The Brand Identity Guide serves as a resource for all of your marketing and communication needs. Consult this manual before you 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.
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, chief executive officer, 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.

Students commit approximately 5,000 hours to serve sites worldwide. 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 services 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, Italy, campus and our academic locations in Paris, France, and Limerick, Ireland. 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 80 percent of its 199,000+ alumni working in the area, across every industry imaginable.

These alumni seek out our students to intern and work for their companies. 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 354 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 achieve 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’s Team
For more than a century, St. John’s University has had a storied athletic tradition. With 1,932 total victories entering the 2023–24 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’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.
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:

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

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.

The printing industry is currently facing uncommon challenges meeting demands for their products. There has been an increase in the price of paper and a significant shortage in its availability. In order to minimize the impact of these issues, please allow for extra time in your schedules and flexibility in paper selections.

General Time Estimates

- Postcard: four weeks
- Flyer/poster: four weeks
- Application: four to six weeks
- Banner: four to six weeks
- Brochure/booklet: six to eight weeks
- Invitation/program: eight to 10 weeks
- Bulletin/viewbook: six to eight months

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

Project Request Form
After a plan is established, please complete a Project Request Form 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 Guidelines starting on page eight.

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 final 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 editing support is provided by this office, the ultimate responsibility for editing 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. Colleges/departments work directly with Printing and Distribution on internal printing collateral.

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
Digital Communication

DIGITAL
The internet and social media channels have evolved into major communication tools both for business and education.

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

St. John's University Website (www.stjohns.edu)

St. John's official website reinforces the brand and image of the University while providing valuable information to all its constituents, with a specific focus on prospective students, parents, alumni, and employers.

To update content on the EDU website, please contact your School/College or Department Marketing Liaison who can reach out to your Marketing Account Director for more information.

U Connect and SignOn

St. John's U Connect (connect.stjohns.edu) serves personalized information in a central location and surfaces content relevant to your role as a St. John's community member. SignOn (signon.stjohns.edu) consolidates all your University Services (e.g., email, UIS, and Canvas) behind one username and password and is backed by two-factor authentication to provide enhanced security. You can reset your password should you forget it.

Connect is accessible via the web (connect.stjohns.edu) or as a mobile application (you can download it by visiting https://www.stjohns.edu/apps). SignOn is accessible from the link on the University website footer or by visiting signon.stjohns.edu.

St. John's U Connect and SignOn are accessible anywhere there is internet access and provides students, faculty, administrators, and staff with vital resources and information. The content on St. John's U Connect is managed collaboratively through many departments within the University and is updated regularly.

WEBSITE 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.
• Unlink 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 uses Drupal to maintain the University’s website content. This system is open-source, which allows for flexibility to grow as technology changes. This CMS allows you to publish, monitor, and manage the content within your respective area on the www.stjohns.edu website.

To publish 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.

ADA COMPLIANCE

St. John’s is committed to ensuring that our digital content is accessible to all users of our website. To that end, there are standards focused on the use of images, headers, and other elements on web pages that will help us keep our website compliant with the Americans with Disabilities Act (ADA).

A full list of accessibility requirements is available online at https://www.w3.org/WAI/standards-guidelines/wacgp/, but the most common practices to keep in mind are:

• Images cannot have text embedded on them. Text that is embedded on an image is not readable by a screen reader and is thus not fully accessible. Images can be pictures only—not words. The caption field can help communicate additional information about the picture being used.
• PDFs must be fully compliant. Adobe Pro has a function that scans PDFs for accessibility and makes recommendations needed to ensure that your PDFs are accessible.
• When directing users to click a link, do not use “Click here” or “Learn more.”
  o Accessible: View our Academic Calendar (“Academic Calendar” is hyperlinked).
  o Not accessible: Click here. (Click here is hyperlinked)
• Headers must progress in logical order from H2 through H4.
  o Accessible: First line is an H2, second line is H3, plain text.
  o Not accessible: First line is plain text, second line is H3, third line is H4.

