

The Xavier Brand



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.

Design Elements

Primary Logo



Secondary Logo Treatment



Primary Colors

Xavier Blue

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

More Grey

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

More Blue

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

More Yellow

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

Typography

Neue Montreal

Substitute Font: Helvetica

Orpheus Pro

Orpheus Pro Italic

Substitute Font: Georgia

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 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.

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?

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?

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?

Voice

- + Compassionate
- + Spirited
- + Reflective
- + Courageous
- + Powerful

For more information, visit:

xavier.edu/brand

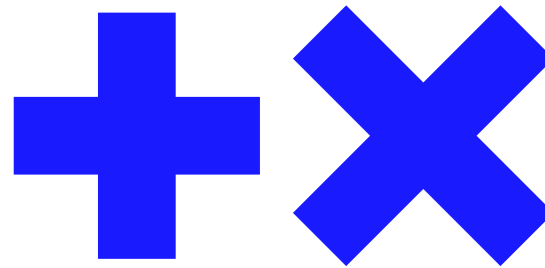
Design Elements

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.** 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 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.



More Xavier



Name ^{+x}

Punctuate
a headline
with more ^{+x}

More
of
what
you
need.

Editorial Standards

To aid in making all Xavier University communications consistent, effective and on-brand, the Office of Marketing & Communications produces, maintains and updates editorial style guides for use by our community members.

We ask everyone communicating with our various audiences — both internal and external — to help us strive to maintain a consistent and strong identity and image. The written materials we produce should speak with one voice to present clear and precise messages in a distinctive manner.

Xavier University has adopted editorial guidelines based primarily on The Associated Press Stylebook, with some styles specific to Xavier.

In specific cases related to the publication of faculty research, each department should follow the accepted style for their discipline.

The online guide contains some of the most frequently encountered elements of editorial style common to Xavier. Every effort should be made to adopt these guidelines when developing copy for publications or simple correspondence.

xavier.edu/editorial-standards

Questions?

The Office of Marketing and Communications is responsible for managing the visual identity and brand of the University, both internally and externally. If you have questions, need a logo or have other marketing and communications needs, please contact the office at 513-745-3111 or marcomm@xavier.edu.

xavier.edu/brand