

SETON HALL | LAW

GRAPHICS STANDARD MANUAL
&
STYLE GUIDE
March 2024

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Graphics Standard Manual

Style Guide

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INTRODUCTION

Seton Hall Law School's Graphic Standards Manual is a resource for all members of the Law School community and the vendors who work with the Law School. It was designed to ensure consistent and appropriate use of the Law School's graphic-identity program (developed 2016, updated 2022). The guidelines included represent official University and Law School policy related to any and all graphic representation of Seton Hall Law School, its centers and programs.

University policy dictates that all printed material intended for external audiences must be developed and produced under the guidance of the Marketing and Communications team. For additional information or further clarification of the Law School's graphic standards, please contact any of the following individuals.

Sarah Jensen

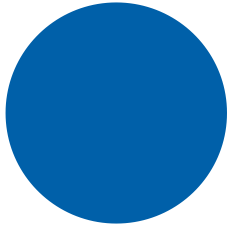
*Executive Director of Marketing and
Communications*
sarah.jensen@shu.edu
973-642-8503

Sean W. Cully

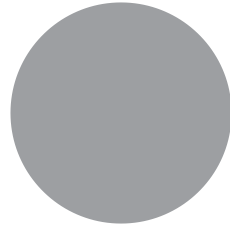
Marketing and Communications Assistant
sean.cully@shu.edu
973-642-8364

COLORS

Primary Accent Colors

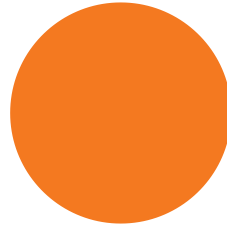


BLUE
PMS 286



GREY
PMS 429

Secondary Accent Color



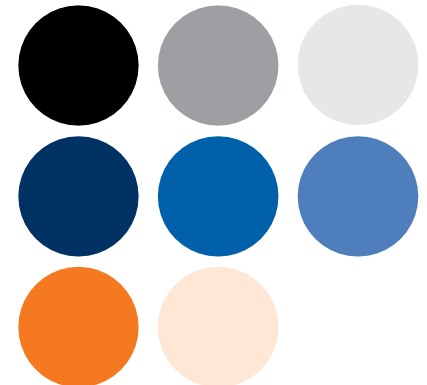
ORANGE

- Color is an invaluable visual identifier of Seton Hall's brand. The University's primary and secondary colors should be applied to all communications and mediums.

- Seton Hall University's **PRIMARY COLORS** are blue (*pms 286*) and grey (*pms 429 or pms 877*). *PMS (Pantone) values are for print purposes only.*

- Seton Hall Law's **SECONDARY COLOR** is orange. Secondary colors are essential for navigating layered communications and adding activity to a predominantly blue surface.

	<i>light grey</i>	k10	r229 g229 b229	hex#e5e5e5
	<i>Seton Hall Grey</i>	k45	r157 g159 b162	hex#9d9fa2
	<i>black</i>	c30 k100	r0 g0 b0	hex#000000
	<i>pale blue</i>	c30 k100	r51 g105 b160	hex#3369a0
	<i>Seton Hall Blue</i>	c100 m60 k6	r0 g68 b136	hex#004488
	<i>navy</i>	c100 m60 k56	r0 g33 b66	hex#002142
	<i>light orange</i>	m65 y100	r255 g234 b217	hex#ffead9
	<i>orange</i>	m65 y100	r244 g121 b232	hex#f47920



TYPOGRAPHY

Do not use more than two (2) or three (3) fonts on same print or digital communication piece.


- As a general rule, memos, reports and other materials created on personal computers for the law school should be developed using Franklin Gothic or Garamond (no smaller than a 10-point font).

Law School preferred font for all communications:

Franklin Gothic

Approved fonts for Law School Use

Franklin Gothic, Garamond., and Giovanni Listed in order of preference.

Font Type	Usage Information
Franklin Gothic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	Use in headlines/sub-headings, memos, reports, Email communications, and all other materials. Effective pairing for Giovanni. Used in “SETON HALL LAW” logotype and secondary Center / Department logos. 
Garamond ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	Readily available on all personal computers. Internet friendly. Used in the “ <i>integrity loyalty engagement</i> ” tagline.
Giovanni ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	The classic serif typeface is used in communications that require a more formal tone. This typeface is found in Seton Hall University’s logotype.

EMAIL SIGNATURE - TEXT VERSION

Sample to Copy

- This is a text version to ensure your message does not go into your recipient's Spam box.
- Copy signature from an email received from Sarah Jensen or Sean Cully and insert your information.

