Xavier University of Louisiana

DESIGN *and* BRAND GUIDELINES

REVISED 4/2022

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XAVIER UNIVERSITY OF LOUISIANA

Introduction

We believe the time has come for Xavier to step out from the shadows as America's "best kept secret" in higher education. We have earned the right to compete head-to-head with the best and most prestigious universities in the US. Not just any college or university can do this. XULA can, and will.

With extraordinary press and highly favorable rankings from U.S. News "Best Colleges" Guide, the New York Times, Wall Street Journal, Princeton Review and Fiske's College Guide, XULA is now poised to introduce the school's brand identity to match the status it has earned. It is our intention to bring the brand to the same standards of excellence demanded of us for so many years.

When executed well, branding can tell the story of an institution without the use of words. It serves as a visual representation of the soul and spirit of our university, helping to showcase our character and core values to a growing audience. The more consistent XULA's brand, the greater its power.

With that in mind, we offer you this manual to be used both as a helpful reference guide and practical tool for unifying and building the XULA brand moving forward. We urge you to follow it closely and if there are questions, please contact the **Marketing and Communications Department** prior to printing any collateral.

01

The Brand Story

Xavier, unlike many other highly competitive institutions, meets students where they are. The faculty, student body and administration all help push one another to overcome challenges of all sorts – academic, financial and emotional.

This is why students and alumni describe XULA as their second home. It brings out their best and prepares them for a future in medicine, pharmacy, the arts, music, education, business, law and a myriad of other fulfilling careers. Passionately committed to social justice and a Catholic approach to solving problems, XULA does not simply create competent, critical thinkers; it helps shape young men and women of character.

From education to ethics, close personal bonds to community building, Xavier delivers against its promise that students who graduate are prepared.

02

Official Seal

Our seal is the visual, symbolic expression of the Xavier brand.

It helps to create a consistent image in the minds of current and prospective students, parents, alumni and faculty, as well as the academic, athletic and artistic communities in which XULA so successfully operates. Disciplined usage of the mark helps to drive the frequency and consistency of impressions. Over time, the seal becomes an indelible image etched in the minds of all those who see it.

In the newly renovated design, we have simplified critical elements from the original seal as well as our name to present a clearer representation of XULA as the country's only historically black Catholic university.

The Xavier seal is the centerpiece of the University's visual identity. Consistent usage of the correct seal and its supporting elements across all marketing and communications materials is extremely important. When done properly, adherence to these guidelines will improve brand recognition, and strengthen the overall perception of the University.

PRIMARY SEAL

The Xavier University Seal is the primary seal for the University.

HORIZONTAL SEAL

The alternate Xavier seal is the horizontal version. This version should only be used when there is not enough space for the vertical lockup or the logo is left-aligned on a page.

VERTICAL SEAL

The alternate Xavier seal is the vertical version. This version should only be used when there is more vertical than horizontal space needing to be filled, or when all accompanying content is center-aligned.

BLACK

Should only be used for black and white documents

WHITE

Should only be used on top of a solid color that contrasts well with white.

All uses of the Seal must be approved by the Marketing and Communications Department

PLACEMENT

The Xavier University seals are central to the University's visual identity and should be used on all communications and branding materials within the organization, including official university documents, branding collateral, marketing materials, stationery, business cards and on the website. Using the seal in a consistent manner will enhance is recognition within the community. Do not alter the seal in any way, including changing the type, the spacing, the size of or adding outlines or embellishments.

SIZE AND PROPORTION

The Xavier University seals must always be scaled proportionally, so that they do not stretch either vertically or horizontally. The primary logo must also always be at least .75 inches wide in any printed material. The stacked logo must be at least .1.25 inches wide, and the horizontal logo must be at least 1.5 inches wide.

0.75 inch

1.25 inch

2 inch

CLEAR SPACE REQUIREMENTS

To ensure the impact and integrity of the seal, a certain amount of white space is required around the seal on all sides. A space of 'x' (marked in the example provided), which is measured from the height of the Xavier "X", should be given on all sides.

To maintain legibility of the logo when placed over an image or background, ensure the overlay opacity of the background image is 70% and the most visible version of the logo is used.

Choose white or black text based on legibility against background color.

DO NOT REARRANGE

**DO NOT ADD ANY
ADDITIONAL ELEMENTS**

**DO NOT DISTORT (HOLD "SHIFT
KEY" WHILE RESIZING TO
REMAIN PROPORTIONATE).**

**DO NOT ADD A STROKE
OR (OUTLINE)**

DO NOT CHANGE THE TYPEFACE

DO NOT TILT

**DO NOT ADD TEXT
AROUND THE SEAL**

Sub-branding is an important element of maintaining uniformity across multiple departments on campus. The standards mentioned on page 8 and 10 also apply to office and department word marks. It's crucial that we all adhere to these standards to ensure we create a unified front while also sending a message of quality.

