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’re 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, including a record 10 Fulbright Award winners in 2013 and the St. John’s Mock Trial Team, which has beaten competitors from top universities across the country. This excellence is also 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 the classroom. 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 SJU, 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 96,833 service hours, in 125 city agencies and at 11 sites on four continents. Gaining direct, shared experience through helping others, students are uniquely prepared for lives as ethical leaders—in whatever career path they choose. That’s 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 SJU 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 four 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. SJU is also a springboard for semesters at the University’s Rome campus and Paris and Seville locations, or study abroad learning and service opportunities on almost every continent. At St. John’s University, we don’t just send our students abroad—we provide them with a global campus that allows a seamless SJU college 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 160,000 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, SJU 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 over 1,700 total wins, our men’s basketball team is ranked seventh among all teams, with the most victories in the NCAA. 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’ll 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. SJU athletic champions go on to be the doctors, lawyers, executives, teachers, artists, and leaders of this great city, because they’re 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.

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 your Marketing Account Director 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 Web site, and submit to your 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 Account Director 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 over 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 and 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 printing and 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.
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 Web Site (stjohns.edu)
St. John’s official Web site 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 Web site, please contact your Marketing Account Director for more information.

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

MySJU is accessible on the top navigation of the new University website. From here, students and faculty can access Central and employees can access their personal information via UIS. University faculty and employee resources will also be located within MySJU.

MySJU will be accessible anywhere there is Internet access, and it will provide 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, Provost and Marketing and Communications.

WEB SITE FORMAT – RESPONSIVE CONTENT

The new St. John’s University Web site will be built in responsive design. This design 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 be 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 Communication’s Digital Team will be providing 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 is implementing a new CMS, Drupal, to maintain the University’s Web site content. This system is open-source which allows for flexibility to grow as technology changes. This CMS tool will allow you to publish, monitor and manage the content within your respective area on the stjohns.edu web site.

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, updating all content on your area’s Web site.

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)

All University media advertisements (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 (event, program, conference). Consult with your Marketing Account Director to discuss realistic alternatives for devising an effective marketing plan.

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 reillye@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 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 your Marketing Account Director. An appropriate ad will be created and forwarded to the selected media outlet. Please provide all necessary details for the advertisement (budget, size, color, delivery instructions, and deadline).
The Office of Marketing and Communications at St. John’s follows the current (16th) edition of *The Chicago Manual of Style* for all matters of usage, with SJU-specific exceptions noted within.

For style matters not addressed here, visit Chicago 16 online via the SJU website (Libraries > “Find an Article (Databases)” > publication under C). For words and phrases not addressed in Chicago, refer to *Merriam-Webster’s Collegiate Dictionary* (11th edition).

The following headings are arranged alphabetically, as are the subheads within.

**ACADEMIC DEGREES**

Use periods in degree abbreviations.

*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. Philosophae Doctor (Doctor of Philosophy)

After names, degrees not earned at SJU are parenthetic and appear within commas.

*Examples:*

Joseph Goodman, J.D., heads the department.
Sally Smyth, Ph.D., serves as provost.

For St. John’s degree designations (year and school) after student and alumni names, omit the commas. (A comma is used only to separate two or more SJU degrees.)

*Examples:*

- Peter Larson ’87SVC
- John Jackson ’05C, ’07G
- Anna Andrews ’09Ed, ’13Ed.D.
- Andrea Edwards ’38NDC, ’45L

For alumni who have a non-SJU doctoral degree in addition to their St. John’s degrees, use this format.

*Examples:*

- James G. Smith, Ph.D. ’73C, ’76MBA

**Professional, Religious Credentials**

Apply the same principle used for non-SJU degrees. (Note that although credential abbreviations are capped, we use all lower case when spelled out, except for formal names).

*Examples:*

- C.M. Congregation of the Mission
- C.P.A. Certified public accountant
- D.C. Daughters of Charity
- R.Ph. Registered pharmacist
- S.J. Society of Jesus

In first reference to a priest, *Rev.* precedes the full name. One exception is the signature on a letter, where *Rev.* is not used but the religious abbreviation appears as usual after a full name. In informal text or follow-up references, *Fr.* is used before the last name.

*Examples:*

- 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. *Sr.* should precede the full name of nuns.

*Example:*

Sr. Margaret Buchanan, D.C.