Sean W. Cully
Marketing and Communications Assistant
School of Law
Seton Hall University
t 000.000.0000 | m 000.000.0000

TEMPLATES / HOW – TO'S

Law School Available Templates

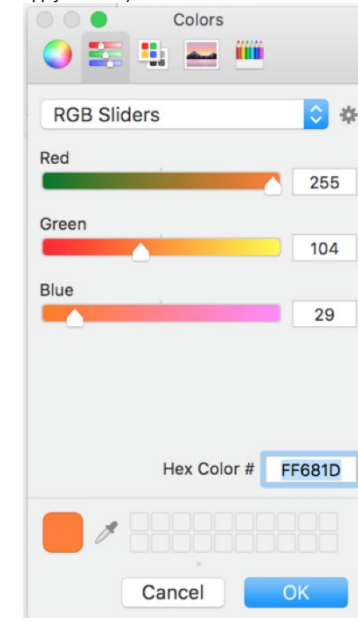
- PowerPoint Presentation (PowerPoint)
- Programs (Word)
- Name Tags (Word)
- LCD Slides (PowerPoint)
- Email Communications (HTML)
- Email Signatures (Outlook) (instructions on next page)
- Large Vertical Banner (Publisher)
- Flyer (Publisher)

How-to Instructions

- Applying approved colors within your software
- Create email signatures in Outlook
- Know your printer: How to print publications with your printer.
- All of the above and more will be added to the Graphics Standard Resources website.

How to change Outlook colors?

Select "More Colors" from the Color options
Apply RGB and/or HEX COLOR #



SETON HALL | LAW
integrity loyalty engagement

Graphics Standard Resources Website

law.shu.edu/marcomm

Need Help? Contact the law School Marketing and Communications Team.

Sarah Jensen

Executive Director of Marketing and Communications
sarah.jensen@shu.edu
973-642-8503

Sean W. Cully

Marketing and Communications Assistant
sean.cully@shu.edu
973-642-8364

TAGLINE

It's purpose, when and how to use?

The "integrity loyalty engagement" tagline is used to define the values of which a Seton Hall lawyer lives by. It is associated with the Seton Hall I Law logotype to emphasize the brand, character, and uniqueness of the school's mission.

When to use tagline?

Use this tagline for the following programs.

- J.D.
- LL.M.
- Alumni

When not to use tagline?

Avoid using for the following programs, etc.

- Online Certificate programs
- M.L.S.
- Compliance

Where to place tagline?

Tagline should only appear at the bottom of appropriate communications. Some include:

- Email Signatures
- Flyer, etc.
- See visual examples to the right of this box →

Font: Franklin Gothic Book

Font: Franklin Gothic Medium

COLOR (SHU Blue - PMS 286 C
RGB: 0 32 143

Font: Garamond Italics

RGB: 255 179 90 RGB: 255 132 0 RGB: 255 104 29

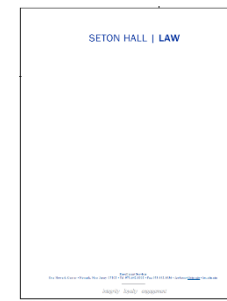
CMYK 0 35 72 0 CMYK 0 59 100 0 CMYK 0 73 94 0

HEX #FFB35A HEX #FF8400 HEX #FF681D

The "integrity loyalty engagement" tagline is not a logo and must be used in the colors represented in this guide, as approved by the Dean. Avoid Use of any unapproved color combinations.

Example of tagline placement

Letter



LAW SCHOOL CONSUMER LOGOS IN ONE COLOR

The cornerstone of the Seton Hall Law identity is a set of “consumer” marks that makes use of the “Seton Hall Law School symbol” with the Law School logotype.

These marks should be used to represent the Law School on all communications with the exception of the University Seal which is reserved for official use only. Approval required.

Note: Logos used in printed pieces should be no lower than 300 dpi (EPS or TIFF). Those that appear anywhere online can be no lower than 72 dpi (JPEG).

SETON HALL | LAW
 SETON HALL | LAW

For dark background printing, contact Sarah Jensen for reversed SETON HALL | LAW logotype.

← To be used for informal communication such as email newsletters, event solicitation or invites, marketing materials, etc.

Font: Franklin Gothic Book

SETON HALL | LAW

Font: Franklin Gothic Medium

COLOR OPTIONS

SHU Blue - PMS 286 C
 RGB: 0 32 143
 HEX #004488

SHU Grey – PMS 429 C
 RGB: 146 153 158
 HEX #92999E

White on dark background
 RGB: 255 255 255
 HEX #FFFFFF

To be used by the Dean’s Office or with Dean’s approval.



To be used to promote the Gibbons Institute of Law, Science & Technology center and its programs.