Contact the Marketing and Communications Department to obtain your Office/Department word mark.

Marketing and Communications Department
XAVIER UNIVERSITY *of* LOUISIANA

Department of Biology
XAVIER UNIVERSITY *of* LOUISIANA

DEPARTMENT/OFFICE WORD MARKS ARE ALLOWED FOR COLLEGES, SCHOOLS, AND APPROVED OFFICES , CENTERS AND INSTITUTES.

03

XULA Branded Logos

Xavier branded logos were developed to brand an informal identity of Xavier University. To accommodate different design possibilities, several approved logos are available. Choose the version that best suits the style of your communications piece. The Xavier word marks should not be altered in any way.

Please contact the Marketing and Communications department to obtain any of the branded logos.

Choosing the Proper File Format

When downloading a logo for use you will notice there are four file formats: ESP, PDF, JPEG and PNG. You will need to ensure you are using the proper file format for the job. Read below to learn more about file formats and their usage.

A

Files for Print Production

PDF – Portable Document Format

PDFs were created with the goal of capturing and reviewing rich information from any application, on any computer, with anyone, anywhere. If a designer saves your vector logo in PDF format, then you can view it without any design editing software (as long as you have downloaded the free Acrobat Reader software) and they have the ability to use this file to make further manipulations. This is by far the best universal tool for sharing graphics.

EPS – Encapsulated Postscript

EPS is a file in vector format that has been designed to produce high-resolution graphics for print. Almost any kind of design software can create an EPS. It is more of a universal file type (much like the PDF) that can be used to open vector-based artwork in any design editor.

B

Files for Digital/Office Use

JPEG (or JPG) - Joint Photographic Experts Group

When downloading a logo for use you will notice there are four file formats: ESP, PDF, JPEG and PNG. You will need to ensure you are using the proper file format for the job. Read below to learn more about file formats and their usage.

PNG – Portable Network Graphics

PNGs are ideal for interactive documents such as web pages, but are not suitable for print. While PNGs are "lossless", meaning you can edit them and not lose quality, they are still low resolution.

The reason PNGs are used in most web projects is that you can save your image with more colors on a transparent background. **This makes for a much sharper, web-quality image.**

04

Tagline Usage

XAVIER PROUD
XAVIER EXCELLENCE
XULA EXCELLENCE

In creating the tagline "Xavier Proud" and "Xavier Excellence", we sought to inspire and empower our students, faculty, and staff, while communicating our brand message. We want them to understand that Xavier is a place where they can thrive; a place where they can forge new paths and strike out on exciting new adventures. "Xavier Proud" and "Xavier Excellence" brings to life our confidence and belief in all things possible, and, in particular, the idea that the students can and will excel in all of their endeavors. Here they find a supportive and optimistic community that has the confidence and belief in their ability to succeed. That is exactly why this is a place of "Excellence", a place to be "Xavier Proud" because students can do so knowing they have a support system to learn, grow and thrive.

XAVIER
PROUD

XAVIERPROUD

XAVIER
EXCELLENCE

XULA
EXCELLENCE

05

Official Colors

Color helps aid in creating a cohesive brand by developing a consistent look and feel. Xavier University has a primary color palette of gold and white, with a secondary color palette of black, green light/cool gray.

PRIMARY COLOR PALETTE
Xavier University's colors of gold and white comprise the Xavier University primary color palette. These colors in combination with black typography, are the most prominent and widely-used colors.

SECONDARY COLOR PALETTE
Xavier's secondary palette is made up of lighter colors, including green and light/cool gray. These colors should be used as supporting colors to the primary gold and white. **They can be used liberally, yet not heavy handed**, to provide a bit of variety to designed materials.

Consistent use of the primary and secondary colors is essential to reinforcing the power of the XULA brand. Uses include marketing, advertising, public relations, collateral, signage, uniforms, merchandise, email signatures, business cards, stationery and any other application where the logo is displayed.

