

Marketing and Brand Playbook



XAVIER



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1

Institution



Institution

Our Vision

Through individual attention, education of the whole person, and academic excellence grounded in the Jesuit Catholic tradition, Xavier will mark its 200th anniversary as one of the nation's premier doctoral/professional universities.





Institution

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 Ignatian Values

- ✕ **Reflection** invites us to pause and consider the world around us and our place within it
- ✕ **Discernment** invites us to be open to God's spirit as we consider our feelings and rational thought in order to make decisions and take action that will contribute good to our lives and the world around us
- ✕ **Solidarity and Kinship** invites us to walk alongside and learn from our companions, both local and afar, as we journey through life
- ✕ **Service Rooted in Justice and Love** invites us to invest our lives into the well-being of our neighbors, particularly those who suffer injustice
- ✕ **Cura Personalis** invites us to care for others recognizing the uniqueness and wholeness of each person
- ✕ **Magis** invites us to ask, “Where is the most universal good?” when making decisions — related to the Jesuit motto *Ad Majorem Dei Gloriam* (For the Greater Glory of God)



Institution

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 people 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.





Institution

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.





Institution

Our Jesuit Tradition

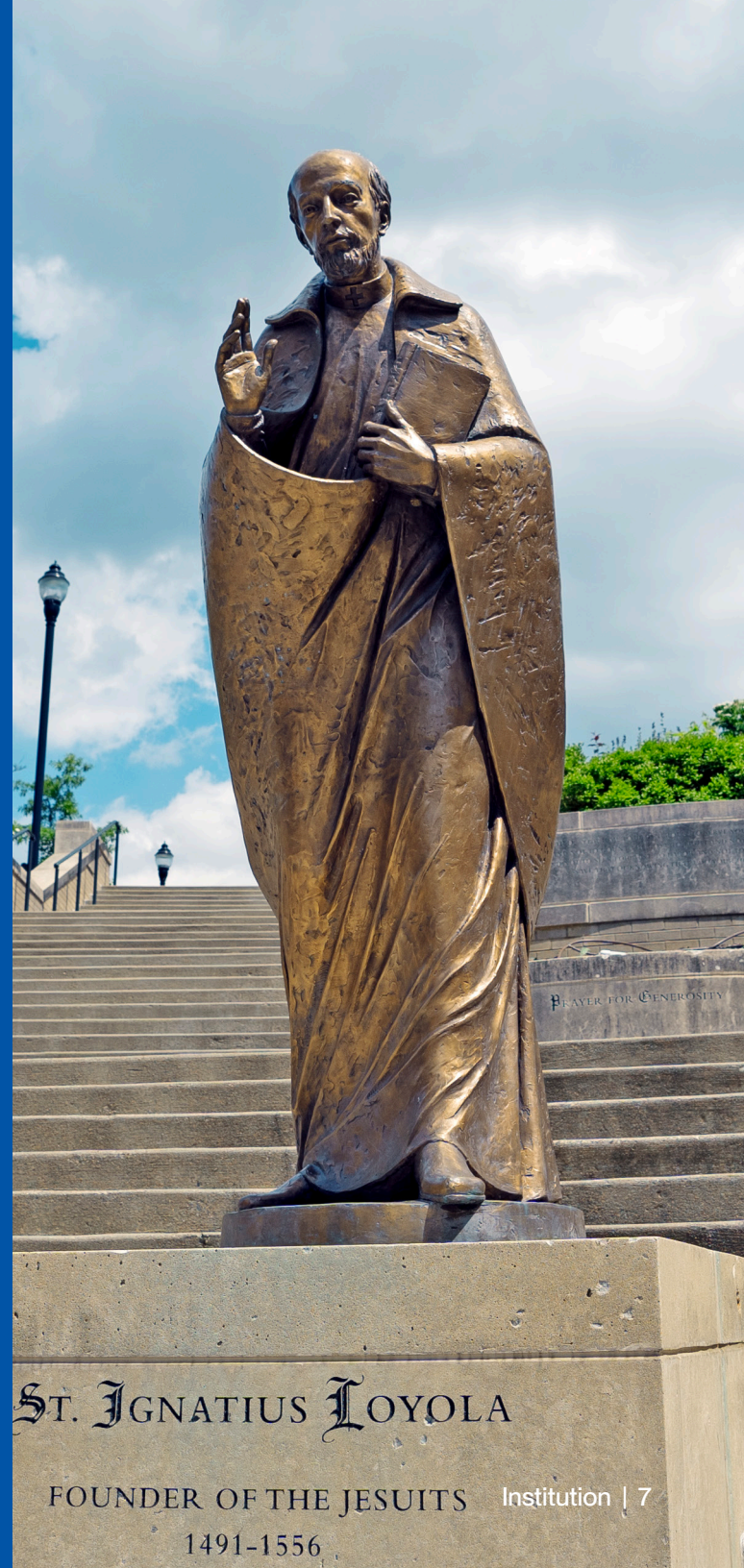
Greater Purpose

The Conversion of St. Ignatius Loyola

St. Ignatius Loyola (1491-1556) was a Spanish nobleman who underwent a profound spiritual conversion after being severely injured in battle from a cannonball wound. This led him to abandon his worldly ambitions and dedicate his life to God. He founded the Society of Jesus (also known as the Jesuits) in 1540, which became a highly influential religious order known for its education, missionary work, and obedience to the Pope.

Foundational Writings and Enduring Legacy

His most significant work is the Spiritual Exercises, a manual for prayer and discernment aimed at helping individuals better understand God's presence and will in their lives. He also authored the Constitutions of the Society of Jesus, which shaped the order's structure and mission. Through the Jesuits and his writings, St. Ignatius left a lasting legacy in the Catholic Church, emphasizing spiritual growth, service, and finding God in all aspects of life.



ST. IGNATIUS LOYOLA



Our Jesuit Tradition

Missionary Spirit

St. Francis Xavier: Missionary and Co-Founder

Our university's namesake, St. Francis Xavier (1506-1552) was a co-founder of the Society of Jesus. Inspired by his close friend, St. Ignatius of Loyola, he embarked on extensive and lonely missionary journeys, and was called to Lisbon, Goa, South India, Japan and China, among other areas. He was a man deeply dedicated to the Jesuit mission, to his friendships, and to his faith. This dedication anchored him in his travels and missionary work. He died on an island near China while attempting to enter the country. St. Francis Xavier is revered as one of the greatest missionaries in Christian history.

Canonization and Jesuit Inspiration Today

Francis Xavier was beatified by Paul V in 1619 and canonized on March 12, 1622 along with Ignatius, by Pope Gregory XV. In 1927, he was proclaimed patron of all Catholic missions by Pius XI. The lives, work and writings of both Saint Ignatius and Saint Francis Xavier are considered inspirations for the mission of Xavier University.





Institution

Our Xavier History

Xavier University was founded in 1831 as a men's college, the Athenaeum, which was run initially by the Archdiocese of Cincinnati. The Society of Jesus took control of the school in 1840 and changed the name to St. Xavier College.

St. Xavier College moved to its present-day location in 1912 and was officially renamed Xavier University in 1930. The University grew steadily over the next several decades, expanding in size and academic offerings. Xavier officially became coeducational in 1969. By 1980, Xavier acquired neighboring Edgecliff College and integrated its programs with those at Xavier.

Today, Xavier continues find innovative ways to educate students intellectually, morally and spiritually while preparing students for lives of service – for and with others.



2

Overview



Brand Positioning

Our brand position is “All For One.” This is the essence of our platform and the strategic foundation for our creative work. Sitting atop our four strategic pillars and supported by our guiding tone words, “All For One” is the concept that drives and inspires all creative work that follows.

All For One and One For All

Brand Pillars

We Learn Together:

**Teaching that
Transforms**

We Serve Together:

**Service that
Stands Out**

We Achieve Together:

**Commitment to
Care and Success**

We Will Change the
World Together:

**Instill Hope,
Inspire Action**

Tone Words

Authentic

Reflective

Spirited

Inclusive

Confident



Brand Rationale

Our brand rationale defines who we are as an institution. The more familiar you are with the rationale, the easier it will be to create truthful and compelling messages for the brand:

‘All For One’ is more than just a tagline. It’s rooted in our mission; it’s a promise to all those who look to Xavier University to guide and support them. And it’s an invitation to a community of Musketeers that will lift them up to be a part of something greater.

‘All For One’ recognizes the way we achieve and succeed — with care, vision and purpose. It guides us as we navigate challenges, and it directs our energy and talents as we charge forward, making meaningful change together.

At Xavier, we support the whole person, while empowering each person to support the whole:

All For One and One For All.



Brand Pillars

Teaching that Transforms

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. Faculty challenge students academically and intellectually, taking a genuine interest in their success.

Service that Stands Out

We Serve Together :

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

Commitment to Care and Success

We Achieve Together :

Our students have the freedom and support to explore who they are and who they ultimately want to become, while they receive radical care from our community as they join the networks of Xavier and Jesuit alumni around the world.

Instill Hope, Inspire Action

We Will 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.



Brand Tone Words

Authentic

▼
Real, Conversational, Genuine

Reflective

▼
Thoughtful, Intentional

Spirited

▼
Compelling, Energized, Inspiring

Inclusive

▼
Supportive, Engaged, Mission-driven

Confident

▼
Strong, Purposeful, Gravitas

3

Brand Design



Brand Logos





Primary Logo

There is only one primary Xavier University logo:

The Xavier X.

It is the unifying symbol that represents and unites everyone at Xavier.





Primary Logo

The preferred use of the primary University logo is in its full-color variant. However, one-color options are available.

As a secondary use, the logo can also be used as a super graphic, used to frame a hero image of an individual. When used as a super graphic, secondary colors can be used to best highlight the hero image.

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.

Note: Coloration of the primary logo changes dependent upon the background color, ensuring there is appropriate contrast for legibility.

Primary Logo Full-Color

1 | Dark Grey | White | Xavier Blue



2 | Dark Grey | Xavier Blue | White



3 | White | Dark Grey | Xavier Blue



Primary Logo 1-Color

1 | Xavier Blue



2 | White



3 | Running Man Blue





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: Coloration of the word mark changes dependent upon the background color, ensuring there is appropriate contrast for legibility.

XAVIER

Xavier Blue

XAVIER

Running Man Blue

XAVIER

Xavier Grey

XAVIER

White



University Signature

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

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

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.

Note: The Horizontal full-Color signatures should be used for email signatures. University Signatures can be requested through Office of Marketing and Communications at xavier.edu/logorequest.

University Signature Full-Color
Horizontal



University Signature Full-Color
Stacked



University Signature 1-Color
Horizontal



University Signature 1-Color
Stacked





University Signature Application

When the word “Xavier” appears below or next to the Primary 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 Primary 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 and pamphlets and on the mailing panel of any other University publications. The department or office title is set in Neue Montreal.

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.



XAVIER UNIVERSITY

College of Arts Science

3800 Victory Parkway

Cincinnati, Ohio 45207



Secondary Type Treatment

The Xavier University secondary logo signatures 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 office, department, center, college, etc. is Neue Montreal Medium, set in caps. The secondary logo signatures exist in both horizontal and vertical configurations.

Note: If you are interested in requesting a secondary logo signature for your office, department or program, please submit your request via the online form at xavier.edu/logorequest.





Secondary Type Treatment Application

If the name of the office, department, center, college, etc. exceeds the maximum width allotted for unit signatures, they should be arranged on a second or third line as needed. Unit signatures should be limited to a maximum of three lines to maintain legibility.



Horizontal Signature



Horizontal Wordmark Signature



Stacked Signature



Stacked Wordmark Signature





University Tagline

At Xavier University, the spirit of being a Musketeer is defined by our tagline, “All For One.” This phrase captures the heart of our Jesuit legacy, where no student, faculty, or staff member ever goes it alone. The Musketeer community thrives on camaraderie and support, ensuring everyone has the resources and encouragement to succeed, whether in the classroom, on the court, or beyond. To be a Musketeer is to embrace a collective commitment to lifting each other up, fostering a sense of unity and purpose that makes Xavier truly special.

The “All For One” ethos is woven into every aspect of life at Xavier, from academic excellence to athletic triumphs. It’s more than a tagline—it’s a promise that every Musketeer is part of a supportive family, united in pursuit of shared goals. Whether it’s a professor mentoring a student, teammates rallying together, or alumni signing off their letters with this cherished phrase, being a Musketeer means living out this legacy of togetherness and service, making a lasting impact on our community and the world.

ALL
FOR
ONE





Primary Logo with Tagline

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



University Signature with Tagline

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

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

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.

Note: The Horizontal full-Color signatures should be used for email signatures. University Signatures can be requested through Office of Marketing and Communications at xavier.edu/logorequest.

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.



Improper Logo Usage

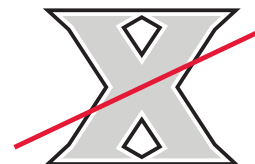
The following list outlines the basic rules for working with the logo: When altering, the logos should always be sized proportionately. Do not obscure any part of the logos. Do not add a drop-shadow or any other special effects to the logo.



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 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.

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. 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)

Note: Permission to use the University seal must be obtained from the Office of Marketing and Communications at marcomm@xavier.edu or 513-745-3111.

Full Color



2-Color



2-Color



Jesuit Seal

The Jesuit seal prominently features the IHS monogram, which represents the first three letters of 'Jesus' in Greek. This symbol, which contains a cross and nails encircled by a radiant sun, embodies the Jesuit mission to spread the light of Christ through education, service, and social justice. The sun signifies Christ as the "light of the world," reflecting the order's commitment to faith, knowledge, and global outreach.

The Jesuit seal may be used in University communications to refer to the Jesuits or emphasizes Xavier's Jesuit Catholic values and heritage.





Brand Type





Typefaces

Sans Serif Typeface

The correct font is as important as the correct logo, color and tagline. The primary font for Xavier University is a customized version of Neue Montreal. Neue Montreal is a simple and clean sans serif type that is highly legible.

Neue Montreal

Neue Montreal Thin
Neue Montreal Light
Neue Montreal Book
Neue Montreal Regular
Neue Montreal Medium
Neue Montreal SemiBold
Neue Montreal Bold

Neue Montreal Thin Italic
Neue Montreal Light Italic
Neue Montreal Book Italic
Neue Montreal Italic
Neue Montreal Medium Italic
Neue Montreal SemiBold Italic
Neue Montreal Bold Italic

Serif Typeface

The secondary font for Xavier University is Orpheus Pro. Orpheus Pro is a Serifed font with old-style figures that projects a sense of quality and refinement. Orpheus Pro can be used in both regular and italics.

Orpheus Pro | *Orpheus Pro Italic*

Orpheus Pro Regular
Orpheus Pro Medium
Orpheus Pro Bold
Orpheus Pro Italic

Orpheus Pro Condensed
Orpheus Pro Semibold Condensed
Orpheus Pro Bold Condensed

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 Arial and Georgia as the substitute typefaces that can be used. When creating web designs and applications, only use Arial.

Arial Georgia



Headline Styles

Style 1:

**Headlines
can look
like this.**

**HEADLINES
CAN LOOK
LIKE THIS.**

Neue Montreal Bold
Sentence Case
Font Size & Leading 1:1 Ratio

Style 2:

**Headlines
can also
*look like this.***

Neue Montreal Bold & Orpheus Pro Italic
Sentence Case
Font Size & Leading 1:1 Ratio

Style 3:

**Headlines
can also
look like this.**

Neue Montreal Bold & Regular
Sentence Case
Font Size & Leading 1:1 Ratio



Type Styles

Paragraph Character Styles

Neue Montreal Regular
Sentence Case
or All Caps
Font Size & Leading 1:1 Ratio

Neue Montreal Bold
Sentence Case
or All Caps
Font Size & Leading 1:1 Ratio

Neue Montreal Regular
Sentence Case
or All Caps
Font Size & Leading 1:1 Ratio

Neue Montreal Regular
Sentence Case
Font Size & Leading 3:4 Ratio

Headers & Titles

HEADERS & TITLES

Headlines

HEADLINES

Subhead

SUBHEAD

Xim rest, soloritatem iminvelecto dolendi ame sust iunte pores alia non
et, conecat molor alignis eat estecul luptium eatur aceari qui iusam
antia plant volupicipsa dolorror resciam et lat.

"Callout" Character Styles

Orpheus Pro Italic
Sentence Case
Font Size & Leading 1:1 Ratio

Orpheus Pro Italic
Sentence Case
Font Size & Leading 3:4 Ratio

Subhead

*Xim rest, soloritatem iminvelecto
dolendi ame sust iunte pores alia
non et, conecat molor alignis eat
estecul luptium eatur aceari qui
iusam antia plant volupicipsa
dolorror resciam et lat.*



Brand Color





Color Palette

Color is an essential part of any visual identity. The primary color palette is made up of three colors, led by Xavier Blue.

Use of color must be consistent across the university. Referring to these Pantone® (PMS), CMYK, RGB and Hex values will eliminate the guesswork.

PMS and CMYK are used exclusively for print, while RGB and Hex values are used for digital applications.

