

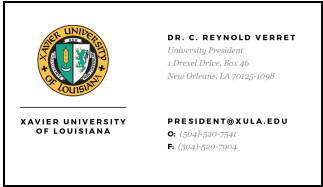




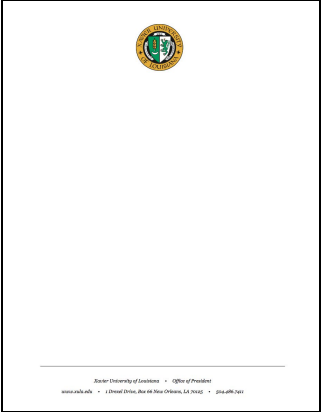
# USES FOR THE XAVIER LOGO & SEAL

Please consult the following guide when creating and customizing pieces for print.




## BUSINESS CARDS

<i>Logo</i>	<i>Description</i>	<i>Who May Use It</i>
 <p><b>KIMBERLY REESE</b> Assistant Vice President, Alumni Relations &amp; Annual Giving 1 Drexel Drive, Box 46 New Orleans, LA 70125-1098</p> <p><b>KREES@XULA.EDU</b> O: (504) 520-7528 F: (504) 520-7902 M: (505) 000-0000</p> <p><b>XAVIER UNIVERSITY OF LOUISIANA</b></p>	Black & white University logo	All personnel
 <p><b>DR. ANIL KUKREJA</b> Capital One Professor of Finance and Management Dean, College of Arts and Sciences 1 Drexel Drive, Box 46 New Orleans, LA 70125-1098</p> <p><b>AKUKREJA@XULA.EDU</b> O: (504) 520-7528 F: (504) 520-7902 M: (505) 000-0000</p> <p><b>XAVIER UNIVERSITY OF LOUISIANA</b></p>	Full color University logo	Cabinet members and Deans only
 <p><b>DR. C. REYNOLD VERRET</b> University President 1 Drexel Drive, Box 46 New Orleans, LA 70125-1098</p> <p><b>PRESIDENT@XULA.EDU</b> O: (504) 520-7541 F: (504) 520-7904</p> <p><b>XAVIER UNIVERSITY OF LOUISIANA</b></p>	Official University Seal	Office of the President only

# LETTERHEAD

<i>Logo</i>	<i>Description</i>	<i>Who May Use It</i>
	<p>Full color University logo. This should be the primary letterhead used in all communications by all staff other than the Office of the President.</p>	<p>All personnel</p>
	<p>This letterhead is considered a formal representation of Xavier’s brand. It should be used with the following communications: letters of acceptance; human resources correspondence, manuals, and other documents; disciplinary actions; and the Dean’s list. It should always be in color.</p>	<p>All Departments with approved circumstances (Admissions, Human Resources, Office of the Registrar, Deans Office, and Student Services) must contact the Office of Institutional Advancement for approval of use beyond the circumstances outlined in this document.</p>
	<p>This letterhead is considered the most formal representation of Xavier’s brand and can only be used by the President.</p>	<p>Office of The President only</p>

## ALL OTHER DELIVERABLES

<i>Logo</i>	<i>Description</i>	<i>Who May Use It</i>
	<p>Black &amp; white University logo. For general purpose use when black and white printing is needed. There are many uses for the black &amp; white logo on wearables, promotional items, and some collateral.</p>	<p>All personnel</p>
	<p>Full color University logo. This should be the primary logo used in all external-facing documents, signage, wearables, promotional items, and any visuals by all staff other than the Office of the President.</p>	<p>All personnel</p>
	<p>The Seal is considered the most formal representation of Xavier's brand and primarily for use by the Office of the President. Other uses of the Seal (as described in the guidelines), must be approved by the Office of Institutional Advancement.</p>	<p>For use primarily by the Office of the President.</p> <p>Other approved uses include the following: Commencement, Convocations, degrees, and transcripts.</p>