



BRAND STYLE GUIDE



Sacred Heart
UNIVERSITY

TABLE OF CONTENTS

Brand Positioning	3	◀ CLICK TO NAVIGATE TO SECTION
Copy Tone and Writing	6	
University Logo System	10	
Color Palette	23	
Typography	25	
University Stationery System	27	
Digital Branding	28	
Social Branding	31	
Video Photography	32	
Signage	36	
Contact Information	37	



◀ [CLICK ON THIS SEAL, FOUND IN THE UPPER RIGHT CORNER THROUGHOUT THE BRAND STYLE GUIDE, TO QUICKLY NAVIGATE BACK TO THE TABLE OF CONTENTS.](#)



BRAND POSITIONING

Sacred Heart University is the second-largest Catholic university in New England and a national model of the professional teaching university.

We provide our students with an exceptional educational experience, offering in-demand degree programs that instill the professional competence and confidence for successful careers. We attend to each student's holistic development and growth—intellectually, experientially, socially and spiritually. Our vibrant, close-knit learning community encourages personal involvement and engagement across a breadth of activities and opportunities, while affording students personal access from faculty to president.

We remain grounded in the mission and values that have wisely guided us since our founding. We have a reputation for academic and professional excellence. We purposefully invest in our campus, facilities and technologies to continuously enrich student learning as well as research and residential experiences. We are a critical partner to our regional community and economy while expanding our footprint nationally and internationally.

Now more than ever, it is essential that all of us dedicated to Sacred Heart University speak with a powerful, collective voice about how we have fashioned a model for Catholic higher education in the 21st century. These brand guidelines express our common voice and show us how to speak it.



BRAND POSITIONING

BRAND ESSENCE

Our career-focused, liberal arts–based academic programs provide students with the intellectual and professional fuel they need to build lives of achievement and value. *That’s forward.*

Our strategic, entrepreneurial growth—and the capacity for partnerships that come with it— provides fuel for the economic and cultural development of the region. *That’s leading.*

Our intentionally cultivated community—informed by our Catholic values and defined by its level of inclusion and support—is fuel for civic engagement and spiritual growth. *That’s spirit.*



BRAND POSITIONING

SAMPLE WORDS

Note that our brand essence can be defined by the use of “That’s Forward,” “That’s Leading” or “That’s Spirit” or by incorporating words and phrases in the copy that bring the concept to life. Here are some sample words that can convey the essence of SHU:

Adjectives:

- › Bold
- › Confident
- › Visionary
- › Insightful
- › Innovative
- › Leading
- › Strategic
- › Effective
- › Entrepreneurial
- › Responsive
- › Nimble
- › A model for
- › Emulated
- › Energetic
- › Forward
- › Future-focused
- › Compassionate
- › Dynamic
- › Spirited
- › Globally minded
- › Mission-driven
- › Transformative

Verbs:

- › Envision
- › Lead
- › Partner
- › Innovate
- › Create
- › Shape
- › Respond
- › Give
- › Energize
- › Transform



COPY TONE AND WRITING

BRAND VOICE

Our communications should capture and balance Sacred Heart’s gravitas and momentum as a model for the contemporary Catholic teaching university. Our curricular and administrative innovations have put us in a position of regional—and, increasingly, national—leadership. But we have not stopped growing or innovating. We are still a university defined and animated by our values, our strategic vision and our entrepreneurial responsiveness to the needs of our students and the demands of the world in which they must lead good, productive lives. University communications for all audiences should use words that convey Sacred Heart’s gravitas or momentum—or, ideally, both.

Our personality portrays a university on the move, vigorous in community spirit, confident about the national reputation it has earned and enterprising in its approaches to educational innovation.

Strong

- › Vigorous
- › Athletic
- › Grit

High-Energy

- › Mover and shaker
- › Engaging
- › Spirited

Confident

- › Masterful
- › Respected
- › Risk-taking

Enterprising

- › Intention
- › Purpose-driven
- › Agile



COPY TONE AND WRITING

COPYWRITING

A consistent approach to copywriting is critical in creating a positive impression of Sacred Heart University. Our copy can serve as a compelling and informative tool that shares in-depth information in a way that inspires and invites the reader to join this endeavor.

