



XAVIER UNIVERSITY | BRAND AND GRAPHIC IDENTITY GUIDE

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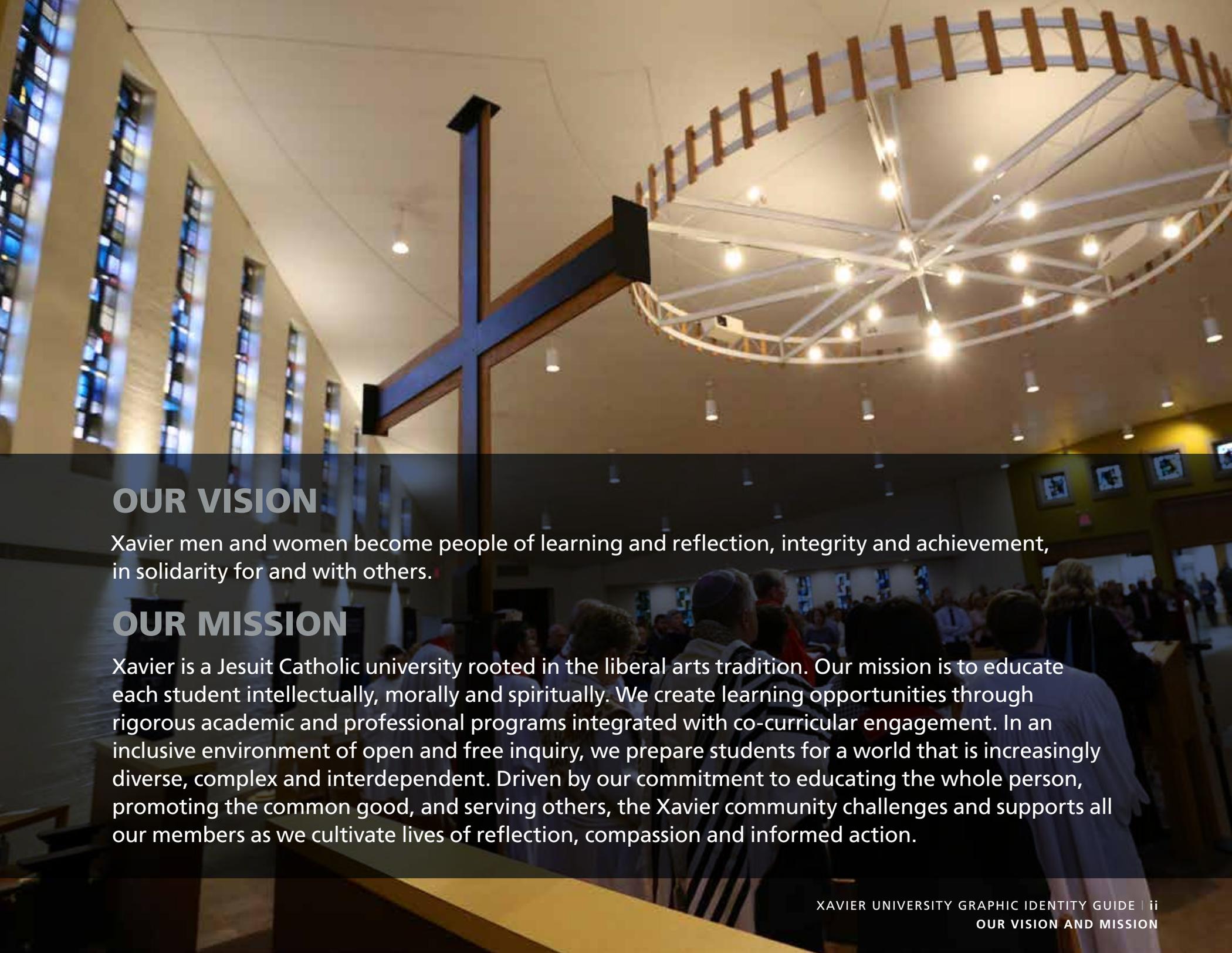
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WHO WE ARE

A large, dark wooden cross stands prominently in the center of a church interior. Above it, a modern, circular light fixture with a white frame and numerous small lights is suspended from the ceiling. The church has high ceilings and tall, narrow stained-glass windows on the left side. In the foreground, the backs of several people are visible, suggesting a gathering or service.

OUR VISION

Xavier men and women become people of learning and reflection, integrity and achievement, in solidarity for and with others.

OUR MISSION

Xavier is a Jesuit Catholic university rooted in the liberal arts tradition. Our mission is to educate each student intellectually, morally and spiritually. We create learning opportunities through rigorous academic and professional programs integrated with co-curricular engagement. In an inclusive environment of open and free inquiry, we prepare students for a world that is increasingly diverse, complex and interdependent. Driven by our commitment to educating the whole person, promoting the common good, and serving others, the Xavier community challenges and supports all our members as we cultivate lives of reflection, compassion and informed action.



OUR ACADEMIC VISION

Xavier University, a comprehensive university in the Jesuit tradition, excels at educating students intellectually, morally and spiritually by challenging them to become men and women of integrity and compassion. We inspire one another to achieve our full potential and to engage in society as competent, thoughtful and responsible global citizens. We value academic rigor, research, reflection and the integration of knowledge and action that works toward the betterment of society.

A photograph of a group of people, likely students, with their hands placed over their hearts. The image is overlaid with a semi-transparent blue filter. The people are looking forward with serious expressions.

OUR STUDENT COMMITMENT

We are Xavier Musketeers.

We are unique individuals who come together in the spirit of St. Ignatius,
to learn together, to serve together,
and we will succeed in changing the world together.

We act with integrity, justice and generosity.

All for one and one for all.



BRAND OVERVIEW



THE X IN XAVIER IS A POWERFUL SYMBOL

It represents how we empower every Musketeer. And “All For One” is more than a tagline. It is a promise and an invitation. We welcome students who believe in collaboration and think carefully about their future. What we provide are experiences and challenges grounded in our Jesuit educational and spiritual philosophy. As a community, we move forward, contributing to something bigger than ourselves. Xavier’s continuing success builds on our foundation of learning, serving and achieving together. A Musketeer never goes it alone.

We prepare students for a meaningful life of work, service and personal fulfillment. Our mission is a world changed for the better.

OUR AUDIENCE

Students

Students are prospective and current scholars who want a transformative education in a faith-based environment. They're focused on service and career. They want academics and experiences that challenge and inspire.

Alumni and Friends

Alumni and friends are graduates and supporters who value and embrace the Xavier community. They seek opportunities to engage with the University, offering time, talent and treasure to impact the lives of students.



VOICE: WHAT IS XAVIER?

AUTHENTIC

REAL, GENUINE AND CONVERSATIONAL

We put our efforts into doing more for our students. As a Jesuit University, giving back is part of what we do, as is “Magis,” which means always doing more for others.



ASPIRATIONAL

HOPEFUL AND COMPELLING

We are aware of the part we play in the Jesuit mission—every day we bring our unique talents, commitment and effort to help others achieve.