Primary

Xavier Blue

CMYK 100, 76, 12, 70
RGB 12, 35, 64
HEX #0C2340
PMS 289

Xavier Grey

CMYK 19, 12, 13, 34
RGB 158, 162, 162
HEX #9EA2A2
PMS 422

Running Man Blue

CMYK 100, 75, 0, 0
RGB 0, 51, 160
HEX #0033a0
PMS 2865

Secondary

Magis Yellow
CMYK 0, 10, 100, 0
RGB 252, 214, 18
HEX #fcd612
PMS 116

D'artagnan Grey
CMYK 13, 10, 12, 0
RGB 209, 209, 206
HEX #d1d1ce
PMS 420

Cura Blue
CMYK 55, 21, 0, 0
RGB 108, 172, 228
HEX #6cace4
PMS 284

Lilac
CMYK 16, 33, 0, 0
RGB 212, 176, 224
HEX #d4b0e0
PMS 257

RGB Digital Only

Magis Blue
RGB 26, 26, 255
HEX #1a1aff



Color Accessibility

Color contrast is very important to legibility. To meet current accessibility standards, use only approved color combinations. Be sure to take special care with reverse type and type overlays.

Web Content Accessibility Guidelines (WCAG) require a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text to achieve Level AA compliance. To achieve Level AAA compliance, requires a contrast ratio of at least 7:1 for normal text and 4.5:1 for large text. Large text is defined as 14-point (typically 18.66px) and bold or larger, or 18-point (typically 24px) or larger.

AAA	Pass	AA18	Pass, Large Text Only
AA	Pass	DNP	Does Not Pass

	White	Xavier Blue	Running Man Blue	Xavier Grey	D'art. Grey	Magis Yellow	Cura Blue	Lilac
White		Xx	Xx	Xx	Xx	Xx	Xx	Xx
	AAA	AAA	AA18	DNP	DNP	DNP	DNP	DNP
Xavier Blue	Xx		Xx	Xx	Xx	Xx	Xx	Xx
	AAA	DNP	AA	AAA	AAA	AA	AAA	
Running Man Blue	Xx	Xx		Xx	Xx	Xx	Xx	Xx
	AAA	DNP	AA18	AAA	AAA	AA18	AA	
Xavier Grey	Xx	Xx	Xx		Xx	Xx	Xx	Xx
	DNP	AA	AA18		DNP	DNP	DNP	DNP
D'artagnan Grey	Xx	Xx	Xx	Xx		Xx	Xx	Xx
	DNP	AAA	AAA	DNP		DNP	DNP	DNP
Magis Yellow	Xx	Xx	Xx	Xx	Xx		Xx	Xx
	DNP	AAA	AAA	DNP	DNP		DNP	DNP
Cura Blue	Xx	Xx	Xx	Xx	Xx	Xx		Xx
	DNP	AA	AA18	DNP	DNP	DNP		DNP
Lilac	Xx	Xx	Xx	Xx	Xx	Xx	Xx	
	DNP	AAA	AA18	DNP	DNP	DNP	DNP	



Brand Tools





X Element

The primary graphic element for the Xavier University brand is the x, other wise known as the X graphic. **This graphic element is NOT a logo and should not replace the primary logo.** Unlike the primary logo, this graphic can be used more liberally in order to bring the idea of Xavier to life while helping create strikingly simple visuals.





X Holding Shape

The X graphic serves as a versatile holding shape that accommodates various visual elements, including photography, typography, art, and textures. In digital media, looping textures, videos, and gifs can also be incorporated. This graphic allows for the display of imagery or isolated elements by utilizing the 'X' symbols. The content can be contained entirely within the container shape or extend beyond its boundaries.

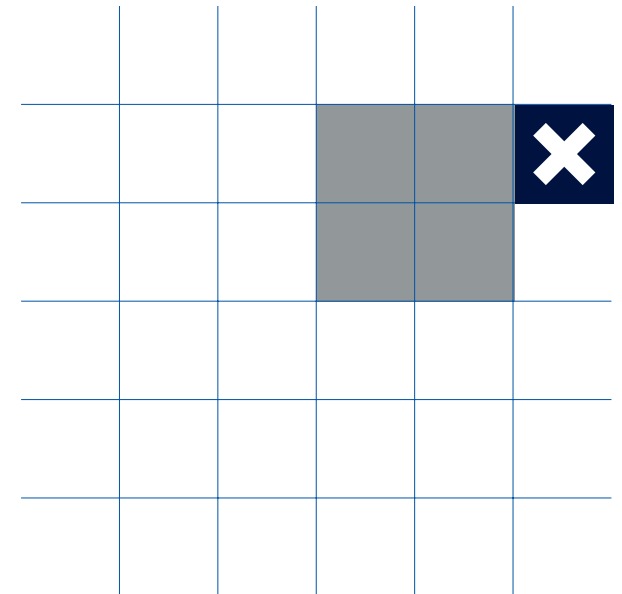
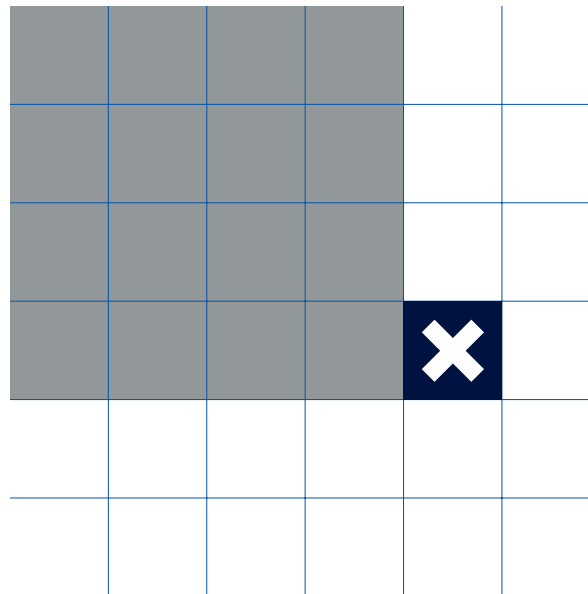
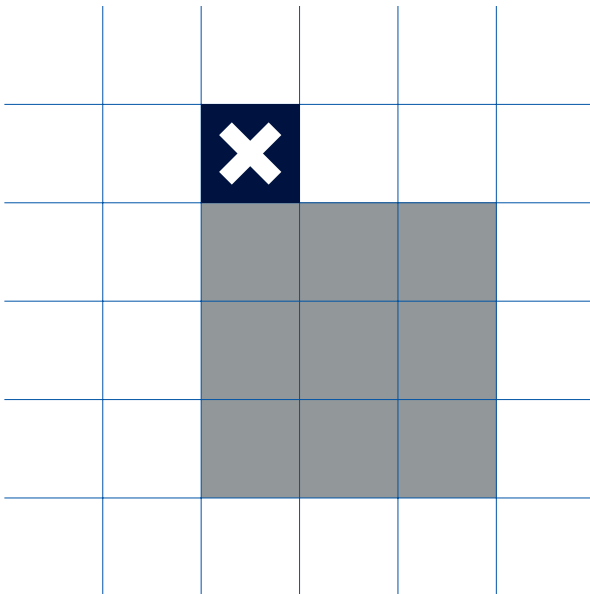




X Modular Grid

The X graphic can be used as part of a modular grid system that locks up the x with an image. The size of the image and placement of the x can vary as long as it adheres to a square grid.

A helpful guideline for the underlying grid is to use increments of three, i.e., 3, 6, 9.





X Stamp

The X graphic can be used as a stamp on top of imagery.

A single stamp can be used to connect two images.

Multiple stamps can be used together to create a dynamic composition by adjusting scale, color and placement.



4 Communicating the Brand



Brand Voice

Overview

The brand voice should always refer back to the brand tone words: authentic, reflective, spirited, inclusive and confident. This voice should be as consistent as possible across channels and audiences, and should remain flexible to best suit the intended audience.

While it is important to maintain the tone as mentioned, it is also critical to avoid language that deviates from the brand voice. Whenever possible, avoid a tone that appears inauthentic, pandering or contrived.

When writing with the brand voice, we aim to acknowledge the target audience whenever possible and utilize second-person point-of-view when appropriate to best centralize the written narrative around the consumer, inviting everyone to see themselves as part of the larger Xavier story.



Brand Voice

Headlines

Headlines express our brand through short, punchy statements that can be easily understood by our audiences. They are used to introduce written stories and create advertisements. While these headline styles drive creative content at Xavier, other headline styles may be used as long as they succinctly and directly convey the essence of Xavier's brand.

"All for..." Headlines:

Headlines that begin with 'All for...' and then add a phrase written in the second person that makes a promise to an individual.

What Works:

All for empowering you with everything you need.

What Works:

All for supporting you through every challenge.
All for celebrating you through every win.

What Doesn't Work:

All for a good education.

▼
The second part of this headline does not make a second person promise about Xavier.

Musketeer Journey Headlines :

Headlines inspired by the Musketeer Journey. These take the form of declarative, action-focused phrases that draw from Musketeer imagery to create clear and compelling messaging.

What Works:

Make Your Mark

What Works:

Protect what matters most.

What Doesn't Work:

Swing your sword.

▼
While this headline borrows from Musketeer imagery, the call to action does not deliver a clear and compelling message.

Question Headlines:

Headlines that invite the audience to ponder a thought-provoking, open-ended rhetorical question – the answer to which relates to a concept found or emphasized at Xavier.

What Works:

What is your cannonball moment?

What Works:

What do you stand for?

What Doesn't Work:

What is your major?

▼
This question posed by this headline lacks a thought-provoking, open-ended statement.



Brand Voice

Headlines

Headlines express our brand through short, punchy statements that can be easily understood by our audiences. They are used to introduce written stories and create advertisements. While these headline styles drive creative content at Xavier, other headline styles may be used as long as they succinctly and directly convey the essence of Xavier's brand.

Musketeer headlines:

Headlines that begin with "Musketeers" with an added phrase to create a declarative statement that expresses values shared by all members of the Xavier community.

What Works:

Musketeers defend their own.

What Works:

Musketeers stand up for what's right.

What Doesn't Work:

Musketeers eat at the Caf.

▼
This does not express a value shared by all members of the community.

Contrast headlines:

Headlines that use contrast to demonstrate something unique to Xavier. These work only when the second part modifies the first part in a way that expresses value to the University.

What Works:

There's move-in, and then there's Manresa.

What Works:

There's gameday and then there's Xavier Gameday.

What Doesn't Work:

There's class registration and then there's our class registration.

▼
This does not speak to a specific example of Xavier offering more than a typical experience.



Brand Voice

Body Copy

In headlines and body copy, use sentence case and punctuation when applicable.

We can flex our style between shorter, punchier copy and longer, more thoughtful copy depending on audience and context.

We speak in **first person** when we want to strike a warm and inviting tone. For example, in undergraduate/admissions contexts, “We” sounds more welcoming and inclusive to a prospective student than “Xavier University.” We also use the first person when speaking to parents, faculty, staff and our community.

We speak in **second person** when we want to actively engage the individual consuming our messaging. By doing this, we shift focus from the institution to the individual, allowing for the consumer to better see themselves as part of the broader Xavier story, and to imagine, remember, and/or relate their own identity, values and experience with the University.

We speak in **third person**, i.e., Xavier University, in more formal external communications. For example, with academic peers, in more formal donor communications, etc.

Note: Making more use of second-person to centralize the reader's story/position?

First person body copy example:

We make mission our mission.

At Xavier, we are driven by our mission. We're encouraged by the wisdom of our Catholic Jesuit tradition and strengthened by our focus on the future. We know how badly our world needs compassionate leaders, and we're committed to being a University that shows care and support to our entire community.

Second person body copy example:

Make Your Mark

You're in for the adventure of a lifetime. At Xavier, you'll be seen for the individual you are and the unique gifts you bring to the table. At the same time, you'll be challenged and you'll grow in new and exciting ways — which will lead you to succeed in new and exciting ways, too. And of course, at Xavier, you'll have a strong community to support you every step of the way.

Third person body copy example:

Xavier unveils renderings for new medical school.

Xavier University released official renderings of its proposed College of Osteopathic Medicine on Wednesday, two days before it ceremonially breaks ground on the 130,000-square-foot, state-of-the-art facility.



Brand Taglines

Our brand tagline, “All For One” is designed to be used broadly and to encompass many aspects of our identity. However, there are preferred ways to use the tagline “All For One,” and its continuation, “One For All” to best serve the brand and to encompass the community and the spirit of the university.

When to use the phrase **All For One:**

This is a way to remind people they are supported and part of something greater.

- Fundraising
- When audience is Prospective Students
- When audience is Parents / Prospective Parents

Consider using the tagline ‘All For One’ when mentioning things like:

- Our small class sizes that allow for individual attention
- 150+ campus clubs that allow for personal and professional exploration and growth
- Individual support resources and our focus on Ignatian Belonging
- Counseling resources
- Expert faculty who care
- Our student success rate
- Collective fundraising (ex: “Together, we can all pitch in to serve one community”)

When to use the phrase **One For All:**

This is a way to remind people they are empowered.

- Highlighting exceptional students/ service work
- Celebrating alumni
- Commencement

Consider using the tagline ‘One For All’ when mentioning stories that focus on:

- Alumni success
- Philanthropy (ex: generosity, giving back, paying it forward)
- Service and social justice
- Entrepreneurship
- Graduate send off (ex: “We’ve been a community who’s shown you how to be ‘All For One.’ Now it’s time for you show us what it means to be One For All”)



Brand Taglines Examples

Examples:

All For **Purpose**

All For **Passion**

All For **Care**

All For **Faith**

All For **One**



The Value of a Xavier Education

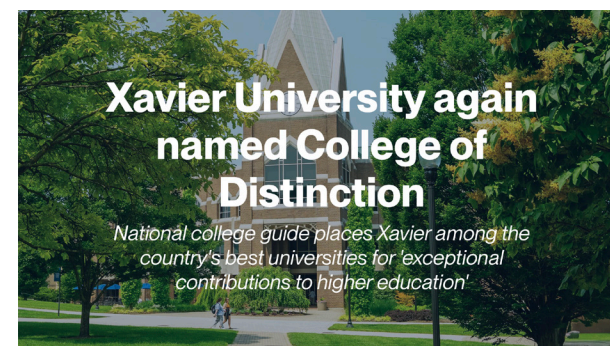
As a Jesuit Catholic university, our mission drives us. When you come to Xavier, you become part of something bigger — something greater than any of us alone. Here, you're seen for the unique gifts and qualities you have today, and for the future you have ahead: a life that's purposeful and fulfilling beyond the classroom. And, you'll experience real community and support every step of the way.

Here you'll have professors who get to know you, who will focus on real-world experience and who will ensure you'll be ready when you graduate — not to mention you'll become part of a network of 76,000+ successful alumni and gain a community like none other. A Xavier degree carries weight, and you'll feel the difference.

Xavier Headline Highlights

News from 2025

Read these and more at xavier.edu/now





Why Xavier? Messaging Map

Consider using the structure of 'heart-mind-community' to act as the foundation of your 'pitch' for Xavier to prospective students, parents, donors and more.

Heart

Consider: what propels/motivates a Xavier Musketeer?

Big idea: they CARE.

Mind

Consider: how does a Xavier Musketeer benefit from and use a strong education?

Big idea: They're academically STRONG STUDENTS.

Community

Consider: how does a Xavier Musketeer contribute to/benefit from community?

Big idea: Our COMMUNITY IS SPECIAL.

General Pitch

Short	Example
▶ Heart	Xavier students graduate with passion and drive to do good,
▶ Mind	the education and skills to make it happen,
▶ Community	and the support and network to achieve their goals beyond Xavier.

Longer	Example
▶ Heart	As a Xavier student, you have passion and purpose.
▶ Mind	Yes, you gain all the skills and knowledge they need to be successful and achieve their goals — but what you'll experience goes much deeper. You'll learn in a way that connects your talents with the world's needs.
▶ Community	You'll gain a community of compassionate educators whose sole focus is caring for you and supporting your growth; you will join a culture of care that recognizes and celebrates their uniqueness. Here, profession meets purpose. Here, you are seen. Here, your success is our mission.



Why Xavier? Messaging Map

Specific Topic Pitches

- ▶ Faith-oriented
- ▶ Business-oriented
- ▶ Healthcare-oriented

Specific Topic Pitches

Faith-oriented

	Example
▶ Heart	At Xavier, students have commitment to God and the greater good,
▶ Mind	are supported in growing their faith with rigorous study and strong education,
▶ Community	all within a community that values its Jesuit Catholic mission and tradition and offers endless opportunities that lift students up.

Business-oriented

	Example
▶ Heart	Xavier students graduate with drive and with purpose.
▶ Mind	They step into their careers fluent with the latest technology in their field, with skillsets that directly increase their earning potential,
▶ Community	and leave college with an extraordinary network of Xavier alumni, industry leaders and business executives in a city home to several Fortune 500 company headquarters.”

Healthcare-oriented

	Example
▶ Heart	Xavier students are compassionate and strong students, committed to exceptional care.
▶ Mind	They get practical experience in a nationally recognized program known for its exceptional academics,
▶ Community	and they join a community of brilliant peers, faculty and mentors who walk with them to life them up as they continue to achieve.



