago 16 online via St. John’s website: Libraries > “Finding Articles (Databases A–Z)” > publication under C. For specific words and phrases not covered in Chicago, please refer to *Merriam Webster’s Collegiate Dictionary* (11th edition).

The following topic headings are arranged alphabetically, as are the subheads in each category. Under S, this issue includes a number of “ST. JOHN’S TERMS AND USAGES.”

ACADEMIC DEGREES

Use periods in degree abbreviations unless they are part of alumni designations (for details, see “ALUMNI CLASS DESIGNATIONS”).

- Examples:
- B.A. bachelor of arts
 - B.F.A. bachelor of fine arts
 - Ed.D. doctor of education
 - J.D. juris doctor (doctor of law)
 - M.A. master of arts
 - Ph.D. philosophiae doctor (doctor of philosophy)
 - M.B.A. master of business administration

Note: when spelling out types of degrees, as above, lowercase unless they form the official name of a program, e.g., “the Master of Arts in World History.”

After names, degrees not earned at St. John’s are treated parenthetically within commas.

Examples:

Joseph Goodman, J.D., heads the department.

Sally Smyth, Ph.D., serves as Provost.

ACRONYMS AND AMPERSANDS

Chicago does not use periods between the letters in most acronyms, though St. John’s defers to an organization’s official usage. Similarly, University style prefers “and” to ampersands but defers to an organization’s preference.

Examples:

U.S. News & World Report

Garrison & Lloyd Inc.

When references do not suggest a clear-cut approach on the part of the organization, the University applies its own style.

ADDRESSES

City/State Abbreviations

When a city and state appear in running text, use the name of the city with the parenthetic postal abbreviation for the state enclosed in commas. This is a St. John’s-specific usage.

Example:

A native of Grand Rapids, MI, Joseph is a freshman at St. John’s.

Linear Format

This is used when an address flows into the rest of a paragraph (running text). Address items appear in the same order as in the vertical format (below). Each item is separated by a comma except for the state abbreviation and zip code (no punctuation). Use a semicolon between the address and phone number.

A complete sentence with a colon may introduce the address (and phone number), which would end with a period.

Examples:

For more information, write or call the Department of Criminal Justice, College of Professional Studies, St. John’s University, 8000 Utopia Parkway, Queens, NY 11439; 718-990-XXXX.

Please contact us for more information: Department of English, St. John’s College of Liberal Arts and Sciences, St. John’s University, 8000 Utopia Parkway, Queens, NY 11439; 718-990-XXXX.

Vertical (Stacked) Format

This often is used on web pages for individual departments and wherever an address should stand out (similar to the mailing address on envelopes). Ideally, no more than five lines are included (Program Name, College Name, University Name, Street Address, City/State/Zip).

Example:

Mail to:

Department of Criminal Justice

The Lesley H. and William L. Collins

College of Professional Studies

St. John’s University

8000 Utopia Parkway

Queens, NY 11439

ALPHABETIZING NAMES

Alphabetize compound names by the first element.

Examples:

Johnson, Samuel

Sackville-West, Dorothea

Strachey, Lytton

ALUMNI CLASS DESIGNATIONS

Class designations follow a graduate’s full name and are treated as part of it rather than as a parenthetic element. Omit commas unless they are used to enclose a professional title that follows the name. Commas also are used to separate two or more designations following a name.

Each class designation consists of the class year plus an “attached” degree or school abbreviation.

Examples:

Peter Larson ’87SVC is the Executive Vice President.

John Jackson ’05C, ’07G is joining the team.

Anna Andrews ’09Ed, ’13Ed.D. looks forward to Commencement.

Andrea Edwards ’38NDC, ’45L has joined Macomber and Frye, LLD.

Please refer to the following list of class designations.

- St. John’s College of Liberal Arts and Sciences**
- | | |
|---------------------------------------|------------------------------|
| Advanced Professional Certificate: | APC (e.g., ’12APC) |
| Undergraduate (Bachelor’s): | C (e.g., ’07C) |
| Graduate (Master’s): | G (e.g., ’11G) |
| Doctor of Arts/Sciences: | D.A./D.S.
(e.g., ’03D.A.) |
| Doctor of Philosophy: | Ph.D. (e.g., ’12Ph.D.) |
| Doctor of Psychology: | Psy.D. (e.g., ’09Psy.D.) |
| Graduate Institute for Asian Studies: | GIAS (e.g., ’01GIAS) |
| Institute for Asian Studies: | IAS (e.g., ’05IAS) |
| Institute for Biotechnology: | MS (e.g., ’11MS) |
| Master of Library Science: | MLS (e.g., ’06MLS) |
| Professional Diploma: | PD (e.g., ’12PD) |

- College of Pharmacy and Health Sciences**
- | | |
|-----------------------|---------------------------------|
| Undergraduate: | P (e.g., ’98P) |
| Graduate: | GP (e.g., ’85GP) |
| Doctor of Philosophy: | Ph.D.(e.g., ’01Ph.D.) |
| Medical Technology: | MT (e.g., ’12MT) |
| Six-Year Pharm.D.: | Pharm.D.
(e.g., ’00Pharm.D.) |

- The Lesley H. and William L. Collins College of Professional Studies**
- | | |
|------------------------|---|
| Undergraduate: | CPS (e.g., ’11CPS) |
| Graduate: | MS (e.g., ’15MS)
GCPS (e.g. ’17GCPS) |
| St. Vincent’s College: | SVC (e.g., ’98SVC) |

- The School of Education**
- | | |
|-----------------------|------------------------|
| Advanced Certificate | CERT (e.g., ’09CERT) |
| Undergraduate: | Ed (e.g., ’12Ed) |
| Graduate: | GEd (e.g., ’15GEd) |
| Doctor of Education: | Ed.D. (e.g., ’04Ed.D.) |
| Doctor of Philosophy: | Ph.D. (e.g., ’14Ph.D.) |
| Professional Diploma: | PD (e.g., ’10PD) |

- The Peter J. Tobin College of Business**
- | | |
|----------------------------|--|
| Undergraduate: | TCB (e.g., ’09TCB)
CBA (e.g., ’87CBA) |
| Graduate: | MBA (e.g., ’11MBA)
MS (e.g., ’12MS) |
| The College of Insurance: | TCI (e.g., ’75TCI) |
| School of Risk Management: | SRM (e.g., ’10SRM) |

- St. John’s School of Law**
- | | |
|-----------------|--------------------|
| Juris Doctor: | L (e.g., ’01L) |
| Master of Laws: | LLM (e.g., ’05LLM) |

- Notre Dame College**
- | | |
|----------------|--------------------|
| Undergraduate: | NDC (e.g., ’45NDC) |
|----------------|--------------------|

- University College**
- | | |
|----------------|------------------|
| Undergraduate: | UC (e.g., ’56UC) |
|----------------|------------------|

For alumni who have a non-St. John’s doctoral or other terminal degree, please use the following format:

Examples:

Diane Brunner, Ph.D. ’65MA

James G. Smith, Ph.D. ’73C, ’76MBA

Horatio Abernathy, M.D. ’85CPS

When writing about a married couple in which both spouses are St. John’s alumni, wives are listed first and their class designation is enclosed in parentheses, unless the husband graduated first.