INCLUSIVE

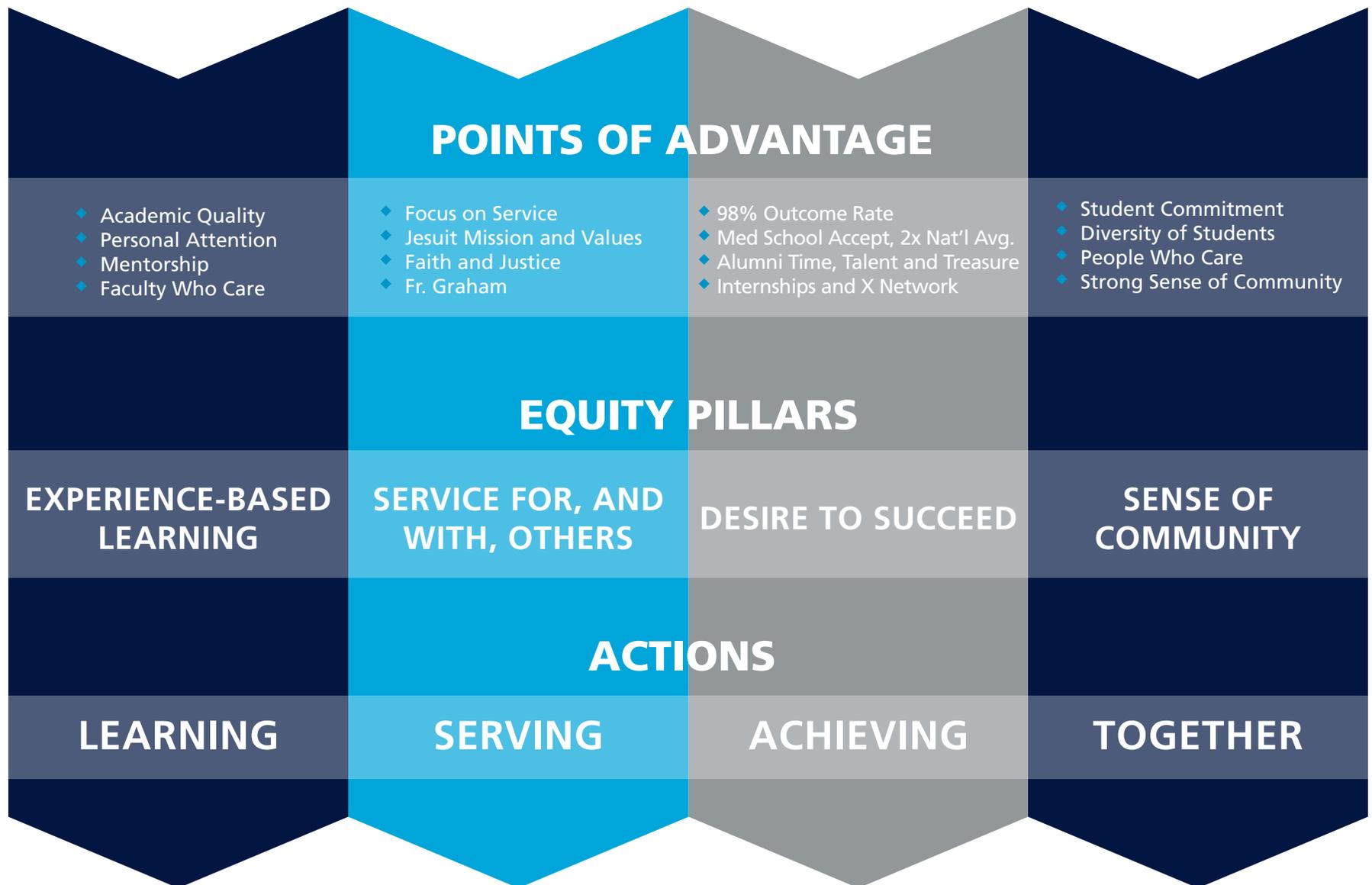
SUPPORTIVE, ENGAGED AND RESPECTFUL

We are engaged with each other and with the community. We greet visitors and hold the door for others. We create an environment where all members of our community are supported.



MESSAGING MAP

These are the pillars of Xavier's messaging—what we are and how we describe ourselves.



ALL FOR ONE

OUR PILLARS

Below are the four pillars on which we build our success here at Xavier. We learn, serve and achieve—together.



WE LEARN TOGETHER.

We learn from each other inside and outside the classroom. Students support each other with the guidance of peer and professional mentors. We challenge ourselves academically and intellectually.



WE SERVE TOGETHER.

As a Jesuit university, we value working together for the Greater Good. We treat every person with respect and empathy. At Xavier, service is a vital part of learning—engaging students, faculty, staff and the community in the mission of changing the world for the better.



WE ACHIEVE TOGETHER.

We have the freedom and support to explore who we are and who we ultimately want to become. Our success is measured by the quality outcomes of our graduates: outstanding graduation rates, post-graduate and professional school placement rates, internship opportunities and the networks of Xavier and Jesuit alumni throughout the world.



WE CHANGE THE WORLD TOGETHER.

We have passionate ideals and thrive in an inclusive community. Our ideals become reality when we take action. We act with integrity, justice and generosity, and we will succeed in changing the world together.



LOGO, WORD MARKS, SIGNATURES AND UNIVERSITY SEAL

PRIMARY UNIVERSITY LOGO

There is only one primary Xavier University logo: The Xavier X. It is the unifying symbol that represents and unites everyone at Xavier.

UNIVERSITY TAGLINE: ALL FOR ONE

Similarly, the tagline “All For One” should be used to describe Xavier whenever possible. Here at Xavier, we always say no one goes it alone, meaning no student, faculty or staff member should be without assistance or camaraderie. It also harkens back to our Jesuit legacy.

Whether it is in an online story about faculty, academics or an athletics update, All For One should be used to describe the experience here at Xavier whenever we can. Frequently, it is used as a sign off in letters or emails, and can be written in all caps, or — in some cases — where only the starting letters are capitalized.

ALL FOR ONE.

All For One.



ALL FOR ONE

PRIMARY UNIVERSITY LOGO

The preferred use of the primary University 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 depending upon the background color to which it is applied.

The logo may not be reconstructed or altered in any way. It must always be prominent and legible. It must be reproduced from high-resolution digital files. Color placement must never be altered under any circumstance.

