

Brand Guidelines



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Introduction

The Xavier brand is a living one and is championed by many people. Materials representing the University should embrace these guidelines. As our university and our brand evolve, these formal guidelines aim to promote consistency of messaging, but also allow for opportunities of creativity and enthusiastic expression.



1

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.





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 more universal good?" when making decisions; it relates to the Jesuit motto, For the Greater Glory of God



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.





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.





2

Brand Overview



Brand Positioning

Our Brand purpose is “Radical Care for a Brighter Future.” This is the essence of our platform and the strategic foundation for our creative work. Sitting atop four strategic pillars, and supported by five tone words, our Brand Purpose is our North Star, guiding and inspiring all creative work that follows.

Note: "Radical Care for a Brighter Future" is not a headline and should be avoided in externally facing materials.

Brand Purpose

Radical Care for a Brighter Future

Brand Pillars

Our Enterprise:	Our Ethos:	Our Community:	Our Impact:
Transformed Through Teaching	A Tradition of Service	All For One	Instill Hope, Inspire Action

Tone Words

Compassionate	Spirited	Reflective	Courageous	Powerful
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Brand Pillars

Transformed Through Teaching

Our Enterprise:

It's what we do and how we do it. From academics to social education, it's how we outline our perspective in higher education and the world surrounding it. It's how we define the X and detail what it means to us.

A Tradition of Service

Our Ethos:

Where we reside in Ohio and where we exist in the cultural conversation. How do our surroundings in Cincinnati inform who we are? What are the benefits? How does it evolve, enhance, inspire new opportunities and experiences?

All For One

Our Community:

Who we are at Xavier and how we distinguish ourselves from the rest is in the way we care. What do we rally around? What brings us together, on campus and out in the world? What qualities speak to our values, beliefs, and actions?

Instill Hope, Inspire Action

Our Impact:

What does it look like, and why does it matter? How does it impact us individually, spread across our community, and better the world at large? How do we heighten our existence through action, and what perspectives will lead us to do so?



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:

We can all be more.

Is it really such a radical idea?

To care more deeply. To challenge more thoroughly. To serve more faithfully. To pursue a more universal good.

In our Ignatian values—in the way we teach and the way we learn—we imbue everything we do with more meaning. We show up more fully for ourselves, our peers and our communities.

Together, we are greater than the sum of our parts. And when we all come together—fully—we change and are changed.



3

Brand Voice



Voice

Headlines

Various headline styles demonstrate our brand by embodying “more” and showing, not telling. You do not need to stick only to these headline styles, but they should serve as inspiration.

Fully headlines:

Headlines with “fully” words embody the spirit of more Xavier.

What Works:

To enable the more vibrant future we all seek, we must live—fully.

What Works:

**Thoughtfully.
Faithfully.
Carefully.**

Contrast headlines:

This style utilizes contrast to demonstrate more Xavier. This style works only when the second part modifies the first, speaking to something that’s more than the first example.

What Works:

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



Manresa is so much more than a typical college move-in experience.

What Doesn't Work:

There’s class registration, and then there’s our class registration.



This is not speaking to a specific example of Xavier offering more than a typical experience.

What Doesn't Work:

There’s move-in, and then there’s Musketeers basketball.



These are two unrelated examples; the second part needs to relate to and modify the first part.

Two-part sentences:

In these two-part headlines, the first part of the sentence stands on its own—but when you finish the sentence, it adds more meaning. These only work when the first part could stand on its own as a sentence; when it also works as a complete sentence upon adding the second part; and when adding the second part to the sentence results in a positive meaning.

What Works:

This is so much bigger than you ever thought possible.



"This is so much bigger than you" could stand on its own. The full sentence also makes sense, and adding “ever thought possible” adds positive meaning.

What Doesn't Work:

The time is now or never try something new.



Though this works as a stand-alone and two-part sentence, the meaning becomes negative: “never try something new.”

What Doesn't Work:

This is the start getting excited.



"This is the start" functions as a stand-alone sentence, but the full sentence isn't grammatically correct when you add “getting excited.”



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

Example:

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

This is so much more than your typical orientation. Over this four-day experience, our Xavier upperclassmen welcome you to campus, get you settled into your dorm, and show you the ropes. On top of introducing you to our academic programs and advisors and our Ignatian values, we’ll connect you with fellow freshmen Musketeers in small groups—where you’ll form friendships that will carry you well beyond your four years here.

Example:

Thoughtfully. Faithfully. Carefully.

This is where we start. To bring our full selves to every problem. To enable the more vibrant future we all seek, we must live—fully.



4

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





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 Blue



More Blue



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 45207-5131



Unit Signatures

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

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





Unit Signature Examples

If the names of the schools, centers, institutes, and colleges exceed 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





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.



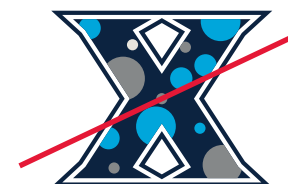
Do not put a rule around the logo or use the logo in a cut-out shape.



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



Do not incorporate type with the logo.



Do not put pattern or type in the logo.



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



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



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





5

Brand Type



Typefaces

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. A '+x' glyph is included in the Neue Montreal Bold glyph palette with the unicode of 'morex'.

Substitute Font: Helvetica

Aa



Note: A modified version of Neue Montreal is used with the addition of the "More Xavier" icon located in the glyph panel.

Neue
Montreal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Typefaces

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

Substitute Font: Georgia

Aa Aa

A → *A*

Note: Orpheus Pro and Italic has many alternate glyphs that can be used for embellishment.

Orpheus Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Orpheus Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Headline Styles

Style 1:

**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:

**Two-part
headlines
look like this.**

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

See **P.12** Regarding
Two-Part Headlines



Type Styles

Paragraph Character Styles

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

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

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

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

Headers & Titles

Headlines

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 e et lat.

