Abbreviation of “Vive Jesus” (“Live Jesus”) – a motto of St. Francis de Sales

The central cross draws attention to the University’s Christ-centered philosophy, an outlook best described as “Christian humanism.”

From the coat of arms of the Most Rev. Joseph McShea, the founding bishop of the Diocese of Allentown

- Dual fleurs-de-lis to honor Saint John XXIII, the pope who established the diocese in 1961
- A ring to designate the mystical marriage to Christ of St. Catharine of Siena, who is the titular saint of the diocesan cathedral
- The upended cross on which St. Peter died, recalling Bishop McShea’s service to the See of Peter in the Roman Curia and in the Apostolic Delegation in the USA

From the family coat of arms of St. Francis de Sales, Bishop of Geneva and patron saint of the University

- The crescent representing the Turks, against whom Pierre de Sales (an ancestor) led an armada of crusaders
- The two stars representing Castor and Pollux, stars that gave light to the fleet, guiding them through a violent storm on the sea, after which the crusaders defeated the Turks.

A biblical quote (from the Song of Songs) meaning “I have taken hold and will not let go” – the motto of the Oblates of St. Francis de Sales