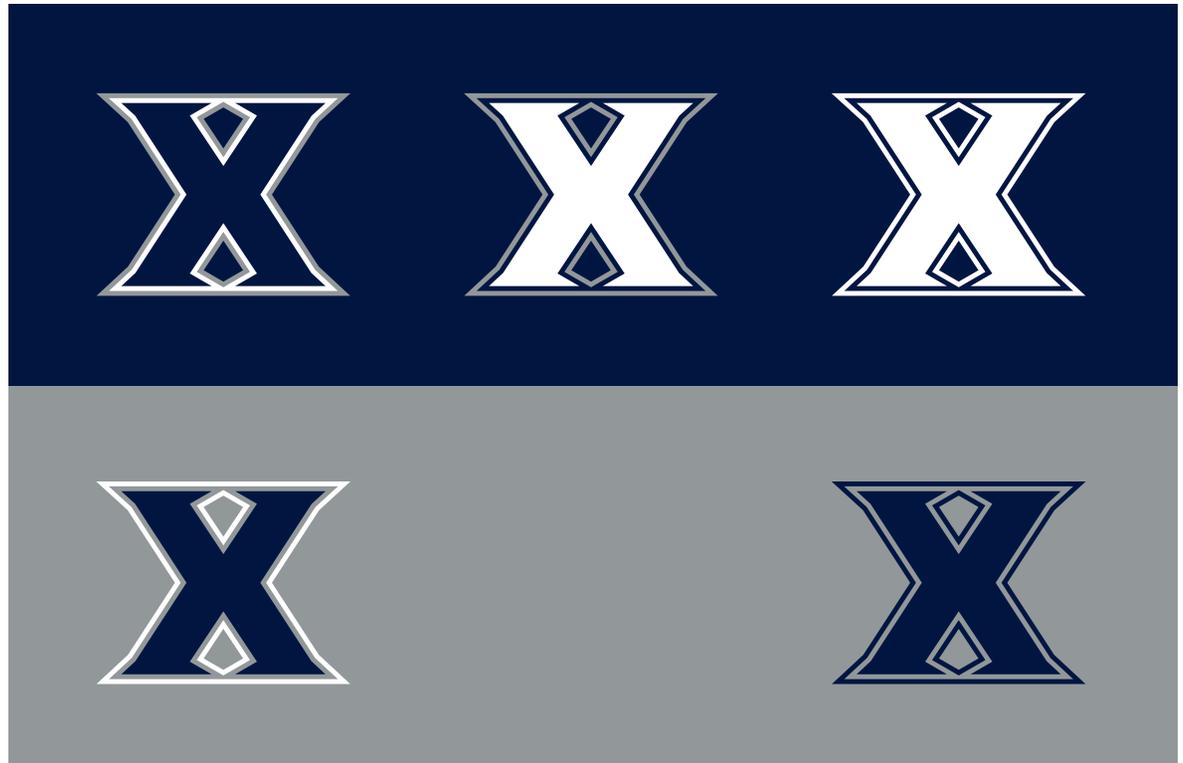
The primary University logo can be used with the University name and with the All For One tagline. This combination is called the “logo signature” or “All For One signature,” respectively. Guidelines appear later in this section.

For questions, contact the Office of Marketing and Communications: marcomm@xavier.edu or 513-745-3111.

Primary logo full color



One color



HORIZONTAL SIGNATURE

This is the primary signature configuration.



VERTICAL SIGNATURE

This is an alternate signature configuration, designed to be used in a narrow vertical space.



ALL FOR ONE SIGNATURE

This is the ALL FOR ONE signature.

The ALL FOR ONE is typeset using Frutiger Roman in all capitals and tracking set to 200. ALL FOR ONE is justified to align under the X. The distance the type is set from the X is equal to the height of the ALL FOR ONE tagline after being typeset.

For questions, contact the Office of Marketing and Communications: marcomm@xavier.edu or 513-745-3111.

Primary signature



ALL FOR ONE



ALL FOR ONE

One color



ALL FOR ONE



ALL FOR ONE



ALL FOR ONE



ALL FOR ONE



ALL FOR ONE



ALL FOR ONE



ALL FOR ONE

UNIVERSITY WORD MARK

The University word mark may be used in some situations when the primary University logo cannot be used. However, the primary University logo should always be the first choice when applying a logo.

The preferred use of the University word mark is in one color.

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

Color placement must never be altered under any circumstance.

XAVIER

XAVIER

XAVIER

XAVIER SECONDARY LOGO SIGNATURE

The Xavier University secondary logo signatures should be used with schools, centers, institutes and colleges. The preferred way to identify a department is by incorporating its name in address blocks and headlines.

Logo signatures for individual schools, centers, institutes and colleges within Xavier University are built on the primary logo signature using a template. Auxiliary Services logo signatures are shown here as an example. When producing logo signatures for other entities using the template, make sure to retain established size relationships and component spacing. The font used for the school, center, institute and college is Frutiger, set in all caps.

The school, center, institute and college logo signatures exist in both horizontal and vertical configurations.

For assistance in obtaining an official secondary logo signature for your area, contact the Office of Marketing and Communications: marcomm@xavier.edu or 513-745-3111.

Secondary vertical signature



Secondary horizontal signature



APPLYING THE LOGO SIGNATURE

When the word “Xavier” appears below or next to the X logo, this is called a logo signature. In a logo signature, a zone of white space the size of the X in the word Xavier must be maintained. When the X logo appears within an address block, this white space rule does not apply.

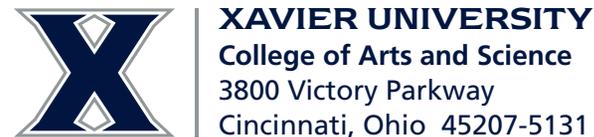
Address Block

The address block is a standard element that has been developed to accompany the logo. The logo/address block combination must appear on the back of all brochures, pamphlets and on the mailing panel of any other University publications.

The address block includes a specific college designation. The department or office title is set in Frutiger Bold.

Note: The name Xavier University always must be used as part of the address block and should not be replaced by an office/department name only.

If you need a specialized address block with your department or office zip+4 code and/or phone number, contact the Office of Marketing and Communications:
marcomm@xavier.edu or 513-745-3111.



PRIMARY UNIVERSITY LOGO SIGNATURE

The only acceptable coloration options for the signatures are shown here.

The full-color and Xavier blue signatures may only be placed on a white or Xavier blue background. The black signature may be placed on a light-color background as long as there is enough contrast for the signature to be legible.

The full-color reversed signature may only be placed on Xavier blue or black background. The one-color Xavier signature may only be placed on white background.

The one-color reversed signature may be placed on any dark color background as long as there is enough contrast for legibility.

For questions regarding its use, contact the Office of Marketing and Communications: marcomm@xavier.edu or 513-745-3111.

Horizontal



Vertical



One color



One color reversed



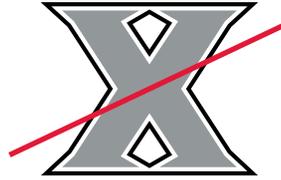
IMPROPER LOGO USE

The following list outlines the basic rules for working with the logo:

When altering, the logos should always be sized proportionately.

Do not obscure any part of the logos.

Do not add a drop shadow or any other special effects to the logo.



Do not alter approved color rotations.



Do not stretch or distort the logo.



Do not use unapproved colors.



Do not tilt/shear the logo.



Do not put a rule around the logo or use the logo in a cut-out shape.



Do not add graphic styles (i.e. drop shadow/3D).



Do not incorporate type with the logo.



Do not put pattern or type in the logo.



Do not change the proportions of the logo and word mark in the logo signature.



Do not use the X as part of a word, copy, or a sentence.