Examples:

Linda (’68CBA) and Thomas Atkins ’68Ed

Anthony (’12CPS) and Marie Colson ’16Ph.D.

(Also see “CREDENTIALS/AFFILIATIONS.”)

Editorial Guidelines

Students
In running text, it is unnecessary to follow a student’s full name with a class designation. Indicate the major and expected year of graduation, if necessary, with a phrase:

No:
Sharon Carson ’20CPS is majoring in Homeland Security.

Yes:
Jonathan Markham, an Economics major in The Peter J. Tobin College of Business, will graduate in May 2020.

APOSTROPHES

Form the possessive of most singular nouns by adding an apostrophe and s, regardless of the noun’s last letter.

Examples:
the horse’s mouth
a bass’s stripes
Kansas’s legislature
Tacitus’s histories

Form the possessive of plural nouns by adding the apostrophe only—except in the case of irregular plurals such as children, which do not end in s.

Examples:
puppies’ paws
children’s literature
the Lincolns’ marriage
the Martinezes’ house

BULLETED/VERTICAL LISTS

Introduce a bulleted, numbered, or other vertical list with a grammatically complete sentence that ends in a colon. Bulleted/list items are considered objects of the verb and appear after (or, in this case, a full sentence, as in the examples below).

Examples:
Applicants are expected to submit the following items:

- A full résumé
- Two letters of recommendation
- All your diplomas, from high school through graduate school

Your application must include these documents:

1. A full résumé
2. Two letters of recommendation
3. All your diplomas, from high school through graduate school

The bulleted or numbered items that follow have no closing punctuation unless each item forms a complete sentence itself. If the list is numbered, a period follows the numeral and each item begins with a capital letter.

Note that run-over text is aligned with the first word following the numeral or bullet. An alternative to indenting run-over lines is to insert extra space between the items.

Examples:
To change your date display from “31” to “1” after the last day of a 30-day month, follow these steps:

1. Pull the stem out to the time-setting position (i.e., past the date-setting position).
2. Make a mental note of the exact minute.
3. Turn the stem in a clockwise direction through 24 hours until reaching the correct one.

Use the control panel on your printer to manage basic settings:

- Control toner use by turning EconoMode on or off;
- Adjust print quality by changing the Resolution Enhancement Technology settings; and
- Manage printer memory by changing the Image Adapt and Page Protect settings.

CAMPUSES/DIVISIONS

St. John’s University has four campuses—Queens, Staten Island, Manhattan (NY), and Rome, Italy; and four locations—Hauppauge (NY), Limerick, Paris, and Seville.

When referring to one of these in running text, the word campus is lowercased, e.g., “the Queens campus,” “the Rome campus,” “the University’s Paris location.”

In stacked display text (headline style), campus is uppercased.

Example:
Queens Campus
St. Augustine Hall, Room 455

In running text, *room* is lowercase: “The event takes place in St. Augustine Hall, room 455.”

Athletic Buildings and Fields (Queens)
Belson Press Box
Belson Stadium
Carnesecca Arena
DaSilva Memorial Field
Jack Kaiser Stadium
Red Storm Field
Taffner Field House

Buildings/Locations (Queens)
Belson Hall/Finley Hall
Carnesecca Arena
Chiang Ching-Kuo Hall
D’Angelo Center
Dr. M.T. Geoffrey Yeh Art Gallery
Lourdes Hall
Marillac Hall
Newman Hall
St. Albert Hall
St. Augustine Hall
St. Thomas More Church
Sullivan Hall
Sun Yat Sen Memorial Hall
“the home of The Peter J. Tobin College of Business” (formerly Bent Hall)
University Center
University Freshman Center
Welcome Center

Engraved Building Inscriptions (Queens)
St. John Hall: “Educatio Christiana Animae Perfectio”
“Christian education perfects the soul”
Newman Hall: “Ministrare Non Ministrari”
“To serve, not to be served.”
St. Vincent Hall: “Evangelizare Pauperibus Misit Me”
“He (the Lord) has sent me to bring good news to the poor.”
St. Albert Hall: “Deus Scientiae Est Dominus”
“God is the Lord of knowledge.”
St. Augustine Hall (Left): “Verbum Dei Non Est Alligatum”
“The word of God is not hindered.”
St. Augustine Hall (Center): “Tolle Lege”
“Take up and read.”
St. Augustine Hall (Right): “Et Deus Erat Verbum”
“And the word was God.”

Residence Halls (Queens)
Freshmen: DaSilva Hall, Donovan Hall, Hollis Hall, St. Vincent Hall
Sophomores: Century Hall, Henley Road Residence, John Cardinal O’Connor Hall, St. Vincent Hall
Juniors and Seniors: Helen and Hugh L. Carey Hall, Founders Village Townhouses, Goethals Apartments, Henley Road Residence, Seton Complex
Law School and Graduate Students: DePaul Houses, Henley Road Residence

Buildings/Locations (Staten Island)
Campus Center
DaSilva Academic Center
Flynn Hall
Kelleher Center
Lavelle Hall
Loretto Memorial Library
Mahoney Hall
Notre Dame House
Rosati Hall
Spellman Hall

Residence Halls (Staten Island)
Apartment-style student housing is adjacent to the Staten Island campus.

University and College Names
First use: **St. John’s University**.
In subsequent use, avoid repetition within the same sentence or paragraph. Refer to the institution as *St. John’s*, *the University*, or *St. John’s U*.

Never spell out *Saint* when referring to the University (St. John’s).