LAW SCHOOL CONSUMER LOGOS IN TWO COLORS

- The Seton Hall Law logos may be reproduced in one color using any of the official Seton Hall identity colors. (SHU Blue, SHU Silver, SHU Gray)
- If none of the official colors is not available, the logos should be printed in black or white (see page 2).
- Since there is technically no “white ink,” only white paper can represent white on a printed piece. For example, when white type is required on a blue background, the process would require using white paper that is printed entirely in blue with the exception of the reversed or “knocked-out” text. After the product is printed, it will look like blue paper printed with white type.

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

Vertical version to be used for promotional purposes, i.e. folders, flyers, pens, mugs.

Three-Line Vertical Version

SETON HALL | LAW



Reversed version to be placed over any color background.



SECONDARY LOGOS

- New secondary logos have been designed for Seton Hall Law's Departments and Centers.
- These logos will appear most commonly on white (or lightly colored) backgrounds.

Font: Franklin Gothic

Enrollment Services

Font: Franklin Gothic Medium

Font: Franklin Gothic Book

COLOR OPTIONS

SHU Blue - PMS 286 C
RGB: 0 32 143
HEX #004488

SHU Grey - PMS 429 C
RGB: 146 153 158
HEX #92999E

White on dark background
RGB: 255 255 255
HEX #FFFFFF

Center for Social Justice

SETON HALL | LAW

Center for Health &
Pharmaceutical Law & Policy

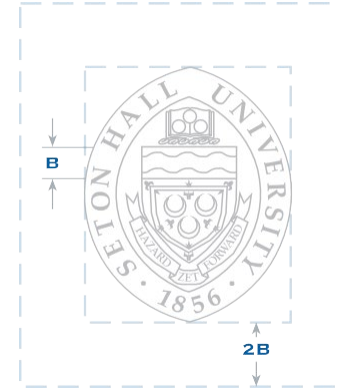
SETON HALL | LAW

Institute for Privacy and Protection

SETON HALL | LAW

CLEAR ZONES FOR FORMAL MARKS, CONSUMER & SECONDARY LOGOS

- Each of the Law School’s formal marks, consumer and secondary logos have an established clear zone.
- This clear zone is intended to maintain the logo’s integrity and to avoid visual confusion.
- No other type or graphic element (including folds, trims or edges) should fall within the clear zones shown.
- The clear zones for each of the University consumer and secondary logos are 1½ times the height of the word “SETON” in each mark (A).
- For the formal marks, this clear zone is based on the height of the bar in the top of the crest (B).



MINIMUM SIZES FOR ALL MARKS

← 1/2" →



← 3/4" →



← 1" →

SETON HALL | LAW

← 2" →

SETON HALL | LAW

integrity loyalty engagement



SETON HALL | LAW

← 2 1/2" →

Enrollment Services

SETON HALL | LAW

UNIVERSITY FORMAL MARKS

Seton Hall University Formal Marks

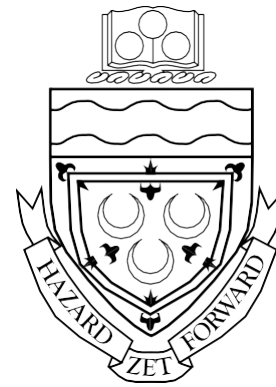
- The Seton Hall University formal marks are the historical crest and official seal.
- They are to be used for formal publications only.
- These publications include, but are not limited to, materials related to official University events such as
 - Commencement Exercises,
 - Faculty Convocation, Charter Day, etc.;
 - print materials issued from the Office of the President,
 - the Office of Mission and Ministry, the University's Board of Regents and Trustees; and print materials related to the University's fundraising efforts.

Notes:

It is not permissible to use the formal marks for any other publications without prior permission from the Department of Marketing and Communications.

Color Variations

- The formal marks only may be reproduced in the official University colors.
- If official University colors are not available, the formal marks should be reversed from a solid area of the non-official color being used.
- It is permissible to blind emboss or foil stamp the formal marks in silver or gold.
- There are full-color versions of the crest and seal available for official use.



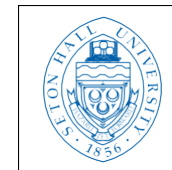
CREST



SEAL



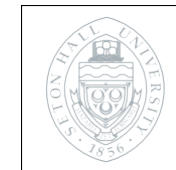
SOLID SEAL



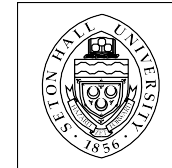
ALL SHUBLUE



ALL SHUSILVER



ALL SHUGRAY



ALL BLACK



ALL WHITE

University Seal Merchandise

- All merchandise featuring the University's formal marks must be high quality.
- Merchandise requiring silk-screening or other imprinting should be produced using the consumer mark.
- The formal marks should be used only on merchandise that features embossing, stitching or engraving.
- For specific merchandise guidelines related to the University marks, please contact the Office of Procurement. For items that will be sold, please contact the Office of Business Affairs.