THE UNIVERSITY SEAL

The Xavier University seal has historical significance and is rooted in the Jesuit tradition. The seal symbolically represents the University's origin, values and spiritual foundation. The seal is used for official correspondence and documents and is primarily used by the Office of the President. **Permission to use the University seal must be obtained from the Office of Marketing and Communications.**

At the center of the seal is a shield divided in half vertically. On the left, from the Xavier family coat of arms, is a pattern of vertical stripes. On the right side, a black-robed arm holding a crucifix extends, symbolizing St. Francis Xavier, a founding member of The Society of Jesus. Below, three seashells symbolize St. Francis Xavier's three journeys to the Far East.

Surrounding the shield are inscriptions describing the University's heritage: Above is the Jesuit seal, IHS, the first three letters of the Greek word for Jesus; below, the Jesuit motto, AMDG (*Ad Majorem Dei Gloriam*: in English, "For the Greater Glory of God").

On the ribbon beneath the shield is the motto, Vidit Mirabilia Magna ("He has seen great wonders"). In its full context, the motto affirms that the person who has "inquired into righteousness has awakened to her admirable grandeur." The outer rim of the seal bears the Latin inscription:

UNIVERSITAS XAVERIANA
CINCINNATENSIS
M•DCCC•XXX•I

(1831, year of Xavier's founding)

Full color



Two color



One color





GRAPHIC ELEMENTS AND APPLICATIONS

COLOR PALETTE

Primary Color

The primary Xavier University color palette is made up of colors integral to the core of the graphic identity. The standard Xavier University logo signatures include Pantone® 289 blue, and Pantone® 422 grey or Pantone® 877 metallic silver.

To further expand the primary color palette, you may use tints of the Pantone® 422 grey and the secondary Pantone® 639 bright blue. However, the Xavier primary Pantone® 289 blue must be used at 100%.

Secondary Color

Pantone® 639 bright blue is a complementary color that does not appear in the logo signature, but was selected as a complementary primary color to be used in advertising and in any other marketing communications where color is used to strengthen the Xavier brand.

Primary Colors

XAVIER BLUE
PMS 289
C100 M76 Y12 K70
R12 G35 B64
HEX #0C2340

XAVIER GREY
PMS 422
C19 M12 Y13 K34
R158 G162 B162
HEX #9EA2A2

XAVIER SILVER METALLIC
PMS 877

Secondary Color

PMS 639
C100 M0 Y5 K5
R0 G153 B204
HEX #0099CC

TYPEFACES

SANS SERIF TYPEFACE

The primary typeface for the Xavier University graphic identity is Frutiger. It is available in a variety of weights allowing for flexibility in design. Frutiger is a simple, clean and robust sans serif type that is highly legible. It can be used to set headlines and running text.

SERIF TYPEFACE

The secondary typeface for the Xavier University identity is Bembo. It is a classic font with a wide range of weights and with old style figures that project a sense of quality and refinement. Bembo has well-proportioned letterforms, functional serifs and lack of peculiarities. It may be used for headlines, and it may also be used as a complementary font to Frutiger.

SUBSTITUTE TYPEFACES

If, for some reason, a person does not have these fonts (as in, they are not available on a computer), we have identified Helvetica and Georgia as the substitute typefaces that can be used. When creating web designs and applications, only use Frutiger and Helvetica.

FRUTIGER

Frutiger Light

Frutiger Roman

Frutiger Bold

Frutiger Black

Frutiger Ultra Black

Frutiger Light Condensed

Frutiger Condensed

Frutiger Bold Condensed

Frutiger Black Condensed

Frutiger Extra Black Condensed

BEMBO

Bembo Regular

Bembo Italic

Bembo Semibold

Bembo Semibold Italic

Bembo Bold

Bembo Bold Italic

Bembo Extra Bold

BEMBO REGULAR SMALL CAPS
AND OLDSTYLE FIGURES

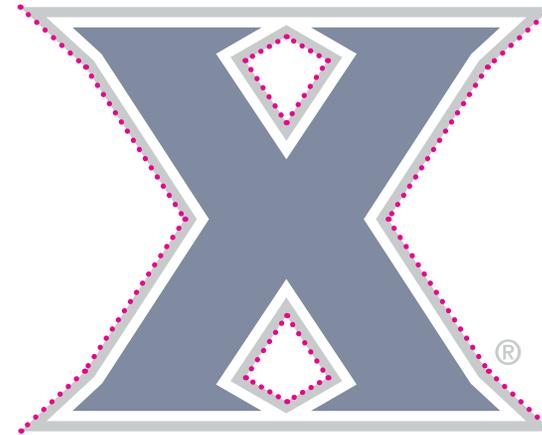
Helvetica Georgia

GRAPHIC ELEMENTS

X ANGLES

The angles of our X logo can be used as additional graphic elements to visually enhance any layout. The highlighted angles to be used are shown to the right.

X Angles



Examples

XAVIER UNIVERSITY OFFICE OF ADMISSION

98% OF XAVIER GRADUATES receive a job offer within 90 days of graduation.

ABOUT THE CLASS OF 2022

ACADEMIC PROFILE
 MIDDLE 50% SAT: 3.71-3.91
 MIDDLE 50% ACT: 22-28
 MIDDLE 50% GPA: 1080-1240

53% OF STUDENTS are first-generation college students.

47% OF STUDENTS are international students.

24% OF STUDENTS are first-year students.

17% OF STUDENTS are transfer students.

18 MORE than 100 majors and minors.

WHAT MAKES XAVIER A GREAT CHOICE...

- A unique liberal arts education with a focus on experiential learning.
- A strong emphasis on service and social justice.
- A commitment to academic excellence and innovation.
- A vibrant community of students, faculty, and staff.
- A location in Cincinnati, Ohio, with easy access to major cities and cultural attractions.

FOUR-YEAR STUDENTS' GEOGRAPHIC PROFILE

YOUR 100 FIRST-YEAR MAJORS

- Architecture
- Business Administration
- Business Management
- Communications
- Computer Science
- Criminal Justice
- Education
- Engineering
- Environmental Science
- Finance
- Health Services
- History
- International Studies
- Journalism
- Law
- Leadership Studies
- Life Sciences
- Marketing
- Music
- Nursing
- Philosophy
- Political Science
- Psychology
- Public Administration
- Public Health
- Sociology
- Theology
- Visual Arts

XAVIER UNIVERSITY

RECRUITING FOR YOUR PROGRAMS

6 WAYS YOU CAN SUPPORT THE ENROLLMENT AND MARKETING TEAMS

- Audit all the print materials in your office that you give to prospective/current students, or they request from Xavier.edu/audit.**
 - If they are not:
 - Access online templates to update them yourself, or submit a request to Marketing & Communications: marketing@xavier.edu
 - DISPOSE OF ALL OLD MATERIALS
- Order your program cards on the Print Store Front.** These are the most recent materials provided for all undergraduate programs by Enrollment and Marketing.
- Review and update the content on your web pages to make sure it is current.** Updates and corrections can be submitted at xavier.edu/webupdates
- Follow up with calls to admitted students.** Submit this request form between February and April to request a list of students who have been admitted to your program so you can reach out and welcome them to your program as they are making their college decision. Submit your request at xavier.edu/welcalls
- Make sure your program is represented at all recruitment events including X DAY for prospective students.** **PREVIEW** for admitted students. Please be sure to look for an email from Kelly Myles to save the date and sign up to represent your department for future events.
- Contact Enrollment Management at the beginning of each semester to let us know which courses in your department are recommended for admitted students to attend when they do a class visit.** Please contact Asha Manna, Manager of Enrollment Operations at manna@xavier.edu or 513.645.4256.