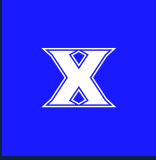
"Callout" Character Styles

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 e et lat.



6

Brand Color



Color Palette

Color is an essential part of any visual identity. The primary color palette is made up of four 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

More Blue

CMYK 100, 70, 5, 0
RGB 26, 26, 255
HEX #1a1aff
PMS 2728

More Grey

CMYK 14, 12, 21, 0
RGB 215, 211, 204
HEX #d7d3CC
PMS Warm Grey 1

More Yellow

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

Secondary

Running Man Blue

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

Dark Grey

CMYK 50, 40, 40, 5
RGB 133, 136, 137
HEX #858889
PMS 424

More Cheddar

CMYK 5, 39, 78, 0
RGB 237, 166, 79
HEX #eda64f
PMS 157

Lilac

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

Pale Blue

CMYK 57, 21, 0, 0
RGB 97, 171, 232
HEX #61abe8
PMS 292

Musketeer Mint

CMYK 41, 0, 45, 0
RGB 148, 222, 168
HEX #94dea9
PMS 345



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	More Blue	More Yellow	More Grey	Running Man Blue	Dark Grey	Musketeer Mint	More Cheddar	Lilac	Pale Blue
White		Xx AAA	Xx AAA	Xx DNP	Xx DNP	Xx AAA	Xx AA18	Xx DNP	Xx DNP	Xx DNP	Xx DNP
Xavier Blue	Xx AAA		Xx DNP	Xx AAA	Xx AAA	Xx DNP	Xx AA18	Xx AAA	Xx AAA	Xx AAA	Xx AA
More Blue	Xx AAA	Xx DNP		Xx AA	Xx AA	Xx DNP	Xx DNP	Xx AA	Xx AA18	Xx AA18	Xx AA18
More Yellow	Xx DNP	Xx AAA	Xx AA		Xx DNP	Xx AAA	Xx DNP	Xx DNP	Xx DNP	Xx DNP	Xx DNP
More Grey	Xx DNP	Xx AAA	Xx AA	Xx DNP		Xx AAA	Xx DNP	Xx DNP	Xx DNP	Xx DNP	Xx DNP
Running Man Blue	Xx AAA	Xx DNP	Xx DNP	Xx AAA	Xx AAA		Xx AA18	Xx AA	Xx AA	Xx AA	Xx AA18
Dark Grey	Xx AA18	Xx AA18	Xx DNP	Xx DNP	Xx DNP	Xx DNP		Xx DNP	Xx DNP	Xx DNP	Xx DNP
Musketeer Mint	Xx DNP	Xx AAA	Xx AA	Xx DNP	Xx DNP	Xx AA	Xx DNP		Xx DNP	Xx DNP	Xx DNP
More Cheddar	Xx DNP	Xx AAA	Xx AA18	Xx DNP	Xx DNP	Xx AA	Xx DNP	Xx DNP		Xx DNP	Xx DNP
Lilac	Xx DNP	Xx AAA	Xx AA18	Xx DNP	Xx DNP	Xx AA	Xx DNP	Xx DNP	Xx DNP		Xx DNP
Pale Blue	Xx DNP	Xx AA	Xx AA18	Xx DNP	Xx DNP	Xx AA18	Xx DNP	Xx DNP	Xx DNP	Xx DNP	