The correct punctuation in all cases is *St. John’s*, not *St. Johns’*. (The possessive is never “St. Johns’ facilities”).

First use: **St. John’s College of Liberal Arts and Sciences**
Subsequent use: *St. John’s College* or *the College*
Never capitalize *the* preceding the College’s full name.

First use: **The School of Education**
Subsequent use: *the School* (when not confused with other colleges, schools, or University.)
Always capitalize *The* preceding the School’s full name.

First use: **The Peter J. Tobin College of Business**
Subsequent use: *the Tobin College of Business*, *the Tobin College*, *Tobin*, or *the College* (when not confused with other colleges, schools, or the University).
Always capitalize *The* preceding the College’s full name.

First use: **College of Pharmacy and Health Sciences**
Subsequent use: *the College of Pharmacy and Health Sciences* or *the College* (when not confused with other colleges, schools, or the University).
Never capitalize *the* preceding the College’s full name.

First use: **The Lesley H. and William L. Collins College of Professional Studies**
Subsequent use: *Collins College of Professional Studies*, or *The College* (when not confused with other colleges, schools, or the University itself)
Never capitalize *the* preceding the College’s full name.

First use: **St. John’s School of Law**
Subsequent use: *the School of Law*, *the Law School*, or *the School* (when not confused with other colleges, schools, or the University itself)

Editorial Guidelines

CAPITALIZATION

Programs and Courses

Only capitalize academic subjects, courses, degrees, and programs when using the full official title, but not in generic or second references. (Also see “TITLES.”)

Examples:
Sally is majoring in comparative literature.
Dr. Bernard is Chair of the Committee on Comparative Literature.
The freshmen enrolled in Philosophy 1011.
Principles of Mechanical Engineering is a popular course in the Hennessey School of Natural and Applied Science.
He enjoyed taking the course in gender studies.

Do the same for administrative, governmental, and judicial bodies along with offices and departments.

Examples:
the United Nations General Assembly; the UN General Assembly; the assembly
the United States Congress; the US Congress; the Ninety-Seventh Congress; Congress; 97th Congress; congressional
the Illinois General Assembly; the assembly; the Illinois legislature; the state senate
the Chicago City Council; the city council
the Ithaca City School District; the school district; the district

Names of lecture series are capitalized only, while individual lectures are usually enclosed in quotation marks.

Examples:
This year’s Llewellyn Memorial Lectures focus on Welsh literature.
The second lecture, “Romance in the Mabinogion,” failed to attract wide interest.

Semesters and Seasons

When referring to a specific date or event title, capitalize the season (e.g., *Fall 1995 Reunion*); in other circumstances, lowercase seasons in running text (fall, winter, summer, spring).

Examples:
The fall semester
The Spring 2016 semester

COLON

Use a colon to link an independent clause to a sentence, phrase, or series that amplifies, illustrates, or completes the preceding sentence. If a single sentence follows the colon, the first letter is lowercased. When a colon introduces two or more sentences, a speech in dialogue, or a direct

question, the first letter is capitalized. Only one space follows a colon.

Examples:
The watch came with a choice of three bands: stainless steel, plastic, or leather.
Take the following steps: dig a hole, place the bulb within, cover with soil, and water.
Craig is an outstanding superintendent: he knows every corner of the facility.
Jonathan has always loved the ocean: He grew up in a seafaring family in Nova Scotia. He also spent many years as a sailor.

A colon is never used to separate a verb from its object or complement.

No:
The car included: power steering, GPS, and automatic parking.

Yes:
The car included these features: power steering, GPS, and automatic parking.

COMMAS

In a series of three items or more, include the final comma before the conjunction.

Example:
On Christmas morning, Sally received a new laptop, a pair of running shoes, and her own car.

Use commas before a conjunction joining two independent clauses (grammatically complete sentences).

Example:
We activated the alarm, but the burglar managed to avoid it.

Use a comma when a nonrestrictive dependent clause precedes or follows an independent clause. (Nonrestrictive clauses add information but are not essential to the meaning of a sentence.)

Examples:
Though she had never played softball before, Amanda scored a home run on her first try.
At last she arrived, when the food was cold.

Commas are not needed to link a restrictive dependent to an independent clause. (A restrictive clause is essential to the meaning of a sentence.)

Example:
We will agree to the proposal if you accept our terms.

COMPOUND WORDS

Hyphenate forms like co-chair, co-curricular, etc. This is a St. John’s–specific style. (See “DASHES AND HYPHENS,” “ST. JOHN’S TERMS AND USAGES.”)

Examples:
Tyson R. Beckett, Ph.D., Co-Chair, Board of Trustees
She developed a series of co-curricular assignments.

Hyphenate two or more nouns used as a compound adjective before a noun.

Examples:
A five-year-old child
An emerald-green tie
A snow-white dress.

Hyphenate a compound adjective and noun before but not after the noun it modifies.

Examples:
They were all small-state senators.
The senator represented a small state.
It was a middle-class neighborhood.
The neighborhood was middle class.

Compounds comprising a word ending in *ly* and a participle or adjective are not hyphenated before or after a noun.

Examples:
He was a highly paid attorney.
It was a fully open hearing.
The mime was mildly amusing.

When an adverb not ending in *ly* is combined with a participle or adjective, hyphenate before but not after a noun.

Examples:
It was a much-needed addition to the house.
The addition was much needed.
She was the best-known author in the region.

Do not hyphenate compass points and directions unless three directions are combined, in which case a hyphen is used after the first.

Examples:
Northeast
Southwest
a north-south street
the street runs north-south

When a *from . . . to* relationship is implied, use an en dash.

Examples:
It was a north–south street.
The street runs north–south.

When writing out fractions, the noun form is open unless it is used as an adjective, which is hyphenated.

Examples:
The ride took a half hour.
It was a half-hour session.

Do not hyphenate foreign phrases unless hyphens appear in the original language.

Examples:
She employed an a priori argument.
It was a Sturm und Drang drama.
They took a tête-à-tête approach to the meeting.

CONTRACTIONS

Never use them in narrative text. In quotes, only use contractions if students are speaking. (Also see “ST. JOHN’S TERMS AND USAGES.”)

No:
“I wasn’t even expecting to win,” said Dr. Craig.

Yes:
“I was not expecting to win,” said Dr. Craig.

CREDENTIALS/AFFILIATIONS

Names and Titles

Always capitalize professional titles before and after a person’s name. This is a St. John’s-specific style that differs from Chicago. (Also see “TITLES.”)