XULA gold, black, green and gray, and their primary PMS numbers, are provided to help maintain brand consistency

GOLD
HEX
#FFC530
PMS
123C **RGB**
255,197,48
CMYK
0,24,91,0

WHITE
HEX #FFF
PMS
WHITE

BLACK	GREEN	LIGHT GRAY	COOL GRAY	COOL GRAY
HEX #000	**HEX** #00A887	**HEX** #F2F2F3	**HEX** #DADBDC	**HEX** #939393
PMS BLACK	**PMS** GREEN C	**PMS** 179-1-U	**PMS** COOL GRAY 1C	**PMS** COOL GRAY 7 C
	RGB 0,168,134	**RGB** 242, 242, 243	**RGB** 218, 219, 220	**RGB** 147, 147, 147
	CMYK 100,0,65,0	**CMYK** 0, 0, 0, 5	**CMYK** 1, 0, 0, 14	**CMYK** 0, 0, 0, 42

06

Official Typography

Consistent use of typography and fonts also reinforces the power of the XULA brand. Primary typefaces Montserrat and Minion Pro, and secondary typefaces Arial and Georgia, are displayed in the appropriate fashion.

Montserrat should be used as a primary sans-serif typeface, especially for headlines, calls-to-action and sub-lines.

Minion Pro should be used as the primary serif font.

If the primary typefaces are unavailable for use in various web and email applications, documents or presentations, the secondary typefaces, Arial and Georgia, should be applied as web-safe substitutes.

Primary Typefaces

Sans-serif — Montserrat

- **Bold**
- Regular
- *Italic*
- Light

Serif — Minion Pro

- **Bold**
- Regular
- *Italic*

Alternative Typefaces

Sans-serif — **Arial**

- **Bold**
- Regular
- *Italic*

Serif — **Georgia**

- **Bold**
- Regular
- *Italic*

Primary Typefaces

Headliners	**Montserrat Bold**
Sub-lines	*Minion Pro Italic*
Body	Montserrat Regular

Alternative Typefaces

Headliners	**Arial Bold**
Sub-lines	*Georgia Italic*
Body	Arial Regular

Montserrat should be used as a primary sans-serif typeface, especially for headlines, calls-to-action and sub-lines.

Montserrat/Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Montserrat/Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Montserrat/Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Minion Pro should be used as the primary serif font.

Minion Pro/Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Minion Pro/Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Minion Pro/Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

If the primary typefaces are unavailable for use in various web and email applications, documents orpresentations, the secondary typefaces, Arial and Georgia, should be applied as web-safe substitutes.

Arial/Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Arial/Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Arial/Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz0123456789

Georgia/Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Georgia/Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

07

Photography

Photography provides not just a quick representation of life at the university, but serves as a powerful catalyst for a richer emotional attachment to the institution.

No matter the medium, photography used across all XULA promotional materials should uphold the same high standards of quality and clarity.

Images should always be bright, very saturated, and have an inspirational focus depicting the vibrancy of the XULA community and spirit of our campus.
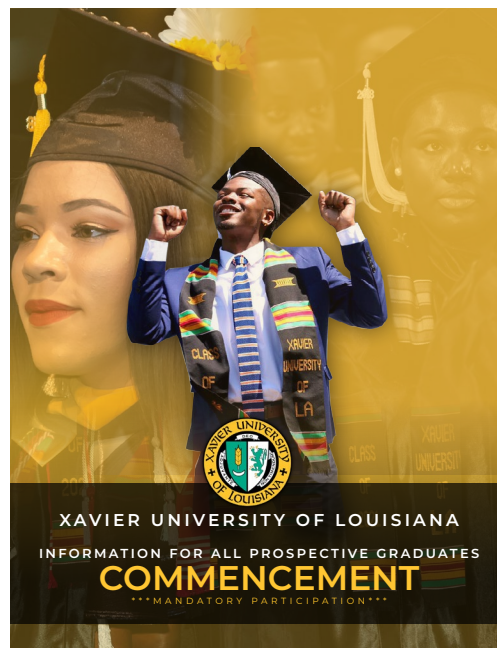
08

Branded Collateral Examples

Branded flyer examples using the Xavier logo, seal and Office/Department word mark.

XULA logo on a high contrast background.

Xavier Seal

Office/Department Word Mark

Elevator wraps

Alumni banner

Pole banner signs

09

Email Signature/ Stationery

It is critical that any advertising or media materials consistently and strictly adhere to the brand guidelines. What goes out to the public in the form of press releases, print, outdoor, TV and video, blog posts, emails or our website must be consistent in order to present visual coherence.

Disciplined use of the seal, photography, type and graphic elements all combine to create the halo of the XULA brand. Working together in harmony, we will publicly elevate Xavier to its rightful position as the premier HBCU.