Still have questions? Contact us.

Web Services:
 Director for Strategic Initiatives
 Communications and Events
 Enrollment Management
enrollment@xavier.edu

File Editors:
 Director of Marketing and Advertising
 Marketing and Communications
 Student Life and Wellness
 Career Center
 Dean of Admission
 Enrollment Management
enroll@xavier.edu

FIRST-YEAR EXPERIENCE

WANT TO CHANGE THE WORLD? WE'VE BEEN DOING IT FOR 400 YEARS

A CORE CURRICULUM

There are the foundational courses your major is built upon. We believe that in order to be successful, you must think critically. You must communicate well. You must find solutions with a sense of humanity and empathy. At Xavier, we will teach you just that. We call it the core.

YOUR GROWTH IS AT OUR CORE

While other schools may have "general education" or "corequisite" offerings, the core is a set of courses to be finished off a first in order to move on to your major. Your disciplinary coursework then you go more specialized.

THE FIRST-YEAR SEMINAR

For your first year seminar class you can explore diverse fields, experience exciting first-year events, and gain a sense of community. In the process of learning core (i.e., Reading, and World History), you can learn the history of the core by studying through CoreQuest, an online tool that allows a through film. You'll gain your academic skills, but you will discover your passion.

DEVELOP VALUABLE LIFE SKILLS

One in five U.S. adults do not have a high school diploma or GED. At Xavier, we have a high school diploma or GED program for students who do not have a high school diploma or GED. We offer a variety of courses, including English, Math, Science, and Social Studies, to help you get on track for college.

MEET A PROFESSOR, GAIN A MENTOR

Our first-year professors aren't just passionate about the subjects they teach. They care about you, too. They will help you create a solid plan for success on campus and beyond.

CURIOUS ABOUT FIRST-YEAR PROGRAMS? VISIT XAVIER.EDU/1Y

XAVIER AT A GLANCE

Founded in 1863, Xavier University is a Catholic, Jesuit, university located within the vibrant city of Cincinnati, Ohio.

Our three colleges offer the undergraduate mission, 100 programs and 100 graduate programs (13,000 total credits), including 100+ minors.

FOR MORE INFORMATION

Office of Admission
 Phone: 513.645.4256
 Fax: 513.645.4257 | 513.645.4258
 Admission@xavier.edu
www.xavier.edu

PHOTOGRAPHY

Photography used in Xavier materials should be natural and memorable. The viewer is invited into the photo. Preferably, group shots should include a comfortable number of people, representing the diversity of the Xavier community. They should be interacting with each other, not with the camera. (Unless it's a "crowd" photo.) It's always stronger to have identifiable Xavier architecture or background in the photo. Of course, a great shot is a great shot.

The University maintains an exclusive image gallery. Any person or organization not affiliated with Xavier University may not use, copy, alter or modify Xavier photographs, graphics, videography, music or other, similar reproductions or recordings without the advance written permission from Xavier.

To request images or access, contact the Office of Marketing and Communications: marcomm@xavier.edu or 513-745-3111.



VIDEO

Videos produced by the Office of Marketing and Communications are well branded. They include an opening slide utilizing our titles and logo and a closing slide that incorporates our logo and tagline: "All For One."

Any person or organization not affiliated with Xavier University may not use, copy, alter or modify Xavier photographs, graphics, videography, music or other, similar reproductions or recordings without the advance written permission of an authorized designee from Xavier.

For assistance in obtaining permission, contact the Office of Marketing and Communications: marcomm@xavier.edu or 513-745-3111.

Intro



Closing



Titling



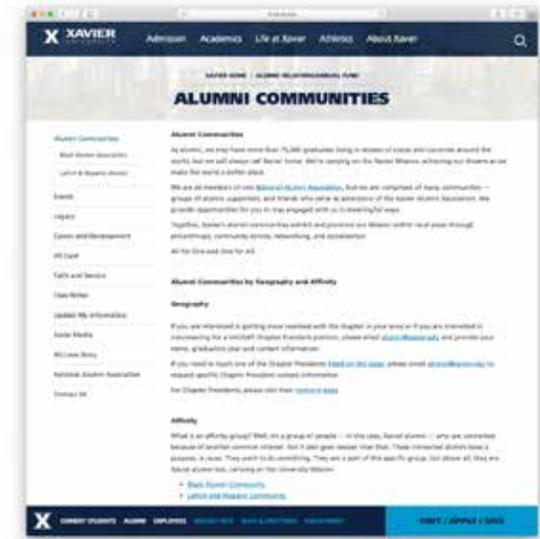
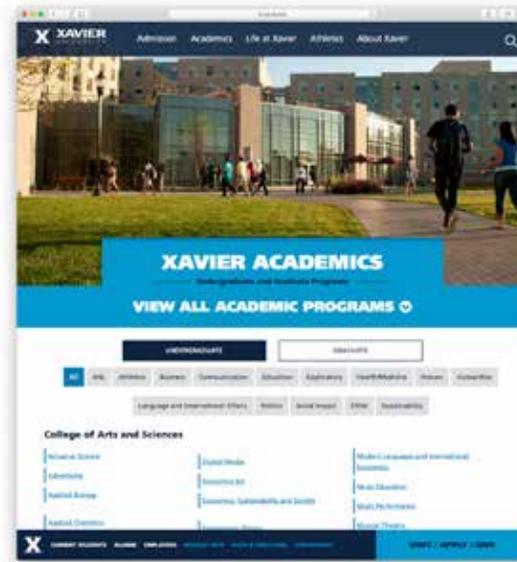
WEBSITES

The Xavier web presence seeks to convey the emotional feeling of being on campus and part of the Xavier community, with vivid imagery and visual storytelling. Website visitors need to be able to quickly access the information they need while being exposed to the best we have to offer.

All Xavier websites should follow the standards set forth in this document, including proper use of approved logos and colors. The font should be Frutiger, or Helvetica, as Bembo does not work well online.

Availability and accessibility are critical, so pages should load quickly and be fully functional on all devices and across technologies. All websites need to meet the WCAG 2.0 conformance level AA.

For assistance, contact the Office of Marketing and Communications: marcomm@xavier.edu or 513-745-3111.



SOCIAL MEDIA

With 200+ Xavier-affiliated accounts on various social media platforms, it's important that followers and prospective students have a consistent experience of the Xavier brand. The following guidelines will help students, alumni and prospective students easily identify and interact with active, official Xavier accounts.