Examples:
President Josiah Landing, Ph.D., signed the agreement.
John Caputo, Dean of Students, addressed the gathering.
Angela Ferguson is Vice President for Administration at the University.

Note: When referring to someone for the first time in running text, use that individual’s first and last name. After that, use the last name with the appropriate prefix, e.g., *Mr.*, *Ms.*, *Dr.*, etc. Never use the last name by itself unless it is part of a quote. (Also see “ST. JOHN’S TERMS AND USAGES.”)

In running text, it is unnecessary to follow a student’s full name with a class designation. Indicate the major and expected year of graduation, if necessary, with a phrase. (Also see “ALUMNI CLASS DESIGNATIONS > Students.”)

Editorial Guidelines

Order, Credentials, and Degrees

Abbreviations for professional credentials come after the highest academic degree following a name:

Examples:
Anthony R. Nelson, Ed.D., C.P.A., Dean
H. Courtney Higginbotham, Ph.D., R.Ph., Professor of Pharmacy

When several degrees follow a name, the last item should be the highest, most important, or most relevant degree, depending on the text. [See the *Standard Handbook for Secretaries* (McGraw-Hill) and the *Harvard Manual of Style*; Chicago has no rule for this.]

Examples:
Keith M. Taylor, B.S., A.M., L.L.D.
Leslie A. Ryan, Ph.D., M.D., Medical Director
John F. Franklin, Ph.D., Litt.D., Editor

Faculty

On first reference to faculty members or administrators with a terminal degree, include the appropriate abbreviation. The degree is parenthetic if not from St. John’s. (See “ACADEMIC CREDENTIALS.”)

Examples:
Andrea Appleby, Ph.D., Associate Professor of English
Laurence Stern, Psy.D., Professor of Psychology

Nonterminal degrees usually are not indicated in running text, headers, or display type. This applies to all master’s degrees except the M.F.A., which is generally regarded as a terminal degree unless part of a formal academic sequence culminating in a D.F.A. (Doctor of Fine Arts), etc.

Examples:
Mark Smith, Assistant Professor of History
Ambrose Morgan, Associate Provost
Linda Suarez, M.F.A., Assistant Professor of Art and Design

On second reference to faculty or administrators with a doctoral degree, use *Dr.* with the last name. For those without a doctoral degree, use *Prof.*, *Mr.*, or *Ms.*

Examples:
Dr. Marcus discovered the letter.
Mr. Smith has written a new book.
Prof. Suarez exhibited her work.

When an academic degree or professional designation follows a name, omit the prefix.

Examples:
Jennifer Fenshaw, M.D. (not Dr. Jennifer Fenshaw, M.D.)
Dr. Julius Steingut (not Dr. Julius Steingut, Ph.D.)

Professional and Religious

Apply the same principle as used for non-St. John’s degrees. (Although credential abbreviations are capped, we use all lower case when spelled out, except for the formal names of affiliations).

Examples:
C.M. Congregation of the Mission
C.P.A. certified public accountant
D.C. Daughters of Charity
R.Ph. registered pharmacist
R.S.M. Religious Sisters of Mercy
S.J. Society of Jesus
S.T.D. Doctor of Sacred Theology

In first reference to a priest, *Rev.* precedes the full name. After this, use *Fr.* One exception is the signature on a letter, where *Rev.* is not used but the religious abbreviation appears as usual after a full name.

Examples:
Most Rev. Joshua Canby, C.S.C.
Rev. Patrick Cunningham, C.M.
Fr. Cunningham
Patrick Cunningham, C.M.

The initials *C.M.* for priests and brothers in the Congregation of the Mission, and *D.C.* for nuns in the Daughters of Charity, must always follow the full name. The prefix *Sr.* should precede the full and last names of nuns.

Example:
Sr. Margaret Buchanan, D.C.

Note: St. John’s style uses *Jr.* and *Sr.* parenthetically, with commas. The same is not true for *I*, *II*, etc.

Examples:
Andrew Winchell, Sr., was among the city’s founders.
Angelo Castiglione, Jr., was named to the board.
Leopold Bloom II, Esq., represents the defendant.

DASHES AND HYPHENS

Use the em dash [—] to set off an amplifying, illustrating, or explanatory element; or instead of commas for an emphatic parenthetic phrase. There are no spaces around the em dash. An en dash [–] is slightly longer than a hyphen [-] and smaller than an em dash.

Examples:
His trip was in vain—the store already had closed.
The weather was fair—bright sunshine and few clouds—when they set off in the skiff.

The en dash [–] may connect a range of numbers and sometimes link words. There are no spaces around the en dash. (Also see “NUMBERS.”)

Examples:
The years 1950–1960 were a time of economic expansion in the United States.
To learn more, read chapters 12–17.
The London–Paris train arrives at 10 p.m.

Use the word *to* instead of an en dash if the word *from* precedes the first element in a pair.

Example:
The march will take place from 3 to 10 p.m.

Use a hyphen when two nouns form a compound adjective to qualify a word that follows.

Examples:
The nation chose a home-rule form of government.

Do the same when an adjective and a noun are used as a compound adjective:

Examples:
The equipment required a high-quality battery.

Use a hyphen when an adjective and a participle are used as a compound adjective that precedes the word it qualifies.

Examples:
Those were some high-jumping grasshoppers!

Do the same when an adverb that does not end in *ly* forms a compound adjective with a participle or adjective.

Examples:
They built a much-needed addition to the house.
She made the list of best-known authors.

However, do not use a hyphen when an adverb ending in *ly* is used as a compound adjective with a participle or adjective.

Examples:
The joke was mildly amusing.
She was a highly paid professional.

(Also see “COMPOUND WORDS.”)

ELLIPSES

Avoid using ellipses (. . .) to indicate missing copy in quoted material. If necessary, use commas or other punctuation to

ensure a smooth, cohesive statement while maintaining the integrity of the content.

No:
“The book wasn’t published . . . until many years after my mother completed it,” said Johnson.

Yes:
“The book wasn’t published until many years after my mother completed it,” said Johnson.

