



**XAVIER MUSKETEERS**  
OFFICIAL BRAND IDENTITY  
AND GRAPHIC STANDARDS



A large, stylized 'X' logo is centered on the page. The 'X' is formed by multiple overlapping lines, creating a sense of depth and movement. The background is a dark, textured grey with a fine, repeating pattern. The text is centered within the 'X' and is in a bold, white, sans-serif font.

**XAVIER ATHLETICS EMPOWERS STUDENT-ATHLETES TO EXCEL ACADEMICALLY,  
ATHLETICALLY AND SPIRITUALLY. ATHLETICS SERVES AS A PLATFORM FOR  
NATIONAL EXPOSURE AND A VEHICLE FOR STUDENT, FACULTY AND STAFF,  
ALUMNI AND COMMUNITY PRIDE AND ENGAGEMENT.**



# TABLE OF CONTENTS

COLOR INFORMATION	4.
PRIMARY LOGO - FULL COLOR, ONE COLOR	5.
SECONDARY LOGO - FULL COLOR, ONE COLOR	6.
WORD MARK - FULL COLOR, ONE COLOR	7.
ALTERNATE WORD MARK - FULL COLOR, ONE COLOR	8.
UNIFORMS	9.
UNIFORM NUMBERS	10.
UNIFORM NAMEPLATES	11.
CONFERENCE LOGOS ON UNIFORMS	12.
TYPOGRAPHY	13.
SPORT SPECIFIC WORDMARKS - FULL COLOR	14.
SPORT SPECIFIC WORDMARKS - ONE COLOR	15.
COMMON MISUSE	16.
CONTACT INFORMATION	17.

## COLOR INFORMATION

The color standards that apply to the Xavier Musketeers identity are detailed here.



**XAVIER BLUE**

PANTONE 289

C: 100 M: 76 Y: 12 K: 70

R: 33 G: 48 B: 78

MADEIRA THREAD: 1043

HEX: 21304E

NIKE: 415/419 College Navy



**XAVIER SILVER GREY**

PANTONE 422

C: 19 M: 12 Y: 13 K: 34

R: 165 G: 167 B: 168

MADEIRA THREAD: 1118

HEX: A5A7A8

NIKE: 09T/027 Pewter Grey



**XAVIER SILVER METALLIC**

PANTONE 877

C: NA M: NA Y: NA K: NA

R: NA G: NA B: NA

MADEIRA THREAD: 1118

HEX: A5A7A8

NIKE: 09T/027 Pewter Grey

NOTE: Due to the inconsistent nature of computer monitors, the colors depicted within this guide may not match the actual PANTONE® colors. When specifying colors please refer to the PANTONE® or MADEIRA® number for accurate color reproduction.

PANTONE® is a registered trademark of PANTONE, Inc.

## PRIMARY LOGO

The preferred use of the primary logo is in its full color variant. However, a one color option is available for applications where full color is not achievable or desired.

Note that the coloration of the logo changes dependent upon the background color to which it is applied.

Color placement must never be altered under any circumstance.



Full Color on White or Light Backgrounds



Full Color on Blue or Dark Backgrounds



Full Color on Blue or Silver Grey Backgrounds



One Color on White or Light Backgrounds



One Color on Blue or Dark Backgrounds



One Color on Blue or Silver Grey Backgrounds

## SECONDARY LOGO

The preferred use of the secondary logo is in its full color variant. However, a one color option is available for applications where full color is not achievable or desired.

Note that the coloration of the logo changes dependent upon the background color to which it is applied.

Color placement must never be altered under any circumstance.



Full Color on White or Light Backgrounds



Full Color on Blue or Dark Backgrounds



Full Color on Blue or Silver Grey Backgrounds



One Color on White or Light Backgrounds



One Color on Blue or Dark Backgrounds



One Color on Blue or Silver Grey Backgrounds

## WORD MARK

The preferred use of the word mark is in its full color variant. However, a one color option is available for applications where full color is not achievable or desired.

Note that the coloration of the wordmark changes dependent upon the background color to which it is applied.

Color placement must never be altered under any circumstance.



**XAVIER**<sup>®</sup>

Full Color on White or Light Backgrounds



**XAVIER**<sup>®</sup>

Full Color on Blue or Dark Backgrounds



**XAVIER**<sup>®</sup>

Full Color on Blue or Silver Grey Backgrounds



**XAVIER**<sup>®</sup>

One Color on White or Light Backgrounds



**XAVIER**<sup>®</sup>

One Color on Blue or Dark Backgrounds



**XAVIER**<sup>®</sup>

One Color on Blue or Silver Grey Backgrounds

## ALTERNATE WORD MARK

The preferred use of the alternate word mark is in its full color variant. However, a one color option is available for applications where full color is not achievable or desired.

Note that the coloration of the wordmark changes dependent upon the background color to which it is applied.

Color placement must never be altered under any circumstance.

The alternate word mark is not intended for uniform applications.



Full Color on White or Light Backgrounds



Full Color on Blue or Dark Backgrounds



Full Color on Blue or Silver Grey Backgrounds



One Color on White or Light Backgrounds



One Color on Blue or Dark Backgrounds



One Color on Blue or Silver Grey Backgrounds



## UNIFORMS

Uniforms are the most authentic visual representation of the Xavier brand. As such, maintaining brand consistency throughout all uniform applications is critical.