7

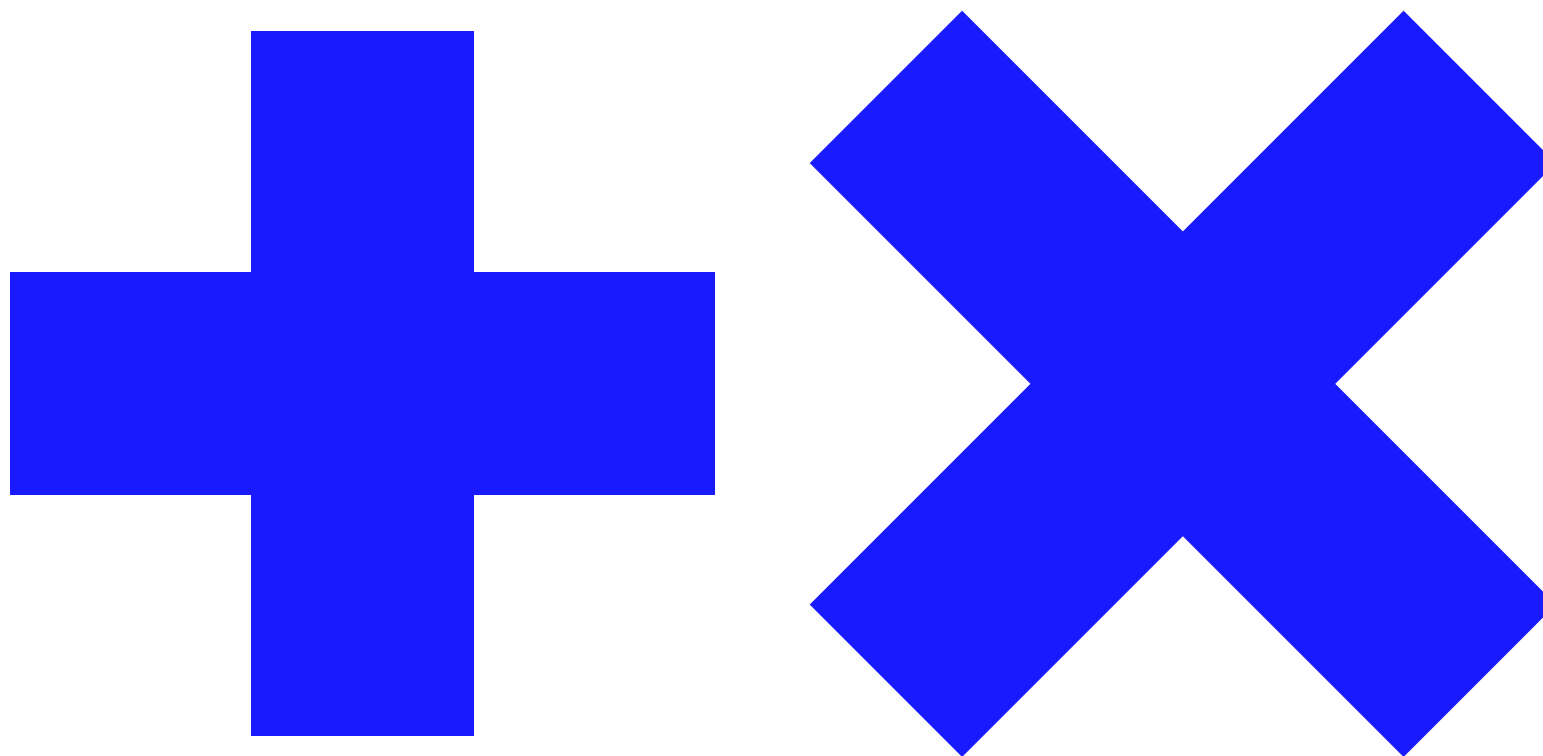
Brand Tools



More Xavier Element

The primary graphic element for the Xavier University brand is the +x, other wise known as the More X graphic.

This graphic element is NOT a logo and should not replace the primary logo (see pg 16-17.) Unlike the primary logo, this graphic can be used more liberally in order to bring the idea of More Xavier to life while helping create strikingly simple visuals.



More Xavier



More Xavier Superscript

To highlight the ways that people, places, and ideas are enhanced by Xavier University, the +x graphic can be applied to the end of name, words or phrases.

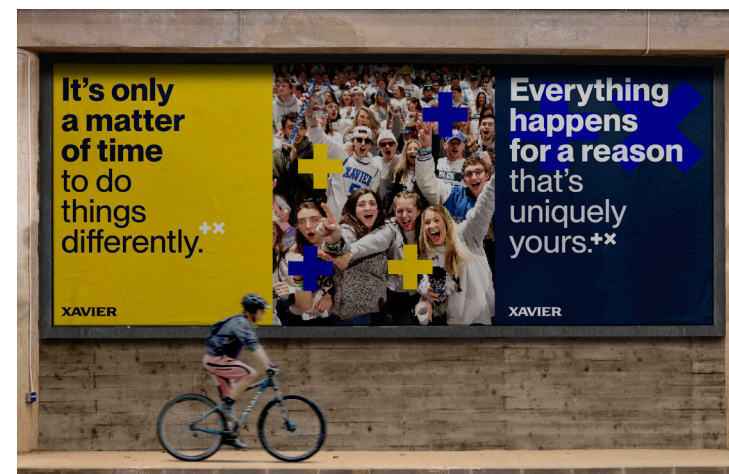
Name^{+x}

Punctuate
a headline
with more^{+x}

Example ▼



Example ▼

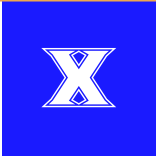




More Xavier Holding Shape

The More Xavier 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 either the '+' or 'x' symbols. The content can be contained entirely within the container shape or extend beyond its boundaries.

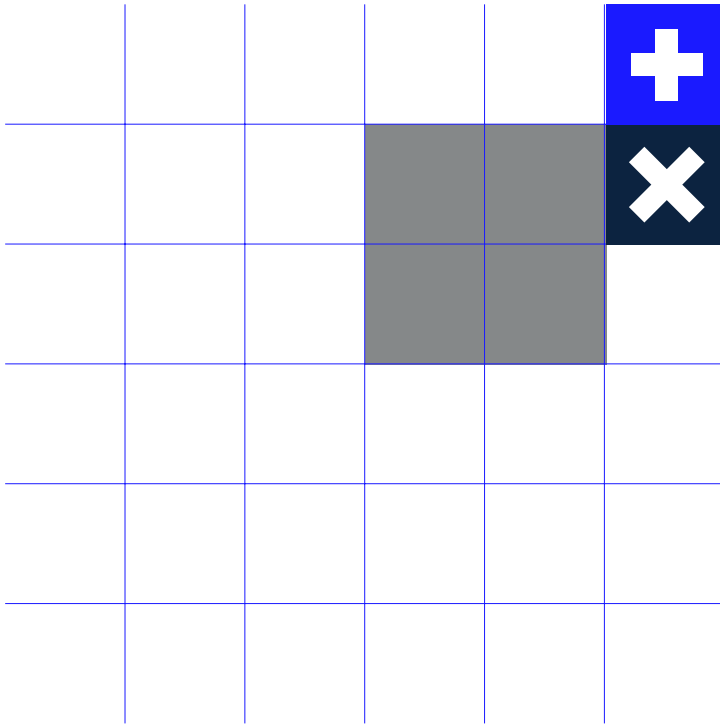
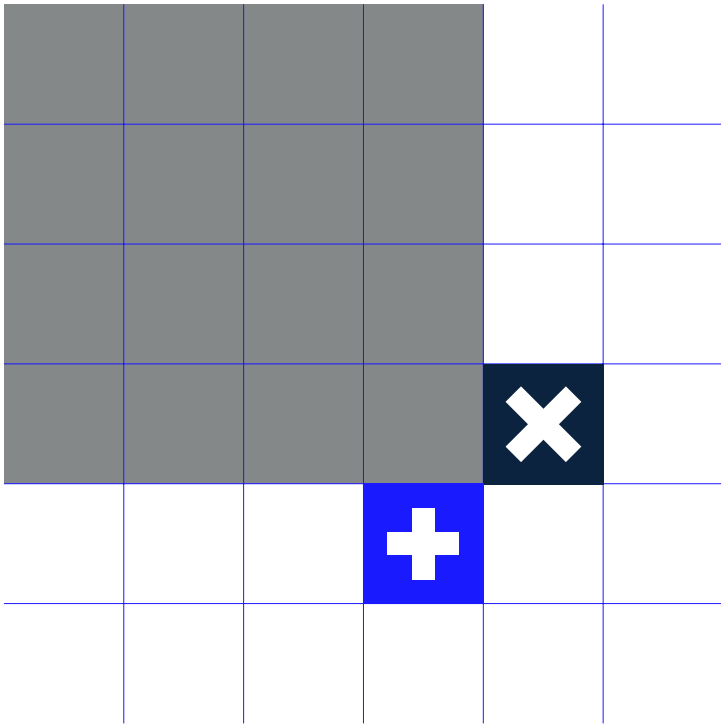
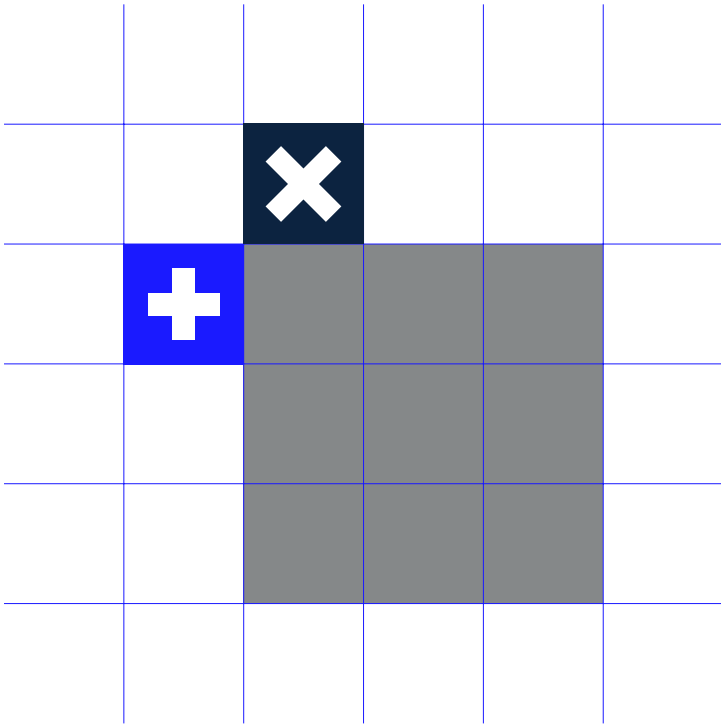