SOCIAL MEDIA TRAINING

The Office of Marketing and Communications runs social media training for departments who run their own social media pages. During this training, you receive best practices across all social platforms, including hashtags, content creation, and tools that can easily create multimedia content for you to share on social media. Please contact stjohnsdigital@stjohns.edu to set up a training.

Getting Started
Media Communication

BRAND CAMPAIGN

Education That Elevates is the theme for a multiyear, multimarket, branding campaign that aims to raise awareness of the University and promote the academic distinction of a St. John’s education to multiple target audiences. It specifically focuses on residents and visitors to the five boroughs and Long Island as more than 80 percent of St. John’s 195,000+ living alumni reside in the tristate region.

With programs for every path, a St. John’s University education gives you limitless opportunities to broaden your mind, discover your passion, and reach new heights.

A brand toolkit has been developed and is available at www.stjohns.edu/brandtoolkit

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, or conference). Consult with the Marketing Liaison for your college or office to discuss realistic alternatives for devising an effective marketing plan.

The Marketing Liaison contacts the appropriate Account Director in the Office of Marketing and Communications to discuss realistic alternatives for devising an effective marketing plan.

JOURNAL ADVERTISEMENTS

Organizations, businesses, or other schools that have relationships with the University frequently solicit journal advertising requests. Please contact the Office of the President must authorize any relationships with the University frequently solicit journal advertising. The Office of the President must authorize any advertisements placed through the Office of Marketing and Communications to maintain and capitalize on St. John’s current image and relationships.

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• PDFs must be fully compliant. Adobe Pro has a function that scans PDFs for accessibility and makes recommendations needed to ensure that your PDFs are accessible.
• When directing users to click a link, do not use “Click here” or “Learn more.”
  o Accessible: View our Academic Calendar (“Academic Calendar” is hyperlinked).
  o Not accessible: Click here. (Click here is hyperlinked)
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MEDIA PLANNING

Media planning consists of advertising recommendations and placements based on budget, geography, goals, research, and target. Advertising can be planned for and placed in a variety of mediums, including broadcast, digital, out-of-home, print (e.g., magazines and newspapers), and on social media. 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).

This guide addresses basic principles of style for print and online articles, brochures, emails, newsletters, and other publications. For most matters of usage, the Office of Marketing and Communications follows the current (17th) edition of The Chicago Manual of Style, with a number of St. John’s-specific exceptions.

Please also consult Chicago 17 online via St. John’s website: St. John’s University Libraries > “Databases” > 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. philosophie 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.

ADRESSES

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 ’75VC is the Executive Vice President.
John Jackson ’05C, ’07G is joining the team.
Anna Andrews ’09Ed, ’13Ed.D. looks forward to Commencement.
Andrea Edwards ’81BC, ’91LL.B has joined Macomber and Frye, LLC.

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: IBS (e.g., ’11IBS)
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., ’03GP)
Doctor of Philosophy: Ph.D. (e.g., ’01Ph.D.)
Medical Technology: MT (e.g., ’12MT)
Six-Year Pharm.D.: Pharm.D. (e.g., ’01Pharm.D.)
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 (’86CBA) and Thomas Atkins (’86Ed)
- Anthony (’12CPS) and Marie Colson (’16Ph.D.)

(Also see “CREDENTIALS/AFFILIATIONS.”)

**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, graduates in May 2020.

**APOTROPHIES**

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
- 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 Lincoln’s marriage
- the Martinez’s 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.

**CAMPUS/_DIVISIONS**

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

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

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

Examples:
- Queens Campus
- St. Augustine Hall, Room 455

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

**Engraved Building Inscriptions (Queens)**

- St. John Hall: “Educatio-Christiana Animae Perfectio”
- Newman Hall: “Ministra Non Ministrari”
- St. Albert Hall: “Deus Scientiae Est Dominus”
- St. Thomas More Church: “God is the Lord of knowledge.”
- St. Augustine Hall (Left): “Verbum Dei Non est Laboratum”
- St. Augustine Hall (Center): “To serve, not to be served.”
- St. Augustine Hall (Right): “Et Deus Erat Verbum”