**Order of Degrees, Credentials**

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

*Example:*

- H. Courtney Higginbotham, Ph.D., R.Ph., professor of pharmacy
Faculty Degrees and Credentials

On first reference to faculty with terminal degrees, include degree designations.

Example:
Andrea Appleby, Ph.D., associate professor of English

On first reference to faculty without terminal degrees, omit degree designation.

Example:
Mark Smith, assistant professor of history

On second reference to faculty with or without a terminal degree, use the last name without Dr. or Prof.

Examples:
Appleby discovered; Zbigniew declared

When an academic or professional designation follows a name, omit titles.

Examples:
Jennifer Fenshaw, M.D. (not Dr. Jennifer Fenshaw, M.D.)
Dr. John Johnson (not Dr. John Johnson, Ph.D.)

When several degrees follow a name, the most important degree goes last; or the degree most relevant to the text may come last. [See the Standard Handbook for Secretaries (McGraw-Hill) and 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

Linear Format

Used when an address runs into the rest of a paragraph. With items presented in the same order as vertical format below, this format is preceded by a colon and ends with a period. Separate each element by a comma, except for the state abbreviation and zip code (no punctuation) and between the address and phone number (use semicolon).

Example:
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.

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 Format

This format often appears on web pages for individual departments. Used wherever the address is meant to stand out, similar to the way it appears on mailing envelopes. May include no more than five lines (Order: Program Name, College Name, University Name, Street Address, City/State/Zip).

Example:
Mail to:
Department of Criminal Justice
College of Professional Studies
St. John’s University
8000 Utopia Parkway
Queens, NY 11439

CAMPUS

Referring to one of the University’s campuses in running text, campus is lowercased.

Examples:
The Queens campus; the Staten Island campus; the Rome campus.

St. John’s has campuses in New York and Rome, Italy, along with study abroad locations in Paris, France, and Seville, Spain.

ADDRESSES

City/State Abbreviations

When a city and state appear in running text, St. John’s University uses the name of the city with the parenthetic state abbreviation 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.
Oakdale, Paris, and Seville are locations, not campuses: students cannot complete a degree at any of them. However, we may refer to Oakdale, informally, as a campus, in the sense of “the Westchester campus of IBM.” We refer to Paris and Seville as “St. John’s study abroad locations.”

In stacked display text (headline style), we uppercase:

Example:
Queens Campus
St. Augustine Hall, Room 455

(Per Chicago, in running text, room is lowercased when used this way: “St. Augustine Hall, room 455.”)

**CAPITALIZATION**

**Season**

When referring to a specific date, capitalize the season (e.g., *Fall 1995 reunion*); in other circumstances, lowercase seasons (e.g., *fall, spring, and summer*).

**Hyphens**

Unlike Chicago 16, St. John’s does not use en dashes to separate terms in compound nouns or adjectives; in those cases, we use hyphens (“the post-World War II years”; “Chuck Berry-style lyrics”).

Note: An en dash [—] is slightly longer than a hyphen [-] and smaller than an em dash [—].

Generally, do use the en dash between numbers instead of “to” (10 a.m.–2 p.m.); however, use “to” when “from” precedes the numbers (from 5 to 7 p.m.).

**College and School 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 “SJU.”

- Never spell out *Saint* when referring to the University.
- The correct punctuation is *St. John’s*, not *St. Johns’*. Never use “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*
(*The* is never capitalized 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)

First use: *The Peter J. Tobin College of Business*
Subsequent use: *the Tobin College of Business, the Tobin College, or the College* (when not confused with other colleges, schools, or the University)

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)

First use: *College of Professional Studies*
Subsequent use: *the College* (when not confused with other colleges, schools, or the University)

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)

**St. John’s-Specific Terms**

- *Saint* is always abbreviated (e.g., *St. Thomas More*).
- The preferred spelling is *St. Vincent de Paul* (small d).
- The word *University* is capitalized only when referring to St. John’s
- *Continuing Education Units* is abbreviated as CEU, no periods, no plural s (e.g., “2.5 CEU,” not “2.5 CEUs”).

**NUMBERS**

**Cardinal Numbers**

Spell out numbers from zero to nine; use Arabic numerals (e.g., *11, not eleven*) 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

Spell out nine dollars and below; use numerals for 10 dollars and above.

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

Numbers Beginning a Sentence

When a number begins a sentence it is always spelled out.