FLUSH LEFT TEXT BLOCKS WITH LOGOS

- Selected Seton Hall consumer and secondary logos may be used in association with a flush left descriptor (such as a department name and address or a phone number) and/or a flush left copyblock.
- The specifications shown here were created to provide a consistent look when these flush left text blocks are used with these selected marks (such as on the return address on the front of an envelope.)
- In all cases, the text block is placed a distance below the logo equal to the height of the word "UNIVERSITY."
- The department name should appear smaller than the logos as not to overpower it.

Placement of Flush Left Text Blocks

It is Preferred That This Type Be One Of The Suggested Serif Fonts (See Page 28)

SETON HALL | LAW

Enrollment Services
One Newark Center
Newark, NJ07102

Cap Size Of Optional Copy Block Is 50% the Height of "A"

Examples of marks that may be used with flush left text blocks

SETON HALL | LAW

One Newark Center
Newark, New Jersey 07102-5210

Enrollment Services

SETON HALL | LAW

One Newark Center
Newark, New Jersey 07102-5210

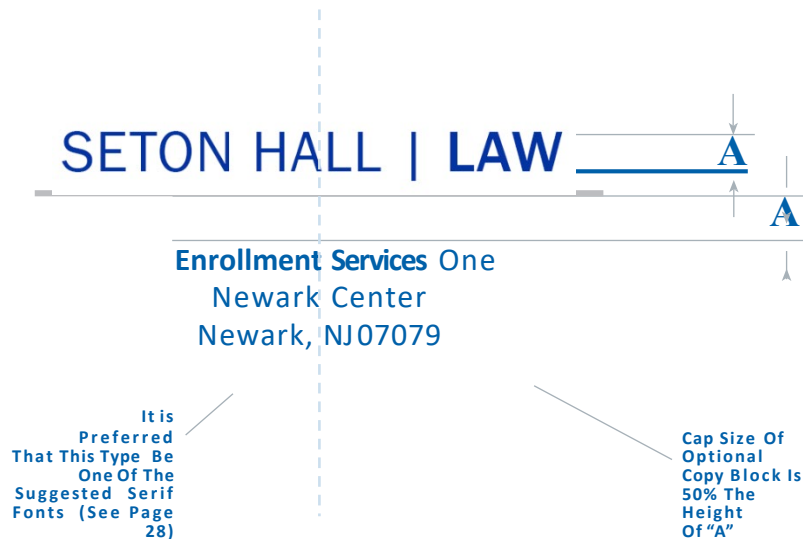


One Newark Center
Newark, New Jersey 07102-5210

CENTERED TEXT BLOCKS WITH LOGOS

- Selected Seton Hall consumer and secondary logos may also be used in association with a centered descriptor (such as a department name and address or a phone number) and/or a centered copyblock.
- The specifications shown here were created to provide a consistent look when these centered text blocks are used with these selected marks.
- In all cases, the text block is placed a distance below the logo equal to the height of the word "UNIVERSITY."
- The department name should appear smaller than the logos as not to overpower it.

Placement of Centered Text Blocks



Examples of marks that may be used with centered text blocks

Enrollment Services

SETON HALL | LAW

One Newark Center, Newark, New Jersey 07102-5210



One Newark Center, Newark, NJ 07102-5210

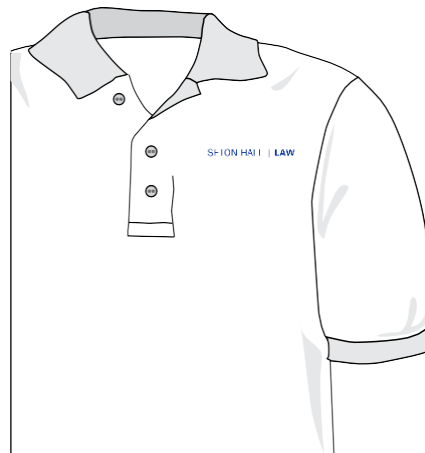
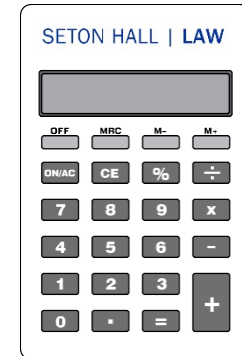
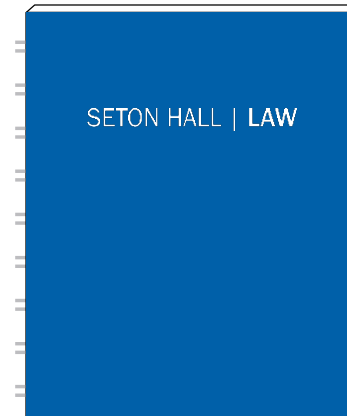