Points of Pride

All For
Xavier

5,504
Total students



98%
of students are
employed, attending
grad school, or working
in service or volunteer
positions within
6 months of graduation
(Class of 2024)

Students from **48**
states and **37** countries



86%
of pre-meds
are accepted
into med
school
compared to
the **36.2%**
national
average
(Class of 2024)

#39
University for
undergraduate
teaching
(U.S. News & World
Report, 2023)



All For
Community



#1
ranked
online MBA
program in
Ohio
(U.S. News
& World Report,
2025)



More than
76,000
living alumni

1 of 27
Jesuit Catholic
universities in America



A top Catholic
college
(Colleges of Distinction,
2024 -2025)

A top college
for veterans
(U.S. News & World Report, 2024)



All For
Cincinnati

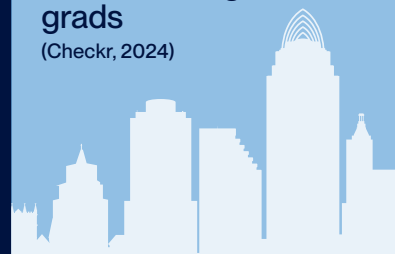


#1 ranked for Best Cities for
Young Professionals in Ohio
(Niche, 2024)

#3 Best
places to live
in Ohio
(U.S. News & World
Report, 2024-2025)

#24
Best
College
Towns in
America
for large
cities.
(WalletHub,
2025)

#6 America's
best large cities
for new college
grads
(Checkr, 2024)



#1 U.S. metro
for young
professionals
to live.
(Forbes, 2024)





Why Cincinnati?

- Home to multiple Fortune 500 company headquarters — which means more (and better) internship and job opportunities for students
- Active downtown with nationally recognized arts and culture
- Three professional sports teams
- Perfect (and affordable) city for college students and recent grads
- Central location with easy access to several other major cities

Cincinnati, USA

For our students, Cincinnati is their campus, their city, and their home. With Cincinnati just down the road, a major but accessible city is just a few miles away. Experience more opportunities, more discoveries and more of the life you crave in the Queen City.

On the banks of the Ohio River—where Ohio, Kentucky, and Indiana meet—is a place with a view and a vibe unmistakably its own. A kaleidoscope of tradition, reinvention, and celebration. Its majesty is colorful; its energy contagious. Welcome to living in Cincinnati!

- #1 U.S. Metro for Young Professionals, Forbes
- #4 Happiest Place to Live in the U.S., Outdoor Magazine



Why a Jesuit Catholic Education?

- A history of tradition
- A commitment to the greater good
- Values that center around care and service
- National and international Jesuit connections and networks

A Jesuit Catholic education. More than what you expected.

A Jesuit Catholic education offers so much more than just intellectual growth - it's about grappling with tough questions, fearlessly exploring the unknown, valuing one another, and becoming the full person you're meant to be.

Guided by Ignatian spirituality, a Jesuit education emphasizes justice, reflection, solidarity, love, and finding God in all things. And Magis - Latin for "more" - challenges us all to go beyond what's expected, bringing more generosity, excellence and empathy to the world. With a focus on learning through community service and interdisciplinary courses, you'll find more meaning in everything you do in and out of the classroom, for yourself and for the good of the world.

Talking Points: Flipping the Script

Talking points are a vital resource for ensuring that all representatives of the university—whether admissions counselors, tour guides, or marketing staff—communicate with clarity, consistency, and confidence. Talking points address common inquiries and misconceptions, offering clear and authentic responses that reflect our mission, values, and distinctive identity. They help create a unified message across all touchpoints, ensuring that prospective students and families receive accurate, meaningful, and engaging information about what makes Xavier unique.

When they say this...	...we say this.	The reason
There's nothing to do around here.	▶ Xavier's campus is buzzing. There are a ton of opportunities for students, including clubs, service, sports and weekend events — our campus is always active. ▶ Our students get the best of both worlds — an active campus and a surrounding city full of possibilities. Cincinnati is a thriving and energetic city that offers unique cultural experiences and endless professional opportunities for our students.	Frame discussions around opportunities we have and emphasize personal responsibility when possible. Xavier's small campus environment provides students opportunities to lead, create and explore in ways they cannot do anywhere else.
It's too expensive to go to college.	▶ An education at Xavier is the most important investment of your life — a degree from Xavier yields solid, undeniable returns. We have a nearly 100% success rate when it comes to our students' jobs and positions within six months of graduation. ▶ Xavier is blessed with an endowment from a community that wants to pay it forward. Almost every single student is supported with a variety of scholarships and financial aid. Our counseling team exists to help families make the best decisions and get the most from their investment, too. ▶ The Xavier experience is unique and invaluable. A Xavier degree has weight, and you'll feel the difference.	When talking about price point, it's OK to acknowledge the cost, but frame the conversation in terms of the return on investment, strong career placement, graduation and success rates – all enhanced by networking opportunities only possible at Xavier.



Talking Points: Flipping the Script

When they say this...	...we say this.	The reason
Xavier is too small.	▶ We are the perfect medium-sized school. We're not a large public institution; here, you're a name — not a number. We've also got D1 sports, national recognition and top-notch academic offerings that provide loads of choices to our students, including 80+ majors and many study abroad opportunities.	Reframe school size conversations around intentionality while reinforcing the benefits of smaller universities: personal attention aligned with our Jesuit Catholic mission, more access to opportunities and a stronger sense of community. Since Xavier is small, we can do things in ways that big state schools cannot.
Xavier is only for Catholic students and I'm not Catholic.	▶ Many students at Xavier do not identify as Catholic. Our community welcomes students from all (and no) faith traditions. Our liturgies, retreats and service opportunities are open to people of all backgrounds. Our commitment to doing good in the world is rooted in our Jesuit Catholic identity and galvanizes our entire community. Our mission is brought to life by every Musketeer. ▶ At Xavier, our Jesuit Catholic identity guides our mission. It means sharing an investment in the greater good. It means feeling both challenged and cared for in ways that consider all parts of each individual person — intellectually, emotionally and spiritually. If you find power in those things, then you have a place here at Xavier.	As a Jesuit Catholic university, Xavier welcomes students of all faith traditions to campus. Refer to Xavier's mission – the University exists to prepare students to promote the common good, serve others and cultivate lives of reflection, compassion and informed action.
I don't believe in God or want to be converted, so Xavier is not for me.	▶ We help students explore their spirituality and to reflect on their beliefs, with special care and recognition for the unique qualities of each individual. Whatever your background, you have a home and community here at Xavier.	
The neighborhood is a little rough.	▶ Xavier's campus is actually incredibly safe. It's well-lit, easy to navigate and our campus safety team is always out and around on campus. Ask any student — they feel (and are) very safe here. ▶ Our neighborhood is on the brink of booming — there is a lot of new projects, including Xavier's medical school building, a new luxury apartment complex across the street and Cincinnati's new city-wide bike path, Wasson Way, which was chosen to run right next to our campus.	Jesuit Catholic universities are located in the heart of their communities for a reason. Through community service and collaboration opportunities, Xavier exposes students to people of all demographics and socio-economic backgrounds so they can thrive in real-world experiences upon graduation.

Talking Points: Flipping the Script

When they say this...	...we say this.	The reason
Xavier is struggling financially.	▶ Most universities are facing similar challenges these days. The Xavier brand remains incredibly strong across the nation, and is paving the way with a new medical school, new academic programs and even more opportunities for our students. Xavier's future is looking strong. ▶ If pressed: While Xavier has had some press on this topic, many other universities have also been the news: Ohio State, Miami, and University of Dayton have all been in the news within the last year regarding financial issues. Xavier is no exception to these challenges and has crafted a bold path forward.	Always frame enrollment and class size discussions around intentional selectivity. Xavier is intentionally cultivating a more close-knit community as part of a strategy to position the University for sustainable success in the years ahead. Highlight Xavier's strong success rates, graduation rates and career placement outcomes as evidence.
Enrollment is on the decline.	▶ While our recent class of admitted students is, in total, smaller than in the past, it was also the strongest academic class in Xavier's history. Xavier's long-term enrollment plan is focused on an amazing student experience that encourages students to thrive and graduate strong in record numbers.	
There's nothing to do in Cincinnati.	▶ There's ALWAYS something happening in Cincinnati! Cincinnati is repeatedly ranked nationally as a top city for its accessibility and affordability for college students and young professionals. The arts, sports, culture, history, food and professional opportunities make it the ideal place to go to college and begin a career.	Xavier faculty and staff should serve as good ambassadors for Cincinnati, highlighting the city's culture, pride points and opportunities. Visitcincy.com has information about opportunities and events in the city.



Our Story

The Journey of a Musketeer describes the Xavier undergraduate experience (and beyond) utilizing storytelling techniques and centralizes the individual student. It aims to encourage prospective and current students to understand their personal journeys in the context of a larger, shared experience.

The Journey of a Musketeer

This tool provides a common reference — a story arc — that can inspire marketing and admission language and materials, student involvement messaging and support services — all to help students:

- envision their Xavier journey ('join'),
- to create a sense of understanding and belonging for current students ('evolve')
- and to recall empowerment for graduates and new alumni ('perpetuate').

This is anchored in our Xavier brand rationale ("All For One") and is supported by communal referential plot points, main themes, and phrases.



The Journey of a Musketeer

Join
Evolve
Perpetuate



Manresa
Your Journey
Begins Here
First Year



All For One

This campus and community is
All for One — for you.
We've got your back every step
of the way.



Make Your Mark

Bring your unique gifts and
talents to Xavier, where you'll
have an incredible community
to support and guide you as you
hone your skills for success.

Discernment

Inspired by the wisdom of Ignatian
spirituality in our Jesuit Catholic
tradition, Musketeers are supported in
making thoughtful and moral decisions
about their future.



Cannonball Moment

Just like St. Ignatius of Loyola
(founder of the Jesuits) you'll
experience challenges that change
you. Inspired by our namesake
St. Francis Xavier and also by our
mascot inspiration, D'Artagnon, our
Musketeers stand strong.

Graduation



One For All

You've experienced what it means to be a
part of a community that is All For One. Now,
as Musketeers for and with others, it's time to
show us what it means to be One For All.



5

Editorial Guidelines



Academic Degrees Quick Guide

As an academic institution, Xavier University follows editorial standards to maintain consistency in written materials. While the Office of Marketing and Communications has a detailed guide, here are some highlights. Keep in mind that the University follows current AP Style with a few exceptions, all noted in the full Editorial Guide, which can be found at xavier.edu/brand/editorial-standards.

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

Abbreviations

If the degrees are abbreviated, capitalize in the following manner. Most degree abbreviations require periods, while a few do not.

Correct

**Periods: B.A., B.S., M.A., M.S.,
L.I.D., Ph.D., Ed.D., M.Ed.**

No periods: MBA, MFA

Incorrect

He has a BA in marketing.
She completed her PhD at Xavier University.

Degree as a Word

The word “degree” should not follow a degree abbreviation.

Correct

He has a B.A. in history.

Incorrect

He has a B.A. degree in history.

Degree Titles

Capitalize and don’t use an apostrophe when citing the specific degree.

Correct

**She received a Master of
Science in Biology.**

Incorrect

He received a Master’s of Psychology.

General Reference

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

Correct

**He earned his master’s degree in
theology.**

Incorrect

She earned her bachelor degree in marketing.

General Usage

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

Correct

Bachelor’s degree
**He is working towards his
bachelor’s degree.**
**Jane Doe, who earned her
doctorate in psychology,
teaches the class.**

Incorrect

Baccalaureate’s degree



Xavier-Specific Highlights

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Alumni

Rule	Example
alumni: plural (general) and plural (masculine)	Several alumni attended the event.
alumnae: plural (feminine)	Five alumnae were honored at the ceremony.
alumnus: singular (masculine)	
alumna: singular (feminine)	

Class Years

When possible and when year of graduation is known, use parenthesis to indicate graduating year and applicable secondary degrees.

Rule	Example
In general, write out the class year in text.	John W. Jones, a member of the Class of 1966, also attended. John W. Jones, a 1966 graduate, also attended.
For undergraduate degrees only:	Bob Smith ('01)
For undergraduate and graduate degrees:	Blue Blob ('01, MBA '05) Frank Xavier, Ph.D. (Ed.D. '43)
For Edgecliff College graduates:	Mary A. Elliot (EC '47)



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Common Xavier Terminology

Rule	Example
Always refer to Xavier Musketeers – NOT ‘Muskie’s’	The Musketeers won the game on Friday night.
Use the term ‘first-year’ instead of the term ‘freshman’	John Doe is a first-year student studying chemistry.
Saint is always spelled out unless the formal name of a city or institution.	Saint Francis Xavier St. Louis St. Xavier High School
Residence halls – NOT ‘dorms’	Many Xavier students live in the campus residence halls.
Exploratory — NOT ‘undecided’	Julia is an exploratory major.



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Divisions and Departments

Rule

Uppercase all colleges in all references.

Example

College of Arts and Sciences, Williams College of Business, College of Professional Sciences, College of Nursing, College of Medicine

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

The Department of English works with the Department of Philosophy.

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

The Department of Psychology is looking for volunteers.

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

The Center for Management and Entrepreneurship serves the needs of the business community.

When referring to the University, use uppercase when specifically referring to Xavier and lowercase for others.

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

Religious titles

Rule

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.

Example

Eric Sundrup, S.J., presided at the Mass of the Holy Spirit.

Use Rev. before the first reference of a priest who is NOT a member of the Society of Jesus. In some formal cases, Very Rev. or The Rev. may be appropriate.

Rev. Bill Smith offered a prayer at the beginning of the service.



AP Style Highlights

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Comma	Rule Do not use the Oxford comma. Use commas to separate elements in a series, but do not put the comma in most simple series.	Example The flag is red, white and blue.
Dates	Rule When used with a specific date, abbreviate the months Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Do not abbreviate March, April, May, June and July.	Example The event takes place on Feb. 4, 2023.
Time	Rule Use numbers in all references except for noon and midnight. Include periods and lowercase for a.m. and p.m. Do not use :00 when referring to an event that takes place at the top of the hour.	Example 10 a.m. 10:30 p.m. 6:15 a.m.
Doctor/Dr.	Rule As per AP Style, use Dr. before a name only when referring to a medical doctor. In all other contexts, use the full name followed by a comma and Ph.D. On second reference, do not use Dr. unless from a direct quote; use Ph.D. only after the full name in the first mention.	Example Colleen M. Hanycz, Ph.D., is the president of Xavier University.

6

University Communications Method and Strategy



University Marketing and Communications

The centralized University Marketing and Communications team is a group of creative professionals dedicated to advancing the mission and visibility of Xavier through strategic storytelling, brand stewardship, and integrated communications. Positioned within the Division of Strategic Enrollment, the team prioritizes the needs of recruiting students as core to the purpose of the University. The MarComm team also collaborates across campus with other partners to develop thoughtful marketing strategies, manage the university's brand identity, and create engaging content that highlights the Xavier experience.

From graphic design and digital strategy to media relations and internal communications, the office works to ensure that all messaging reflects Xavier's commitment to excellence, service, and community.

Whether launching a campaign, supporting enrollment, or enhancing the website, the team is here to help bring your story to life with clarity, creativity, and purpose.

Learn more at [**xavier.edu/marketing-and-communications**](https://xavier.edu/marketing-and-communications).



Enrollment Strategy: Recruiting Sophomores

Recruiting Sophomores is a holistic strategy to attract, recruit, and retain students that involves the entire lifecycle of a Xavier student. The strategy focuses on three core areas:

Renew Our Commitment to Xavier's Mission: Building a class of students we can educate with rigor and compassion, and support towards lives of success and service.

The Heart of Our Strategy is Student Success: Ensuring we not only enroll students who are a good fit, but also that we are ready to support them with the resources they need to thrive.

Target Number: Enroll at Least 1,000 First-Year Students: Strengthening cohort dynamics, improve the student experience, enhance diversity, and advance our broader institutional outcomes.

We will accomplish this strategy through:

- Enrollment and marketing excellence
- Competitive offerings and experiences
- Financial resources for investment



Recruitment Email Marketing

Recruitment emails are sent to students and parents using Slate, a CRM system specifically designed for supporting higher education institutions. The emails are created in Beefree, an HTML email template builder and transferred into Slate. Content is shared via email for all stages of recruitment funnel; prospects, inquiries, admits, etc. and varies based on audience. Undergraduate, Graduate, APEX, Transfer, International and Military-Affiliated. Content varies from general information highlighting key aspects of the Xavier experience to providing time sensitive next steps (ex. submit your application, view your decision, schedule a campus tour, review your financial aid offer, etc).



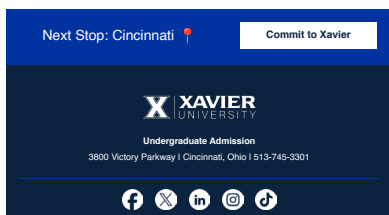
When you choose Xavier, you also get Cincinnati.

Whether you're already familiar with the area or are considering moving, [the Queen City](#) has so much to offer you and is a huge part of Xavier's identity. Did you know?

- Cincinnati is the **#1 Best Place for Young Professionals** (Forbes Advisor, 2024).
- Xavier's campus is only a **ten-minute drive to all three of Cincinnati's professional sports teams** – Bengals football, Reds baseball, and FC Cincinnati soccer.
- Cincinnati is home to **several Fortune 500 companies and nationally recognized hospitals**, offering our students a variety of internship and career opportunities.

Joining the Musketeer family means you become a part of the amazing community that you'll find all throughout the city. If you have any questions about Cincinnati or next steps in the transfer process, please reach out to our team at transfer@xavier.edu.

All For One!