HEADINGS

In headline-style titles, capitalize the first and last words no matter what the part of speech. In all other cases, follow these rules:

- Capitalize all nouns, pronouns, verbs, adjectives, adverbs.
- Lowercase the articles *the*, *a*, and *an*.
- Lowercase the coordinating conjunctions *and*, *but*, *for*, *or*, and *nor*.
- Lowercase prepositions regardless of length (such as *about*, *above*, *across*, *after*, *against*, *along*, *among*, *around*, *at*, *before*, *behind*, *below*, *beneath*, *beside*, *between*, *beyond*, *but*, *by*, *despite*, *during*, *except*, *for*, *from*, *in*, *inside*, *into*, etc.). Do this except when they are used adverbially or adjectivally (for example, *up* in *Look Up*; *down* in *Turn Down*; and *on* in *The On Button*, etc.).
- Lowercase *to* not only as a preposition but also as part of an infinitive, for example, *to Run*, *to Hide*.

Note: Heads and subheads are almost never followed by periods. (Exceptions include run-in heads, which are usually italicized and given initial caps for the first word and proper names.)

NUMBERS

Cardinal Numbers

Spell out numbers from *zero* to *nine*; use Arabic numerals (e.g., *10*, not *ten*) for numbers above *nine*. This also applies to ordinal numbers (*third*, not *3rd*; *12th*, not *twelfth*). Never use superscripts in ordinal numbers.

Examples:
We counted 87 people.
There were nine hamsters.

Money

In running text, follow the principles outlined above. For example, spell out *nine* dollars and below; use numerals for *10* dollars and above.

Examples:
nine dollars, not \$9
\$10, not ten dollars

Editorial Guidelines

Numbers and En Dash

With continuing numbers—dates, times, etc.—use the en dash to mean *up to, including, or through*. There are no spaces around the en dash.

If *from* precedes a pair of terms, then separate the items with *to* instead of the en dash. If *between* precedes the pair, use *and*.

Examples:
Monday, March 18, 10:30 a.m.–noon
Join us on Thursday, 11:30 a.m.–4 p.m., for the Faculty Forum.
I attended college from 1981 to 1985.
(Not “from 1981–1985.”)

Numbers Beginning a Sentence

Always spell out a number when it starts a sentence or headline.

Examples:
Eighty-seven people took part in the contest.
Eleven boats appeared in the regatta.

Percent Symbol

Write percentages as numerals except at the start of a sentence. In nontechnical text, use the word *percent* instead of the symbol.

Examples:
Thirty percent of all New Yorkers speak a foreign language.
An estimated 15 percent of the students use public transportation.
We will take nine percent of the profits.

Telephone Numbers

Use a hyphen to separate the exchange from the number. Toll-free numbers include the *1*, with a hyphen separating it from the exchange.

“Tel” or “Fax” precedes the numbers in an address, no colon or period.

Examples:
Tel 718-990-6132
 1-888-9STJOHNS
Fax 718-990-6133

Time and Date

Dates may be used as descriptive adjectives. When using a month-year or month-day date as an adjective, no hyphen or comma is needed.

Examples:
The October 31 festivities
The December 2003 financial statement

If a full month-day-year date is used, then a comma is needed both before and after the year.

Example:
The May 18, 2002, commencement ceremonies

However, the usage above is awkward compared to this: “commencement ceremonies on May 18, 2002.”

For event dates, times, and locations in display text, use the following format:

“How to Make the Most of College”
Thursday, April 11, 2–4 p.m.
D’Angelo Center, Room 206, Queens Campus

Or use one of the following formats for of an event in display type:

Single-Line:
Thursday, December 11, 2014, 7 p.m.
Great Lawn, Queens Campus

Vertical:
Thursday, December 11
7 p.m.
Great Lawn, Queens Campus

Times for an event and other activities are listed using numbers without zeros for even hours. Use the lowercase *a.m.* and *p.m.*

Examples:
The first train leaves at 5:22 a.m. and the last at 11 p.m.
Attend the meeting in St. Thomas More Church at 10:30 a.m. on December 5.

Never use numbers for noon or midnight (except, informally, in expressions like “twelve o’clock at night”).

Examples:
The meeting began at 9:45 a.m. and ended by noon.
Rodriguez was born at midnight, August 21–22.

In a day/date line, spell out the day and date, ending in a period (“attend on Tuesday, September 9”). For specific dates, spell out months and days. Write dates as cardinal—not ordinal—numbers (*10*, not *10th*).

The en dash separates dates (e.g., May 1–4, not May 1 and 4). If beginning and ending dates are in the same month, do not repeat the month (e.g., May 1–4, not May 1–May 4). Use a comma before and after the year only if a date is mentioned.

Decades are spelled out (as long as the century is clear) and lowercased or in numeral form. There is no apostrophe between the year and the letter *s*.

Examples:
the seventies
the 1980s and 1990s
the 1980s and ’90s

QUOTES

Periods and commas always precede the closing quotation marks, whether they are double or single.

Colons and semicolons come after the closing quotation marks.

Examples:
“You may choose to ride,” said Arnold, “but you may want to check the times.”
He said he wanted to “go abroad for a while”; we knew he was lying.

When a question or exclamation mark is part of the quoted material, it should precede (be placed within) the closing quotation marks. Question marks also are placed within parentheses or brackets when part of the parenthetic text.

Examples:
The ambassador asked, “Has the Marine Corps been alerted?”
Why was Jones shaking when he asked, “am I here to open an inquiry”?
The performer walked off the stage amid cries of “Brava!”
She could not believe her watch proved to be “water resistant to 300 meters”!

(Also see “TITLES.”)

SEMICOLON

Use the semicolon to show a close connection between two grammatically complete sentences.

Example:
Leonardo never had much use for the company of others; he preferred to study alone.

Use the semicolon when two complete sentences are joined by *however, therefore, indeed*, etc.

Examples:
You may decide to attend a residential college; however, you will be spending more money.
The house has been badly neglected; therefore, be careful where you step along the floorboards.

Use the semicolon in a complex series of three or more “items” with their own punctuation.

Example:
These are the steps to take: carefully consider all your options; choose a path that seems to offer the least resistance; and proceed calmly, confidently on your way

ST. JOHN’S TERMS AND USAGES

• Capitalize the term *Catholic and Vincentian University*.

• Choose *e-mail* not *email*.

• Contractions are not to be used, except in student quotes:

No: “I won’t go out tonight,” Jane Smith, Ph.D., declared.

Yes: “I will not go out tonight,” Jane Smith, Ph.D., declared.

• Continuing Education Units is abbreviated as CEU, no periods, no plural *s* (e.g., “2.5 CEU,” not “2.5 CEUs”).