- Athletic Buildings and Fields (Queens)
  - Bob Sheppard Press Box
  - Carnesella Arena
  - DaSilva Memorial Field
  - Jack Kaiser Stadium
  - Janetschek Athletic Center
  - Red Storm Field
  - Taffner Field House

**Buildings/Locations (Queens)**

- Bob Sheppard Press Box
- Carnesella 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
- St. Vincent Health Sciences Center (opening in Fall, 2024)
- Sullivan Hall
- Sun Yat Sen Memorial Hall
- The Peter J. Tobin College of Business University Center
- University Freshman Center
- Welcome Center
Editorial Guidelines

Residence Halls (Queens)
Freshmen: DeSilva Hall, Donovan Hall, Hollis Hall
Sophomores: Century Hall, Henley Road Residence, John Cardinal O’Connor 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 Loretto Memorial Library
DaSilva Academic Center Mahoney Hall
Flynn Hall Notre Dame House
Kellerher Center Rosati Hall
Lavelle 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 or the University.

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

The correct punctuation in all cases is St. John’s, not St. John’s. (The possessive is never “St. John’s” 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 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: the Collins College of Professional Studies, or the College (when not confused with other Colleges, Schools, or the University itself) Always capitalize the preceding the College’s full name.

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

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:
- Only majoring in comparative literature.
- Dr. Bernard is Chair of the Committee on Comparative Literature.

The first-year students are 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.

Next use: 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 2022 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.
- The car included these features: power steering, GPS, and automatic parking.

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

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

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

COMMAS

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

Examples:
- 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.)

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

COMPOUND WORDS

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.
- 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

Contractions are to be used sparingly in narrative text and quotes. (Also see “ST. JOHN’S TERMS AND USAGES.”)

Examples:
Chicago has no rule for this.

McGraw-Hill

Example:

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

Follows a name, omit the prefix.

Examples:
Leopold Bloom II, Esq., represents the defendant.
Angelo Castiglione, Jr., was named to the board.

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

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.

They built a much-needed addition to the house.

She made the list of best-known authors.

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.

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.

Examples:
Sr. Margaret Buchanan, D.C.

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

Examples:
Charles Winchell, Sr., was among the city’s founders.
Angelo Castiglione, Jr., was named to the board.

DASHES AND HYPHENS

Use the em dash [—] to set off an amplifying, illustrating, or explanatory element; or instead of commas for an emphatic parenthetical 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:

Leopold Bloom II, Esq., represents the defendant.

His trip was in vain—the store already had closed.

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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.”)

Order, Credentials, and Degrees

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

Examples:
John F. Franklin, Ph.D., Litt.D., Editor
H. Courtney Higginbotham, Ph.D., R.Ph., Professor of Pharmacy

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.L., 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

Examples:
Mark Smith, Assistant Professor of History
Ambrose Morgan, Associate Provost

Linda Suarez, M.F.A., Assistant Professor of Art and Design

Examples:
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., Ms., Ms., or Mx.

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

Examples:
Jenniffer Fenshaw, M.D. (not Dr. Jenniffer Fenshaw, M.D.)
Dr. Julius Steningut (not Dr. Julius Steningut, Ph.D.)

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Examples:
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Dr. Julius Steningut (not Dr. Julius Steningut, Ph.D.)
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; 126, not 126th).

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

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 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.

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.

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.

Examples:
- Tel 718-990-6132
- 1-888-9STJOHNS
- Fax 718-990-6131

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.

Examples:
- 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”

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.
- The October 31 festivities

SEMICOLON

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

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

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 “steps” with their own punctuation.

Decades are spelled out (as long as the century is clear) and lowercase 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.”

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 parenthetical text.

Examples:
- The ambassador asked, “Has the US 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 “Bravo!” She could not believe her watch proved to be “water resistant to 300 meters”?