The preferred embellishment for all uniforms is the Xavier word mark, see pg. seven of this guide.

For BIG EAST logo application see pg. 12 of this guide



## UNIFORM NUMBERS

A custom number set has been created to compliment the Xavier brand identity. This number set should be applied to all uniforms across all sports.

Note that the coloration of the numbers change dependent upon the background color to which they are applied.

**0123456789**

Two Color

**0123456789**

On White Backgrounds

One Color

**0123456789**

Two Color

**0123456789**

On Blue Backgrounds

One Color

**0123456789**

Two Color

**0123456789**

On Silver Grey Backgrounds

One Color

## UNIFORM NAMEPLATES

A custom font for nameplates has been created to complement the Xavier brand identity. This font should be used for all nameplates on all uniforms across all sports.

Note that the coloration of the font changes dependent upon the background color to which they are applied.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**PLAYER**

On White Uniforms

**PLAYER**

On Blue Uniforms

**PLAYER**

On Silver Grey Uniforms

## CONFERENCE LOGOS ON UNIFORMS

To increase exposure of the BIG EAST Conference on television, it is MANDATORY to include the BIG EAST Conference logo on all basketball and select Olympic Sport uniforms in a prominent fashion.

The preferred BIG EAST logo for uniform applications is shown here. The 2-color logo in approved colors should be used on all white/light uniforms while a white drop-out alternative should be used for all dark uniforms

**Basketball:** The Conference logo must appear on the front shoulder panel of the game jersey, opposite the manufacturer's mark. If chest placement is unavailable, the logo centered on the front below the neck "v" is acceptable. Placement of the BIG EAST logo on the back will not be permitted for the 2015-16 season. If the logo cannot be placed on the front of the jersey by the start of 2015-16, the Conference office should be notified.

The Conference logo on the basketball shorts is requested but not mandatory.

**Olympic Sports:** Beginning in 2015-16 the Conference logo must be placed on the uniforms in the following Olympic Sports: Baseball, Field Hockey, Men's Lacrosse, Women's Lacrosse, Men's Soccer, Women's Soccer, Softball, Volleyball.

The Conference logo should be placed on the left chest opposite the manufacturer brand mark. If chest placement is unavailable, the logo centered on the front below the neck "v" is acceptable. Placement of the BIG EAST logo on the back is not permitted.

All logos should be clearly represented and within the NCAA maximum guidelines: *Conference logo, and or/ Commemorative patch or flag shall be contained within a four-sided geometrical space (i.e. rectangle) that does not exceed 2¼ square inches.*



Full color logo should be used on all white uniforms in  
Pantone 186 Red and pantone 281 Blue



white drop-out alternative should be used  
for all dark uniforms

## TYPOGRAPHY

The Xavier Musketeers identity employs two distinctly different typefaces for support application.

### ITC NEWTEXT

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

For use in singular message primary communications EXAMPLE:

**GOXAVIER.COM  
WELCOME TO THE CINTAS CENTER**

### FRUTIGER BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

For use in sub-message, secondary communications EXAMPLE:

**GOXAVIER.COM  
YOUR SOURCE FOR MUSKETEER SPORTS**

**WELCOME TO THE CINTAS CENTER  
HOME OF THE XAVIER UNIVERSITY MUSKETEERS**

SPORT SPECIFIC WORD MARKS - FULL COLOR

**XAVIER**  
ATHLETICS®

**XAVIER**  
MUSKETEERS®

**XAVIER**  
BASEBALL®

**XAVIER**  
BASKETBALL®

**XAVIER**  
CROSS COUNTRY®

**XAVIER**  
GOLF®

**XAVIER**  
SOCCER®

**XAVIER**  
SWIMMING®

**XAVIER**  
TENNIS®

**XAVIER**  
TRACK & FIELD®

**XAVIER**  
VOLLEYBALL®

**XAVIER**  
ATHLETICS®

**XAVIER**  
ATHLETICS®

Note that the coloration of the sport specific wordmark changes dependent upon the background color to which it's applied.

SPORT SPECIFIC WORD MARKS -ONE COLOR

**XAVIER**  
ATHLETICS®

**XAVIER**  
MUSKETEERS®

**XAVIER**  
BASEBALL®

**XAVIER**  
BASKETBALL®

**XAVIER**  
CROSS COUNTRY®

**XAVIER**  
GOLF®

**XAVIER**  
SOCCER®

**XAVIER**  
SWIMMING®

**XAVIER**  
TENNIS®

**XAVIER**  
TRACK & FIELD®

**XAVIER**  
VOLLEYBALL®

**XAVIER**  
ATHLETICS®

**XAVIER**  
ATHLETICS®

Note that the coloration of the sport specific wordmark changes dependent upon the background color to which it's applied.

## COMMON MISUSE



Do not alter approved color rotations.



Do not alter distort the logo.



Do not use unapproved colors.



Do not rotate the logo.



Do not add graphic devices (i.e. drop-shadow)



Do not combine logos



Never add unapproved typography

Only use approved wordmark for uniform applications. See page nine of this guide



Never use the alternate wordmark on uniforms



Never add unapproved typography



---

## CONTACT INFORMATION

---

For additional information regarding the Xavier brand identity or for specific questions regarding it's use, please contact

Xavier Athletics Marketing  
3800 Victory Parkway  
Cincinnati, Ohio 45207-7530

513.745.3604