The marketing & communications division is charged by the institution with providing oversight over all materials that communicate the University's brand to internal and external audiences to ensure a consistent style in content and visual brand elements as well as the representation of the brand attributes and messaging.

We use Associated Press (AP) style for news releases and newsletters. A modified version of AP style is used in marketing communications materials. The order for editing and proofreading decisions at Sacred Heart should be:

- › Legality (official names, trademarks, etc.)
- › [Sacred Heart University Style Guide](#)
- › The Associated Press Stylebook
- › Merriam–Webster's Collegiate Dictionary



COPY TONE AND WRITING

HEADLINES

Headlines attract attention and convince readers to continue reading. Start with your main idea and boil it down to the basics so the headline is short and to the point. Consider alliteration and clever twists of words. (Note that guidelines are different for web pages in order to optimize search engine results; see Digital Branding.)

If your idea is

Alumna Overcomes
Difficult Situation
to Earn SHU Degree

You could write

**From Haiti
to Wall Street**

If your idea is

Choose a Minor
in Esports

You could write

**Get in
the Game**

If your idea is

Our Mission Is
Forward-Thinking

You could write

**Visionary
Values**

Subheads should add information for the reader. For example:

Get in the Game
Choose a Minor in Esports



COPY TONE AND WRITING

USE OF FORWARD, LEADING AND SPIRIT

FORWARD, LEADING and SPIRIT are SHU's strategic themes. Although you should ensure that your messaging falls within these themes or pillars, most communications should not use these three actual words in order. Here are some guidelines for those instances when you would use these words. In describing academic programs, you can say:

Sacred Heart's curriculum is a model for how leading universities respond to the evolving intellectual interests and professional needs of their students.

Another useful way to unpack our brand essence is to use

"That's Forward."

"That's Leading."

or "That's Spirit."

as verbal punctuation after a description of something

Sacred Heart does well. For instance:

Sacred Heart offers graduate programs designed in partnership with regional and national employers...that's forward.

But keep in mind that this construction is very easy to overuse. It should be reserved for only the most promotional communications, such as ads or postcards promoting new programs, admission events, etc.



UNIVERSITY LOGO SYSTEM

A logo is the face and signature of our brand. It unites us as a single identity and connects the world to our brand as the face of any form of communication. The more consistent a logo is, the more likely it is to be remembered.

These guidelines provide direction for how the Sacred Heart University logo should be used to help unify materials and continue to build the brand.

USAGE RESTRICTIONS ON OFFICIAL SHU LOGOS

Who may use the SHU logos and the ways they may be used are guided by certain restrictions:

1. **Non-varsity sports clubs** may use the SHU logo(s) and athletic names only if they have been officially sponsored by the University. Any sponsored club sport that is also a varsity sport must use the word "club" before the sport name (e.g., "Men's Club Basketball"). All club sports have official logos for their use. See page 20
2. **Registered student organizations** may not use any official SHU logos within their organization's logos or marks. Such organizations must then identify themselves in the following manner: "XXXX is a registered student organization at Sacred Heart University" or simply "XXXX at Sacred Heart University." Note: Registered student organizations are not permitted to raise funds by reselling licensed products (clothing, mugs, etc.) featuring the SHU logo or any licensed SHU images. They may, however, resell licensed products that contain their organization's name only. See page 21.





Continued >



UNIVERSITY LOGO SYSTEM

3. **SHU employees and students** are not permitted to use the University name, trademark or logo in the promotion or endorsement of any political/social movement or candidate for public office or for any activity not officially sponsored by the University.
4. **Companies that do business with the University** are not permitted to promote their products or advertise their services using SHU logos and/or trademarks unless specifically granted permission to do so by the University. Such permission is typically granted for a limited time, and all materials must be approved by SHU. Please see page 17 in reference to co-branding.

