

THE XAVIER BRAND



ALL FOR ONE

THE X IN XAVIER IS A POWERFUL SYMBOL.

It represents how we empower every Musketeer. And "All For One" is more than a tagline. It is a promise and an invitation.

We welcome students who believe in collaboration and think carefully about their future. What we provide are experiences and challenges grounded in our Jesuit educational and spiritual philosophy. As a community, we move forward, contributing to something bigger than ourselves.

Xavier's continuing success builds on our foundation of learning, serving and achieving together. A Musketeer never goes it alone.

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

DESIGN ELEMENTS

PRIMARY LOGO



PRIMARY LOGO WITH ALL FOR ONE

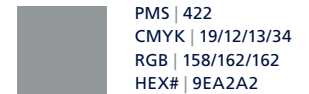


SECONDARY LOGO TREATMENT



PRIMARY COLORS

The primary colors for the Xavier visual identity system are Pantone® 289 and Pantone® 422. **The main color of all materials** is to be Xavier blue with accents in grey or the secondary blue.



SECONDARY COLOR

To be used with main Xavier blue and never as the primary color.



TYPOGRAPHY **Frutiger Bembo**

BRAND PILLARS

**WE LEARN TOGETHER.
WE SERVE TOGETHER.
WE ACHIEVE TOGETHER.
WE CHANGE THE WORLD TOGETHER.**

VOICE

THE WORDS WE USE SHOULD INSPIRE ALL MEMBERS OF THE XAVIER COMMUNITY: STUDENTS, FACULTY, STAFF AND ALUMNI, AS WELL AS FRIENDS PAST, PRESENT AND FUTURE.

Our collective voice should resonate with a shared sense of mission, purpose, confidence and consistency.

A Xavier message should be...

AUTHENTIC | REAL, GENUINE AND CONVERSATIONAL

Always strive to use the actual words and testimonials of members of the Xavier family.

ASPIRATIONAL | HOPEFUL AND COMPELLING

Celebrate the unique talents that continue to build Xavier as a force for the Greater Good and a brighter future.

INCLUSIVE | SUPPORTIVE, ENGAGED AND RESPECTFUL

Share stories of our many and varied talents. Xavier recognizes and engages with a vast spectrum of perspectives from around the world, ensuring the vitality and diversity of the Xavier family.

For more information, visit: xavier.edu/brand

OTHER LOGOS

THE UNIVERSITY SEAL

The University Seal is for official correspondence and documents and is primarily used by the Office of the President. **Permission to use the University seal must be obtained from the Office of Marketing and Communications.**



ATHLETIC LOGOS

Xavier's athletic logos are primarily used by the Department of Athletics. **The athletic logos should never be used to replace the official University logos 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.

In agreement with Xavier Athletics, Club Sports has special permission to use the following logos. These are not for general student organization use. Club Sports are the only category of student organization that has permission to use these logos.



"TOGETHER. FOR OTHERS." CAMPAIGN LOGO

The "Together. For Others." campaign logo is for correspondence, documents and other materials directly related to the current University fundraising campaign. The campaign logo was created using the old University shield logo and is the only time the shield can be used. This logo is primarily used by the Division of University Relations and the Office of the President. **Permission to use the campaign logo must be obtained from the Office of Marketing and Communications.**



STUDENT CLUBS AND ORGANIZATIONS

Student organizations are permitted to use Xavier's brand identity, which includes the primary logomark, the Xavier X as well as approved secondary logo treatments. Other images and logos, such as the University Seal and Athletics logos, are prohibited for use by student organizations. Please refer to the **Student Involvement Brand Use: Promotional Material and Apparel Policy** for additional details.

The words "Xavier University" and all logos, seals, names, symbols and slogans associated with Xavier University are trademarks and are the exclusive property of Xavier University. They may not be reproduced without express written permission of the University.

Xavier University monitors all uses of its trademarks to assure compliance with federal trademark law. Unauthorized uses of Xavier University's trademarks are subject to civil and criminal penalties. University written authorization is required to reproduce these marks for resale or other commercial purposes. Xavier University reserves the right to approve or disapprove any use of the trademarks.

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. For athletics questions, contact athmktg@xavier.edu.

xavier.edu/marcomm