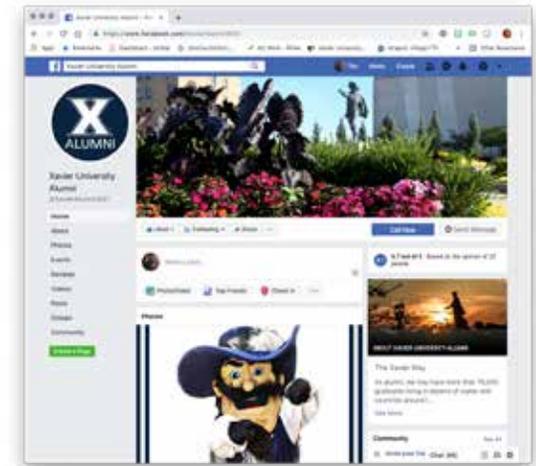
Accounts that do not comply with Xavier guidelines will not be supported by University social media channels (i.e. retweets, shares, regrams, mentions, stories, etc.) and will not be included in social media feeds on xavier.edu.

Upon request, all official Xavier offices, departments and programs will be provided branded social media profile images created by the Office of Marketing and Communications.

All official Xavier accounts should share at least three pieces of original content per month. Original content includes photos, links to xavier.edu or other websites, graphics and video. Retweets and regrams do not count as original content.

All official Xavier accounts should link back to a xavier.edu website in their bio or about section.

For questions or a profile image, contact the Office of Marketing and Communications: marcomm@xavier.edu or 513-745-3111.



APPLICATIONS

Xavier graphic standards must be maintained in all print and digital materials, including advertising campaigns, invitations, fliers, license wear, etc. See examples at right.

The Office of Marketing and Communications can help you with all of your print, photo, video and digital needs. Before attempting to apply these standards to any project, please consult with a representative from the office, as they have final approval.

For questions, contact the Office of Marketing and Communications: marcomm@xavier.edu or 513-745-3111.





ATHLETICS



EMPOWERING PRIDE

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.

PRIMARY ATHLETICS LOGO

The preferred use of the primary University 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 depending upon the background color to which it is applied.

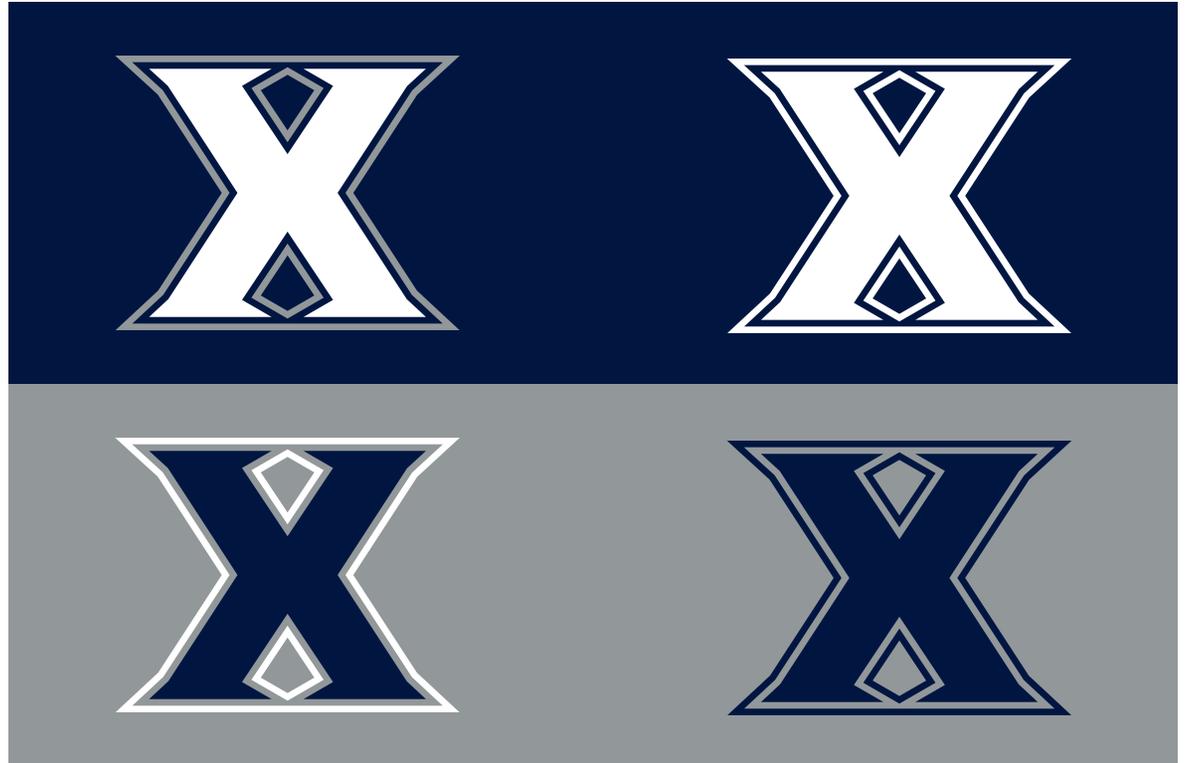
The logo may not be reconstructed or altered in any way. It must always be prominent and legible. It must be reproduced from high-resolution digital files. Color placement must never be altered under any circumstance.

For questions or more information, contact the Department of Athletics: athmktg@xavier.edu or 513-745-3604.

Full color



One color



ATHLETICS SECONDARY LOGOS

The preferred use of a secondary Athletics 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.

The Athletic secondary logos should never be used to replace the official University logo without permission from the Department of Athletics. It is very rare that permission will be granted to use these logos outside of Athletics events and sponsored activities.

For questions or more information, contact the Department of Athletics: athmktg@xavier.edu or 513-745-3604.

Full color



One color



ATHLETICS WORD MARK

The preferred use of the Athletics 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 word mark changes dependent upon the background color to which it is applied.

Color placement must never be altered under any circumstance.

Full color

The word "XAVIER" in a bold, blue, serif font with a white outline, set against a white background.

One color

The word "XAVIER" in a solid blue, serif font, set against a white background.

ATHLETICS ALTERNATIVE WORD MARKS

The preferred use of the Athletics 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 word mark changes dependent upon the background color to which it is applied. When using in one color, all marks follow the same coloration rules of the curved word mark.

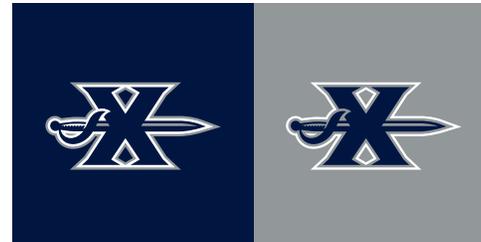
Color placement must never be altered under any circumstance.

The alternate word mark is not intended for uniform applications.

For questions or more information, contact the Department of Athletics: athmktg@xavier.edu or 513-745-3604.

Full color

One color





ATHLETICS GRAPHIC ELEMENTS

ATHLETICS COLOR PALETTE

The Athletics primary color palette is made up of colors integral to the core of the identity. The standard Xavier University marks include Pantone® 289 blue, and Pantone® 422 grey or Pantone® 877 metallic silver.

For questions or more information, contact the Department of Athletics: athmktg@xavier.edu or 513-745-3604.

Primary colors



XAVIER BLUE
PMS 289
C100 M76 Y12 K70
R33 G48 B78
HEX #0C2340



XAVIER GREY
PMS 422
C19 M12 Y13 K34
R158 G162 B162
HEX #9EA2A2



XAVIER SILVER METALLIC
PMS 877

ATHLETICS TYPEFACES

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

ITC NEWTEXT

For use in singular-message primary communications. **ITC Newtext is only for use by Athletics** and does not replace the University serif font.