More Xavier Modular Grid

The More Xavier graphic can be used as part of a modular grid system that locks up the + and x with an image. The size of the image and placement of the + and 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.



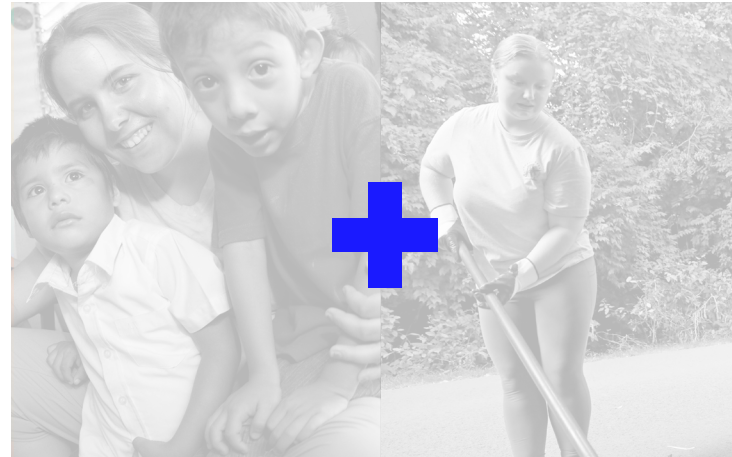


More Xavier Stamp

The + and x 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.

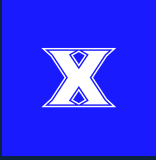


Example ▼



Example ▼





8

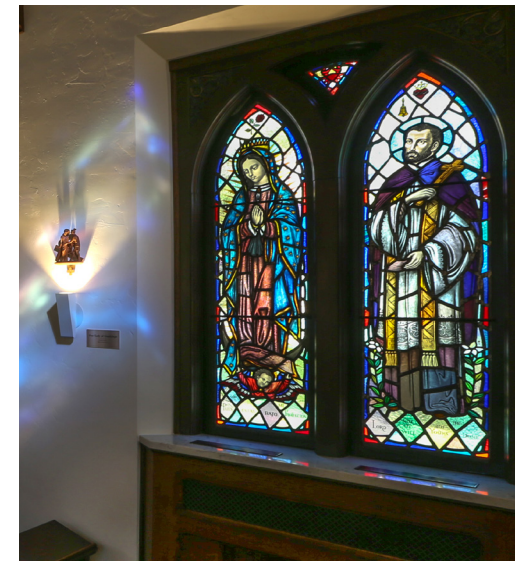
Brand Photography



Photography Overview

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. Our preferred style of photography is bright, crisp, and high-quality, with a focus on capturing authentic moments and emotions. We encourage the use of natural light to maintain a true-to-life representation of our brand. Additionally, all photography used in connection with our brand should do their best to align with our strategic pillars and tone. By adhering to these guidelines, we can ensure that our photography accurately reflects our brand and strengthens our message.

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.