• *Saint* is always abbreviated (e.g., *St. Thomas More Church, St. Augustine Hall*).

• *StormCard* is the preferred usage.

• The preferred spelling is *St. Vincent de Paul* (small *d*).

• *University* is capitalized only when referring to *St. John’s*.

• *University Mission* is capitalized when referring specifically to St. John’s mission statement. The *m* is lowercased when referring generally to St. John’s Vincentian mission.

• Use X-number on forms and in text.

• When hyperlinking a person’s name, treat abbreviations for academic degrees, religious orders, etc., as part of the name.

• When referring to alumni, use *Johnny* (singular) and *Johnnies* (plural).

• When referring to the number of St. John’s alumni, we currently say “more than 181,000.”

Editorial Guidelines

TITLES

Academic Subjects

Capitalize an academic subject in these three instances: if it is a proper noun (e.g., *English*, *Swahili*), part of an official department name, or an official course name.

Examples:
Dr. Bernardi is an expert on Catalan.
There are 15 faculty members in the Division of Mass Communications.
She teaches three courses in mechanical engineering.

Courses of Study

Capitalize the official name of a course of study.

Examples:
They signed up for Psychology 1011.
The College of Liberal Arts and Sciences has added Introductory Figure Drawing to its catalogue.
She excelled in all her figure drawing classes.

Lecture Series

The title of a lecture series is capitalized. Individual lectures—alone or within a series—also are enclosed in quotation marks.

Examples:
This year’s Vincentian Lecture Series was devoted to economic justice.
The first lecture, “Combating Inequality around the World,” drew a large crowd.

Professional Titles

Capitalize professional titles when they immediately precede and when they follow a name. Capitalize a professional title when it is used in place of the title holder’s name.

Examples:
Provost Elena Dodsworth, Ph.D., presided over the meeting.
Elena Dodsworth, Provost, addressed the scholars.
The Provost welcomed the participants.

Always capitalize named professorships.

Examples:
Please welcome Ricardo Suarez, Ph.D., Antonio J. Rivera Distinguished Professor of Spanish Literature.
Malcolm Saltzman, Ph.D., is the Clothilde Birnbaum Professor of Particle Physics.

Titles of Works

Use italics when referring to books, periodicals, and newspapers.

Examples:
She enjoyed reading the *New York Times*.
The article appeared in the *Providence Journal*.
Many editors use *The Chicago Manual of Style*.

Note: When newspaper and periodical titles occur in text, an initial *the*, even if part of the official title, is lowercased—unless it begins a sentence—and not italicized. (This principle does not apply to book titles.)

Titles of articles and features in periodicals and newspapers, short stories, and essays are set in roman type and enclosed in quotations.

Examples:
We studied “The Dead,” by James Joyce.
John S. Ellis’s article “Reconciling the Celt” appeared in the *Journal of British Studies*.

Titles of poems are usually set in roman type and enclosed in quotation marks; however, a very long poetic work, especially one in book form, is in italics, not quotes.

Examples:
Robert Frost’s poem “The Housekeeper” is in *The Norton Anthology of American Literature*.
Patrick did his thesis on *The Waste Land*, by T.S. Eliot.
The class recited Auden’s “Elegy for W.B. Yeats.”
William Carlos Williams wrote the book-length poem *Paterson*.

Titles of plays are always italicized.

Example:
Dustin Hoffman starred in *Death of a Salesman*.
Critics loved the Broadway revival of *The Glass Menagerie*.

Titles of movies and television and radio programs and series are italicized; a single episode in a television series is set in roman and enclosed in quotes.

Examples:
William Shatner starred in the first *Star Trek* series.
“Miri” was a poignant episode in the series.

The titles of unpublished theses, dissertations, manuscripts in collections, transcripts of speeches, etc., are set in roman type, capitalized as titles, and enclosed in quotation marks.

Example:
The title of his dissertation was “Amazing Radiance: Ralph Waldo Emerson and American Transcendence.”

WEB/INTERNET

Do not capitalize *web* in generic references.

Examples:
He saw it on the web.
I advise you to visit our website.
The University has a new web page.

However, *Internet* is capitalized.

Examples:
the Internet
the net
an intranet

E-mail is hyphenated.

Example:
Read all your e-mail.

When including a URL, you may omit *http* and *www* as long as the suffix is recognizable as an Internet link.

Examples:
stjohns.edu
google.com

Use a period to close a sentence that ends with a URL. It is unlikely that readers would think the period is part of the URL.

Examples:
Visit us at stjohns.edu.
Learn more at nyc.gov.

Design Guidelines

The following basic design information is provided so that you may understand the visual branding system the design team is working within to produce your pieces. Requirements regarding the logo, St. John’s Red, photo style, and typefaces must be adhered to in order to maintain a strong brand presence, especially in the increasingly competitive environment of university-to-prospective-student communications.

UNIVERSITY SEAL

The University seal is used only on formal documents and publications that include commencement programs, University bulletins, the St. John’s University Mission Statement, and other official documents. The seal is not usually available for departmental use, and prior approval from the Office of Marketing and Communications must be obtained before using it on any publication.



Design Guidelines: University Logo and Usage

PRIMARY UNIVERSITY LOGO

Below are the primary St. John’s logo lock-ups for use on all University materials. They consist of the crest, motto, and the University name. All parts are in an established arrangement. Therefore, the parts of the logo cannot be rearranged or altered in any way.

Logos with mottos are only to be used when the point size of the motto type is

FOR PRINT: Minimum size of 6 pt
FOR WEB: Minimum size of 8 pt (or 11 pixels)

VERTICAL LOCK-UP



When using the vertical lock-up, the copy should always be centered with the logo as shown below.



Et lam, as verit, alibusae ipsam es et labore veleste mporum
qui blaborp oreptatio to officiaerum quatemque mo etur, sinvelestut
aut aliquae dolut fugiantia debir liquaep tation rerehen dign.

HORIZONTAL LOCK-UP



When using the horizontal lock-up, the copy should always be flush left with the crest as shown below.



Et lam, as verit, alibusae ipsam estn
abore veleste mporumqui blaborp orept
atio to officiaerum quatemque mo m
etur, sinvelestunaut aliquae dolut fdign.

Design Guidelines: University Logo and Usage

OTHER UNIVERSITY LOGOS

St. John’s University Logo Without Motto



St. John’s University Logo for Banners
With and Without Motto

This one-line version of the logo should only be used when necessary on extreme horizontal materials such as banners.



