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.
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.

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.

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xavier.edu/marcomm

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