{{Preferred}},

Thanks for your interest in pursuing a nursing career through Xavier University! While our Accelerated ABSN program is for those who already have a bachelor's degree, we're happy to share that there is a path for you, too.

Based on the information you shared, it looks like you're still working toward your first degree. Our **BSN/BLA Pathway** is designed for students just like you. Whether you're starting with a few college credits or a high school diploma, this unique option lets you earn a Bachelor of Liberal Arts (BLA) and a Bachelor of Science in Nursing (BSN) through a flexible, supportive structure.

Highlights of the program include:

- 100% online coursework
- In-person clinicals and labs at our facilities in Columbus of Cleveland
- A streamlined path from your current status to a nursing career

Interested in learning more to discover if this is the right next step for you? [Fill out this short form](#) and we'll follow up with more information soon.

All For One!



Discover what's waiting for you at X-Day!

{{Preferred}}, we're excited to invite you and your family to visit us for **X-Day on Saturday, October 12 or Sunday, November 17**.

As you move through the college admission process this year, you may not always know the right questions to ask – this event is a great place to keep that conversation going while learning more about Xavier!

During X-Day, you will get to:

- Tour classrooms and other campus buildings
- Check out our residence and dining halls
- Attend academic sessions to learn more about Xavier's programs
- Talk to current students about their personal experiences living and learning on Xavier's campus every day

Learn more and register for X-Day

Register

As a reminder, your application is also currently missing materials it needs in order to be considered. You can [sign in to your application portal](#) at any time to review what is missing.

If you can't make it to one of our X-Day events, there are [more ways to visit campus](#) throughout the year. **We can't wait to welcome you and show you around, {{Preferred}}.**

All For One!



{{Preferred}} and family,

We're excited to share that **your official financial aid offer is now available to view on [Road to Xavier](#)**.

We know that a future at Xavier is a significant investment and we don't take that lightly – that's why transparency is our top priority. To review your offer, sign in using your Road to Xavier ID: {{Road-to-Xavier-ID}}.

After taking some time to review your offer, we encourage you to [join us](#) for our **How to Read Your Financial Aid Offer** virtual session on Wednesday, February 5 at 7 p.m. EDT. During the session, a financial aid professional will provide a live tutorial on understanding each section of the offer and answer frequently asked questions.

View Financial Aid Offer

Register for Virtual Session

If you have not already and you are eligible to do so, you can [file the 2025-26 FAFSA](#) in order to see what types of federal and state aid you may qualify to receive. Xavier's school code is 003144.

We know you belong at Xavier, {{Preferred}}, and we want to help you get here. If you'd like to have a one-on-one conversation about your offer, please reach out to your admission counselor, {{Staff-Assigned-Name}}, at {{Staff-Assigned-Email}}.

All For One!





Social Media

 @OfficialXavierUniversity

 @XavierUniversity

 @XavierUniversity

 @XavierU

 @XavierUniversity

How MarComm uses social media

Xavier University uses our social media accounts to show the great things happening on our campus in order to demonstrate our expertise, highlight the Musketeer culture and keep the Xavier brand in people's brains.

We make content and use different platforms to target specific audiences, such as making prospective students see Xavier as a fun and academically excellent school on TikTok, helping current students have the best possible time and showcasing the opportunities they have on Instagram, letting alumni and families see what college life is like and why we need their support on Facebook and LinkedIn, and engaging with our external community on X.

Interested in sharing a story on our channels?

Submit a MarComm Story request at xavier.edu/marcommstory, and we'll review it and determine the best way we can make your story shine! We're also happy to host Instagram Story takeovers scheduled at least 1 week out by contacting the Office of Marketing and Communication.

Thinking About Starting a New Social Media Account?

Having too many accounts in one community is confusing for our audiences. Where should they look for news, events, or photos of their favorite Musketeers? In order to keep accounts and information streamlined for our audience, you must first talk with the social media team to determine if an existing account may better support your goals. (Whenever possible, we will try to consolidate accounts so that no one person has to come up with 12 ideas a month and so that your audience has one place to look for information.)

Steps for Proposing a New Account

If there isn't an existing account and you're still interested in creating a new account, you must submit a proposal to Director of Communication and Social Media with the following:

- What are your goals for the social media account?
- What platform(s) will you be on?
- Who is your audience?
- What content will you share?
- Official Xavier accounts should post at least three times a week during the school year and once a week during the summer.
- Please share at least six different post ideas.
- Who will be contributing to this account?
- Employees? Students? What social media experience do they have and how much time will they spend on the account?
- How will you get people to follow your account?

Approved accounts must share links to their final accounts and who is running it with MarComm's Social Media Strategist.



Social Media

Already have a Xavier-related social media account?

We know that many people have been asked in the past to create or manage social media accounts or believed that they would be important to promote their programs. We appreciate all the work and love that have gone into these accounts, and after talking with the director of communication and social media about if there's space for you to consolidate accounts to simplify your work, if you have the capacity to work within the following regulations, you can continue on with your accounts.

Post Consistently

Xavier accounts should be posting at least 12 times a month during the school year and once a week during the summer. Posting 120 times during a year is difficult! Depending on your capacity, MarComm may advise that you combine with another account.

Post Uniquely

Collaborative posts on Instagram and retweeting or resharing posts on other platforms is a great way to share relevant news from other people, but if more than 25% of your posts are you sharing someone else's post, it may make sense for you to simply combine accounts.

Follow Xavier Branding

Your accounts are representing the University and must be in line with our branding. You should be using the Xavier brand colors, the official and current logo, and Xavier's editorial standards.

How else can you share your stories?

Social media is a lot of work and it's not a silver bullet! It can take a significant time to build a following with the right audience and take significant time from your work responsibilities to manage. Here are other ways to share your story that go directly to your intended audience.

- ▶ Departmental newsletters
- ▶ Banner announcements
- ▶ EngageXU Events
- ▶ Collaborating with the Newswire
- ▶ Today at Xavier
- ▶ Group texts
- ▶ A Sharepoint Site



Communicating the Brand

Reinforcing Brand Pillars

Brand pillars are foundational elements that define Xavier's identity, guide messaging and shape the way Xavier's brand is perceived by internal and external audiences. Contained within each brand pillar is a central idea – an aspect of the Xavier experience that should be emphasized and celebrated through creative and strategic communications.

Xavier's Core Curriculum

Teaching that Transforms

Xavier's Core Curriculum prepares students for teamwork and leadership in diverse workplaces while nurturing creativity and adaptability for solving real-world problems. Xavier's Core is built upon four key competences: ethical and moral reasoning; cultural and global awareness; quantitative literacy; and civic engagement and social responsibility.

High-Impact Learning Experiences

Service that Stands Out

Xavier students gain real-world experiences through high-impact learning experiences, including service opportunities, hands-on learning, internships and industry partnerships. Students apply classroom knowledge to real-world challenges, preparing them for meaningful careers by developing practical skills, critical thinking and a commitment to making a difference in their fields.

Vocational Discernment

Commitment to Care and Success

Vocational discernment is a deeply personal and reflective journey, guided by the Jesuit tradition of finding purpose through knowledge, service, and self-discovery. Students are encouraged to explore their passions, talents, and values to align their careers with a greater sense of meaning and impact. Xavier helps students confidently navigate their path and pursue lives of purpose and fulfillment.

Ignatian Belonging

Instill Hope, Inspire Action

Ignatian Belonging refers to a unique culture of radical care and support woven into every aspect of campus life. With a focus on inclusion, diversity, equity, accessibility and social justice, Ignatian Belonging promotes community and the development of graduates equipped to address societal issues with faith, hope, justice, equity and belonging.



Official e-Newsletter Communications

Xavier University has four variations of official e-newsletters tailored to each audience – faculty and staff, current students, current parents and alumni. Each newsletter has its own cadence being sent either weekly or monthly.

Each newsletter has a different process for content submission. For more information please visit our website at xavier.edu/announcements.

Alumni

The Office of Alumni relations has created a monthly e-newsletter that is sent on the first Saturday of the month. This content is curated in collaboration with the Marketing and Communications office.

Current Students

Current students will receive a weekly **Upcoming Events (Monday)** and **Things to Know (Wednesday)** e-newsletter, throughout the academic year, excluding holidays. Faculty and staff will be able to submit announcements for consideration.

Parents and Families

Parents and families receive a monthly e-newsletter on the first Thursday of the month, throughout the academic year. Faculty and staff will be able to submit announcements for consideration.

Faculty and Staff

Today at Xavier is Xavier University's official e-newsletter for faculty and staff, published three times a week—on Monday, Wednesday and Friday— throughout the academic year, excluding holidays. This newsletter is designed specifically for faculty and staff. All announcements submitted by faculty or staff are automatically considered for inclusion, though publication is not guaranteed.



One Hub Sites

Xavier One Experiences

Xavier One was created as the centralized location for all pertinent information about Xavier University, tailored by audience. Each site serves as a centralized online platform designed to streamline communication and share customized important information for all audiences – admitted student and families, incoming student and families, current students and families, faculty and staff as well as alumni.

Each Hub, provides specific recourses, announcements and tools needed to stay connected to the University. More information about each Hub can be found at xavier.edu/one.

Alumni Relations

This website is designed for Alumni to stay connected to Xavier.

Parent and Family Hub

This website is designed for current parents to support their students. This personalized hub has helpful, easy-to-access links available for families on a variety of important topics to support your student's journey.

Student Hub

This website is designed for current students to have quick access to important resources, links and information to be successful in their time at Xavier.

Employee Hub

This website is designed for current faculty and staff. The Employee Hub contains all the most important links for employees.

Parent Road to Xavier

This website is designed specifically for admitted families to follow along the excitement as their students prepare to become Musketeers

Road to Xavier

This website is designed exclusively for admitted Xavier students. Students can utilize this site to follow along with all the students to official become a Musketeer – register for class, meet future classmates and maybe even find a roommate.



Public Relations

MarComm creates and distributes all University press releases to a list network of local media networks and news outlets. Faculty and staff looking to share stories and accomplishments externally must do so through MarComm by reaching out to Associate Director of Communications and Public Relations David Hamilton at 513-745-3963 or hamiltond@xavier.edu.

Living the Xavier Story

Telling the story of Xavier means sharing the All For One spirit of its people far and wide — how they serve as men and women for and with others, how they embrace community around them, and how they change our world for the better.

The University's public relations strategy includes both proactive (strategically taking the lead on communication efforts) and reactive (responding to events or flashpoints as they occur) practices. This comprehensive approach ensures Xavier can prepare to engage its key stakeholders with thoughtful, meaningful and well-coordinated outreach; it also means the University can swiftly capitalize on spontaneous and organic opportunities — or manage potential crises — in upholding its mission, values and operations.

Centering the Audience

Importantly, Xavier's strategy centers on what the audience wants to consume, not simply what the University wants to say. When pitching a story to a media outlet, for example, several factors must be taken into consideration: Does our story meet at least one (though ideally several) journalistic standard of newsworthiness? Does the subject matter align with what this outlet's audience will expect to see/hear/read? Is the story told in a way that will make it relevant for the audience?

Maintaining Message Consistency

Regardless of the kind of news Xavier is sharing — whether it's the construction of a new academic building or a story about an inspiring student — every message must strike a consistent tone aligned with the University's brand pillars and positions. In adhering to this style, the communicator must consider factors such as word choice and image selection to ensure the standards and voice of a Xavier University communication are met.

Additionally, the University's external communications strategies must work in tandem with internal communications to build trust, engage the Xavier community, and ensure consistency and clarity.

Xavier leverages several channels in distributing its content, such as social media, newsletters, news releases and the University's website, xavier.edu.

Crisis Communication Overview

The Risk of Reputational Harm

No matter how mission-driven, responsible and ethical Xavier University is, one poorly managed issue can disrupt business-as-usual, weaken valuable relationships, damage our hard-earned reputation and challenge our financial position. Issues management can negatively impact Xavier's future and, ultimately, damage our brand value.

While the timing and nature of issues or crises requiring significantly special attention are difficult to predict, being prepared is a fundamental organizational responsibility.

Xavier's Crisis Communications Guide

Xavier has a proprietary and internal Crisis & Issues Communications Planning Guide designed to serve as a resource to the leadership of Xavier University.

This Guide is intended to advance the following communications goals:

- Resolve the crisis/issue professionally and efficiently
- Provide timely, relevant information
- Commit to honesty, accuracy and transparency
- Protect and enhance the reputation of Xavier University with, as appropriate, critical focus on Xavier's Mission, Vision and Values

Guidelines for Engagement

While the below serves as basic rules of thumb for engaging on issues, the communications timing and approach will be dependent on the circumstances of the issue, stakeholders potentially affected and likelihood of significant media or social media activity.

DO engage if there is a connection or relevance to Xavier University. Did it happen on campus? Are we involved directly or indirectly? Does the issue affect key stakeholders and valued relationships and their affiliation with Xavier University?

DON'T engage in issues that do not specifically involve Xavier University. Involvement in divisive political or ideological issues, whether local or national, may inadvertently alienate Xavier University stakeholders.*

** For a religious, mission-driven organization like Xavier, it is admittedly easier to determine when to engage than when not to engage in communicating officially about an issue that could trigger negative stakeholder reactions and threaten the reputation of Xavier. In all instances, political neutrality is advised. When an issue is indisputably at odds with Xavier's fundamental values as a Jesuit Catholic institution, ensuring clarity and consistency of the message being communicated by all those representing the institution is strongly advised.*

Communications Management Team (CMT)

Structure and Strategy

Establishing, informing and regularly engaging the core leaders of the CMT for crisis management is an institutional best practice. Xavier's core communications team includes key members of senior leadership. Augmenting the CMT for specific expertise and insight is determined on a case-by-case basis. CMT composition is situational, based on the scenario and each individual's accountabilities and institutional knowledge and experience.

CMT (The Core)

- President
- Provost and CAO
- VP Strategy (AD)
- General Counsel
- AVP Marketing & Comms.
- Outside Comms. Counsel

Potentially also involved:

- Board leadership*
- Associate Provost
- VP Finance & CBO
- VP Risk Management
- Chief of Police
- Chief Mission Officer
- AVP Human Resources
- VP University Relations
- VP Student Affairs
- VP Diversity & Inclusion
- Other SLC Members
- Others (Ad Hoc)

** It is unlikely that Board leadership would be involved directly in a crisis or issues management communications exercise. If included, it likely would be at the discretion of the President or if a situation involved the President and potentially threatened the integrity or continuity of institutional leadership.*

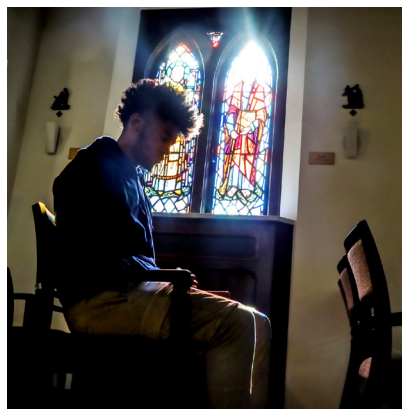
7 Visual Media and Digital Platforms



Photography

Photography is a powerful tool for our brand, allowing us to visually communicate our values, impact, and potential to our audience. In order to maintain consistency and a cohesive visual identity, we have established guidelines for the use of photography.

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.



Photography

Photography Standards

All Xavier University photographers and photography must adhere to the following photography standards:

- Photos must be bright, crisp and high-quality.
- Photos should focus on capturing authentic moments and emotions.
- Photos should use natural light whenever possible.
- Photos should visually communicate ideas contained within brand tone words:
 - ▶ **Authentic**
 - ▶ **Reflective**
 - ▶ **Spirited**
 - ▶ **Inclusive**
 - ▶ **Confident**
- Photographers are expected to always maintain professionalism. Subjects should be approached with courtesy, and permission should be obtained when appropriate, especially with regards to capturing children or events off campus.
- Photographers should avoid photographing individuals who appear uncomfortable, are using their phones or have clearly indicated disinterest.

Submission Guidelines

1. All submitted images must be high resolution, with wide format shots preferred to allow greater flexibility across platforms.
2. Prior to uploading, photographers must thoroughly review and curate their selections, submitting only high-quality, usable photos that adhere to Photography Standards. Blurry, poorly lit, duplicate, or test images should be excluded.
3. Final image sets should be clearly labeled and organized by event or subject for streamlined storage in Photoshelter.
4. Freelancers are expected to deliver final, edited images within 48 hours of the event, unless otherwise arranged.

Working With Us

Photography requests from Xavier faculty and staff must be submitted through the official Marketing Request Form. Please fill out as much of the project proposal form as possible. The more detailed your request, the more effectively our team can deliver on your goals.

Requests will be evaluated based on strategic priorities, event significance, and staffing capacity. If university photographers are unavailable, a freelancer or trained student intern may be assigned.

As a general rule, MarComm prioritizes photography coverage for key University events and themes such as:

- Move-In / Manresa Week
- Student Life and Campus Events
- Crosstown Shootout
- Family Weekend
- Alumni Weekend
- Academic and Classroom Settings
- Seasonal Campus Imagery
- Religious Observances
- Commencement
-



Video Graphics

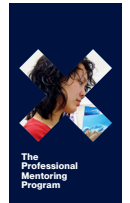
Videos produced by the Office of Marketing and Communications are with “intentionally and thoroughly branded. They include slides utilizing our brand fonts, logos and graphics.

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.