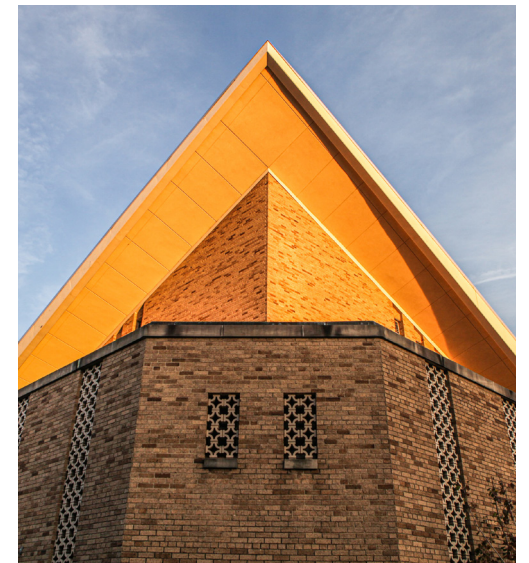
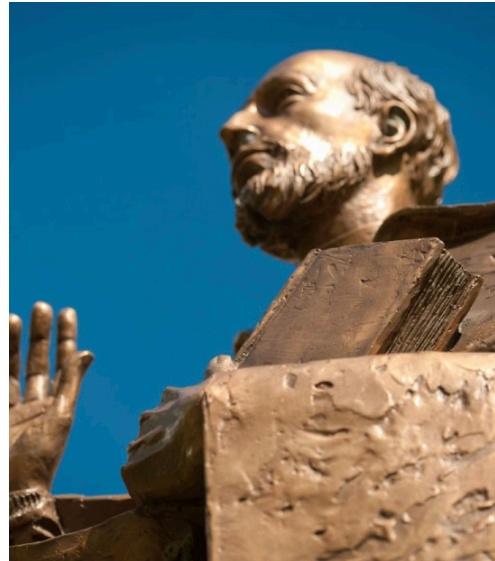




Photography

Powerful

Powerfulness can manifest in photography in a multitude of ways, depending on the message we want to convey. For example, it can be represented through photos that feature subjects with a calm and unyielding demeanor, standing firm in the face of challenges. This can be achieved through the use of strong, confident poses, coupled with a focused gaze. On the other hand, active shots can also convey a sense of purpose and intentionality, capturing the subject in the midst of action or movement. Whether we choose to showcase power through stillness or movement, it is important to choose images that convey strength, confidence, and grandeur. These images should feature subject matter that commands attention.

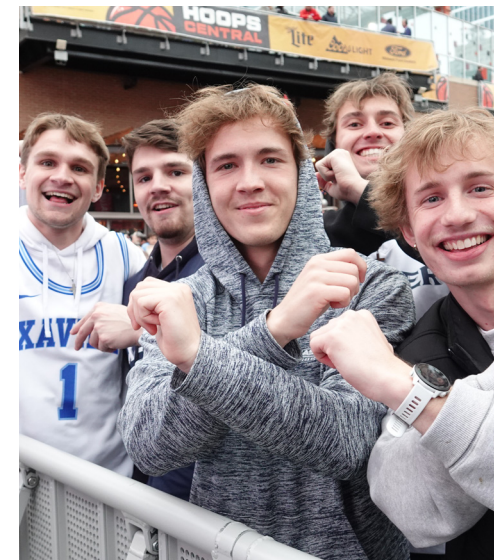




Photography

Spirited

Photos that represent spiritedness for our brand should convey energy, enthusiasm, and a sense of vitality. Photos that feature people engaged in active, fun, or playful activities can convey a sense of joy and excitement. It is important to capture authentic moments and genuine expressions that reflect the spirit of our campus. Photos can also showcase movement, with subjects in motion or engaging in activities that demonstrate liveliness and energy. By using spirited imagery we can convey a message of positivity and enthusiasm to our audience.





Photography

Compassionate

Compassionate imagery should convey warmth, empathy, and understanding. These images should feature subjects that are engaged in activities that demonstrate kindness. Photos can also showcase connection, with subjects engaged in interactions and discourse that demonstrate their compassion and care for others. It is important to capture authentic moments and genuine expressions.

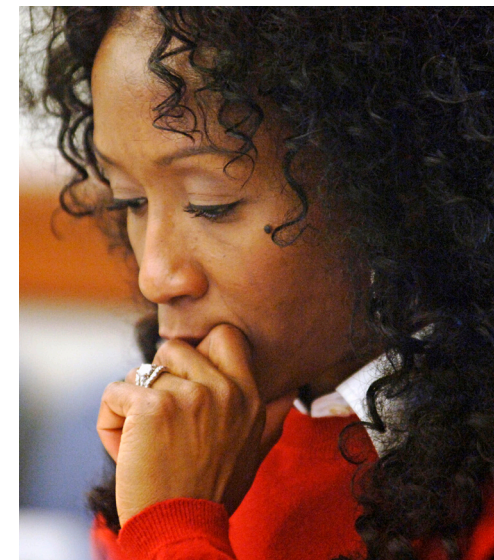




Photography

Reflective

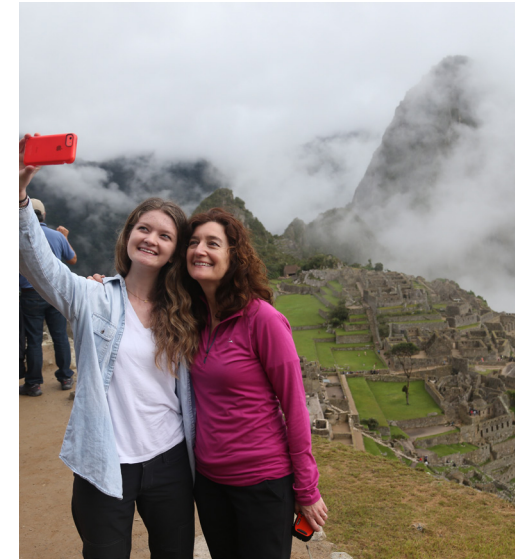
Within the brand, we aim to showcase moments of introspection and contemplation. These images should evoke a sense of stillness and mindfulness, where the subject is deep in thought or engaged in a meditative activity. When choosing these photos, it's important to consider the lighting, composition, and overall mood. Images should evoke a sense of calmness and tranquility. It's also important to avoid any images that may appear overly staged or artificial, as authenticity is key. Photos that represent reflection should ultimately convey a sense of thoughtfulness and intentionality, inspiring our audience to pause and reflect in their own lives.