Your Name
Title
Department or Office

Xavier University of Louisiana
o: (504) 520-????
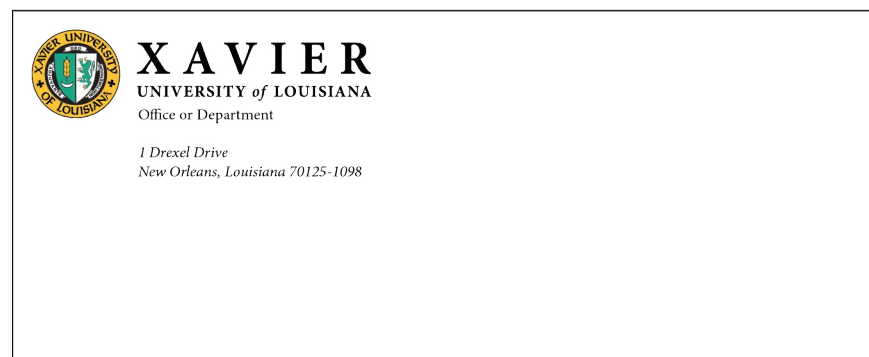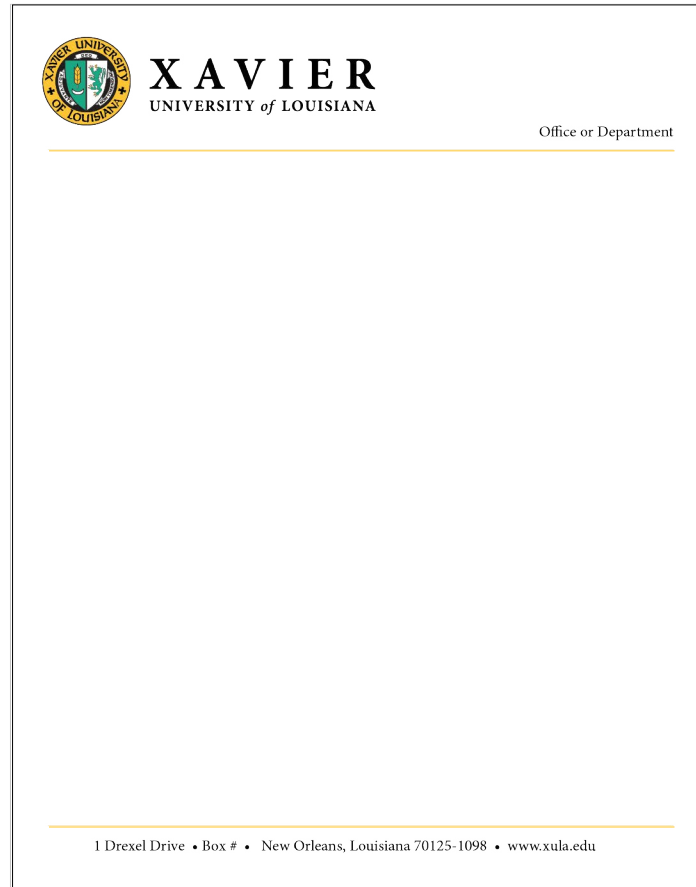**f: (504) 520-????**
a: 1 Drexel Drive, Box ??
**   New Orleans, LA 70125**
w: *www.xula.edu*
e: *email@xula.edu*

Letterhead
Full color university seal. This should be the primary stationery used in all communications by all staff other than the Office of the President

XAVIER
UNIVERSITY *of* LOUISIANA

Office or Department

1 Drexel Drive • Box # • New Orleans, Louisiana 70125-1098 • www.xula.edu

XAVIER
UNIVERSITY *of* LOUISIANA

PROMOTING THE CREATION OF A JUST AND HUMANE SOCIETY THROUGH EDUCATION.

Name, grad degree
Title
Department or Office

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Office or Department

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10

Brand Apparel/Swag

Just as important as marketing and advertising materials, apparel is a beacon of the Xavier brand. What people wear gets seen, and is a means of expressing an emotional connection to the university.

We have developed several mock-ups to show how the Xavier logo and seal looks like on wearables, including: office/department shirts and polos, hats, sweats, and backpacks. We have also included swag items like stickers for water bottles, computers and mugs.

When designing apparel, the Xavier logo can be used by itself for bold branding and style. However, **Xavier University of Louisiana** must appear in full somewhere else on the merchandise. See examples on the following pages.

When uses consistently, these carefully chosen designs details add emphasis to support the strength of our seal and logo.

They serve as a means of creating cohesion across deliverables and further emboldening the XULA brand.

LIVE THE BRAND

CONTACT US

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