Main Logo Case Uses

	NAT'L	LOCAL	DIGITAL	PRINT	MOBILE	COLLEGES	ATHLETICS	ACADEMIC
	●	●	●	●	●	●	●	●
		●	●	●	●	●		●
	●	●	●	●	●		●	●
	●	●	●	●	●		●	●



UNIVERSITY LOGO SYSTEM

PRIMARY LOGO

This logo is the face and signature of the SHU brand. These guidelines provide direction for how the Sacred Heart University logo should be used to help unify materials and continue to build the brand. No custom logos of any kind should be created without prior approval of marketing & communications. The primary logo is preferred for all uses, especially on nationally distributed collateral.

Horizontal



Vertical





UNIVERSITY LOGO SYSTEM

Space Requirements

A mandatory “safe space” around the logo must be incorporated into any design using the logo. This safe space is equivalent to the height of the word “UNIVERSITY” on all sides.

Safe Space



Minimum Sizes



Sacred Heart
UNIVERSITY



UNIVERSITY LOGO SYSTEM

Logo Color Standards

The colors used in the University's logo treatments are an important representation of the brand identity. Consistent use of color is important, following the standards laid out here.

When using the logo on a solid-color background, the logo will be white. Make sure the background color provides sufficient contrast for ADA compliance, especially when the background is multiple colors or a photograph.

Three-Color



One-Color



Reversed



Photo Overlay



UNIVERSITY LOGO SYSTEM

Prohibited Logo Treatments



The primary logo should never be rotated.



Do not add 3D or other visual effects to the primary logo



Refrain from using the primary logo on top of a patterned or busy background.



The primary logo should never appear in an unauthorized color.



Do not combine logos.



Do not combine the primary logo with graphic elements.



Do not use a two-color logo.



Do not use a white-background logo over a background of another color.



Do not use a transparent background.



UNIVERSITY LOGO SYSTEM

LIMITED USE MARKS



Official SHU Seal

This mark has limited use, primarily on signage. The stand-alone seal should not be used on t-shirts, giveaways, posters, handouts, etc. It can be used on high-end engraving, glass etching and awards with prior approval from marketing & communications.



Christmas Wreath Logo

This wreath logo is authorized for Christmas events only.

ACCEPTED-USE MARKS

Unit Identities

Individual colleges, departments and other units have their own logos, available in horizontal and vertical designs.

Horizontal with Department/Office title



Vertical with Department/Office title





UNIVERSITY LOGO SYSTEM

Co-Branding Logos

University entities may operate in conjunction with external entities, such as businesses, nonprofits or government agencies. Those that do may be granted use of the external entity's logo in conjunction with the SHU logo, as approved by marketing & communications. In cases where SHU is an equal partner, the two logos must be equally sized.





UNIVERSITY LOGO SYSTEM

Athletics Logo System

In general, use these terms when referring to SHU athletics:

- › Sacred Heart University
- › SHU
- › Pioneers
- › Sacred Heart University Pioneers
- › Sacred Heart University Athletics

Primary Logos

The SHU lettermark in ITC Machine Bold is the primary athletics logo and is only used for athletics. It is available in red and white, depending on the background you are working with. An approved SHU mark **MUST** be on any printed or digital material. Please confer with external affairs for all logo use in printed or digital material. All logo usage for uniforms, shirts, etc. should be approved through the equipment room.



Individual Sport Logos

Use the SHU lettermark with the name of the individual sport, both in ITC Machine Bold. If the red lettermark is used, the team name should be white. If the white lettermark is used, the team name should be red.





UNIVERSITY LOGO SYSTEM

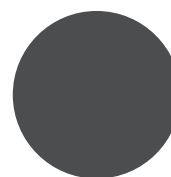
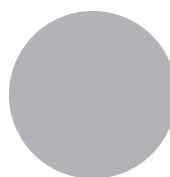
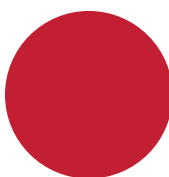
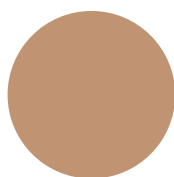
Secondary Logos

These secondary logos should be used in support of the primary mark—for example, on the back of a shirt or side of a hat. A secondary logo should not be the only mark.