One Newark Center
Newark, NJ 07102

USING LOGOS ON MERCHANDISE

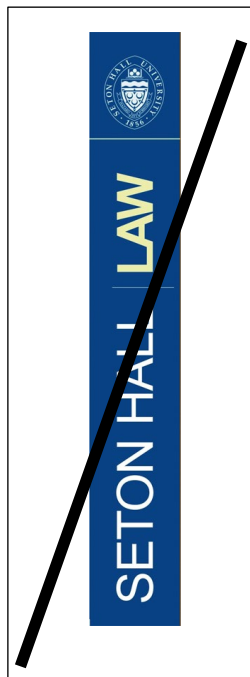
- The Seton Hall Law School identity program offers a variety of options to meet the needs of the law school while still providing a consistent image.
- The Law School consumer, secondary marks may be used on a wide range of merchandise and may be produced through screen printing and other inexpensive forms of reproduction. The reproduction of the formal mark on merchandise is restricted to items that can be embossed, stitched or engraved.
- All merchandise bearing any Seton Hall Law School mark that is intended for sale to the public must be registered and approved by the University's licensing agent, The Licensing Resource Group, Inc. (LRG).

LRG may be contacted at:
Suite100
426 Century Lane
Holland, MI49423
Telephone: 616-395-0676



UNACCEPTABLE USE OF MARKS

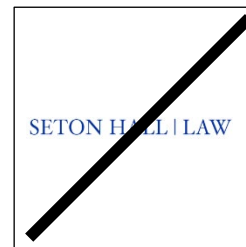
- Seton Hall Law School marks are **not** to be altered in any way.
- **Unacceptable** uses of the Seton Hall marks include the examples shown at right.



Avoid Switching Colors Of SHUMarks



Avoid Rearranging Parts Of SHUMarks



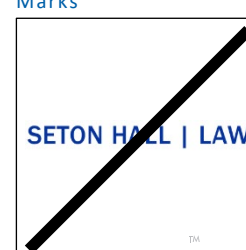
Avoid Changing Type-faces In SHUMarks



Avoid Use Unapproved Color Combinations



Avoid Resizing Elements in SHU Marks



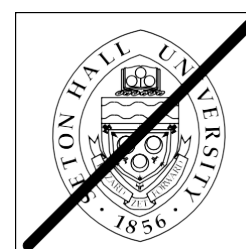
Avoid Changing Parts Of SHUMarks



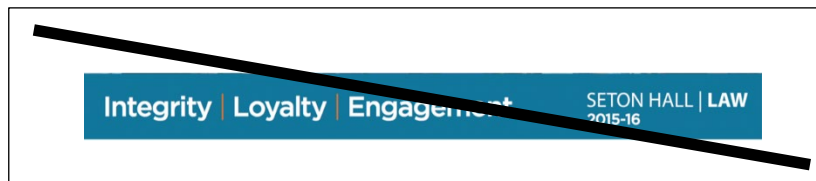
Avoid using SHU Athletic Logos



Avoid Adding Shapes To SHUMarks



Avoid Using Seton Hall Seal Without Approval



STUDENT ORGANIZATIONS

OFFICIAL LOGOS

Student organizations formally sponsored by a department or division may request a logo that is closely identified with the university's logo system.

These official student organization logos will follow the approved design and may only be created by Student Services. Student organizations may not attempt to replicate an official logo.

If a student organization wants to request an official logo, they may do so according to the following process:

1. The primary organization adviser or the primary contact on file should be in contact with the [Office of Student Services](#).
2. Student Services will confirm the requestor's name and the registered status of the organization.
3. The Office of Student Services will create the logo based on the organization's official name on file. For simplicity and to reduce redundancy, any part of the organization's name that includes reference to the School of Law name (i.e.: "... at Seton Hall Law" or "... at SHU Law") will not be included in the logo.
4. When the logo is provided, do not alter it in any way. Follow the standards guidelines, including requirements for leaving appropriate clear space.
5. Student organizations that have official logos may produce promotional items bearing their logo, but should not include or incorporate any additional university trademarks.

FORMALLY SPONSORED ORGANIZATION OR VOLUNTEER ORGANIZATION?

How do you know if your organization is a sponsored student organization or a voluntary student organization?

Answer these questions to help guide you:

1. Is your group's official status listed as active?
2. Does the student organization have a faculty/staff advisor whose job duties include supporting the group?
3. Does your organization receive regular, annual funding from the university for a specific set of activities (e.g. major events, outreach or community service projects)?
4. If a Voluntary Student Organization plans to incorporate Seton Hall Law as part of its name, Seton Hall Law should come in the latter part of the name (e.g. The Chess Club at Seton Hall Law.)
5. Using "SHU" in a student organization name is discouraged. Existing organizations that use this terminology have grandfathered rights of usage.

UNIQUE LOGOS

Student groups can create unique logos though they must meet the following standards.