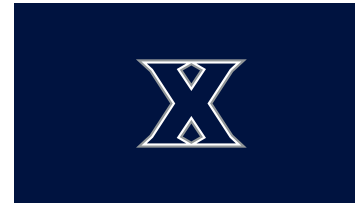
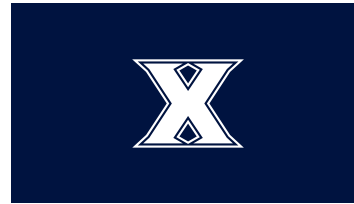
16:9
Title Card



9:16
Title Card



16:9
End Card



9:16
End Card



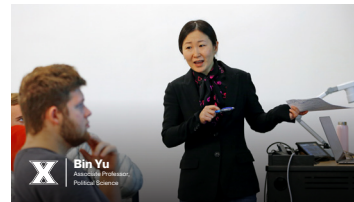
16:9
Lower Thirds
2-lines



9:16
Lower Thirds
2-lines



16:9
Lower Thirds
3-lines



9:16
Lower Thirds
3-lines



Multimedia Storytelling

Our Work and Focus

Xavier University's Office of Marketing and Communications supports strategic multimedia storytelling across campus to elevate Xavier's brand and further the University's mission. MarComm produces videos used in broadcast commercials, social media posts and multi-channel digital storytelling.

MarComm prioritizes projects that align with institutional goals, enhance the University's brand/reputation and celebrate newsworthy campus moments. Event coverage is only considered when the event has campus-wide significance or directly supports a University-wide strategic priority.

Video Project Expectations

- MarComm allows up to two rounds of feedback per video.
- MarComm will communicate realistic turnaround times once a project is underway.
- MarComm will handle the full production process. You may be asked to help identify student participants, talent or coordinate access when needed.
- MarComm can help with final delivery and offer guidance on how and where your video might be best shared (such as YouTube, the Xavier website, social media, etc.) We will work with you understand your vision and determine what is possible.

Working With Us

Xavier faculty and staff are invited to submit video project proposals to MarComm through the Video Proposal Form. Please complete the entire proposal form and submit video proposals as early as possible. The more detailed your request, the more effectively our team can deliver on your goals.

Timelines and availability to take on projects vary based on project complexity and time of year. All requests are reviewed and prioritized by the Marketing and Communications team.



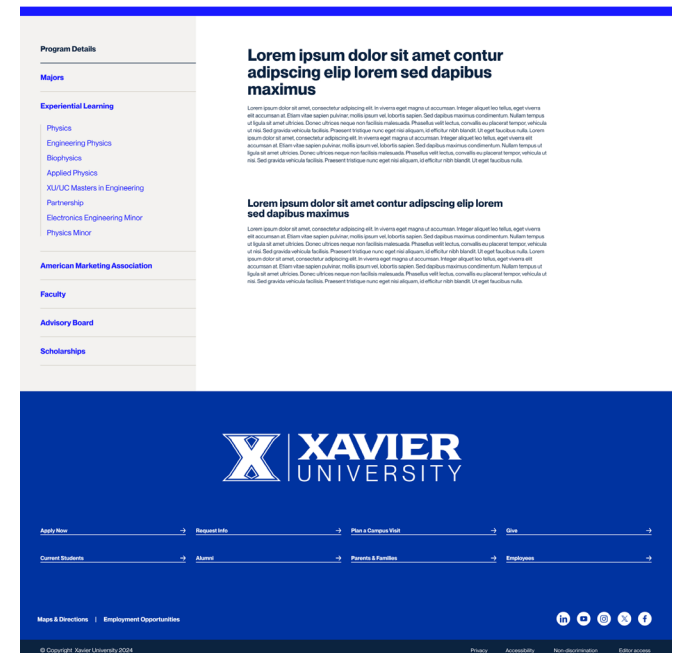
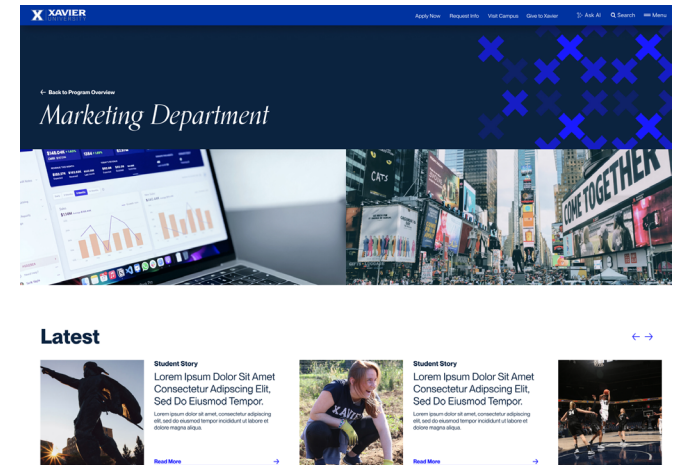
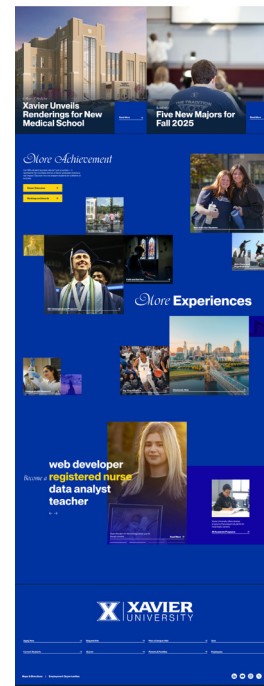
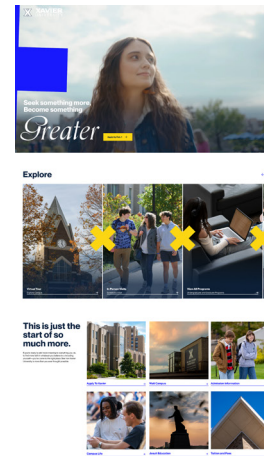
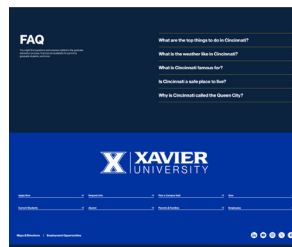
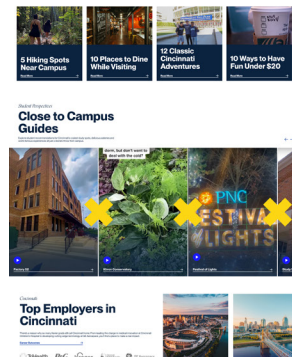
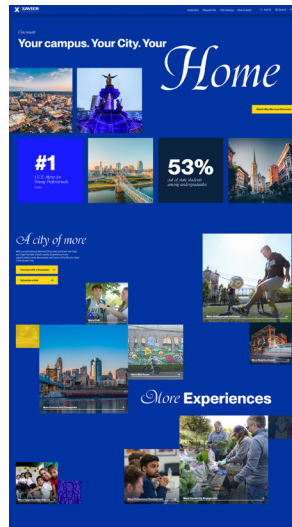
Websites

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 2.1 conformance level AA.

For assistance, contact the Office of Marketing and Communications: marcomm@xavier.edu or 513-745-3111. Submit a request at xavier.edu/marcommrequest



8

Brand Examples





**It's never
too late
to become
a Musketeer.**

Transfer Today



\$10,000 first-year tuition for qualifying students

Points of Pride



98%
Success Rate



86% of applicants
completing to medical school
compared to the 40% national average.
Five-year average, 2019-2023



80,000 hours
of community service completed each year

100% of students are employed, attending grad school, or working in service positions within six months of graduation.
Class of 2023

11:1
Student-faculty ratio

Nationally ranked
Xavier debuts in national category
U.S. News and World Report Best Colleges, 2024

**Jesuit
Catholic
University**

The Gifts of our Ignatian Heritage

Mission • Reflection • Service • Discernment • Solidarity and Kinship



6th oldest
Catholic university in
the U.S.

Cincinnati

- 8 Fortune 500 companies
- 4 nationally recognized hospitals
- 1 Best Place for Young Professionals Forbes Advisor 2024

Office of Admission
951.740.3300
XJadmission@xavier.edu
3600 University Ave.
Cincinnati, OH 45221-0531

Xavier University is a private university located in Cincinnati, Ohio, providing a liberal arts education in the Jesuit Catholic tradition. Learn more about what Xavier has to offer. Start your journey at xavier.edu



XAVIER
UNIVERSITY



ONCOLOGY

**There's your
average
business
program,
and then
there's
business
at Xavier.**

Learn More



A dark blue banner featuring the Xavier University logo on the left, which consists of a stylized 'X' with a diamond shape inside. To the right of the logo, the text reads "There's your average business program, and then there's business at Xavier." in white. Further right is a yellow button with the text "Learn More" in black. On the far right, there is a partial view of a man and a woman looking towards the left, with a large white 'X' overlaid on the image.

Xavier University

9

Our Market and Competitors



Higher Ed Market and Landscape

MarComm works closely with Institutional Research and Xavier's Strategic Enrollment Management Division to critically assess consumer behavior within the landscape of higher education. Empirical data gathered from surveys and research studies informs creative work, strategic recommendations and communication practices throughout the University. This allows Xavier to remain competitive with peer institutions and effectively leverage data-driven practices to meet University goals.

All data and research included in this section of the Brand Playbook is accurate as of Aug. 1, 2025.

Competitors/Comparative Schools and Markets

To effectively position Xavier in the marketplace, it's important to understand our comparative schools and markets. Our competitors fall into various categories based on geography and institution type.

Private Institutions - Regional

These are private institutions located in close proximity to Xavier. They often recruit from the same high schools and offer similar academic programs and campus experiences.

- University of Dayton
- Butler University
- Bellarmine University
- John Carroll University
- Capital University
- Otterbein University

Private Institutions - National

These are private universities located outside of our region that attract similar students due to factors like academic programs, values, or institutional brand.

- Loyola University
- Marquette University
- Saint Louis University
- Creighton University
- Fordham University
- DePaul University

Public Institutions - Regional

These public universities are often seen as cost-effective options for students within Ohio and surrounding states. They compete on price and brand recognition.

- University of Cincinnati
- The Ohio State University
- Miami University
- Ohio University
- Northern Kentucky University
- Indiana University Bloomington

Additional Faith-Based Institutions

These institutions appeal to students seeking a mission-driven education aligned with Catholic or Jesuit traditions.

- Boston College
- Georgetown University
- Villanova University

Research

Ongoing market research helps in understanding our position, audience perceptions, and strategic opportunities. Xavier's Marketing and Enrollment teams collaborate to gather insights through:

- ▶ **Enrollment Trend Analysis**
- ▶ **Admitted Student Surveys**
- ▶ **Competitive Research Insight**

These research efforts shape and inform our messaging and strategic positioning to ensure Xavier continues to stand out in the marketplace.

Enrollment Trend Analysis:

We track shifts in academic interests, regional patterns, and student demographics.

Admitted Student Surveys:

We gain insights into why students choose (or do not select) Xavier.

Competitive Research Insights:

We constantly review other universities' marketing strategies, digital presence, and program innovations.

Research

10 Key Findings of 2025 E-Expectations (Halda, 2025)

The 2025 E-Expectations report (Halda, 2025) reveals student preferences in digital engagement, highlighting personalized communication, mobile-first design, authentic social media, and timely follow-ups. For Xavier, these findings underscore the need for strategic, student-centered marketing that leverages data, streamlines digital touchpoints, and fosters meaningful connections throughout the college search journey.

1 91% of students use college websites, making it the most-used resource, with 88% finding them helpful—showing the critical importance of website optimization.

2 Despite being “digital natives,” students still value traditional methods: 80% use in-person visits with an 88% helpfulness rating.

3 70% of students have clicked on college ads, with Instagram being the dominant platform.

4 Email remains surprisingly relevant: 87% of students across all grades use email weekly, with 74% preferring it as their primary communication channel.

5 AI adoption is significant but varies by grade: 45% have used college website AI assistants, with 10th graders showing the highest usage (53%).

6 There’s a clear personalization preference: 61% favor personalized content but notably prefer user-controlled filtering (45%) over automatic personalization (16%).

7 Social media platform effectiveness shows interesting gaps: Instagram has the best alignment (63% use vs 53% college content reach), while YouTube shows the largest missed opportunity (50% use vs 26% college content reach).

8 Privacy concerns are significant: While 59% will share email addresses, only 32% will share home addresses.

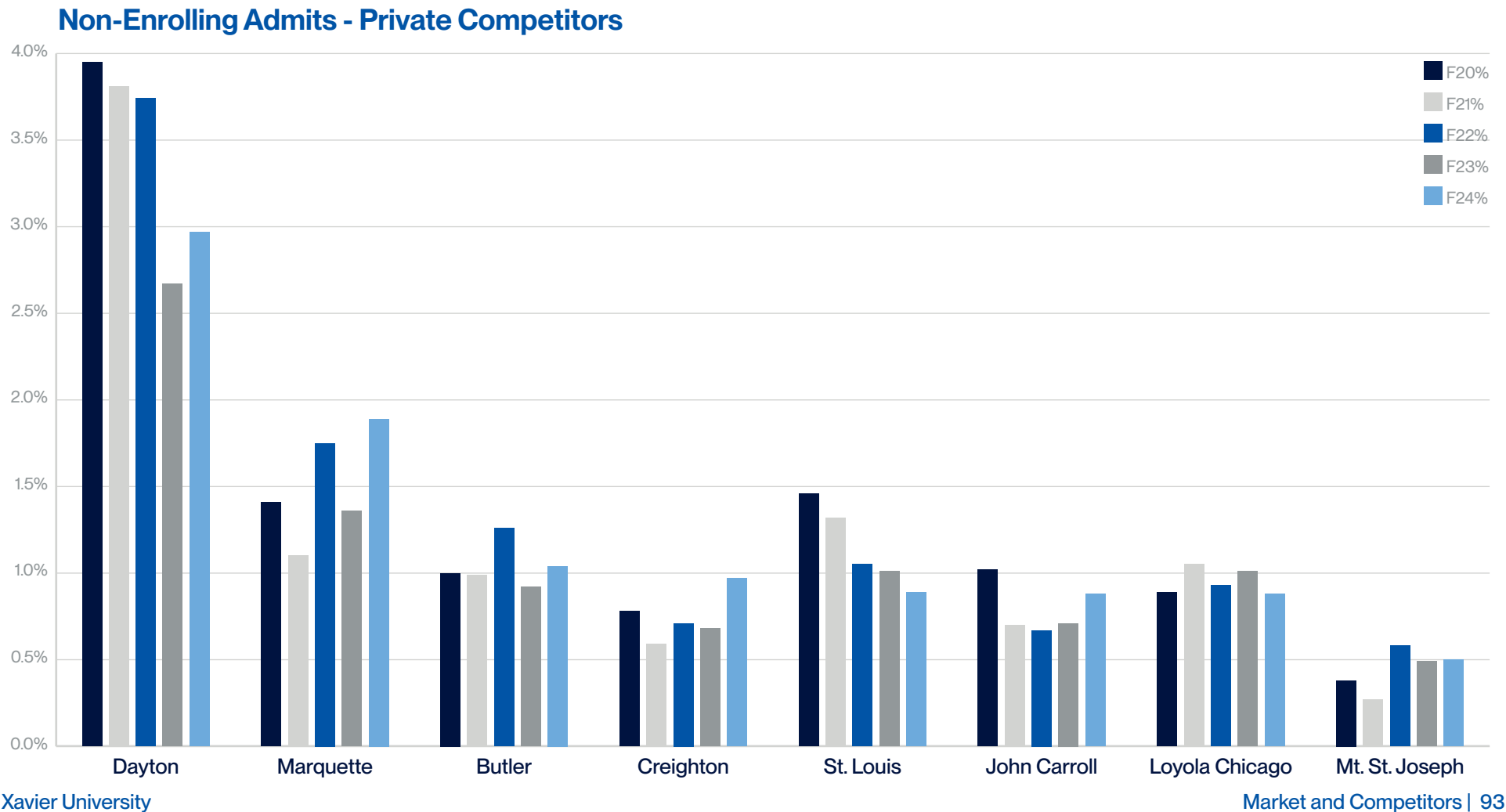
9 Student life content drives social media follows: 37% overall cite it as their primary reason for following college social accounts, peaking at 44% for 12th graders.

10 Virtual tours are used by 77% of students, with 84% finding them helpful.



Where are Xavier's non-enrolling admits enrolling?

Overall, non-enrolling admits are decreasingly attending private universities. However, we have seen an increase in students attending Marquette, Creighton, and John Carroll over the last few years. Dayton remains the private university enrolling the most of our non-enrolling admits.

