

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

SECONDARY TYPEFACES

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

OFFICIAL COLORS

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