(Also see “TITLES”)

EDITORIAL GUIDELINES

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, 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 in The On Button, etc.).
• Lowercase to, not only as a preposition, but also as part of an infinitive. Examples: 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

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Editorial Guidelines

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.
• Contractions are to be used sparingly in narrative text and quotes.
• Continuing Education Units is abbreviated as CEU, no periods, no plural (e.g., “2.5 CEU,” not “2.5 CEUs”).
• First-year student, not freshman.
• Saint is always abbreviated (e.g., St. Thomas More, Church, Augustine Hall).
• Do not use SJU.
• StormCard is the preferred usage.
• The preferred spelling is St. Vincent de Paul (small d).
• University Mission 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 Johnnie (singular) and Johnnies (plural). Use Johnny only when referring to our mascot, Johnny Thunderbird.
• Our library has more than one million volumes.

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. The Provost welcomed the participants. Provost Elena Dodsworth, Ph.D., 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:

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 Cult” 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:

Titles of plays are always italicized.

Examples:
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.

The word email is not hyphenated.

Examples:
Read all of your email. Include www for www.stjohns.edu

Whenever possible, please avoid using punctuation at the end of URLs to ensure that users can access the intended website without error. If using punctuation at the end of a URL is unavoidable, we recommend bolding the URL and putting the necessary punctuation in regular typeface. Punctuation is acceptable to close a sentence after an email address.

Examples:
Visit us at www.stjohns.edu

Learn more at nyc.gov

I advise you to visit our website. He saw it on the web. Examples:

Do not capitalize web in generic references.

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Examples:
Diversity, Equity, and Inclusion

UNIVERSITY INCLUSIVITY STATEMENT

A dedication to diversity, equity, and inclusion is at the heart of our mission. As a Catholic and Vincentian university, St. John's is committed to institutionalizing practices of inclusive excellence to ensure that we welcome and celebrate the intrinsic worth of all members of our community.

We will become an even stronger University as we enhance equity at every level of our institution. As noted in our Vision Statement, our graduates will excel in the competencies and values required for leadership and service in a rapidly evolving world.

Gender

Try to reword sentences to avoid gender.

Use the singular they (as well as them/them/their) as a gender-neutral pronoun when he/she/their is not accurate or preferred. Like singular you, singular they takes a plural verb. So when the context requires it, they/them/their are used as both singular and plural forms, can be used to refer to one person (they have a degree in molecular biology {their favorite color is blue}. And themselves [like yourself] may be used to signal the singular antecedent (though some people will prefer themselves) {they blamed themselves [or themselves]}. A number of other gender-neutral singular pronouns are in use, invented for that purpose; forms of these are usually singular and take singular verbs. In general, a person's stated preference for a specific pronoun should be respected.

Consider using the suffix -person (e.g., chairperson instead of chairman; spokesperson instead of spokesman) in your writing to avoid presuming maleness. Ask the person whose title you're referencing what they prefer as well, if possible. Be aware, too, of words that use –ess and denote femaleness, such as stewardess or hostess.

Use Ms. as a gender-neutral alternative to Mr., Mrs. or Ms.

Nonbinary, not non-binary

LGBTQIA+

This is an abbreviation for “lesbian, gay, bisexual, transgender, queer and/or questioning, intersex, and asexual/aromantic/agender.” The “A” in LGBTQIA+ may also refer to “ally” or “allied,” meaning someone who does not identify as LGBTQIA+ but supports those who do.

People with Disabilities

When writing about anyone with a disability—whether physical, intellectual, or psychological/emotional—always strive to adopt “people first” language. This means using words that put the person at the center of a description rather than a label, their status, or focusing on what the individual cannot do.

Example:

“a graduate student who has epilepsy,” not “a graduate student who’s an epileptic,”

neurodivergent: an inclusive term meant to describe those with intellectual and developmental disabilities

Sources:

https://adata.org/factsheet/ADANN-writing

PERSONAL GENDER PRONOUNS

What is a personal gender pronoun (PGP)?

Personal gender pronouns refer specifically to people who are being talked about (he/him/his; she/her/hers; they/them/their; xir/xie/xirs; etc.). The University has moved away from the language of “preferred pronouns” because gender identity is not a preference but a reality. Using “preferred” can imply that using the correct pronouns for someone is optional.