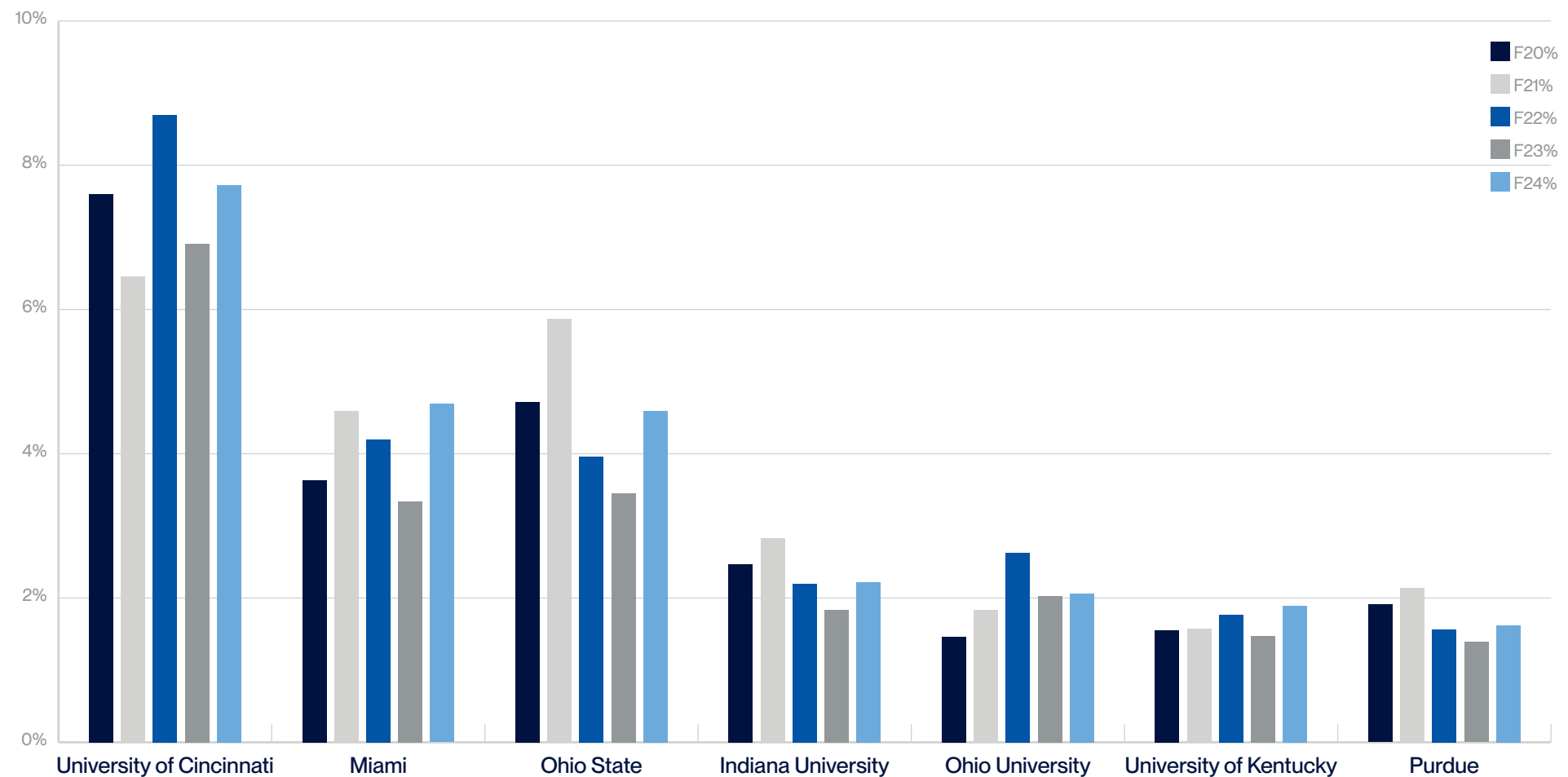




Where are Xavier's non-enrolling admits enrolling?

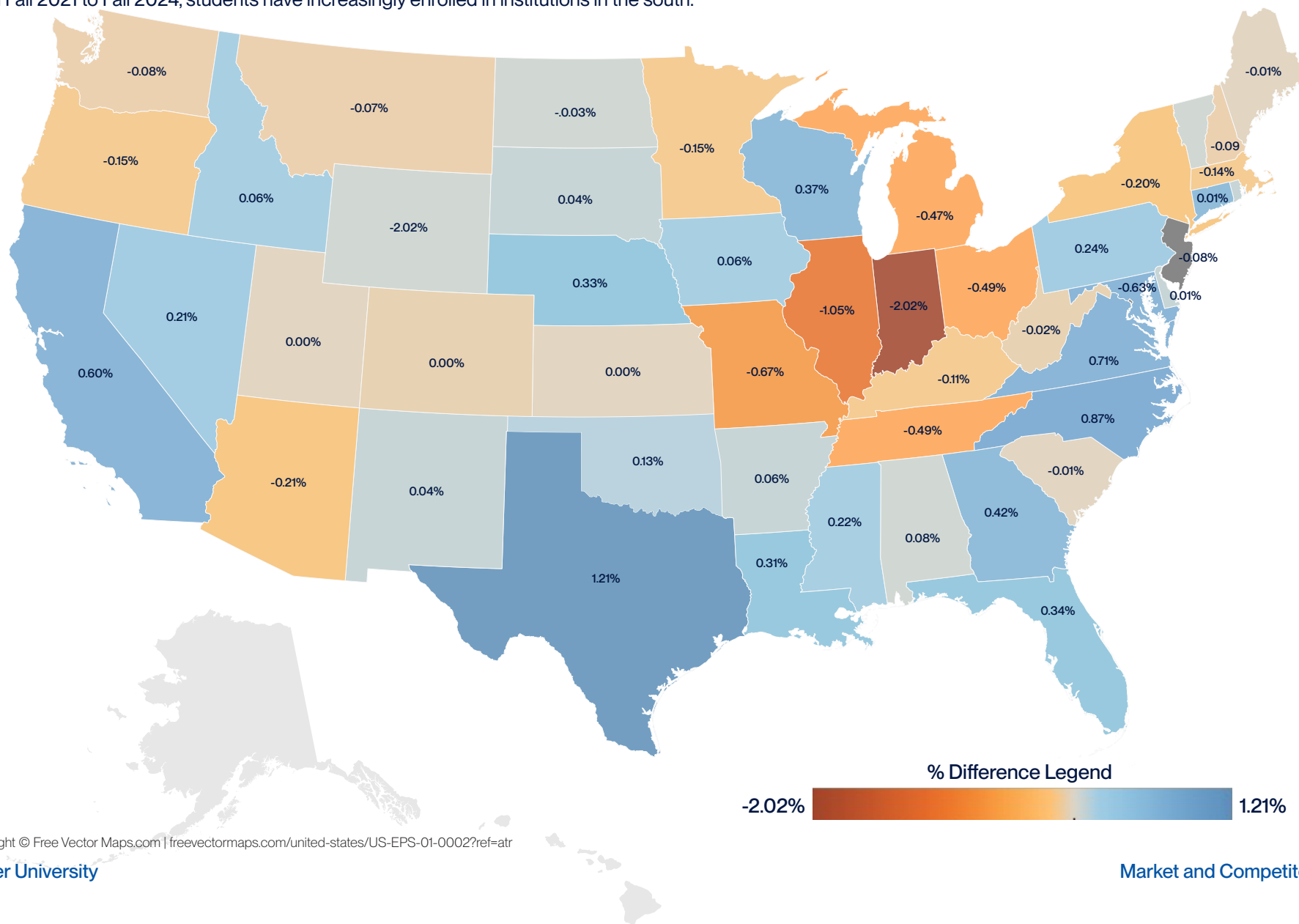
Overall, non-enrolling admits are increasingly attending public universities. UC, Miami, and Ohio State capture the largest proportion of our non-enrolling admits attending public universities.

Non-Enrolling Admits - Public Competitors



Nationwide Student Enrollment Trends

From Fall 2021 to Fall 2024, students have increasingly enrolled in institutions in the south.





Carnegie External Perception Research

October 2023

In 2023, Xavier partnered with national educational research consulting firm Carnegie Learning to conduct a competitor and environmental analysis study. Carnegie measured and assessed responses from prospective students, parents and high school guidance counselors on perceptions of Xavier and its public and private regional competitors.

External Perception Research

All Assessment Areas Data Review

		Academic Quality	National Rankings	Student Experience	Campus Amenities	Outcomes for Graduates	Value of Degree for its Cost	Degree Paths and Major Options	Surrounding Area Amenities	School Spirit and Community	Research Impact	Average Position
#1	University of Notre Dame	#1	#1	#1	#1	#1	#1	#1	#2	#1	#1	1.12
#2	The Ohio State University	#3	#3	#2	#2	#3	#3	#3	#1	#2	#3	2.39
#3	Purdue University	#2	#2	#3	#3	#2	#2	#2	#5	#3	#2	2.73
#4	Loyola University Chicago	#4	#4	#4	#4	#4	#6	#4	#3	#12	#4	5.10
#5	Butler University	#6	#5	#12	#10	#5	#9	#8	#9	#7	#10	7.33
#6	University of Cincinnati	#13	#11	#8	#7	#8	#13	#5	#4	#6	#7	7.36
#7	Marquette University	#7	#8	#10	#13	#7	#5	#9	#7	#8	#9	8.48
#8	Indiana University	#9	#14	#7	#5	#11	#12	#10	#10	#5	#8	8.57
#9	Xavier University	#5	#6	#9	#11	#14	#8	#6	#12	#9	#6	9.29
#10	Creighton University	#12	#13	#13	#8	#6	#4	#14	#8	#11	#14	9.81
#11	Ohio University	#14	#9	#6	#9	#13	#11	#12	#13	#4	#11	9.91
#12	Miami (OH) University	#11	#12	#5	#6	#9	#14	#11	#14	#10	#13	10.28
#13	Saint Louis University	#10	#10	#11	#12	#10	#7	#13	#6	#13	#12	10.49
#14	John Carroll University	#8	#7	#14	#14	#12	#10	#7	#11	#15	#5	11.04
#15	University of Dayton	#15	#15	#15	#15	#15	#15	#15	#15	#14	#15	14.88

All Assessment Areas Data Review

Summary of Findings

Academic Quality

Xavier University holds the fifth position in academic quality but leads what is a relatively large group in the 4th tier. Indeed, most private institutions landed in this range, suggesting the scores may reflect perceptions of the typical private school as compared to much differentiation like the stellar score of Notre Dame or the struggling score of University of Dayton. Xavier does not have a significantly higher academic quality score among parents, while most of the competitor set does. However, Xavier also does not have a significantly lower score among Black/African American respondents as most of the competitive set does.

National Rankings

The fourth tier, where Xavier University scored, is smaller among national rankings compared to academic quality, indicating there is more differentiation perceived by audiences among the private school set. Xavier is in the middle of this tier and still fares reasonably well, though its number of “exceptional” responses is lower than in other measures. Most of the trends in ranking scores across demographics are constant across Xavier’s competitor group. Interestingly, many schools below Xavier University on this list have higher actual rankings, suggesting there is a perception Xavier may score better than it does.

Student Experience

Although University of Notre Dame still leads the pack on this measure, it is the first rating variable in the set past the familiarity baseline that shows some favor toward public institutions over private schools. The third tier, for example, is almost all public institutions that statistically lead Xavier University and the several private institutions in the 4th and 5th tier. Xavier does not have as high a score from higher education influencers like guidance counselors when compared to the rest of the competitive set, especially the public institutions.

Campus Amenities

Higher percentages of respondents selected “unsure” for this measure, indicating that knowledge about campus amenities is less common among these audiences. Xavier University struggles some on this measure, at the bottom of the 5th tier and behind several public and private options. However, the 5th tier captures nearly half the list, showing that differentiation among many schools on the list is middling.

Outcomes for Graduates

Xavier scores lower than most of the pack on this outcome measure, sharing the bottom tier with University of Dayton, setting this metric apart from others. Like with some other variables, Xavier University may be seeing unenthusiastic scores from educational influencers as compared to the competitive set. Among the other institutions here, the scores of these respondents were significantly higher than the all-respondent average, but that was not the case for Xavier.

Value of Degree for its Cost

Scores for the entire set are lower on this index than most. This reflects the overall market perception of value for a degree, which has been lower year over year as costs increase. Xavier University shares a middle spot in the pack, while scores show less differentiation and grouping, thus having fewer tiers overall. A review of Xavier’s outcomes across shows they are not doing as well close to home, likely due to lower cost in-state competition, especially from public institutions that scored well on this comparison metric.

All Assessment Areas Data Review

Summary of Findings

Degree Paths and Major Options

Scores here echo the listings for academic quality, suggesting that often degree/major options and academic quality are related concepts in the minds of audiences. Xavier is near the top of the very crowded 4th tier, which has space occupied by both private and public institutions. When looking at demographic differences, it's found that Xavier University has trends similar to the competitive set, with the lone exception being in audiences from Ohio. As such, considering the messages going to those in-state students about options in the major could be helpful in improving and moving into the third tier to differentiate from the pack.

Surrounding Area Amenities

Xavier University shows lower scores on this metric, which is often tied more to the location of the institution than anything deliberate the institution may have done. However, scoring lower than University of Cincinnati, which is relatively close by, suggests there are either differing perceptions about the part of town each institution is in or that respondents are less knowledgeable about Xavier's location and not realizing the comparison. Typically prospects score this (and other factors) lower; however, the scoring is about the same from students, parents, and guidance counselors.

School Spirit and Community

School spirit scores are relatively strong across the competitive set. As such, Xavier University takes another middling spot on the overall list. Public institutions appear to have a slight edge among the outcomes; however, Xavier shares space with Butler and Marquette as a continuing trend across the measure. Xavier University is seeing stronger scores among men, which is not the case for all institutions. In some other Carnegie studies, school spirit has often been tied to athletics and sports outcomes, which may contribute to the ranking here.

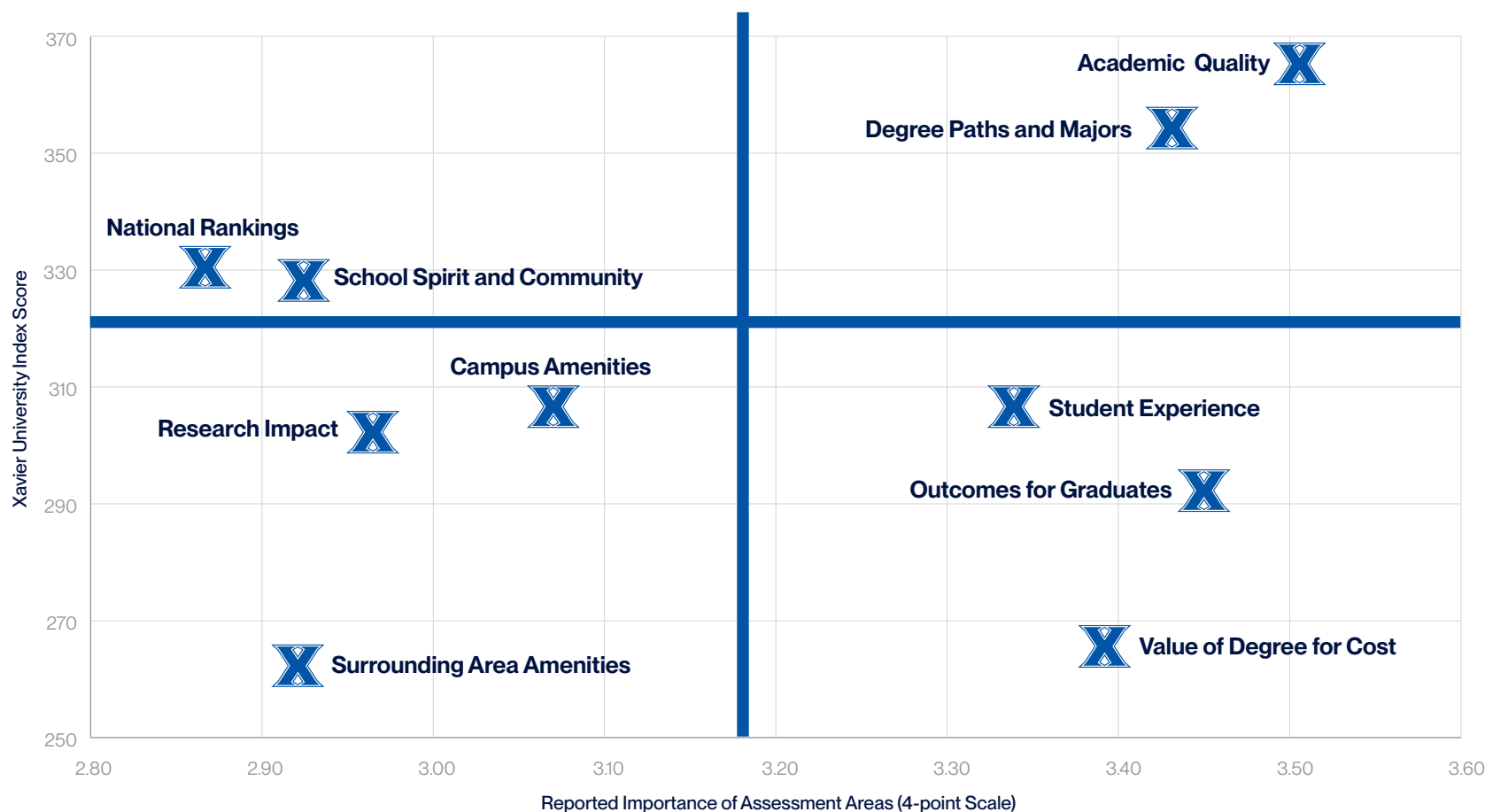
Research Impact

Xavier University does well in the area of Research Impact, though there is a fifth of people who know of the school who aren't familiar with this assessment area. This was true across most of the competitive set, indicating it's an assessment area that may have less overall insight. As with some other categories, respondents from the Atlantic market score Xavier University higher than those places closer to the institution.