1. If a student organization creates their own unique logo, the logo or mark may not include or incorporate trademarks licensed by Seton Hall Law including logos, icons or any tagline. Any unique logo may not include any words, symbols, or images that might reflect poorly on Seton Hall Law.
2. They may include any symbol that identifies with their parent organization (i.e.: Greek letters, seal, or existing logo), as long as they meet any standards outlined by the parent organization.
3. Student organizations with unique logos may use their organization logo alongside the university logo, but only according to the standards outlined here.

FOR MORE INFORMATION

Law School Marketing and Communications

- Questions about University identity programs
- Permission to use Law School identity
- Exemption from identity guidelines
- Production of a SetonHall Law communication
- Digital logo files online
- Requests to create new secondary logos

Sarah Jensen

Executive Director of Marketing and Communications
sarah.jensen@shu.edu
973-642-8503

Sean W. Cully

Marketing and Communications Assistant
sean.cully@shu.edu
973-642-8364

Office of Administration and Finance

- Information on becoming an authorized Seton Hall vendor
- Questions about Law School stationery package/ prices/vendors
- Information on selling merchandise in the Law School bookstore
- Questions about Law School merchandise licensing

James Semerad

Interim Director of Finance
james.semerad@shu.edu

SETON HALL LAW

STYLE GUIDE

(March 2024)

University wide Style Guide may be obtained from the University website at www.shu.edu.

STYLE GUIDE FOR LAW SCHOOL

This reference booklet has been prepared to ensure that departments within Seton Hall Law School produce consistent, professional publications as well as text for the website.

INCLUDED IN THIS STYLE GUIDE

Acronyms	Donors
Academic	E-mail
Degrees	En dash
Address For Law School	Health Care
African-American	Judges
Ages	Law Journals
Alumna, Alumnae, Alumnus, Alumni	Numbers
Ampersand	Online
Apostrophe	Periodical Titles
Archbishop	Pro Bono and Pro Se
Board of Trustees, Board of Regents, Board of Visitors	Professional Titles
Capitalization	R.S.V.P.
Catholic or Clergy	Scholarly Abbreviations
Cities and States	Seton Hall University School of Law
Commas	Telephone Numbers
Cosponsored	Time
Course Titles	URL
Cybersecurity	Vice
Dates (see also Numbers)	Web References

ACRONYMS

When an acronym can be used with or without periods, use it without.

On first reference, spell out the full title and place the acronym in parentheses after the title. **Do not list an acronym if there is no second reference.**

Association of American Law Schools (AALS)

Acronyms may be used on first reference if they are well known.

GPA, YMCA, ABA, LSAT

Spell out chief executive officer, chief financial officer, chief operating officer on first reference. Use CEO, CFO, COO on subsequent references.

ACADEMIC DEGREES

Capitalize the formal name of a degree (Master of Science in Jurisprudence), but **lowercase an informal, less precise name** (bachelor's degree in education).

When **abbreviating a degree after a person's last name**, use letters and periods with no intervening spaces (B.A., M.A., M.B.A., Ed.D., J.D., M.D., LL.M., Ph.D., etc.). In general, offset the degree with commas. If using Esq., do not use J.D.

Paul Kozakski, LL.M., will host a tax law lecture on Thursday. Sharon Abelard, Esq., will attend the board meeting on behalf of the GAF Corporation.

In text, **Seton Hall undergraduate and graduate years**

should be separated with a slash.

Ronald J. Riccio, B.A.'68/J.D. '81 will provide the welcoming remarks.

Bachelor of Arts or B.A./Bachelor of Science or B.S. can be used interchangeably. When describing formal degrees, use Bachelor of Arts or Bachelor of Science: Bachelor of Arts in English

Informal usage of degree titles are lowercase: bachelor's degree in biology

Observe these other forms:

Alumnae who have married and changed last name or are hyphenating:

Christine (Reilly) Andreotti, J.D. '93

Mara Zazzali-Hogan, J.D. '98 and John E. Hogan, J.D. '98

Alumnus and non-alumna wife: Bridget and Garrett D'Antonio, J.D. '93

ADDRESS FOR LAW SCHOOL

Use **One Newark Center** unless providing directions. If providing directions use *1109 Raymond Boulevard*.

AFRICAN-AMERICAN

Use African-American (hyphenated as a noun and adjective) as the preferred term.

AGES

Always **use figures and hyphenate** as an adjective: The 25-year-old applicant worked for Teach for America before applying to law school. The client is 85 years old.

ALUMNA, ALUMNAE, ALUMNUS, ALUMNI

Alumna is feminine singular.

Alumnae is feminine plural.

Alumnus is masculine

singular.

Alumni is masculine or mixed-gender plural.