PIONEERS



Official Colors



Printing Purposes

PMS 4655

C0 M26 Y45 K18

Digital/Web Purposes

R210 G166 B124

HEX d2a67c

Printing Purposes

PMS 200

C0 M100 Y65 K15

Digital/Web Purposes

R206 G17 B65

HEX ce1141

Printing Purposes

Process K 35%

C0 M0 Y0 K35

Digital/Web Purposes

R175 G179 B182

HEX afb3b6

Printing Purposes

Process K 85%

C0 M0 Y0 K85

Digital/Web Purposes

R75 G77 B79

HEX 4b4d4f

UNIVERSITY LOGO SYSTEM

Tertiary Logos

Permitted tertiary logos are the solo Big Red head, Little Red and Little Red head. These logos should be used in support of the primary mark—for example, on the back of a shirt or side of a hat. A tertiary logo should not be the only mark. Use of the Little Red logo is restricted to Kids Club or youth initiatives.



Single-Color Logos

Single-color logos can be black or PMS Red 200.



Recreation/Club Sport Marks

Club sports may use any athletic primary and secondary marks, adding "Club" to the logo.



UNIVERSITY LOGO SYSTEM

Official Branded Entity

Branded entities, such as NeXReality Lab and Canine Cognition Lab, have their own logos.



Student Organizations and Official Event

Registered student organizations may not use any official SHU logos or marks without permission from marketing & communications. Student organizations may use the specialized Big Red mascot mark with their organization's name, if desired.



Alumni

These alumni logos may be used according to the applicable usage for each.





UNIVERSITY LOGO SYSTEM

FILE TYPES

Logos are available in EPS, JPG and PNG formats. Each file type has unique characteristics that make it the best choice for certain applications.

EPS

- › Can be enlarged to any size
- › Larger file size
- › Required by most imprinting vendors

Use for:

- › Banners
- › Signage
- › Large printed materials
- › Publications
- › Embroidery
- › Video

JPG

- › Cannot be enlarged
- › Smaller file size for faster upload/download

Use for:

- › Microsoft Office
- › Web applications
- › Low-resolution previews

PNG

- › Cannot be enlarged
- › Transparent background

Use for:

- › Microsoft Office
- › Web applications with colored backgrounds



COLOR PALETTE

Color is an important tool for creating consistency among communications materials. A primary palette has been identified for use in all applications. The consistent use of these colors will infuse the communications materials with a stronger sense of brand identity.

When appearing in a publication that allows the designation of spot colors, the Pantone Matching System (PMS) colors are to be used.

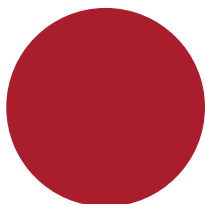
Publications that are produced using process colors (CMYK) can reproduce the Pantone colors closely, although not identically, by specifying the percentages of the four separations that make up the color.

Because you cannot mix inks on screen, you must mix light. RGB refers to red, green and blue, the component colors of light. Use the RGB formulas and/or hexadecimal color codes to mix light for onscreen applications, such as web and video.

Continued >

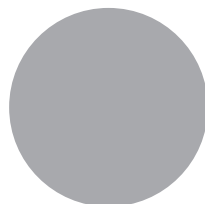
COLOR PALETTE

Primary Palette



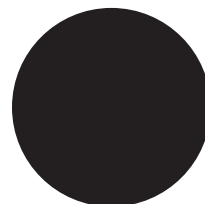
Printing Purposes
PMS 187
C0 M100 Y80 K20

Digital/Web Purposes
R167 G0 B52
HEX a70034



Printing Purposes
PMS 877
C45 M34 Y34 K0

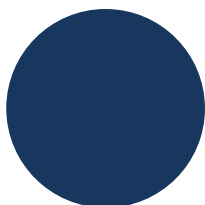
Digital/Web Purposes
R138 G141 B143
HEX 8a8d8f