External Perception Research Quadrant Analysis

Comparing the importance of university facets to Xavier University index scores



External Perception Research Insights

Xavier University has much to be proud of within this strong competitive set of public and private institutions. For example, Xavier's highest placement in the study was fifth for academic quality—which is also the highest-ranking assessment area for determining the quality of an institution. Additionally, Xavier scored well on the metric of national rankings—even scoring higher than some institutions that have higher rankings. This underscores the importance of audience perception when it comes to an institution's reputation. However, survey results show some important nuances in the perception of key measures where additional work may be required. Public institutions are proving to be strong competitors, and given the importance of cost in decision-making, efforts at differentiation will need to be intensified over time to maintain and increase market share.

Competitive Advantages/ Disadvantages

Academic quality, outcomes for graduates, and degree paths/ majors are the top three most important factors for college choice. Xavier received its highest survey scores in the study on academic quality and degree path/major options. However, outcomes for graduates were the lowest-scoring assessment area for Xavier. The quadrant analysis reinforces these results and also shows a need for Xavier to communicate additional highly valued measures, including the value of the degree it offers and the student experience.

Areas for Improvement

Public institutions led on amenities, school spirit, and student experience. Given cost differences between public and private institutions, additional work will need to be done to establish Xavier's value propositions in these key assessment areas. Differentiation will be key against public institutions and across the board, as Xavier scored in the lower third of the competitive pack on campus and surrounding amenities, in particular. However, the highest percentage of unsure respondents was on campus amenities, so there is room to grow familiarity with this metric.

Market Differences

It is not surprising, given the distance, that Atlantic markets had the lowest level of familiarity with Xavier. However, it is interesting to note that Atlantic markets scored Xavier statically higher on numerous measures, including research impact, school spirit, surrounding city amenities, the value of the degree, campus amenities, student experience, and national rankings. This indicates that while those markets need additional saturation, what is known about the institution is perceived as very positive indeed.

Influencing the Influencers

Educational influencers have a high familiarity with Xavier and score it well on several measures. However, some of the institution's lower scores resulted from a lack of enthusiasm from this demographic, primarily in the areas of academic quality and outcomes for graduates. Given that "personal references" was far and away the top answer for how prospective students find out about schools, building relationships with these influencers—specifically around the key metrics mentioned above—will be paramount.

Carnegie's Strategic Recommendations

As outlined above, the results of this study clearly indicate nuances in perception that need to be addressed in targeted messaging to specific audiences and specific markets. It is easy to get overwhelmed when presented with this much data, so Carnegie recommends determining a set of action steps that can be incorporated into Xavier's annual marketing plan as time and resources allow. Steps may include the following:

Clarify Xavier's Value

Develop Xavier's value propositions specifically around the areas of student experience, outcomes for graduates, and the value of the degree for the cost. (These are three areas ranked most important in the quadrant analysis but received low index scores for Xavier.) Additionally, develop a message matrix that identifies Xavier's advantages compared to assessment areas where public institutions took the lead in study results.

Refine Ad Messaging

Review Xavier's current advertising plan and create targeted messaging based on challenges in each market type.

Strengthen Influencer Ties

Audit current efforts to build relationships with educational influencers and determine additional strategies needed to build affinity with this audience.

Train for Consistency

Hold trainings or informational sessions to reinforce that the messaging developed is deployed consistently across channels and departments.

Update Key Materials

Ensure key marketing materials and website landing pages reflect the updated messaging.



10

Our Audiences



Meet the Class of 2029

We welcomed our strongest class academically this year.

3.8 Average GPA

1300

Average SAT

Top **THREE** majors and fields of interest



Nursing



Business



Biomedical Sciences

From Honduran bakeries to Ugandan coding clubs, the Class of **2029** brings talent that spans the globe

50.1 %

In-State students

49.9 %

Out-of-state students

Top home states: Ohio, Indiana, Kentucky, Illinois

38

States represented

16

Countries represented

Furthest distance traveled

9,119 miles

From Ho Chi Minh City, Vietnam

From founding businesses to winning national tech competitions, these **MUSKEETERS** are just getting started. We are:

58%

Catholic or Catholic-educated

8%

Military Connected Students

17%

First Generation

10%

Athletes



2007

... is the year this class was born. It is also the year Netflix began streaming, NASA landed a rover on Mars, and the year the first iPhone was born.





Undergraduate Personas



Sally School Spirit

Persona Type: Prospective Student

Core Motivation: Passionate about Division I athletics, community spirit, and being part of an enthusiastic college sports culture.

Key Challenge: Wants to understand how Xavier's athletics culture will enhance her social life and overall college experience.

Sally's Story

Sally School Spirit is a high school senior who thrives on energy, excitement, and community. Growing up in a sports-loving household, she spent countless nights watching college basketball with her family. One evening, she stumbled upon a **Xavier Men's Basketball game on TV**. The fast-paced action, roaring crowd, and electric atmosphere immediately caught her attention.

Later that year, she attended a **Xavier home game in person**, and that was the moment she knew—this wasn't just another school. It was a **family**. The crowd was electric, the student section was alive, and she could already see herself in the stands, **decked out in Xavier blue, chanting, cheering, and being part of something bigger**.

Now, as she researches colleges, her number one question isn't just about academics—it's about **culture**. She wants to know:

- **What is campus life like for a sports fan?**
- **How do students rally around athletics?**
- **Will she have opportunities to connect with other fans and be part of the game-day experience?**

She's drawn to **Xavier's unique combination**: the **excitement of Division I sports** and the **tight-knit, small-school feel**. She doesn't want to get lost in a sea of students—she wants a personal college experience **where she's more than just a face in the crowd**.

Sally School Spirit

How Sally Engages with Xavier

- **Social Media First:** She follows Xavier on Instagram, TikTok, and Twitter, looking for game-day hype videos, behind-the-scenes content, and student section highlights.
- **TV and Live Games:** She first discovered Xavier by watching basketball games on national TV and later experienced the energy firsthand at a live game.
- **Campus Visits and Game-Day Experiences:** Attending a game in high school sealed the deal—she saw the enthusiasm of the student section and imagined herself as part of it.

Sally's Goals & Motivations

- Attend a school with strong athletics and school spirit
- Be part of a passionate fan community
- Find a balance between big-time sports and a small-campus feel
- Engage in traditions, events, and game-day experiences
- Feel like she belongs to the Musketeer family

Pain Points & Challenges

- Unclear on how deeply students engage with athletics outside of just game days
- Wants more insight into student sections, traditions, and involvement opportunities
- Worried that a smaller school might not have the same sports culture as larger D1 universities
- Needs reassurance that she will have an active and exciting social life centered around sports



Sally School Spirit

Final Thought:

Why Would Sally Go Anywhere Else?

With the perfect blend of Division I sports, student involvement, and a welcoming community, Xavier isn't just an option—it's the only choice for Sally School Spirit. Big-time sports and small-campus feel: The perfect mix of excitement and personal attention. A strong, tight-knit community: She won't just be a fan; she'll be part of the Musketeer family. Unmatched school spirit: Xavier students don't just attend games—they live and breathe them.

Best Messaging Approach for Sally

- ▶ **Community-Driven Messaging:** She wants to hear about how Xavier students rally around sports and how that fosters a tight-knit, family-like atmosphere.
- ▶ **Excitement and Energy:** She responds to high-energy, FOMO-inducing content that makes her want to be part of the action.
- ▶ **Xavier Pride:** She loves seeing students wearing blue, shouting chants, and showing school spirit—this reassures her that she'll fit right in.
- ▶ **Personalized Attention and Big-Time Sports:** Highlighting that she can experience top-tier athletics without feeling lost in a massive student body is key.

How Xavier Can Win Sally Over (T.I.N.B. Strategy)

- ▶ **T.I.N.B. (There Is No B.):** Making Xavier the ONLY choice for Sally by proving that no other school can offer this combination of experiences.
- ▶ **Showcase the Fan Experience:** Feature student stories, game-day vlogs, and testimonials that highlight what it's like to be a Musketeer sports fan.
- ▶ **Highlight Traditions and Student Involvement:** Promote student section culture, pre-game traditions, and exclusive events.
- ▶ **Connect with Her Online:** Engage through interactive social media content like polls, quizzes ("Are You Ready for the Musketeer Student Section?"), and live Q&A sessions with current students.
- ▶ **Invite Her Back:** Offer personalized visit experiences that emphasize the game-day atmosphere and student connections.



Brandon Business

Persona Type: Prospective Business Student

Primary Interest: Gaining real-world business experience and networking with top companies

Core Motivation: Entrepreneurship, job security, and corporate success

Main Goal: Building leadership skills, securing internships, and landing a great job after graduation

Key Challenges: Navigating a competitive job market, choosing the right specialization, and developing a strong professional network

Brandon's Story

Brandon Business has always been fascinated by the world of business. Whether it was selling products online, leading school fundraisers, or watching his favorite entrepreneurs, he knows that business is the right path for him. But now, as he looks at colleges, he's searching for a **program that doesn't just teach theory—but connects him with real businesses and career opportunities.**

He's ambitious and wants a school that will help him **build leadership skills, network with the right people, and gain real business experience** before he even graduates. He also knows that today's job market is **competitive**, so he's concerned about **standing out to employers** and securing a high-quality internship.

Brandon wants **flexibility**—he's interested in **entrepreneurship**, but he's also considering **finance, marketing, or even international business**. He needs a business school that will **help him explore different paths** while still keeping him on track for success.

When he finds Xavier's **Williams College of Business**, he sees something different. The **small class sizes, hands-on learning, and strong job placement rates** immediately grab his attention. But what **really stands out** to him is Xavier's location in **Cincinnati—a city filled with Fortune 500 companies and top employers**. He realizes that Xavier students have a unique advantage: they're **studying in the heart of a major business hub, where companies are actively looking for interns and future employees.**

Brandon Business

Goals & Motivations

- Gaining real business experience before graduation
- Finding strong mentors and networking opportunities
- Developing leadership skills that will prepare him for corporate or entrepreneurial success
- Feeling confident that he'll graduate with a clear career path

Fears & Concerns

- Choosing the wrong specialization—what if he picks a major that doesn't match his skills?
- The competitive job market—will he be able to land a great job after graduation?
- Finding meaningful internships—will he get the right connections and opportunities?
- Developing leadership skills—will he get enough real-world experience?

Brandon Business

Final Thought:

Brandon doesn't just want a business degree—he wants a launchpad for success.

If Xavier can show him that he'll gain real-world experience, leadership skills, and a strong professional network—especially with major corporations in Cincinnati—then Xavier becomes the clear choice. No B. Just Xavier.

Best Messaging Approach for Brandon

- ▶ **Cincinnati's Corporate Connections:** Feature the major employers that actively recruit from Xavier and showcase student success stories with internships at Fortune 500 companies.
- ▶ **Career Outcomes & Employer Partnerships:** Reinforce Xavier's high job placement rate and how companies in Cincinnati see Xavier graduates as top candidates.
- ▶ **Leadership & Networking Opportunities:** Promote mentorship programs, business clubs, and case competitions that prepare students for success.
- ▶ **Small Class Sizes & Personalized Support:** Show how Xavier students get individual attention and real-world business guidance.
- ▶ **Jesuit Values in Business:** Emphasize how Xavier's values-driven approach to business sets its graduates apart as ethical and impactful leaders.

How Xavier Can Win Brandon Over (T.I.N.B. Strategy)

- ▶ **Cincinnati's Business Scene:** Xavier students have access to Fortune 500 companies, major corporations, and high-profile internships right in the city. Companies like Procter & Gamble, Kroger, Fifth Third Bank, and GE Aviation are just minutes away, giving students direct access to real-world business experiences.
- ▶ **Strong Job Placement & Internship:** Xavier's business program connects students with top employers, ensuring great career prospects.
- ▶ **Small Class Sizes & Mentorship:** Unlike larger schools, Xavier's tight-knit business community ensures students get personal guidance.
- ▶ **Jesuit Values & Leadership Development:** Xavier doesn't just create business graduates—it creates ethical, values-driven leaders.
- ▶ **Global Business & Entrepreneurship Focus:** Opportunities to study abroad, start businesses, or work with international companies set Xavier apart.



Natalie Nightingale

Persona Type: Prospective Nursing Student

Core Motivation: Helping people, job security, and long-term career growth

Key Challenges: Managing a demanding academic workload, balancing time, and preparing for the NCLEX

Primary Interest: Becoming a nurse with strong critical thinking and hands-on skills

Main Goal: Gaining a well-rounded education that prepares her for a successful and fulfilling nursing career

Natalie's Story

Natalie Nightingale has always known she wanted to be a nurse. Growing up, she saw firsthand the impact nurses had on their patients—whether it was a family member who worked in healthcare or a personal experience that inspired her. She's drawn to the field because of her deep desire to help people, but she also values the **stability and career growth** that nursing offers.

As she looks at nursing programs, Natalie knows she needs a school that will **push her to excel academically while providing strong hands-on clinical experience**. She's ambitious, but she's also realistic—she knows nursing school will be challenging, and she wants to be confident that she'll be **fully prepared for the NCLEX and her future career**.

She's concerned about the difficulty of the coursework and how she'll juggle everything. She's heard that **time management is key** in nursing school, and she wonders: Will I be able to handle the workload? Will I have the support I need? She's also looking for a **sense of community**—a place where she won't feel like just another student, but where she'll have professors and mentors who truly care about her success.

When she finds Xavier's nursing program, she sees something different. The **holistic approach** to nursing, the **early clinical experiences**, and the **tight-knit, supportive faculty** make her feel like this is a place where she won't just survive—she'll **thrive**. The opportunity to earn a **certification in Holistic Nursing** also intrigues her, as it aligns with her desire to treat patients as whole individuals, not just their symptoms.

Natalie Nightingale

Goals & Aspirations

- Becoming a highly skilled, well-rounded nurse who can work in a variety of healthcare settings
- Finding professors and mentors who truly care about her success
- Developing critical thinking skills that will set her apart in the field
- Gaining hands-on experience early in her education to build confidence

Fears & Concerns

- The difficulty of nursing classes—will she be able to keep up?
- Managing time effectively—how can she balance studying, clinicals, and personal life?
- Preparing for the NCLEX—will the program truly get her ready for the exam?
- Feeling overwhelmed—does Xavier provide enough support?



Natalie Nightingale

Final Thought:

Natalie doesn't just want to earn a nursing degree—she wants to become a confident, skilled, and compassionate nurse.

If Xavier can show her that she'll be supported, challenged, and truly prepared for the future, then Xavier becomes the clear choice. No B. Just Xavier.

Best Messaging Approach for Natalie

- ▶ **Academic Excellence & Support:** Feature student testimonials about how professors genuinely care and ensure students succeed, not just survive.
- ▶ **Early Clinical Experiences:** Early Clinical Experiences: Show how Xavier's program lets students jump into hands-on learning earlier than most schools.
- ▶ **NCLEX Success Stories:** Share pass rates and student stories to reinforce that graduates feel prepared for the exam.
- ▶ **Career Flexibility & Growth:** Highlight the many career paths in nursing (Nurse Practitioner, Clinical Nurse Specialist, Nurse Educator, etc.) and how Xavier lays the foundation for any of them.

How Xavier Can Win Natalie Over (T.I.N.B. Strategy)

- ▶ **Early Clinical Experience:** Unlike many nursing programs, Xavier allows students to start clinicals early, giving them a head start in real-world patient care.
- ▶ **Small Class Sizes & Supportive Faculty:** She won't feel lost—professors know her by name and truly care about her success.
- ▶ **Strong Critical Thinking Preparation:** The program emphasizes developing critical thinking skills, which is essential for making quick, life-saving decisions in nursing.
- ▶ **Holistic Nursing Approach:** Xavier is one of the few nursing programs that offers a Holistic Nursing Certification, making her stand out in the job market.
- ▶ **NCLEX Readiness:** The curriculum is designed to prepare students for the NCLEX from day one, ensuring she'll graduate confident and ready to pass.



Ivan Involved

Persona Type: Prospective Student

Primary Interest: Getting involved in student organizations

Core Motivation: Personal growth

Main Goal: Finding leadership experience, networking, career advancement, and social engagement

Key Challenge: Struggling to find the right opportunities that fit his interests and aspirations

Ivan's Story

Ivan Involved is a high school senior who thrives in social and leadership roles. He's the kind of student who never sits on the sidelines—whether it's student government, volunteer work, or organizing school events, he loves being part of something bigger than himself. Now, as he looks toward college, he wants a university where he can **immediately get involved**, build meaningful connections, and develop skills that will set him up for success beyond graduation.

He's excited about Xavier University because he's heard that it's **big enough to offer diverse opportunities but small enough to give personal attention**. However, he's also feeling some uncertainty—he doesn't want to end up at a school where he struggles to find the right fit. He wonders: *Will I be able to find my place right away? What if I don't pick the right clubs?* How will I know which opportunities are best for me?

What Ivan truly desires is **guidance and support** in navigating the sea of student organizations. He's looking for a college that won't just tell him to "get involved" but will help him **discover and connect with the best opportunities** for his passions.