AMPERSAND

Do not use an ampersand (&) for the word and in text. Only use it as part of a formal name or composition title. AT&T, Center for Health & Pharmaceutical Law & Policy

APOSTROPHE

Note that **the tail of the apostrophe points left** when used to indicate omitted letters or figures (it's, class of '62, rock 'n' roll, John Doe, J.D. '78, styles of the '20s)

ARCHBISHOP

Capitalize before a proper name or immediately after first reference; lowercase standing alone. Envelope, Inside Address, Program, Donor List: His Eminence, Joseph W. Cardinal Tobin, C.Ss.R., Archbishop of Newark

Speaking or Writing: Cardinal Tobin said, did

Salutation in a Letter: Dear Cardinal Tobin: In Person (Formal): How do you do, Cardinal? Thank you, Cardinal.

For more information on Catholic Usage, please refer to the University Style Guide.

BOARD OF TRUSTEES, BOARD OF REGENTS, BOARD OF VISITORS

Capitalize when referring to a Seton Hall University or specific organization's entity.

The Seton Hall Law School Board of Visitors discussed fundraising efforts at their meeting.

CAPITALIZATION

Avoid unnecessary capitals. This applies primarily to text but may also apply to some headings, especially subheadings.

Capitalize proper nouns, or the unique identification of a person, place or thing.

Newark, Catholic, Judge Harding, Pepsi (no trademark insignia needed)
Maple Street, Passaic River But Maple and Oak streets; Passaic and Hackensack rivers

Capitalize the first word in a bullet item that is a sentence.

Do not capitalize words in titles or headlines with four or fewer letters unless the word is the first or last word in the title or a proper noun or pronoun.

CATHOLIC or CLERGY

For guidance on Catholic or Clerical titles and preferences, please see the Seton Hall University completed Style Guide.

CITIES and STATES

A comma is used between the city and

state, and after the state when the sentence continues. **Spell out the names of states in text when they appear alone** or if they are included in a formal invitation or program; otherwise, abbreviate them when they appear in conjunction with the name of a city using the following AP style abbreviations (which differ from the US Postal Service abbreviations): **Do not abbreviate Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah** (the two states that are not part of the contiguous United States and the states that are five letters or fewer).

Ala.	Ind.	Mont.	Ore.
Ariz.	Kan.	Neb.	Pa.
Ark.	Ky.	Nev.	R.I.
Calif.	La.	N.H.	S.C.
Colo.	Md.	N.J.	S.D.
Conn.	Mass.	N.M.	Tenn.
Del.	Mich.	N.Y.	Vt.
Fla.	Minn.	N.C.	Va.
Ga.	Miss.	N. D.	Wash.
Ill.	Mo.	Okla.	W.Va

The name of the state does not follow the easily Recognizable cities listed below:

Atlanta	Houston	Pittsburgh
Baltimore	Las Vegas	St. Louis
Boston	Miami	Salt Lake City
Chicago	Milwaukee	San Antonio
Cincinnati	Minneapolis	San Diego
Cleveland	New Orleans	San Francisco
Dallas	New York	Seattle
Denver	Oklahoma City	Washington
Detroit	Philadelphia	
Honolulu	Phoenix	

Use New York City and Washington, D.C., in text if these cities must be differentiated to avoid confusion.

COMMAS

Do not use commas to separate elements in a series unless the sentence is confusing and the comma will clarify matters: John is taking Administrative Law, Health Law, Family Law, Persuasion and Advocacy, and Advanced Negotiation this semester. (The comma is inserted to clarify that Persuasion and Advocacy is one course and Advanced Negotiation is another course.)

If a sentence contains a complex series of words with other commas, use semicolons to separate them: The search committee includes Paul Fisher, Chief Information Officer; Matthew Borowick, Associate Vice President for Alumni and Government Relations; and Kip Cornwell, Dean of the Law School.

When a **conjunction, such as *and*, *but* or *for***, links two clauses that could stand alone as separate sentences, use a comma before the conjunction. The new law student entered the building, and the security staff greeted her warmly.

COSPONSORED

cosponsored (**one word**)

COURSE TITLES

Use **initial capitals** (no italics, no quotation marks) for the proper name of a course: Legal Research and Writing.

CYBERSECURITY

cybersecurity (**always one word**)

DATES (see also Numbers)

2009-10 not 2009-2010, unless it's formally being introduced with the words, from: "from 2009 to 2010"

When including the month, day, and year, **set off the year with commas**: Commencement exercises on May 27, 2009, included a bagpipe performance. **When a date consists of a month and a year only**, do not use a comma: It is anticipated the course will be offered in January 2011.

When **noting a date**, it should appear as a **number only**: for instance, "January 30", not "January 30th".

DONORS

Anonymous donors are listed first. If there are **more than one** in a category, they are listed collectively, e.g. "Anonymous"

When **two donors donate together**, list them individually in alpha order.