What kind of pronouns can be used?

There are an infinite number of pronouns as new ones emerge in our language, so it's best to ask people what pronouns they use. Some people prefer to not use pronouns and would like their names to be used instead.

Why is it important to respect pronouns?

The University can't always tell someone's gender identity or their pronouns by outward appearances. When someone is referred to by the wrong pronoun, it can make the person feel disrespected and alienated. Honoring people's pronouns is a simple way to show that our University community wants to cultivate an environment that respects all gender identities.

Adapted from https://diversity70.sites.caltech.edu/documents/1894/30202/ADANN-writing

Sources:


Helpful resources:

https://www.diversitystyleguide.com/

Race and Ethnicity

Race and ethnicity are not the same. The US Census Bureau defines race as a person's self-identification with one or more social groups, which can include White, Black or African American, Asian, American Indian, Alaska Native, Native Hawaiian, and/or Other Pacific Islander.

Federal statistical standards used by the Census and the National Center for Education Statistics, conceptualize a person’s ethnicity into one of two categories: Hispanic (or Latino/a/x) or Not Hispanic (Latino/a/x). If a person is Hispanic/Latino, they can self-report/identify as any race.

Source: https://www.caltech.edu/csu-system/csu-branding-standards/editorial-style-guide/Pages/diversity-style-guide.aspx

Helpful resources:

https://www.diversitystyleguide.com/
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.

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.

HORIZONTAL LOCK-UP

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

Do not:
- Scale the logo disproportionately
- Change the colors of the logo
- Rotate the logo
- Change the logo font

St. John’s University
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.

VERTICAL
TWO COLOR: RED AND BLUE
VERTICAL TWO COLOR WITH WHITE OUTLINE
VERTICAL ALL BLACK
VERTICAL ALL RED

HORIZONTAL
TWO COLOR: RED AND BLUE
HORIZONTAL TWO COLOR WITH WHITE OUTLINE
HORIZONTAL ALL BLACK
HORIZONTAL ALL WHITE
HORIZONTAL ALL RED
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 places the logo in a “quiet” area where it is not obscured. The designer chooses the color of the logo that works best on that area.

UNIVERSITY CREST USAGE

Below are examples of the University crest for use in print and web promotions. It can be used to add subtle texture or to fill space in special promotions, such as invitations and brochures.

Crest_10_Motto
Crest_10_NoMotto
Crest_15_Motto
Crest_15_NoMotto
Crest_20_Motto
Crest_20_NoMotto
Crest_25_Motto
Crest_25_NoMotto
Crest_30_Motto
Crest_30_NoMotto

UNIVERSITY CREST USAGE

Below are examples of the University crest for use in print and web promotions. It can be used to add subtle texture or to fill space in special promotions, such as invitations and brochures.

Crest_10_Motto
Crest_10_NoMotto
Crest_15_Motto
Crest_15_NoMotto
Crest_20_Motto
Crest_20_NoMotto
Crest_25_Motto
Crest_25_NoMotto
Crest_30_Motto
Crest_30_NoMotto
Design Guidelines
Typography

Minimum Point Size
The minimum point size for copy in marketing materials is nine points. Captions and/or disclaimer copy should be no smaller than seven points in size.

Typefaces
PRINT FONTS
The St. John’s University logo is based on the Sabon typeface. Sabon, along with the sans serif typeface Myriad, has been chosen for use in all University communications. This typeface provides contrast to the logo and does not compete with it for attention. Myriad 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 diminishes the uniqueness of the logo itself.

Sabon LT Pro Roman
Sabon LT Pro Italic
Sabon LT Pro Bold
Sabon LT Pro Bold Italic

Myriad Pro Light
Myriad Pro Light Italic
Myriad Pro Roman
Myriad Pro Bold
Myriad Pro Bold Italic
Myriad Pro Black
Myriad Pro Black Italic

Additional typefaces are sometimes introduced in marketing materials to create a more unique look, rather than simply using 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 Pro

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 TL (Regular, Bold, and Black).

