



THE SETON HALL UNIVERSITY BRAND



WHAT GREAT MINDS CAN DO



OUR TAGLINE

What great minds can do.

This short, simple phrase conveys volumes about the Seton Hall community, its achievements and impact. Our tagline addresses academic prowess and servant leadership equally.

The “What great minds can do” concept is broad enough to encompass distinct ideas such as the important work of Saint Elizabeth Ann Seton, the continued excellence of Seton Hall’s academic programs and world-class faculty, and our many student and alumni achievements.

Our Brand

With more than 4,400 colleges in the United States, attracting high-achieving students has become increasingly competitive. Sophisticated marketing and branding campaigns are required to help institutions such as Seton Hall differentiate themselves. Effective and consistent branding can help a university achieve its student enrollment goals, enhance its national reputation, engage alumni and increase donor support.

The University’s Office of Public Relations and Marketing worked with a top higher education marketing firm in developing Seton Hall’s “What great minds can do” branding strategy. It is based on extensive quantitative and qualitative research conducted with prospective and current students, faculty, staff, alumni and parents to identify the University’s core distinctive strengths.

What is a brand?

A brand is much more than a name or a logo. It runs deeper than a tagline or series of marketing brochures. A brand reflects people’s perceptions about an institution, its qualities and attributes. Brands are based on the promises made to customers (or, in our case, students, parents and alumni) and how those promises are fulfilled. In other words, a brand is made up of what people believe about an institution and how they define the institution’s reputation based on their interactions and experiences with it.

Why is a strong brand important?

Having a strong — and consistent — brand differentiates us from the competition. It increases awareness about what Seton Hall stands for. A clear brand promise lets prospective students know just what to expect from the Seton Hall experience. It also gives clarity and focus to all that we do — from academic advising to student services and alumni relations.

How does Seton Hall define its brand?

The information in this document outlines key ideas that form the foundation of the Seton Hall brand identity. Having this information readily available and using it to shape our communications in a unified way reinforces and strengthens our brand.

Mission

The University's mission is the bedrock of our identity and our brand. All else stems from it.

"Seton Hall University is a major Catholic university. In a diverse and collaborative environment, it focuses on academic and ethical development. Seton Hall students are prepared to be leaders in their professional and community lives in a global society and are challenged by outstanding faculty, an evolving technologically advanced setting and values-centered curricula."

Positioning

Our positioning differentiates us from our competitors. It answers the question: What need does Seton Hall uniquely fulfill considering what our audiences expect from us?

"In the context of an intellectually challenging environment, real-world experience and a culture of optimism, we cultivate the kinds of leaders who align personal ambition with deep commitment to social justice and civic good. Informed by Catholic values and reflective of the rich diversity of the region, Seton Hall equips students to tackle the world's most pressing social, economic and cultural challenges."

Pledge

This is the promise we make to anyone who chooses to become a part of the Seton Hall family.

"We'll equip and inspire you to be your best self."

Payoff

The payoff explains the benefit that the person enjoys from being involved with Seton Hall.

"I know myself, and I am ready to achieve my full potential."

Personality

Personality helps describe the culture of Seton Hall. It is a personification of how the brand should come across to those who interact with us.

"The leader who understands what really matters. Centered. Knowledgeable. Supportive. Caring."

Important Concepts to Communicate

Throughout our communications, specific attributes about the University should be consistently highlighted and supported by a uniform set of proof points, which show, in concrete terms, how Seton Hall lives up to these ideals.

- Academic/intellectual rigor
- Values-based education
- Culture of optimism and mutual support
- Geographic, ethnic and religious diversity of student body
- Focus on the whole person
- Strength of location and alumni network

Our Key Branding Messages

Our five key branding messages highlight specific aspects of our community and show what Seton Hall is really about.

Core message: **Take heart. Take action.**

Academic message: **Focus on what drives you.**

Catholic message: **We hold ourselves to the highest values.**

Culture message: **A community of possibilities.**

Experience and Outcomes message: **You'll be in the best company.**

Expanded versions of our key messages, a deeper explanation of proof points, and a more thorough explanation of our brand can be found on our brand website at www.shu.edu/brand-tools