Follow standard style guidelines for listing

class years of Seton Hall graduates. See **academic degrees**.

Use a comma before Jr., Sr., III, etc.

When a **person donates on behalf of an organization**, list the person's name and organization, separated by a comma.

When **listing company names**, follow the format used on the company's Web site, or check with the donor if it is a subsidiary company or further clarification is needed.

E-MAIL

E-mail addresses should be placed in lower case, italics. The word e-mail is hyphenated. It is lowercase unless it begins a sentence: For further information, please contact mary.smith@shu.edu.

EN DASH

The en dash (–) is longer than a hyphen and is made with two hyphens (--) and is automatically generated when followed by a space and another word. **Do not use – in published pieces**. In text, use a space before and after the en dash, to emphasize a point with a pause or denote an abrupt change in thought in a sentence:

The goal of NJ LEEP—to increase students' opportunities to continue their education beyond high school—is popular among Newark educators.

Do not place spaces around en dashes when

referring to a series or formal name.
Pages 9—12
Tuesday—Thursday
University of California—Santa Cruz

HEALTH CARE

Use as two words except in Healthcare Compliance Certification Program.

JUDGES

In text, refer to judges as The Honorable [the Honorable Judge John Baldwin, Jr.] in the initial reference and as a title. **In the salutation of a letter, refer to them as Dear Judge** [Judge Baldwin]. **If used numerous times in text**, Judge may be used upon second reference.

LAW JOURNALS

Use small caps for all law journals. Use italics for periodicals. She used a note from *The New York Times* in her brief. The RUTGERS COMPUTER AND TECHNOLOGY LAW JOURNAL has been helpful for his presentation. The latest volume of the SETON HALL LAW REVIEW includes an article by Dean Boozang.

NUMBERS

Generally, spell out numbers zero through nine; use Arabic numerals for numbers 10 and above. In tables and graphs, use all numerals.

Nine classrooms,

12 attendees, 2 years old

1980s, the '80s,

5-4 game,

Pope Benedict XVI

2 percent [use % in tables]

3 credits hours

1987

5 feet 2, 5-foot-6-inch player, 3 feet high, an election tally of 1,001-567

Spell out numbers at the start of a sentence.

Use Arabic numerals for percentages, credit hours, dates, ages, parts of a book, cores, decimals, dimensions, measurements, temperatures, ratios, and votes. Use commas in numbers above 999 (1,234). **Use Roman numerals** for wars and to show sequence for persons and animals.

Spell out ordinal numbers from first to ninth.

She placed fourth out of 525 competitors.

"Fifth Annual Lecture Series"

but "50th anniversary"

21st century

ONLINE

(not on-line)

PERIODICAL TITLES

Capitalize *the* if it is part of the formal

name of a newspaper or periodical.

Lowercase *the* if the same sentence has examples of periodicals both with and without *the* as part of their names.

The article appeared in the online edition of *The New York Times*.

PRO BONO and PRO SE

Italicize these Latin legal terms: *pro bono* and *pro se*

PROFESSIONAL TITLES

Capitalize formal titles, and always spell out titles such as

Monsignor, Reverend, Father,

Professor, etc. Kathleen

Boozang, Dean,

Seton Hall Law School

Professor Paula Franzese

President A. Gabriel Esteban

R.S.V.P.

Not RSVP. (Do not use "Please R.S.V.P." because R.S.V.P. stands for "respond if you please.")

ACADEMIC DEGREES

Use such abbreviations as *B.A., M.A., LL.D., Ph.D., J.D., M.S.J. and LL.M.* only

when the need to identify many individuals by degree on first reference would make the preferred form cumbersome. Use these abbreviations only after a full name — never after just a last name.

SETON HALL UNIVERSITY SCHOOL OF LAW

Use Seton Hall University School of Law on

the first reference and Seton Hall Law School thereafter. It is permissible to also use Seton Hall Law or the Law School in later references when specifically referring to Seton Hall Law but trying to alternate language in text. When referring to law schools in general, use lower case. **Use Seton Hall Law School** when listing school address, social media and online/digital references.

TELEPHONE NUMBERS

Use hyphens to separate component elements of telephone numbers.

973-642-8583

1-800-555-1212

TIME

Use a.m. and p.m.: 9 a.m. and 9 p.m. (not AM and PM, not 9:00 a.m.); use noon and midnight (not 12 p.m. or 12 noon and 12 a.m.); use 7–9 a.m. (not 7 a.m. – 9 a.m.). Always use a space before the a.m. or p.m.

URL

When typing a Web address, the *http://* or *https://* is not needed. The address should be in lower case. law.shu.edu/compliance

VICE

Write as two words (vice president, vice chairman) with no hyphen.

WEB REFERENCES

Web, Web page, Web site (not website), Webcam, Webcast, Webinar, Webmaster