Photography

Courageous

Photos that represent courage should capture the essence of bravery and determination in a way that resonates. These images should evoke feelings of determination, creativity, and fearlessness. When selecting these photos, it's important to pay attention to the composition, and overall mood to ensure that the images convey a sense of boldness and confidence. Photos that represent courage should ultimately inspire our audience to push their boundaries, be creative and overcome challenges.





Photography Treatment Blue Filter

To brand photography and give images a distinct style, a filter can be applied. This treatment washes the image in a cool blue tone that can make an image stand out or give disparate images a consistent look.

Original Image



Final Image



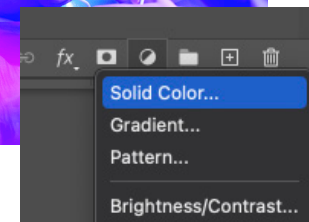
Set Color Mode

1. Open Image and set your color **"Mode"** to either **CMYK** when working in the print space or **RGB** when working in the digital space



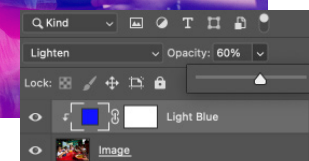
Apply Blue Filter

2. Add **"Adjustment Layer"** > Select **"Solid Color"** > Fill with **"More Blue"** > Change Blending Mode to **"Lighten"**



Apply Texture

3. Lastly set **"Opacity 60%"**





Photography Treatment Monotone

To create a striking hero image or to use as a break from full color photography, a monotone effect can be applied to a full-color image. This effect utilizes the light blue from the primary color

Original Image



Duotone Image



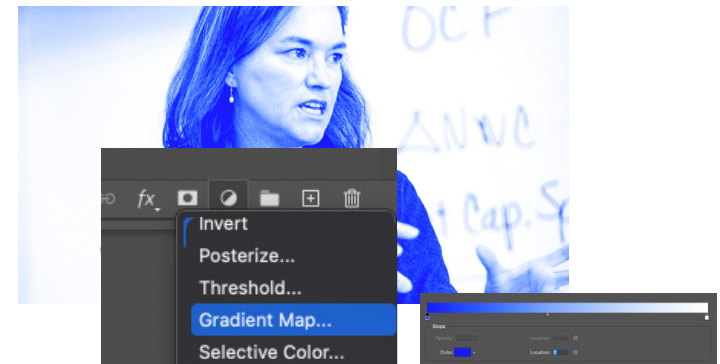
Set Color Mode

1. Open Image and set your color "**Mode**" to either **CMYK** when working in the print space or **RGB** when working in the digital space



Apply Monotone

2. Add "**Adjustment Layer**" > Select "**Gradient Map**" > Fill one slider with "**Xavier Blue**" and the second slider with "**White**"



Adjust Monotone Sliders

3. Fine-tune the monotone effect by adjusting the sliders





Photography Treatment Duotone

To create a striking hero image or to use as a break from full color photography, a duotone effect can be applied to a full-color image. This effect utilizes the light blue from the primary color

Original Image



Duotone Image



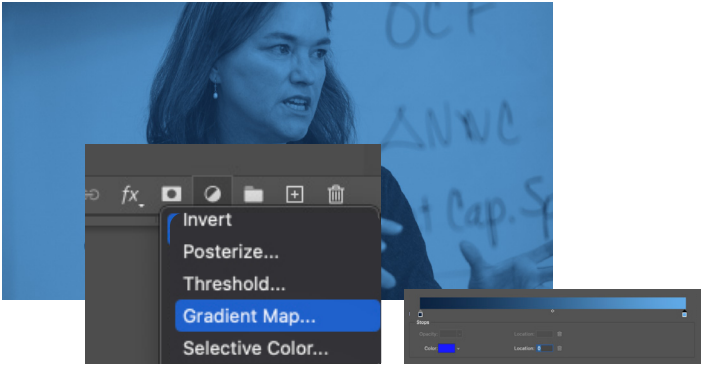
Set Color Mode

- 1. Open Image and set your color "**Mode**" to either **CMYK** when working in the print space or **RGB** when working in the digital space



Apply Duotone

- 2. Add "**Adjustment Layer**" > Select "**Gradient Map**" > Fill one slider with "**Xavier Blue**" and the second slider with "**Pale Blue**"



Adjust Duotone Sliders

- 3. Fine-tune the duotone effect by adjusting the sliders





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Video



Video Graphics

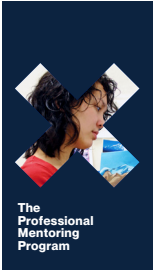
Videos produced by the Office of Marketing and Communications are well branded. They include slides utilizing our brand fonts, logos and graphics.