Printing Purposes
Process K
C0 M0 Y0 K100

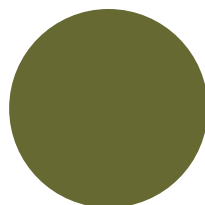
Digital/Web Purposes
R0 G0 B0
HEX 000000

Secondary Palette



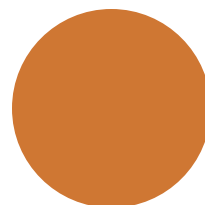
Printing Purposes
PMS DS 213-1
C100 M87 Y33 K23

Digital/Web Purposes
R0 G51 B102
HEX 003366



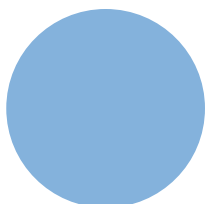
Printing Purposes
PMS DS 315-1
C57 M42 Y100 K26

Digital/Web Purposes
R102 G105 B44
HEX 66692c



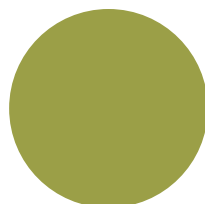
Printing Purposes
PMS 471
C15 M62 Y100 K2

Digital/Web Purposes
R209 G117 B20
HEX d17514



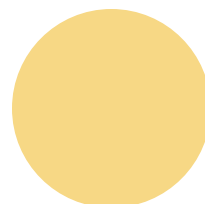
Printing Purposes
PMS DS 214-5
C47 M20 Y0 K0

Digital/Web Purposes
R129 G178 B229
HEX 81b2e5



Printing Purposes
PMS DS 312-3
C43 M25 Y93 K3

Digital/Web Purposes
R156 G162 B67
HEX 9ca243



Printing Purposes
PMS 1215
C3 M12 Y60 K0

Digital/Web Purposes
R248 G218 B128
HEX f8da80



TYPOGRAPHY

Consistent use of typography helps maintain a strong brand identity. Sacred Heart's typographic palette consists of two primary font families—a sans serif font, Avenir, and a serif font, Adobe Garamond Pro.

FONT S

Avenir

Avenir is a versatile font with many different weights that displays well both in print and digitally. Modern and clean, Avenir is easy to read in both headlines and body type.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%&(',.;'?)

Light	<i>Light Oblique</i>
Book	<i>Book Oblique</i>
Medium	<i>Medium Oblique</i>
Heavy	<i>Heavy Oblique</i>
Black	<i>Black Oblique</i>

Adobe Garamond Pro

Adobe Garamond Pro is a contemporary interpretation of old-style French roman typefaces. This elegant serif font has become a staple in digital typography and design.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%&(',.;'?)

Regular	<i>Italic</i>
Semibold	<i>Semibold Italic</i>
Bold	<i>Bold Italic</i>

*DM Sans (Website)

DM Sans is a low-contrast geometric sans serif design, intended for use at smaller text sizes. DM Sans supports a Latin Extended glyph set, enabling typesetting for English and other Western European languages.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzA
0123456789 !@#\$%&(',.;'?)A

Regular	<i>Italic</i>
Bold	<i>Bold Italic</i>

TYPOGRAPHY

TYPOGRAPHY TREATMENT

Consider these basic typography guidelines when designing within the SHU brand, especially with headlines:

- 1 Use only the typefaces provided. Do not create your own modifications
- 2 When placing a headline over a photo, make sure that the type is legible.
- 3 Use only SHU brand colors.

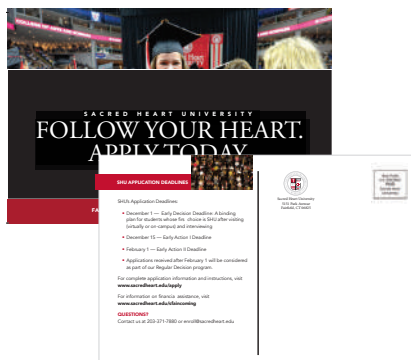
1



2



3





UNIVERSITY STATIONERY SYSTEM



[Sacred Heart University Print and Delivery \(SHUPAD\)](#) produces all University letterhead and business cards.