Ivan Involved

Goals & Aspirations

- Becoming a highly skilled, well-rounded nurse who can work in a variety of healthcare settings
- Finding professors and mentors who truly care about her success
- Developing critical thinking skills that will set her apart in the field
- Gaining hands-on experience early in her education to build confidence

Fears & Concerns

- Ending up at a school where he feels lost or uninvolved
- Not knowing where to start when it comes to clubs and activities
- Choosing a university that doesn't provide enough support for students to get involved
- Missing out on leadership and networking opportunities



Ivan Involved

Final Thought:

**Ivan doesn't
just want to attend
college—he wants
to thrive in it.**

If Xavier can show him that he won't just be another student but a valued, supported, and engaged member of the community, then Xavier becomes the clear choice. No B. Just Xavier.

Best Messaging Approach for Ivan

- ▶ **Clear, Guided Involvement:** Show examples of how Xavier helps students navigate clubs, leadership roles, and networking opportunities. Testimonials from current students who found their niche would be powerful.
- ▶ **First-Year Engagement:** Promote any programs or resources specifically designed to help new students get involved right away (e.g., orientation programs, student mentors, early access to leadership positions).
- ▶ **Personalized Support:** Reinforce that at Xavier, students aren't left to figure things out on their own—there are advisors and resources specifically designed to help them succeed.
- ▶ **T.I.N.B. Approach:** Position Xavier as the only choice for students who want to be actively involved and supported. Highlight why Xavier's community, size, and personal attention make it superior to larger schools where students may feel like just a number.

How Xavier Can Win Ivan Over (T.I.N.B. Strategy)

- ▶ **Personal Attention:** Xavier makes sure students don't just get involved but get involved in the right opportunities for them
- ▶ **Structured Pathways:** Resources like student success coaches, involvement fairs, and leadership programs help students find their best fit
- ▶ **Tight-Knit Community:** The student body size allows for meaningful engagement, making it easier for students to stand out and take on leadership roles
- ▶ **Networking & Career Growth:** Organizations at Xavier aren't just extracurricular—they open doors to real-world opportunities



Patrick Pre-Med

Persona Type: Prospective Pre-Med Student

Primary Interest: Preparing for medical school with a strong academic foundation and hands-on experience

Core Motivation: Helping people, job security, and long-term career growth as a physician

Main Goal: Gaining the knowledge, skills, and mentorship needed to excel in medical school applications and beyond

Key Challenges: Maintaining a high GPA, balancing coursework with extracurriculars, preparing for the MCAT, and gaining clinical experience

Patrick's Story

Patrick Pre-Med has always been fascinated by medicine. Whether it was a personal experience with healthcare, a love for science, or the desire to make a real difference in people's lives, he knows that becoming a doctor is his calling. However, he also knows that the path to medical school is incredibly **competitive and demanding**.

As he looks for the right undergraduate program, Patrick wants a school that will **challenge him academically while providing the support, mentorship, and hands-on opportunities needed to stand out in medical school applications**. He's ambitious but also realistic—he knows that getting into medical school isn't just about grades; it's about **research, clinical exposure, leadership, and strong letters of recommendation**.

At the same time, he's concerned about **balancing the intense coursework with extracurriculars**. He's heard that **time management and critical thinking** are crucial for pre-med students, and he wonders: *Will I be able to keep up? Will I get the right guidance to build a strong med school application?*

When he discovers **Xavier's pre-med program**, he sees something different. The **small class sizes, strong faculty mentorship, early hands-on opportunities, and proven medical school acceptance rates** make him feel confident that **Xavier will prepare him not just to get into medical school—but to thrive in it**.

Patrick Pre-Med

Goals & Aspirations

- Excelling academically to ensure a strong GPA and MCAT score
- Building meaningful relationships with professors and mentors for guidance and recommendations
- Gaining clinical experience, research opportunities, and leadership roles to strengthen his med school application
- Feeling confident and well-prepared for the next step in his medical career

Fears & Concerns

- Keeping a high GPA—will he be able to handle the rigor of pre-med coursework?
- MCAT preparation—will he get the support he needs to score well?
- Gaining clinical experience—will he have enough shadowing and hands-on opportunities?
- Standing out in medical school applications—will he have the right mentorship and extracurricular experiences?



Patrick Pre-Med

Final Thought:

Patrick doesn't just want to get into medical school—he wants to be truly prepared for it.

If Xavier can show him that he'll receive rigorous academics, hands-on experience, and strong faculty mentorship, then Xavier becomes the clear choice. No B. Just Xavier.

Best Messaging Approach for Patrick

- | | |
|--|--|
| ▶ Medical School Success Rates: | Share statistics and testimonials from Xavier pre-med graduates who were accepted into medical schools. |
| ▶ Mentorship & Small Class Sizes: | Reinforce that Patrick won't be just another student—he'll have direct access to professors and pre-health advisors who are invested in his success. |
| ▶ Early Clinical & Research Opportunities: | Showcase real stories of Xavier students gaining hands-on experience early in their college careers. |
| ▶ MCAT Prep & Med School Application Support: | Emphasize how Xavier provides personalized advising, mock interviews, and test prep resources. |
| ▶ Jesuit Approach to Medicine: | Highlight how Xavier's values-driven approach produces compassionate, ethical physicians—a key differentiator in med school applications. |

How Xavier Can Win Patrick Over (T.I.N.B. Strategy)

- | | |
|---|--|
| ▶ Proven Pre-Med Success: | Xavier has a strong track record of getting students into top medical schools. |
| ▶ Close-Knit Mentorship: | Small class sizes mean personalized attention from professors who guide students every step of the way. |
| ▶ Early Clinical & Research Opportunities: | Unlike larger schools where undergrads compete for limited opportunities, Xavier students have early access to shadowing, internships, and research. |
| ▶ Dedicated Pre-Health Advising: | Xavier provides one-on-one advising to help students navigate coursework, MCAT prep, and medical school applications. |
| ▶ Jesuit Values & Ethics in Medicine: | Xavier emphasizes holistic, ethical healthcare—an approach that medical schools value. |



Graduate Personas

Industry-Inspired

Business-Bound Bianca

The typical prospective graduate student seeking out a business program is a driven and career-focused individual who brings several years of professional work experience to the program. These students come from diverse academic and industry backgrounds—ranging from finance and engineering to healthcare and the arts—but share a common goal of advancing their leadership skills, expanding their business acumen, and enhancing their career prospects. Many pursue a business degree to transition into management roles, switch industries, or start their own ventures. They are often highly motivated and searching for programs with academic rigor as well as networking opportunities, internships, and real-world consulting projects to maximize the value of their degree.

What draws them to Xavier's programs?

- Strong national and regional reputation
- Exceptional networking opportunities with Alumni
- Flexible programs designed to meet the needs of working professionals
- Employer support for professional development and further education

Healthcare-Hopeful Hayden

A typical prospective graduate student seeking a degree in healthcare is a highly motivated and compassionate individual. These students include seasoned professionals with years of experience in the field, recent graduates entering directly after completing their undergraduate studies, and individuals transitioning from non-healthcare backgrounds. Many are balancing full-time jobs and family responsibilities while advancing their education to deepen their clinical expertise or move into leadership, education, or specialized roles. They are united by a strong commitment to patient care and a desire to make a broader impact on healthcare outcomes and systems.

What draws them to Xavier's programs?

- Strong academic reputation grounded in Jesuit values
- High-quality, accredited programs
- Expert faculty and desirable clinical partnerships
- Hands-on training with experienced professionals
- Small class sizes and built-in networking opportunities
- Programs rooted in compassion and a service mindset

Education-Excelling Eli

A typical graduate student pursuing a degree, certificate, licensure or credential in education is passionate about teaching and learning, with a strong desire to make a meaningful impact in schools, communities, or educational policy. Many are current educators seeking to enhance their instructional skills, specialize in areas such as curriculum development, special education, or educational leadership, or advance into administrative roles like principal or superintendent. Others may be career changers drawn to the field by a passion for working with youth or a commitment to lifelong learning. They are reflective, collaborative, and deeply committed to fostering inclusive and effective learning environments that support the success of all students.

What draws them to Xavier's programs?

- Values-based approach to education rooted in Jesuit principles
- Flexible programs designed to meet the needs of working professionals
- Excellent reputation in the regional market and strong relationships with school **districts**
- Accessible pricing and exceptional value compared to regional competition



Career-Ready

Level-Up Logan

Career Advancers

Most students entering a graduate program at Xavier University are seeking a degree to advance their career. They are goal-oriented, motivated, and often balancing multiple responsibilities such as full-time work and family life. They may already have several years of professional experience and are now looking to deepen their expertise, gain new credentials, or pivot into a leadership or specialized role within their field. These individuals are driven by a desire for upward mobility, increased earning potential, and the ability to make a greater impact in their industry. They value programs that offer flexibility, practical application, and strong professional outcomes—choosing graduate education as a strategic investment in their future success.

Reinventing Riley

Career Changers

A typical prospective graduate student seeking a degree in healthcare is a highly motivated and compassionate individual. These students include seasoned professionals with years of experience in the field, recent graduates entering directly after completing their undergraduate studies, and individuals transitioning from non-healthcare backgrounds. Many are balancing full-time jobs and family responsibilities while advancing their education to deepen their clinical expertise or move into leadership, education, or specialized roles. They are united by a strong commitment to patient care and a desire to make a broader impact on healthcare outcomes and systems.

Next-Step Nia

Recent Graduates

Many Xavier Graduate students are entering programs directly after completing their undergraduate studies. They are academically driven, goal-oriented, and eager to build on the momentum of their recent educational experience. These students often demonstrate strong intellectual curiosity and a clear sense of purpose, choosing to pursue advanced degrees to deepen their knowledge, specialize in a particular field, or accelerate their career path. Many have been intentionally pursuing a well-defined educational and professional path throughout their higher education journey.



Parent Personas

Pioneering Parents of Xavier

First-time College Family

Parents of first-time college students are proud, hopeful, and often overwhelmed by the unknowns of higher education. They want to support their child's success but may feel unprepared for the process. This group values clear communication, personal reassurance, and visible care from the university. Xavier's Jesuit mission, emphasis on *Cura Personalis*, and welcoming community offer the trust and structure they need to feel confident in their family's next step.

Best Messaging for First-time Family

- **Community-Driven Messaging:** They want to hear about how Xavier fosters a tight-knit, family-like atmosphere.
- **Xavier Pride:** These families are excited about anything and everything Xavier
- **Education and Awareness:** Messaging needs to include high-level explanations. Assume everything is new, and their knowledge base is low especially Xavier specific information.

Core Motivation and Key Challenge

- **Core Motivation:** Very excited about this new experience but feel insecure about their lack of knowledge. Yearn for as much information as possible to support their student.
- **Key Challenge:** Still in the "bubble" of a new transition and the excitement of college. They know very little about what is coming and what to expect.

Mission-Minded Mentors

Seasoned College Family

Seasoned parents bring experience and confidence to the college journey, often acting as behind-the-scenes advisors for their students. They value academic rigor, career outcomes, and institutional credibility. While they're less hands-on than first-time families, they still expect transparent communication, timely updates, and a university that reflects their own values. Xavier's reputation, mission-driven education, and focus on developing ethical leaders align well with their expectations and aspirations for their student.

Best Messaging for Seasoned College Families

- **Excitement and Energy:** These families are ready to engage more deeply in the Xavier experience. More likely to purchase tickets and engage in the basketball season or engage with our Parent Leadership Counsel (PLC) or XU Ambassador programs.
- **Xavier Pride:** If their student overcame the challenges of their first year of college at Xavier, then they are HUGE Xavier fans. They share their experience with everyone.
- **Acclimation and Integration:** They feel that they are beginning to gain their footing and understand how to respond when their student needs support or runs into an issue.

Core Motivation and Key Challenge

- **Core Motivation:** Aware of the realities of college and have basic knowledge about how to navigate the challenges of college. Really looking for Xavier specific information and ways to engage in the community.
- **Key Challenge:** They want information on their "terms". May be less engaged with emails because they've "been there before"; Focused on creating their own Xavier experience.



Donor Personas



Musketeer Mission Makers

The Loyalists

Donors ages 55 and up

Who They Are

- Near or in retirement
- Welcomed the first cohort of women to Xavier
- Benefitted from many new buildings
- Remember Fr. O'Connor as president

Key objective

Elevate and deepen their current engagement: **Get more involved**

How we'll achieve this

- Express gratitude and demonstrate the impact they've made
- Reassure them that Xavier remains committed to its Jesuit Catholic mission and values
- Communicate in personal and private ways
- Build personal relationships with patience and at their pace

The X Factors

Donors ages 36-54

Who They Are

- Busy, active families
- Mid- to senior-level managers
- Waiting on Boomers to retire
- Revised curriculum in 1992
- Part of Fr. Hoff era of prosperity

Key objective

Speak up and share their stories and passion for the university

How we'll achieve this

- Create user-friendly tools and materials that make storytelling consistent, yet allow the message to flex for different audiences
- Appeal to them in family-friendly ways
- Reinforce the importance of continuing to give no matter the size of the gift

Future Donors

Donors ages 23-35

Who They Are

- Young, smart and upwardly mobile
- Saw great success of Xavier basketball
- Fully realizing the Jesuit values
- Part of the Fr. Graham era
- Tremendous improvements on campus

Key objective

Learn about the vision and how giving supports it

How we'll achieve this

- Create ways to engage that feel personal and intentional
- Demonstrate, clearly and succinctly, the value of engaging and giving
- Connect them back to the University
- Build emotional connections

Extended Family

Mix of ages, alumni and non-alumni

Who They Are

- Disenfranchised alumni
- Former transfer or commuter students
- Athletes who left early
- Fans of Xavier basketball
- Community members and neighbors
- Current and prospective non-alumni partners

Key objective

Engage with the university in new ways

How we'll achieve this

- Expand their current form of engagement
- Continue to communicate new opportunities to engage
- Slowly build positive sentiment and interest
- Ensure consistency in messaging

The Insiders

Internal audiences

Who They Are

- Faculty and staff
- Current students
- Parents of current students

Key objective

Understand and advocate for the campaign and support of the Xavier vision

How we'll achieve this

- Create user-friendly tools and materials that make storytelling consistent, yet allow the message to flex for different audiences
- Convey consistent messages about the "why now" and sense of urgency
- Establish clear processes for gathering and retelling stories



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Athletic Brand Guidelines



Musketeer 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.

Primary Logo Full-Color

1 | Dark Grey | White | Xavier Blue



2 | Dark Grey | Xavier Blue | White



3 | White | Dark Grey | Xavier Blue



Primary Logo 1-Color

1 | Xavier Blue



2 | White



3 | Dark Grey | Xavier Blue



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.

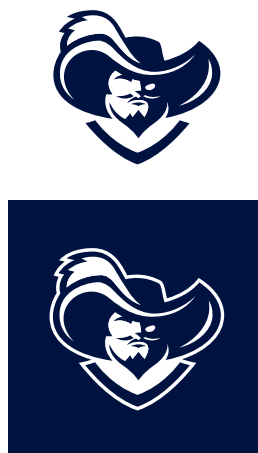
Color placement must never be altered under any circumstance.

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.

Secondary Logo Full-Color



Secondary Logo 1-Color



XAVIER



XAVIER





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.

Logo Full-Color

XAVIER

XAVIER

XAVIER

Logo 1-Color

XAVIER

XAVIER

XAVIER

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.

Logo Full-Color



Logo 1-Color





Specific Sport 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
VOLLEYBALL

XAVIER
BASKETBALL

XAVIER
SOCCER

XAVIER
TRACK & FIELD

XAVIER
BASEBALL

XAVIER
ATHLETICS

XAVIER
ATHLETICS

1-Color

XAVIER
VOLLEYBALL

XAVIER
BASKETBALL

XAVIER
SOCCER

XAVIER
TRACK & FIELD

XAVIER
BASEBALL

XAVIER
ATHLETICS

XAVIER
ATHLETICS



Club Sport 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



1-Color



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.



XAVIER
JUNIOR MUSKETEERS

XAVIER
BlueBlob





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.

Primary

Xavier Blue

CMYK 100, 76, 12, 70
RGB 12, 35, 64
HEX #0C2340
PMS 289

Xavier Grey/Dark Grey

CMYK 19, 12, 13, 34
RGB 158, 162, 162
HEX #9EA2A2
PMS 422

Xavier Metallic Silver

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

Frutiger Black

For use in sub-message, secondary communications.

ITC NEWTEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

GOXAVIER.COM

WELCOME TO THE CINTAS CENTER

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.

XAVIER
CHEMISTRY

Never add unapproved typography.



Athletics Special 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 capital "X" is large and features a thick, horizontal bar that extends to the right, underlining the rest of the word. The letters "avier" are in a cursive script.





All For One Fund Logo

Full-Color

The preferred use of the All For One Fund 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.



Crosstown Shootout

Full-Color



1-Color



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.

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

Skip Prosser Classic

Full-Color



1-Color



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.

Permission to use the Skip Prosser Classic marks must be obtained from the Department of Athletics: athmktg@xavier.edu or 513-745-3604.



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.





Athletics Uniforms

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

Pink or other colors for specific events must be approved.

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.

2-Color

0123456789

0123456789

0123456789

1-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



Athletic Conference Logo

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.





Conference Logos on 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.

Questions?

Contact:

Xavier University
Office of Marketing and Communications
3800 Victory Parkway
Cincinnati, OH 45207

E | marcomm@xavier.edu

P | 513-745-3111

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3800 Victory Parkway
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