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



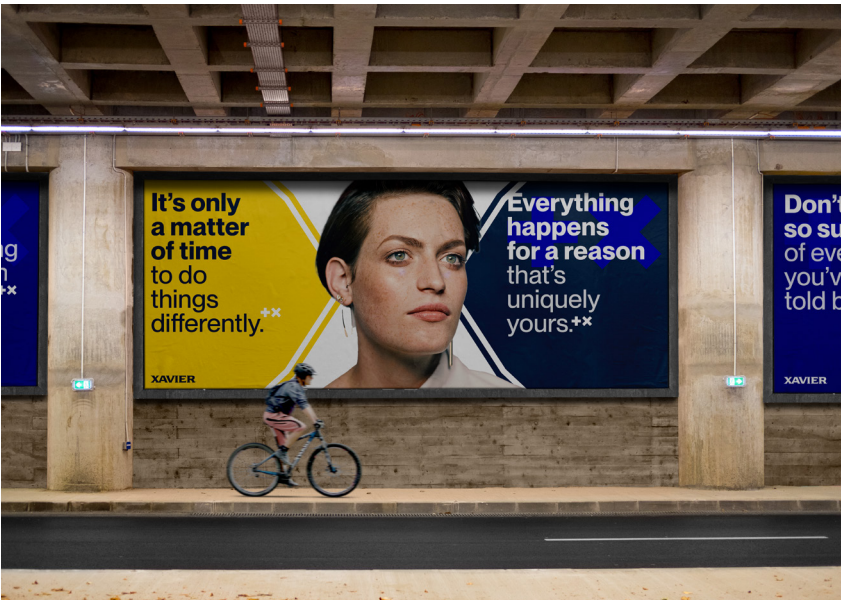


10

Brand Examples

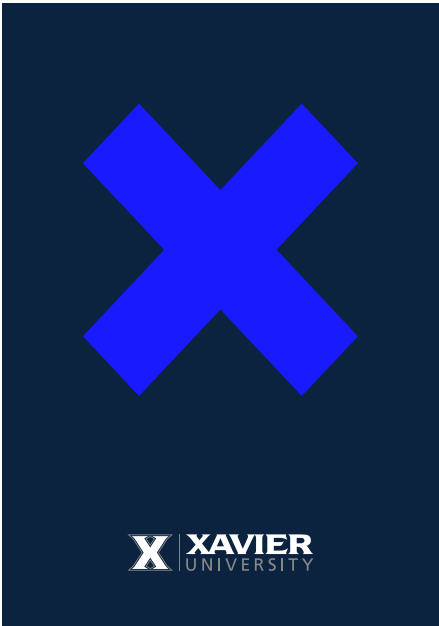
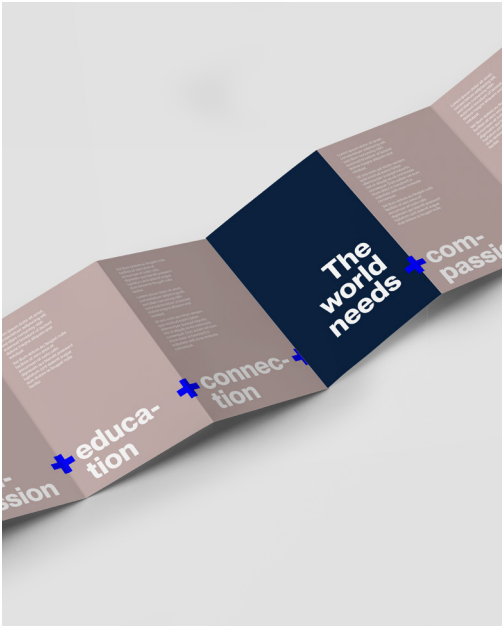
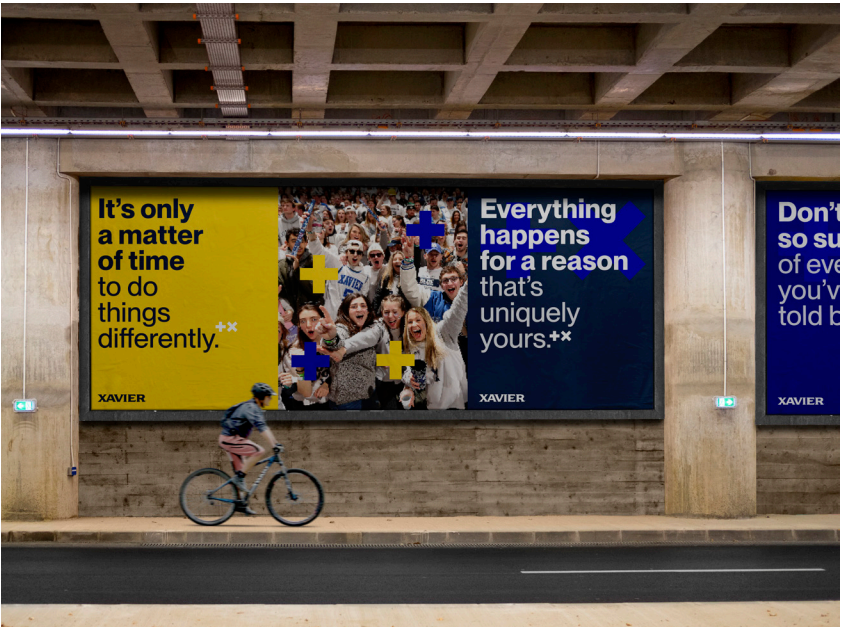


Brand Examples





Brand Examples





11

Athletics



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





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



Logo 1-Color





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.

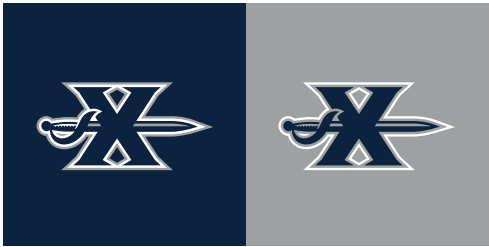
Note that the coloration of the word mark changes dependent upon the background color to which it is applied. When using in one color, all marks follow the same coloration rules of the curved word mark.

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



1-Color





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.





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

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.



Never use alternative wordmark on uniforms.



Never add unapproved typography.

Only use approved word mark for uniform applications.



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 initial capital 'X' is large and bold, with a thick, horizontal base that tapers off to the right. The rest of the word is in a fluid, cursive script.





All For One Fund Logo

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.

Full-Color





Crosstown Shootout

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.

Full-Color



1-Color



Skip Prosser Classic

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.