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

Numbers and En Dash

With continuing numbers—dates, times, etc.—the en dash means up to, including, or through. If from precedes a pair of terms, then separate the items with to—not the en dash. If between precedes the pair, use and. Also see Punctuation/Dashes, below).

Examples:
Monday, March 18, 10:30 a.m.—noon
Join us on Thursday, 11:30 a.m.—4 p.m., for the Faculty Forum. (Also see Numbers.)
I was in college from 1981 to 1985 (not from 1981–1985).

Percent Symbol

Write percentages as numerals—except at the beginning 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 took 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.

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

Time and Date

When listing exact times for an event or other activity, use 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.

PUNCTUATION

Titles and Headings

In headline-style titles, capitalize first and last words regardless of 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.)
Editorial Guidelines

• Lowercase to not only as a preposition but also as part of an infinitive, for example, to Run, to Hide.

Apostrophes

Form the possessive of most singular nouns by adding an apostrophe and s, regardless of their 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 Martinez’s house

Capitalization

Only capitalize academic subjects, awards, degrees, and programs when using the full official title, but not in generic or second references.

Examples:
Sally is majoring in comparative literature.
Joseph took a minor in English.
Ashley is chair of the Committee on Comparative Literature.
Let’s sign up for Archeology 101.
A popular course at the Hennessey School of Communications is Basic Manuscript Editing.
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, and individual lectures also are usually enclosed in quotation marks.

Examples:
This year’s Llewellyn Memorial Lectures focus on Welsh literature.
His ballroom dancing classes came in handy.
The second lecture, “Romance in the Mabinogion,” failed to attract a large crowd.

Colon

The colon may be used within a sentence to link a main clause (complete sentence) to a phrase or series of items that amplify or illustrate a point made in the preceding sentence.

When a colon is used this way, the first letter after it is lowercase. Never use a colon between a verb or preposition and its object or complement.

Examples:
The watch came with a choice of three bands: stainless steel, plastic, or leather.
The steps are as follows: dig a hole, place the bulb within, cover with dirt, and water.
The car included these features: power steering, GPS, and automatic parking.

NOT The car included: power steering, GPS, and automatic parking.

Like the semicolon, a colon may also be used to separate two closely related independent clauses. However, the colon suggests that the second sentence amplifies, illustrates, or explains the first.

When a colon introduces two or more sentences, a speech in dialogue or a direct question, capitalize the first letter after it.
Examples:
Jonathan always loved the ocean: He grew up in a sea-faring family in Nova Scotia. He was an experienced sailor.

Comma
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 (complete sentences).

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

Use a comma when a nonrestrictive dependent clause follows a main clause. (Nonrestrictive clauses are not essential to the meaning of a main clause.)

Example:
At last she arrived, when the food was cold.

Do not use a comma before a restrictive dependent clause following the main clause. (A restrictive clause is essential to completing the meaning of a main clause.)

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

Dashes
Use the em dash [—] to set off an amplifying, illustrating, or explanatory element; or instead of commas for an emphatic parenthetic phrase—no spaces around the 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 numbers and sometimes words. There are no spaces around the en dash.

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.

Quotes
Periods and commas always precede the closing quotation marks, whether they are double or single marks; colons and semicolons come after the 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.

Likewise, a question mark should precede closing quotation marks when it is part of the quoted matter. (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 declared, “I’m here to open an inquiry”? 

Editorial Guidelines

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, step carefully 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.

Titles

Professional Titles

Capitalize job titles (at St. John’s and other institutions) when they immediately precede a name. Titles are lowercased when they follow a name and when used in place of a name.

Examples:
Provost Elena Dodsworth, Rockland University; Elena Dodsworth, provost of Rockland University
Professor Ricardo Suarez; Ricardo Suarez, professor of history, will speak.
The professor entered the room.
The president addressed the question.

However, Chicago does capitalize named professorships even when they follow a name.

Example:
Andrew MacDonald, Elias J. Browne Distinguished Service Professor of Government in the School of Law; Professor MacDonald

Note: It is St. John’s-specific style not to use a title such as professor, Dr., etc., after the first instance of a name; use only the last name.

Example:
Professor Dilbert Briscoe delivered the lecture. Briscoe was one of five speakers.

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 Chicago Tribune.
Many editors use The Chicago Manual of Style.

Titles of articles and features in periodicals and newspapers, 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, no quotes.

Examples:

Titles of plays are always italicized.