Logos with mottos are only to be used when the point size of the motto type is

FOR PRINT: Minimum size of 6 pt
FOR WEB: Minimum size of 8 pt (or 11 pixels)

COLLEGE AND SCHOOL LOGOS

For each of the colleges and schools, logos have been created and added to the basic St. John’s logo. These college and school logos are provided in horizontal and vertical arrangements. Artwork files are provided for

- St. John’s College of Liberal Arts and Sciences
- The Peter J. Tobin College of Business
- The School of Education
- College of Pharmacy and Health Sciences
- The Lesley H. and William L. Collins College of Professional Studies



Design Guidelines: University Logo and Usage

OTHER UNIVERSITY LOGOS

Only the following subtreatments of the logo have been approved:

- Alumni
- Generic department option

These logos require the same amount of clear space as any of the primary logos.

FORMAL



GENERIC DEPARTMENT OPTION



DO NOT SCALE THE LOGO
DISPROPORTIONATELY



DO NOT CHANGE THE
COLORS OF THE LOGO



DO NOT ROTATE
THE LOGO



DO NOT CHANGE THE
LOGO FONT



Design Guidelines: University Logo and Usage

LOGO COLOR VERSIONS

The design group has artwork files for all color versions of the St. John’s logo shown here, as well as all college and school logos. These are the only color combinations in which the logo may appear.



Design Guidelines: University Logo and Usage

LOGO CLEAR SPACE REQUIREMENTS

No matter the size or application, the logo must always be given a minimum of clear space equal to the height of the “S” in St., as shown in the example below. It is important not to crowd the logo with text, images, or other logos. The measurement shown is the absolute minimum of clear space needed to showcase the identifier correctly; however, greater spacing is allowed and encouraged. The designers must maintain this clear space. When the logo is placed on top of a photo, which may occur in print materials or advertising, the designer will place the logo in a “quiet” area that will not obscure any part of it. The designer will choose the color of the logo that will work best on that area.



Design Guidelines: Point Size

Minimum Point Size

The minimum point size for copy in marketing materials is 9 point; with the exception of captions and/or disclaimer copy, which should be no smaller than 7 points in size.

Design Guidelines: Typefaces

The St. John’s University logo is based on the Sabon typeface. Sabon, along with the sans serif typeface Frutiger, has been chosen for use in all University communications. This typeface will provide contrast to the logo and will not fight for attention with it. Frutiger is available in a number of weights, which makes it invaluable for different levels of headings and emphasis. Body text in print materials may use either face.

Care should be taken not to place the logo in close contact with titles typeset in Sabon, since this will diminish the uniqueness of the logo itself.

Sabon Roman	Frutiger Light
SABON SMALL CAPS	<i>Frutiger Light Italic</i>
<i>Sabon Italic</i>	Frutiger Roman
Sabon Bold	<i>Frutiger Italic</i>
<i>Sabon Bold Italic</i>	Frutiger Bold
	<i>Frutiger Bold Italic</i>
	Frutiger Black
	<i>Frutiger Black Italic</i>

Sometimes in communications materials, additional typefaces are introduced to give materials a more unique look, rather than using just logo fonts. Two additional typefaces that can be used for such materials are News Gothic and Brown.

Please note that these should not be used for purposes such as signage, etc.

News Gothic **Brown**

There are two script fonts chosen for use on high-end pieces in order to provide a more elegant look. Please use Champignon or Roundhand LT (Regular, Bold, and Black).

<i>Champignon</i>	<i>Roundhand LT Regular</i>
	<i>Roundhand LT Bold</i>
	<i>Roundhand LT Black</i>

WEB FONT REPLACEMENT FOR SABON

Georgia Regular
Georgia Italic
Georgia Bold
Georgia Bold Italic

WEB FONT REPLACEMENT FOR FRUTIGER

Verdana Regular
Verdana Italic
Verdana Bold
Verdana Bold Italic

WEB FONTS FOR SOCIAL MEDIA

Open Sans
Source Serif Pro
Sacramento

Design Guidelines: University Colors

PRIMARY COLOR PALETTE

Three color palettes are specified for use in communications items: the primary palette, a secondary palette, and a neutral palette. The colors of the primary palette, especially the St. John’s Red, are to be used prominently.

Neutrals may be used freely, although the St. John’s Red should be present.

The secondary palette should be used sparingly. If used, St. John’s Red should be dominant over any secondary color. Secondary colors may be used more fully in interiors of printed materials.

Gold and Silver are recommended for use on high-end or celebratory pieces.

Colors are listed as both spot and process-equivalent for four-color printing. The process colors are specified using the following industry-standard abbreviations:

