

The background of the image features a large, stylized 'X' shape composed of two thick, grey, chevron-like lines that meet in the center. The area within the 'X' is a dark navy blue with a fine, light grey textured pattern. In the center of the 'X', there is a white diamond shape with a thick grey border. This central diamond is flanked by two smaller, identical diamond shapes: one white with a grey border to the left, and one grey with a white border to the right. The overall design is clean and modern, with a focus on geometric shapes and a limited color palette of dark blue, white, and grey.

XAVIER MUSKETEERS
OFFICIAL BRAND IDENTITY
AND GRAPHIC STANDARDS

®



**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.**



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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.



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

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

One Color

0123456789

Two Color

0123456789

One Color

0123456789

Two Color

0123456789

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 2½ 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

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

For use in singular message primary communications EXAMPLE:

GOXAVIER.COM
WELCOME TO THE CINTAS CENTER

FRUTIGER BLACK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

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



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
BASKETBALL®

XAVIER
SOCCER®

XAVIER
MUSKETEERS®

XAVIER
CROSS COUNTRY®

XAVIER
SWIMMING®

XAVIER
TRACK & FIELD®

XAVIER
ATHLETICS®

XAVIER
BASEBALL®

XAVIER
GOLF®

XAVIER
TENNIS®

XAVIER
VOLLEYBALL®

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 its use, please contact

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