

# Xavier Branding Quick Facts



## LOGO AND SEAL USAGE



**XAVIER**  
UNIVERSITY *of* LOUISIANA

**XAVIER**  
UNIVERSITY *of* LOUISIANA

### VERTICAL AND HORIZONTAL

Full color University logo in vertical and horizontal form. This should be the primary logo lockup used in all external-facing documents. The logo lockup can be used in either a vertical or horizontal configuration. Use the version most appropriate for the format at hand.



### UNIVERSITY SEAL

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.

## QUICK LOGO CHEAT SHEET



**XAVIER**  
UNIVERSITY *of* LOUISIANA

### VERTICAL

All purpose use. Use this or the horizontal logo as the primary logo unless otherwise specified.



**XAVIER**  
UNIVERSITY *of* LOUISIANA

### BLACK AND WHITE VERTICAL

All purpose use. Use black and white logo when logo needs to be printed in black and white ink.



**XAVIER**  
UNIVERSITY *of* LOUISIANA

### VERTICAL REVERSE

All purpose use. Use this or the horizontal logo as the primary logo unless otherwise specified.



**XAVIER**  
UNIVERSITY *of* LOUISIANA

### BLACK AND WHITE VERTICAL REVERSE

All purpose use. Use black and white logo when logo needs to be printed in black and white ink.

## LOGO DON'TS



### DO NOT MANIPULATE THE UNIVERSITY LOGO.

In order to ensure the integrity of the Xavier brand, it is important to not manipulate the format of the logo. Never tilt, reshape, reformat, or stretch the logo markup in any way. Do not overlay the logo on an image where it becomes difficult to see. Never add your own typefaces or graphic elements to the logo.

## TYPOGRAPHY

### WHEN TO USE PRIMARY OR SECONDARY TYPEFACES.

You should always use the Primary Typefaces when available. You may download them onto your computer via the Google Drive Branding folder. If unavailable, you may use the Secondary Typefaces as replacements, which are universal and web-safe for every device.

### PRIMARY TYPEFACES

Headlines	<b>Montserrat Bold</b> MONTSERRAT BOLD
Sublines	<i>Minion Pro Italic</i>
Body	Montserrat Light

### SECONDARY TYPEFACES

Headlines	<b>Helvetica Bold</b> HELVETICA BOLD
Sublines	<i>Georgia Italic</i>
Body	Helvetica Light

## OFFICIAL COLORS

<b>WHITE</b> HEX #FFF PMS WHITE	<b>BLACK</b> HEX #000 PMS BLACK	<b>HEX</b> #FFC530 <b>PMS</b> 123C <b>RGB</b> 255,197,48 <b>CMYK</b> 0,24,91,0	<b>HEX</b> #00A887 <b>PMS</b> GREENC <b>RGB</b> 0,168,134 <b>CMYK</b> 100,0,65,0	<b>HEX</b> #F2F2F3 <b>PMS</b> 179-1-U <b>RGB</b> 242, 242, 243 <b>CMYK</b> 0, 0, 0, 5	<b>HEX</b> #DADBDC <b>PMS</b> COOL GRAY 1C <b>RGB</b> 218, 219, 220 <b>CMYK</b> 1, 0, 0, 14	<b>HEX</b> #939393 <b>PMS</b> COOL GRAY 7C <b>RGB</b> 147, 147, 147 <b>CMYK</b> 0, 0, 0, 42
---------------------------------------------	---------------------------------------------	-----------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------