ITC NEWTEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

GOXAVIER.COM
WELCOME TO THE CINTAS CENTER

FRUTIGER BLACK

For use in sub-message, secondary communications.

FRUTIGER BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

GOXAVIER.COM
YOUR SOURCE FOR MUSKETEER SPORTS
WELCOME TO THE CINTAS CENTER
HOME OF THE XAVIER UNIVERSITY MUSKETEERS

ATHLETICS IMPROPER LOGO USE

The sizes and position of the Athletic marks should never be stretched or altered, though the marks as a whole may be sized to any percentage.

The following list outlines the basic rules for working with the logotype:

When altering, the logos should always be sized proportionately.

Do not obscure any part of the logo.

Do not add a drop shadow or any other special effects to the logotype.



Do not alter approved color rotations.



Do not stretch or distort the logo.



Do not use unapproved colors.



Do not rotate the logo.



Do not add graphic styles (i.e. drop shadow).



Do not combine logos.



Never add unapproved typography.

Only use approved word mark for uniform applications.



Never use alternative wordmark on uniforms.



Never add unapproved typography.



SPORT-SPECIFIC WORD MARKS

SPORT-SPECIFIC WORD MARKS

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 word mark 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.

For questions or more information, contact the Department of Athletics: athmktg@xavier.edu or 513-745-3604.

Full color

XAVIER
ATHLETICS

XAVIER
BASKETBALL

XAVIER
SOCCER

XAVIER
TRACK & FIELD

XAVIER
BASEBALL

XAVIER
MUSKETEERS

XAVIER
CROSS COUNTRY

XAVIER
SWIMMING

XAVIER
GOLF

XAVIER
TENNIS

XAVIER
VOLLEYBALL



One color

XAVIER
ATHLETICS

XAVIER
MUSKETEERS

XAVIER
BASKETBALL

XAVIER
CROSS COUNTRY

XAVIER
SOCCER

XAVIER
SWIMMING

XAVIER
TRACK & FIELD

XAVIER
GOLF

XAVIER
BASEBALL

XAVIER
TENNIS

XAVIER
VOLLEYBALL

XAVIER
ATHLETICS

XAVIER
ATHLETICS

CLUB SPORT-SPECIFIC WORD MARKS

Club sport teams are on a competitive level between intramural and intercollegiate athletics and a member's involvement in the clubs is structured to be a learning experience through involvement in the organization and administration of club activities, as well as the development of sports skills.

According to the Club Sports Manual, the club must abide by all University and department policies and procedures, including adherence to graphic identity standards.

For questions or more information, contact the Department of Athletics: athmktg@xavier.edu or 513-745-3604.

Full color



XAVIER
CLUB BASEBALL



One color



XAVIER
CLUB BASEBALL



ATHLETICS YOUTH LOGOS

Athletics youth logos are meant to reflect a more youthful tone and are not meant to be used in other applications.

For questions or more information, contact the Department of Athletics: athmktg@xavier.edu or 513-745-3604.





SPECIAL ATHLETICS MARKS

ATHLETICS SCRIPT WORD MARK

Inspired by uniform scripts from past Xavier teams, this custom Xavier Athletics script word mark is unique and owned by Xavier. The script was specifically designed to honor our past while complementing the current Xavier brand identity. The initial capital X borrows from the current primary logo X to further reinforce a connection to the current Xavier Athletics brand.

The intent is not for this script word mark to replace our primary linear word mark, but instead be used in select applications, such as an alternate word mark on team uniforms and apparel, digital content, print collateral and licensed retail products.

For questions or more information, contact the Department of Athletics: athmktg@xavier.edu or 513-745-3604.

The word "Xavier" is written in a dark blue, stylized script font. The initial capital "X" is large and features a thick, horizontal bar that extends to the right, creating a sense of motion and speed. The rest of the letters are in a fluid, cursive script.

ALL FOR ONE LOGO

The preferred use of the All For One word logo is in its full-color variant. However, a one-color option is available for applications where full color is not achievable or desired. This logo is used for correspondence and documents specifically related to Athletics fundraising and is primarily used by Athletics.

Permission to use the All For One Fund logo must be obtained from the Department of Athletics: athmktg@xavier.edu or 513-745-3604.

Full color



CROSTOWN SHOOTOUT LOGO

The preferred use of the Crosstown Shootout logo is in its full-color variant. However, a one-color option is available for applications where full color is not achievable or desired. Athletics uses this specific mark for this specific event.

For questions or more information, contact the Department of Athletics: athmktg@xavier.edu or 513-745-3604.

Full color



One color



SKIP PROSSER CLASSIC LOGO

The preferred use of the Skip Prosser Classic logo is in its full-color variant. However, a one-color option is available for applications where full color is not achievable or desired. Athletics uses this specific mark for this specific event.

For questions or more information, contact the Department of Athletics: athmktg@xavier.edu or 513-745-3604.



VICTORY PARKWAY COLLECTION LOGOS

The Victory Parkway Collection is Xavier University's special label program of vintage-inspired clothing and merchandise. The Victory Parkway Collection graphic must appear somewhere on each Victory Parkway Collection product produced. If size or medium are not conducive to using the graphic with the logo (for example, certain embroidery applications, embossed items or small gift items), exceptions may be granted.

Permission to use the Victory Parkway Collection marks must be obtained from the Department of Athletics: athmktg@xavier.edu or 513-745-3604.



Victory Parkway Collection identifier

Victory Parkway
COLLECTION



ATHLETICS UNIFORMS

ATHLETICS UNIFORMS

Athletic uniforms are the most widely seen visual representation of the Xavier brand. As such, maintaining brand consistency throughout all uniform applications is critical.

Athletic uniforms are to be blue, grey and white only.

The preferred embellishment for all Athletic uniforms is the University word mark.

Black uniforms are only to be used for men's basketball.

Pink or other colors for specific events must be approved.

For BIG EAST logo application see pg. 4.25 of this guide.

For questions or more information, contact the Department of Athletics: athmktg@xavier.edu or 513-745-3604.



ATHLETICS NUMBERING

Athletic uniform color and typeface of numerals is equally important.

Two color

0123456789

0123456789

0123456789

One color

0123456789

0123456789

0123456789

ATHLETICS UNIFORM NAMEPLATES

A custom font for nameplates has been created to complement the Xavier Athletics 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 it is applied.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

PLAYER

PLAYER

PLAYER

BIG EAST
SOCCER



ATHLETIC CONFERENCE LOGO

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 Sports uniforms in a prominent fashion.

The preferred BIG EAST logo for uniform applications is shown here. The two-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. If the logo cannot be placed on the front of the jersey, the Conference office should be notified.

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

Olympic Sports: The Conference logo must be placed on the uniforms in the following Olympic Sports: Baseball, Men's Soccer, Women's Soccer, Volleyball.

The Conference logo should be placed on the left chest opposite the manufacturer brand logo. 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.