Full-Color



1-Color





Victory Parkway Collection

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

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



Victory Parkway Collection identifier

Victory Parkway
COLLECTION



Athletics Uniforms

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

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

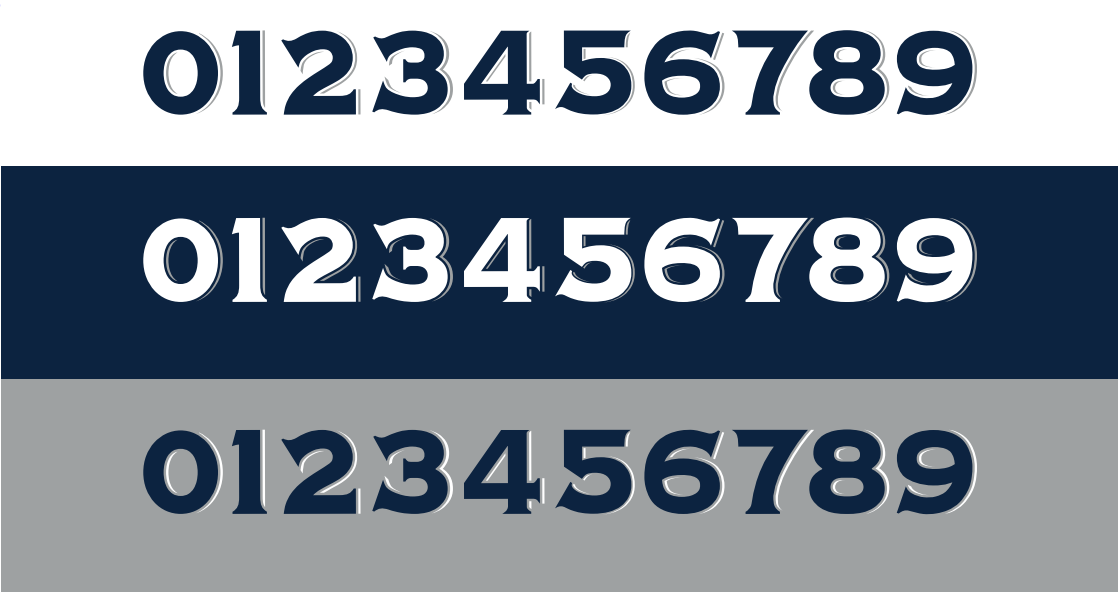




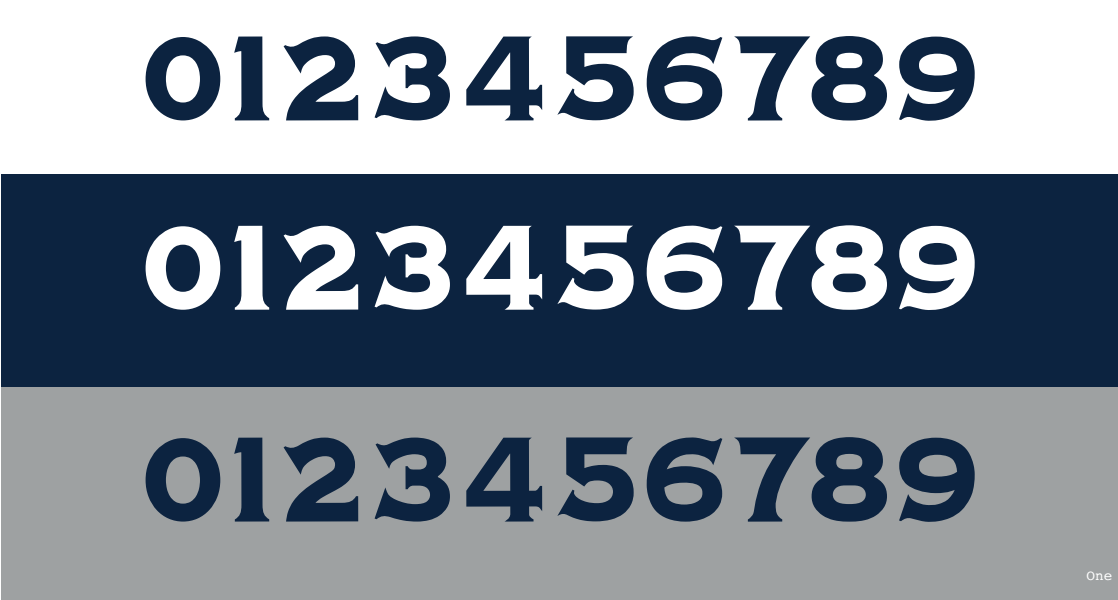
Athletics Numbering

Athletic uniform color and typeface of numerals is equally important.

2-Color



1-Color



One



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





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.

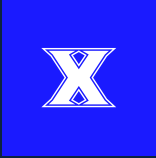
All logos should be clearly represented and within the NCAA maximum guidelines: Conference logo, and or/ commemorative patch or flag shall be contained within a four-sided geometrical space (i.e. rectangle) that does not exceed 2¼ square inches.



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.



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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., LL.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

alumni: plural (general) and plural (masculine)
alumnae: plural (feminine)
alumnus: singular (masculine)
alumna: singular (feminine)

Example

Several alumni attended the event.
Five alumnae were honored at the ceremony.

Class Years

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

Rule

In general, write out the class year in text.

For undergraduate degrees only:

For undergraduate and graduate degrees:

For Edgecliff College graduates:

Example

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

Bob Smith ('01)

Blue Blob ('01, MBA '05)
Frank Xavier, Ph.D. (Ed.D. '43)

Mary A. Elliot (EC '47)



Xavier-Specific Highlights

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Common Xavier Terminology

Rule	Example
Always refer to Xavier Musketeers – NOT ‘Musgies’	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.



Xavier-Specific Highlights

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.

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Divisions and Departments

Rule	Example
Uppercase all colleges in all references.	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	Example
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.	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

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.

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.



Questions?

Contact:

Office of Marketing and Communications
3800 Victory Parkway
Cincinnati, OH 45207-5450

E | marcomm@xavier.edu

P | 513-745-3111

Department of Athletics
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