Example:
Dustin Hoffman starred in Death of a Salesman.

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 an especially 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 a recognizable one for the Internet.

Examples:
stjohns.edu
google.com

When a sentence ends in a URL, still close the sentence with a period. 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.

ST. JOHN’S UNIVERSITY

Et lam, as verit, alibusae ipsam es et labore veleste mporum qui blaborp oreptatio to officiaerum quatemque mo etur, sinvelestut aut aliquae dolat fugiantia debit 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.

ST. JOHN’S UNIVERSITY

Et lam, as verit, alibusae ipsam estn abore veleste mporumqui blaborp orept atio to officiaerum quatemque mo m etur, sinvelestunaut aliquae dolat tlign.
OTHER UNIVERSITY LOGOS

St. John’s University Logo Without Motto

St. John’s University Logo With and Without Motto
The SJU logo with crest is a more casual option to the primary logo.

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)

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.
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
- College of Professional Studies

St. John’s University Without Motto

St. John’s University Logo With and Without Motto

The SJU logo with crest is a more casual option to the primary logo.

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)
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.

FORMAL

ST. JOHN’S UNIVERSITY
ALUMNI

ST. JOHN’S UNIVERSITY
ALUMNI

INFORMAL

SJU Alumni

SJU Alumni

GENERIC DEPARTMENT OPTION

ST. JOHN’S UNIVERSITY
INFORMATION TECHNOLOGY

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

St. John’s University
Design Guidelines: University Logo and Usage

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St. John’s University
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

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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

ALL BLACK

ALL RED

TWO COLOR WITH WHITE OUTLINE

ALL WHITE

HORIZONTAL

TWO COLOR: RED AND BLUE

ALL BLACK

ALL RED

TWO COLOR WITH WHITE OUTLINE

ALL WHITE
**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: 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 Frutiger Light Italic
Sabon Italic Frutiger Roman
Sabon Bold Frutiger Italic
Sabon Bold Italic Frutiger Bold
Frutiger Bold Italic
Frutiger Black
Frutiger Black Italic

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

A script font has been chosen for use on high-end pieces in order to provide a more elegant look. Please use Champignon.

Champignon
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
Design Guidelines: University Colors

PRIMARY COLOR PALETTE

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

### NEUTRAL COLOR PALETTE

- **Light**
  - PMS 1355 CMYK: 0/25/65/0 RGB: 252/206/135
- **Bright**
  - PMS 144 CMYK: 2/54/100/0 RGB: 226/140/5
- **Dark**
  - PMS 1395 CMYK: 30/63/100/19 RGB: 153/96/23
- **Subtle**
  - PMS 728 CMYK: 19/37/58/0 RGB: 211/168/124

### SECONDARY COLOR PALETTE

#### Light
- 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 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: 0/2/41/0 RGB: 0/178/170
- PMS 7446 CMYK: 47/48/0/0 RGB: 137/134/202

#### Dark
- PMS 110 CMYK: 10/31/100/17 RGB: 218/181/17
- 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: 0/109/170
- PMS 7447 CMYK: 70/80/18/12 RGB: 93/71/119

#### Subtle
- PMS 777 CMYK: 39/26/72/2 RGB: 162/165/105
- PMS 5777 CMYK: 55/32/153/172 RGB: 127/156/144
- PMS 7500 CMYK: 11/15/38/0 RGB: 223/209/167
- PMS 7500 CMYK: 11/15/38/0 RGB: 223/209/167
- PMS 871 (GOLD) CMYK: 44/45/75/17 RGB: 133/112/64
- PMS 877 (SILVER) CMYK: 48/39/39/3 RGB: 143/143/140
For mailing panels (brochures and postcards), the address should be centered beneath the logo.
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USE OF THE VISION AND MISSION STATEMENT

These statements appear only on formal materials, such as commencement and convocation programs, special events, 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 and Metropolitan.
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 that 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 St. Vincent de Paul.

St. John’s is a metropolitan university. We benefit from the cultural diversity, the intellectual and artistic resources, and the unique professional educational opportunities offered by New York City, Rome and other international cities. With this richness comes responsibility. We encourage these metropolitan communities to use our resources to serve their needs. On the local, state, national and international levels, our alumni serve as effective leaders and responsible citizens. We pledge to foster those qualities required for anticipating and responding to the educational, ethical, cultural, social, professional, and religious needs of dynamic cities in a dynamic world.
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