C = cyan M = magenta Y = yellow K = black

RED

PMS 186

CMYK: 2/100/85/6

RGB: 207/10/44

HEX: CF102D

WHITE

BLUE

PMS 296

CMYK: 100/73/28/68

RGB: 7/27/44

HEX: 051C2C

GRAY

PMS COOL GRAY 8

CMYK: 48/40/38/4

RGB: 138/138/141

HEX: 898B8E

BLACK

SECONDARY COLOR PALETTE

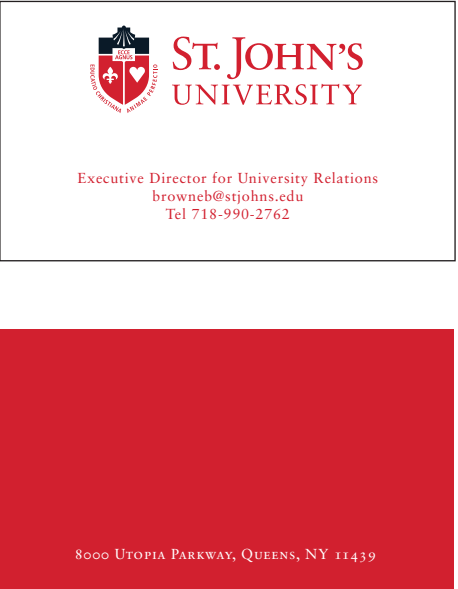
Light	PMS 1355 CMYK: 0/25/65/0 RGB: 252/206/135	PMS 7404 CMYK: 4/10/87/0 RGB: 240/217/26	PMS 366 CMYK: 31/0/68/0 RGB: 196/229/142	PMS 283 CMYK: 40/14/0/0 RGB: 155/196/226	PMS 324 CMYK: 37/0/16/0 RGB: 170/221/214	PMS 7444 CMYK: 27/24/0/0 RGB: 182/184/220
Bright	PMS 144 CMYK: 2/54/100/0 RGB: 226/140/5	PMS 7406 CMYK: 5/22/100/0 RGB: 227/186/18	PMS 368 CMYK: 58/2/100/0 RGB: 91/191/33	PMS 285 CMYK: 91/53/0/0 RGB: 58/117/196	PMS 326 CMYK: 86/2/41/0 RGB: 0/178/170	PMS 7446 CMYK: 47/48/0/0 RGB: 137/134/202
Dark	PMS 1395 CMYK: 30/63/100/19 RGB: 153/96/23	PMS 110 CMYK: 16/31/100/0 RGB: 216/181/17	PMS 371 CMYK: 64/42/100/31 RGB: 86/107/33	PMS 287 CMYK: 100/87/20/10 RGB: 0/56/147	PMS 329 CMYK: 100/36/65/23 RGB: 0/109/102	PMS 7447 CMYK: 70/80/28/12 RGB: 93/71/119
Subtle	PMS 728 CMYK: 19/37/58/0 RGB: 211/168/124	PMS 7751 CMYK: 22/24/85/0 RGB: 202/182/75	PMS 5777 CMYK: 39/26/72/2 RGB: 162/165/105	PMS 5425 CMYK: 55/32/24/0 RGB: 122/153/172	PMS 5565 CMYK: 54/27/44/2 RGB: 127/156/144	PMS 5285 CMYK: 48/45/22/1 RGB: 141/137/165

NEUTRAL COLOR PALETTE

COOL GRAY 3 CMYK: 21/17/17/0 RGB: 200/201/199	COOL GRAY 6 CMYK: 35/29/28/0 RGB: 167/168/170	COOL GRAY 11 CMYK: 65/57/52/29 RGB: 83/86/90	PMS 7500 CMYK: 11/15/38/0 RGB: 223/209/167	PMS 871 (GOLD) CMYK: 44/45/75/17 RGB: 133/112/64
WARM GRAY 3 CMYK: 25/24/28/0 RGB: 191/184/175	WARM GRAY 6 CMYK: 36/35/38/1 RGB: 165/156/148	WARM GRAY 11 CMYK: 52/53/59/24 RGB: 110/98/89	PMS 5655 CMYK: 32/18/31/0 RGB: 176/189/176	PMS 877 (SILVER) CMYK: 48/39/39/3 RGB: 143/143/140

METALLIC COLORS

Design Guidelines: Stationery



For mailing panels (including on brochures and postcards), the address should be centered beneath the logo. Sabon Small Caps (RED) 8.6 pt. Always include the University's address.

University Vision and Mission Statements

USE OF THE VISION AND MISSION STATEMENT

These statements appear only on formal materials, such as commencement and convocation programs, student handbooks, etc. Should you wish to include the statements in your publication, please use these official versions, which have been approved by the Board of Trustees. As a general rule, they should not be shortened in any way.

Vision Statement

St. John’s University will empower diverse learners with quality education for life. Through innovative teaching, research, and service we will foster rational, spirited inquiry and intelligent reflection. Our student-centered approach will be shaped by a caring, energized, nimble culture. Enlivened by our distinctive mission, our graduates will excel in the competencies and values required for leadership and service in a rapidly evolving global community. As a Catholic and Vincentian university, we will be known worldwide for addressing issues of poverty and social justice.

MISSION STATEMENT

St. John’s University is Catholic, Vincentian, Metropolitan, and Global.

As a **university**, we commit ourselves to academic excellence and the pursuit of wisdom which flows from free inquiry, religious values, and human experience. We strive to preserve and enhance an atmosphere in which scholarly research, imaginative methodology, global awareness, and an enthusiastic quest for truth serve as the basis of a vital teaching-learning process and the development of lifelong learning. Our core curriculum in the liberal arts and sciences aims to enrich lives as well as professions and serves to unify the undergraduate experience. Graduate and professional schools express our commitment to research, rigorous standards, and innovative application of knowledge. We aim not only to be excellent professionals with an ability to analyze and articulate clearly what is, but also to develop the ethical and aesthetic values to imagine and help realize what might be.

St. John’s is a Catholic university, founded in 1870 in response to an invitation of the first Bishop of Brooklyn, John Loughlin, to provide the youth of the city with an intellectual and moral education. We embrace the Judeo-Christian ideals of respect for the rights and dignity of every person and each individual’s responsibility for the world in which we live. We commit ourselves to create a climate patterned on the life and teaching of Jesus Christ as embodied in the traditions and practices of the Roman Catholic Church. Our community, which comprises members of many faiths, strives for an openness which is “wholly directed to all that is true, all that deserves respect, all that is honest, pure, admirable, decent, virtuous, or worthy of praise” (Philippians 4:8). Thus, the university is a place where the Church reflects upon itself and the world as it engages in dialogue with other religious traditions.

St. John’s is a Vincentian university, inspired by St. Vincent de Paul’s compassion and zeal for service. We strive to provide excellent education for all people, especially those lacking economic, physical, or social advantages. Community service programs combine with reflective learning to enlarge the classroom experience. Wherever possible, we devote our intellectual and physical resources to search out the causes of poverty and social injustice and to encourage solutions which are adaptable, effective, and concrete. In the Vincentian tradition, we seek to foster a world view and to further efforts toward global harmony and development by creating an atmosphere in which all may imbibe and embody the spirit of compassionate concern for others so characteristic of Vincent.

St. John’s is a metropolitan and global university. As a metropolitan university, we benefit from New York City’s cultural diversity, its intellectual and artistic resources, and its unique professional educational opportunities. With this richness comes responsibility. We encourage the metropolitan community to use our resources to serve its needs. As a global university, we are one of our nation’s most diverse institutions of higher education, enriched by a mixture of cultures, which complements an internationalized curriculum. Through collaboration with other institutions around the world, study abroad opportunities, and online courses and degrees, our outreach spans the globe. In educating students we pledge to foster those qualities needed for our alumni to become effective leaders and responsible citizens in a vibrant city and dynamic world.

*Mission Statement of St. John’s University, New York.
Approved by the Board of Trustees, December 1991
Modified and reapproved March 1999, March 2008,
and October 2015*



ST. JOHN'S
UNIVERSITY

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