

Official Name and Abbreviation

The official name of the University is Mount St. Joseph University and this is always used on first reference. For second references, “the Mount” or “the University” are to be used. Special notice should be given to the capitalization in the second references as well as the abbreviation of Saint as “St.” “Saint” is never spelled out as part of the University’s name.

The following uses are not permitted as name references in communications representing the University:

- Mount St. Joe
- St. Joe
- Mount St. Joseph’s
- MSJ (unless related to Athletics)

Please refer to the Marketing & Communications page or the Brand Standards on MyMount for more information.