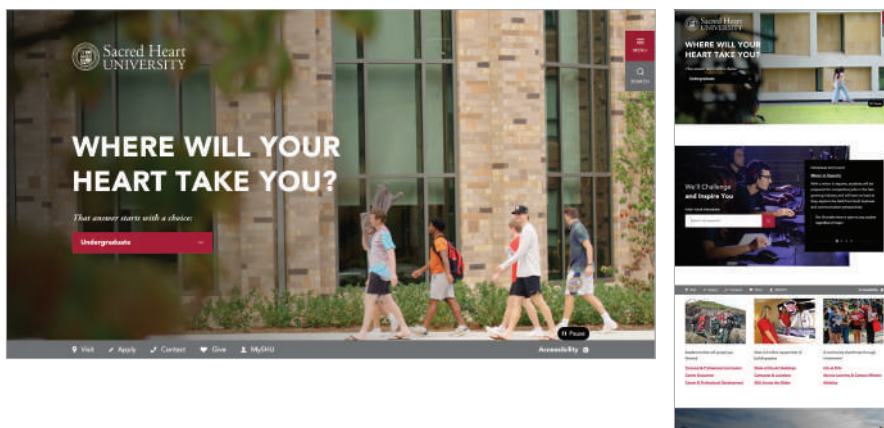
- › Order business cards through SHUPAD's [digital storefront](#).
- › The [letter shop](#) produces mass mailings and consults on design of mail pieces.
- › Order name tags through the [campus concierge](#).

DIGITAL BRANDING

SHU branding extends continuity throughout all digital messaging, including websites, emails and videoconferencing.

WEB STYLING/FONTS

In general, the same guidelines laid out in this document also apply to the web. Turn to these guidelines for designing everything from links to testimonials to countdown clocks.

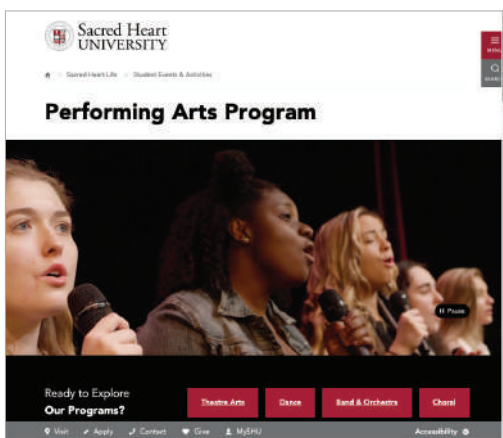


DIGITAL BRANDING

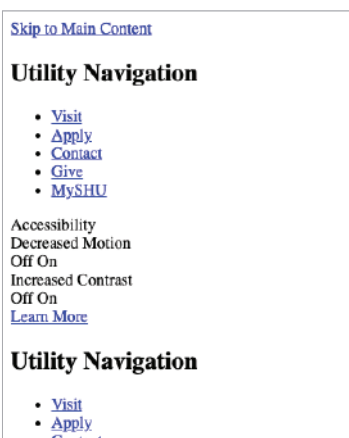
SEARCH ENGINE OPTIMIZATION

Search engine optimization is the practice of striving to make sure your web page appears high in the result pages when someone searches for information. Search engines base these results on text within a page, including titles, image captions, headlines and actual body copy.

When we open a web page, we see this:



Search engines see this:



You can set up your pages to optimize what search engines see. In copy and titles, use words or phrases people are likely to use when searching for your content. Name your image files using words that indicate the topic.

WEBSITE UPDATES

Check your website periodically to make sure it contains the most up-to-date information. Consider whether you need updates to programs, departmental recognitions, faculty/staff, social media links, photography or other content.