Champignon
Roundhand Regular
Roundhand Bold
Roundhand Black

WEB FONT REPLACEMENT FOR SABON
Georgia Regular
Georgia Italic
Georgia Bold
Georgia Bold Italic

WEB FONT REPLACEMENT FOR MYRIAD
Verdana Regular
Verdana Italic
Verdana Bold
Verdana Bold Italic

WEB FONTS FOR SOCIAL MEDIA
Open Sans
Source Serif Pro
Sacraments

The fonts listed above are approved for use when creating assets and graphics for social media.

Digital Fonts

PRINT FONT REPLACEMENT FOR SABON
Times Roman

PRINT FONT REPLACEMENT FOR MYRIAD
Helvetica
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

### PRIMARY COLOR PALETTE

- **Red**: PMS 186
  - CMYK: 2/10/85/6
  - RGB: 207/10/44
  - HEX: #C8102E

- **Blue**: PMS 296
  - CMYK: 100/73/26/68
  - RGB: 7/27/44
  - HEX: #051C2C

- **White**: PMS 130
  - CMYK: 0/18/100/0
  - RGB: 255/255/255
  - HEX: #FFFFFF

- **Black**: PMS 122
  - CMYK: 0/0/0/100
  - RGB: 0/0/0
  - HEX: #000000

### SECONDARY COLOR PALETTE

#### Light
- **RED**: PMS 144
  - CMYK: 254/199/55/0
  - RGB: 226/141/13
  - HEX: #D89B1D

- **WHITE**: PMS 371
  - CMYK: 18/165/105
  - RGB: 202/192/75
  - HEX: #C0B74F

- **BLACK**: PMS 328
  - CMYK: 18/165/105
  - RGB: 202/192/75
  - HEX: #C0B74F

#### Bright
- **RED**: PMS 144
  - CMYK: 254/199/55/0
  - RGB: 226/141/13
  - HEX: #D89B1D

- **WHITE**: PMS 371
  - CMYK: 18/165/105
  - RGB: 202/192/75
  - HEX: #C0B74F

- **BLACK**: PMS 328
  - CMYK: 18/165/105
  - RGB: 202/192/75
  - HEX: #C0B74F

#### Dark
- **RED**: PMS 144
  - CMYK: 254/199/55/0
  - RGB: 226/141/13
  - HEX: #D89B1D

- **WHITE**: PMS 371
  - CMYK: 18/165/105
  - RGB: 202/192/75
  - HEX: #C0B74F

- **BLACK**: PMS 328
  - CMYK: 18/165/105
  - RGB: 202/192/75
  - HEX: #C0B74F

### NEUTRAL COLOR PALETTE

#### Cool Grays
- **COOL GRAY 3**: PMS 193
  - CMYK: 21/169/124
  - RGB: 221/161/126
  - HEX: #EB9878

- **COOL GRAY 6**: PMS 283
  - CMYK: 18/165/105
  - RGB: 202/192/75
  - HEX: #C0B74F

- **COOL GRAY 11**: PMS 326
  - CMYK: 12/153/72
  - RGB: 191/184/175
  - HEX: #B9B27A

#### Warm Grays
- **WARM GRAY 3**: PMS 184
  - CMYK: 18/165/105
  - RGB: 202/192/75
  - HEX: #C0B74F

- **WARM GRAY 6**: PMS 276
  - CMYK: 18/165/105
  - RGB: 202/192/75
  - HEX: #C0B74F

- **WARM GRAY 11**: PMS 375
  - CMYK: 18/165/105
  - RGB: 202/192/75
  - HEX: #C0B74F

#### Metallic Colors

- **Gold**: PMS 871
  - CMYK: 22/20/14/0
  - RGB: 222/204/176
  - HEX: #DDC898

- **Silver**: PMS 877
  - CMYK: 10/21/20/0
  - RGB: 143/143/140
  - HEX: #8F8F8F

### Design Guidelines

*University Colors*
Design Guidelines
Stationery

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

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 unbend 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.