XAVIER UNIVERSITY

cinis
cinis

**TOGETHER. FOR OTHERS.
THE CAMPAIGN FOR XAVIER UNIVERSITY**



A silhouette of a man in a suit, standing on a pedestal and gesturing with his right hand. The background is a blue sky with clouds. The image is overlaid with a dark blue semi-transparent rectangle containing text.

THE XAVIER BRAND AND THE CAMPAIGN BRAND

The "*Together. For Others.*" campaign brand is closely related to the Xavier University brand identity, and therefore, the two share a number of characteristics, such as color palette and typography. Because the campaign has a specific purpose and target audience, however, it should carry a distinctive voice and a discernible visual style of its own. The campaign's communications will further strengthen the Xavier University story, while inspiring our audiences to take action in support of our campaign priorities.

"TOGETHER. FOR OTHERS." **CAMPAIGN LOGO**

The *"Together. For Others."* campaign logo is for correspondence, documents and other materials directly related to the current University fundraising campaign. The campaign logo was created using a previous University shield logo, and is the only place the shield can be used. This logo is primarily used by the Division of University Relations and the Office of the President.

Similar to the shield, the campaign also utilizes a cross image in its marketing materials. The cross image can be used in *"Together. For Others."* campaign materials only.

When the campaign was created, a special brand guideline book was also developed specifically for its use.

For permission or questions regarding its use, or to obtain a copy of the campaign brand book, contact the Office of Marketing and Communications: marcomm@xavier.edu or 513-745-3111.

Main logo



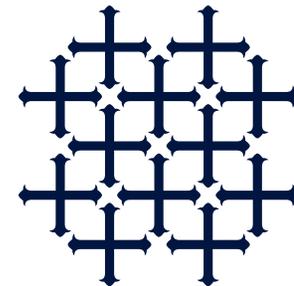
**Together.
For Others.**
THE CAMPAIGN FOR XAVIER UNIVERSITY



Together. For Others.
THE CAMPAIGN FOR XAVIER UNIVERSITY



Graphic elements



CAMPAIGN BRAND IDENTITY APPLICATIONS





EDITORIAL GUIDELINES

EDITORIAL GUIDELINES

As an academic institution, Xavier University follows editorial standards to maintain consistency in written materials. While the Office of Marketing and Communications has a very detailed guide, here are a few you may use regularly.

If you need assistance or have questions, contact the Office of Marketing and Communications: marcomm@xavier.edu or 513-745-3111.

ACADEMIC DEGREES

If use of academic degrees is necessary to establish credentials, it's preferred that it be used in a sentence form after the name.

- Bachelor's degree, not baccalaureate.
- Jane Doe, who earned her doctorate in psychology, teaches the class.

If the degrees are abbreviated, capitalize in the following manner. Do not use periods.

- PhD, MS, BS, MBA, EdD, MEd

Use an apostrophe and lowercase when citing the degree in a general sense:

- He earned his master's degree in theology. She earned her bachelor's degree in marketing.

But capitalize and don't use an apostrophe when citing the specific degree:

- She received a Master of Science in Biology. He received the Bachelor of Science in Physics.

Capitalize the name of the degree program only when the full degree name is spelled out and the discipline is included. If abbreviating a degree, the discipline should be lowercase:

- He has a Bachelor of Science in Psychology.
- She will receive a BS in psychology.
- He earned a bachelor's degree in physics.
- Seventy people hold bachelor's degrees.
- He has a Master of Arts in History.
- She will receive an MS in recreation.
- He earned a master's degree in mathematics.
- Forty people hold master's degrees.
- She is enrolling in a Master of Arts in Teaching program.
- Mary has a Master of Arts from SUNY Cortland.
- She has a PhD in chemistry.
- He received his doctorate in chemistry.

The word "degree " should not follow a degree abbreviation:

- Correct: He has a BA in history.
- Incorrect: He has a BA degree in history.

CLASS YEARS

In general, write out the class year in text.

- John W. Jones, a member of the Class of 1966 ...
- John W. Jones, a 1966 graduate ...

Uppercase "Class" when referring to a specific class followed by a year.

- He was a member of the Class of 1925.

Lowercase "class" when referring to a stage of study or the classification of a student.

- Members of the sophomore class are eligible. She was a freshman.
- He was a member of the 1988 graduating class.

For lists or large bodies of text, class years may be abbreviated.

- For undergraduate degrees only: John W. Jones '66

For undergraduate and graduate degrees:

- John W. Jones '66, '73MBA
- Ellen C. Warner '78, '83MS

For Edgecliff College graduates:

- Mary A. Elliot EC '47

COLLEGES, DIVISIONS, DEPARTMENTS, ETC.:

Uppercase all four colleges in all references.

- College of Arts and Sciences, Williams College of Business, College of Professional Sciences, College of Nursing.

Uppercase names of divisions, offices, departments and centers in text copy.

- The Department of English works with the Department of Spanish.

EDITORIAL GUIDELINES

All academic departments should be referred to as “Department of.”

- The Department of History is offering a series of seminars this semester.
- The Department of Psychology is looking for volunteers.
- The Department of Athletics has extra tickets for the game.

All offices or service areas should be referred to as “Office of.”

- The Office of Academic Affairs will hear the case.
- The Office of Safety and Security offers safety tips to the University community.
- The Office of Marketing and Communications put this together.
- The Office of the President is in Schmidt Hall.

All centers should be referred to as “Center for.”

- The Center for Management and Entrepreneurship serves the needs of the business community.
- The Center for Interfaith Community Engagement is located in the GSC.

RELIGIOUS TITLES

Society of Jesus

- Use S.J. following the first reference of any member of the Society of Jesus. Always use a comma to separate the name and the order.
- Michael J. Graham, S.J., is the University’s president.

Reverend

Use Rev. before the first reference of a priest who isn’t a member of the Society of Jesus.

SISTER, FATHER, MOTHER, ...

Avoid using sister, father or brother to describe a priest or nun unless in a direct quotation.

Top 10 words we need to know how to use and spell:

1. Saint is always spelled out unless the formal name of a city like St. Louis.
2. Residence halls. Not “dorms.”
3. We are the Musketeers at all times. Not “Muskie’s.”
4. Alumni
alumni: plural, masculine; plural form when referring to both men and women
alumnae: plural, feminine
alumnus: singular, masculine
alumna: singular, feminine
5. Doctor/Dr. - With no disrespect intended for those who have earned a PhD, use Dr. before a name only when referring to a medical doctor. On second reference, do not use Dr. Use PhD after the name.
6. Email - Do not hyphenate. Lowercase unless at the start of a sentence. Use a hyphen otherwise: e-book, e-business.
7. First-year students. Not “freshmen.”
8. Exploratory. Not “undecided.”
9. Fundraising is one word.
10. University - Uppercase when specifically referring to Xavier. Lowercase for others.

For more than 150 years, the University has provided a values-oriented education in the Jesuit tradition.

CONTACT INFORMATION

Office of Marketing and Communications

3800 Victory Parkway
Cincinnati, OH 45207-5450

E | marcomm@xavier.edu
P | 513-745-3111

Xavier Department of Athletics

3800 Victory Parkway
Cincinnati, OH 45207-7530

E | athmktg@xavier.edu
P | 513-745-3604