Submit web updates, including the applicable URL, to sitefeedback@sacredheart.edu. Note that you must send course description changes to the registrar's office



DIGITAL BRANDING

EMAIL BRANDING

If you are looking for a branded email header, please contact the [visual communications department](#).

WEB ACCESSIBILITY

Refer to the [SHU Accessibility Resource Center](#) for extensive information on creating accessible materials. In particular:

- › Don't rely solely on color to place emphasis on text or a link. Promote accessibility through other visual elements, such as bold type.
- › Use headers, such as H2/H3, to break content into sections and help users understand how different information is related. (H1 is reserved for page titles.)
- › Avoid saying "click here" for links. Instead, use descriptive text to give the context of what is being linked.
- › Avoid using ALL CAPS.
- › Provide alternate text/captions for images, including emails where text is within an image.

PRESENTATIONS

For PowerPoint presentations, use the presentation template located on the [marketing & communications website](#) under Voice, Brand & Design.

VIDEO CONFERENCING

Sacred Heart backgrounds for video conferencing are available for [download](#).



SOCIAL BRANDING

SOCIAL MEDIA ACCOUNTS

All accounts that represent Sacred Heart University, whether in name or as a program, group, entity, etc., must be officially registered with the office of marketing & communications through the [social media account request form](#). Accounts that are not registered or are no longer active may be subject to the marketing & communications office formally requesting deletion from all applicable platforms.

If you would like to use the University's seal or logo for your social media account, you must request permission first by email to socialmedia@sacredheart.edu.

PAGE/ACCOUNT NAMES

Every account representing SHU in any official capacity must include "Sacred Heart University," "SHU" or "Pioneers" in its name.

SOCIAL MEDIA POLICY AND BEST PRACTICES

Before setting up a social media account, consider whether:

- › This social media platform is the best way to distribute information to your audience
- › You have enough content for at least two months
- › You have the time and resources to manage the account

Find more information, tools and tips in SHU's [Social Media Best Practices guide](#).

Review the [Social Media Acceptable Content Policy](#) for information about maintaining the tone and content of social media in keeping with SHU's mission and core values. The University reserves the right to remove immediately, and without warning, any post that violates our policy. In addition, failure to sustain regular content may be subject to the office of marketing & communications formally requesting deletion from all applicable platforms.

VIDEO | PHOTOGRAPHY

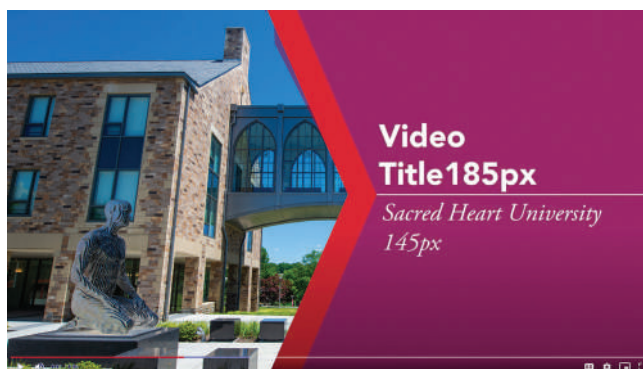
VIDEO

All SHU videos must include four elements: Video Title, Lower Thirds and Closing Title.

Video Title

Primary video title: The main title of the video must appear in Avenir Black font. Any subtitles must appear on screen below primary information and must appear in Adobe Garamond Pro Italic font.

A white line with a 6-point stroke must be on screen to separate main titles from any and all subtitles. The [Official Sacred Heart University Title Graphic](#) cannot be three-dimensional and should not spin, flip or break apart.



Optional video title: This title is used primarily for Stories from the Heart videos as well as event recaps and vertical social videos. The font is Acumin Pro ExtraCondensed.



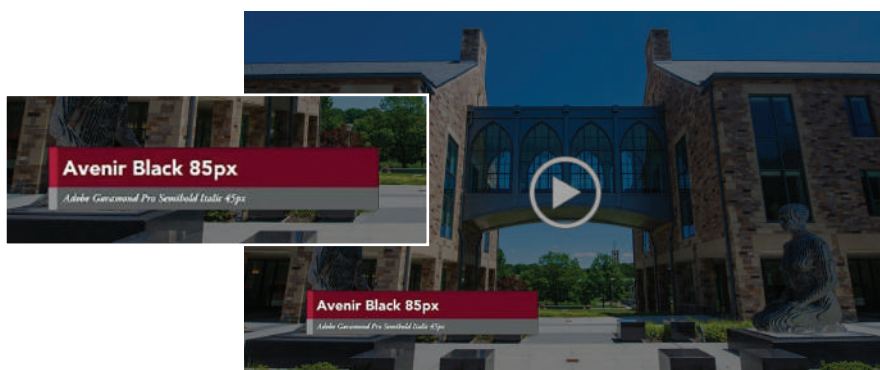
VIDEO | PHOTOGRAPHY

Lower Thirds

All primary information—such as names, prefixes and suffixes—must appear in Avenir Black font.

All secondary information—such as job title, graduation year, organization affiliation, etc.—must appear on screen below primary information and must appear in Adobe Garamond Pro Italic font.

The [Sacred Heart University Lower Third Graphic](#) must be placed on the bottom lower third of the screen, cannot be three-dimensional and should not spin, flip or break apart.



Closing Title

All videos must fade to the [Official Sacred Heart University Closing Graphic](#). Any additional text must be placed below the on-screen crest and words “Sacred Heart University.” All text must appear in Avenir Black font.



VIDEO | PHOTOGRAPHY

PHOTOGRAPHY

Find links to existing SHU photos and stock photos on the [Photography Resources page](#).





VIDEO | PHOTOGRAPHY

Requesting a photo shoot: All photography requests should be shared with the University photographer. If the department and marketing & communications are unable to fulfill such requests, photography partners and freelancers can be recommended.

Photography on campus: Sacred Heart retains the right to photograph anyone in public, University-owned spaces (including lectures, classes and events) without written consent.

SHU photo release form: [Photo release forms](#) are required for identifiable subjects in photo shoots on campus where the subject has a reasonable expectation of privacy (such as private offices and residential spaces) and the images will be used for marketing purposes. This form states that the person being photographed understands their image can be used by the University for promotional and editorial purposes and they consent to having their likeness used in this way.

Filming on campus: Because Sacred Heart University is a private campus, all filming and photography shoots by external organizations require advance permission. Sacred Heart University reserves the right to refuse or revoke permission to film or photograph on SHU-owned property for any reason. Professional photographers or filmmakers will not be allowed on campus without an executed [film location application](#) and appropriate liability insurance in advance of the shoot.

Media requests: Any requests for usage of Sacred Heart University photography by the media should be made to the [office of marketing & communications](#). By granting permission, Sacred Heart University is not endorsing the third-party requestor in any way. We also retain the right to deny a request from any outlet or publication that goes against the mission and values of the University.

Any photography requests pertaining to athletics and sporting events should be directed to the [office of athletic communication](#).

Photo credits should state *Sacred Heart University*.

SIGNAGE

Campus signage is coordinated to present a unified brand image.

POSTERS

To order event posters, fill out an [Event Poster Request Form](#).



DIGITAL SIGNAGE

The digital signage on campus refers to the television monitors displaying events and messages. This includes the monitors located in all hallways and the video wall display in the Edgerton Plaza. All requests must go through the [office of marketing & communication](#).

Submit a [Digital Signage Form](#) to ask that a message be added. Contact the [office of marketing & communication](#) with any questions.



CONTACT

[Division of Marketing & Communications Resources and Staff Directory](#)

This brand style guide is intended to aid the Sacred Heart University community in understanding how to reflect the SHU brand in all written and visual materials. The way our brand is expressed—the look, feel and tone of communications—helps convey a common voice about SHU’s mission and vision.

Please follow these guidelines in your communications both within the University and in the larger external community. If you have any questions, please contact the [division of marketing & communications](#).