XAVIER MUSKETEERS
OFFICIAL BRAND IDENTITY
AND GRAPHIC STANDARDS
XAVIER ATHLETICS EMPOWERS STUDENT-ATHLETES TO EXCEL ACADEMICALLY, ATHLETICALLY AND SPIRITUALLY. ATHLETICS SERVES AS A PLATFORM FOR NATIONAL EXPOSURE AND A VEHICLE FOR STUDENT, FACULTY AND STAFF, ALUMNI AND COMMUNITY PRIDE AND ENGAGEMENT.
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COLOR INFORMATION

The color standards that apply to the Xavier Musketeers identity are detailed here.

XAVIER BLUE
PANTONE 289

C: 100  M: 76  Y: 12  K: 70
R: 33  G: 48  B: 78
MADEIRA THREAD: 1043
HEX: 21304E
NIKE: 415/419 College Navy

XAVIER SILVER GREY
PANTONE 422

C: 19  M: 12  Y: 13  K: 34
R: 165  G: 167  B: 168
MADEIRA THREAD: 1118
HEX: A5A7AB
NIKE: 09T/027 Pewter Grey

XAVIER SILVER METALLIC
PANTONE 877

C: NA  M: NA  Y: NA  K: NA
R: NA  G: NA  B: NA
MADEIRA THREAD: 1118
HEX: A5A7AB
NIKE: 09T/027 Pewter Grey

NOTE: Due to the inconsistent nature of computer monitors, the colors depicted within this guide may not match the actual PANTONE® colors. When specifying colors please refer to the PANTONE® or MADEIRA® number for accurate color reproduction.

PANTONE® is a registered trademark of PANTONE, Inc.
The preferred use of the primary logo is in its full color variant. However, a one color option is available for applications where full color is not achievable or desired.

Note that the coloration of the logo changes dependent upon the background color to which it is applied.

Color placement must never be altered under any circumstance.
SECONDARY LOGO

The preferred use of the secondary logo is in its full color variant. However, a one color option is available for applications where full color is not achievable or desired.

Note that the coloration of the logo changes dependent upon the background color to which it is applied.

Color placement must never be altered under any circumstance.
The preferred use of the word mark is in its full color variant. However, a one color option is available for applications where full color is not achievable or desired.

Note that the coloration of the wordmark changes dependent upon the background color to which it is applied.

Color placement must never be altered under any circumstance.
ALTERNATE WORD MARK

The preferred use of the alternate word mark is in its full color variant. However, a one color option is available for applications where full color is not achievable or desired.

Note that the coloration of the wordmark changes dependent upon the background color to which it is applied.

Color placement must never be altered under any circumstance.

The alternate word mark is not intended for uniform applications.
Uniforms are the most authentic visual representation of the Xavier brand. As such, maintaining brand consistency throughout all uniform applications is critical.

The preferred embellishment for all uniforms is the Xavier word mark, see pg. seven of this guide.

For BIG EAST logo application see pg. 12 of this guide
A custom number set has been created to compliment the Xavier brand identity. This number set should be applied to all uniforms across all sports.

Note that the coloration of the numbers change dependent upon the background color to which they are applied.
UNIFORM NAMEPLATES

A custom font for nameplates has been created to complement the Xavier brand identity. This font should be used for all nameplates on all uniforms across all sports.

Note that the coloration of the font changes dependent upon the background color to which they are applied.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

PLAYER

On White Uniforms

On Blue Uniforms

On Silver Grey Uniforms
CONFERENCE LOGOS ON UNIFORMS

To increase exposure of the BIG EAST Conference on television, it is MANDATORY to include the BIG EAST Conference logo on all basketball and select Olympic Sport uniforms in a prominent fashion.

The preferred BIG EAST logo for uniform applications is shown here. The 2-color logo in approved colors should be used on all white/light uniforms while a white drop-out alternative should be used for all dark uniforms

**Basketball:** The Conference logo must appear on the front shoulder panel of the game jersey, opposite the manufacturer’s mark. If chest placement is unavailable, the logo centered on the front below the neck “v” is acceptable. Placement of the BIG EAST logo on the back will not be permitted for the 2015-16 season. If the logo cannot be placed on the front of the jersey by the start of 2015-16, the Conference office should be notified.

The Conference logo on the basketball shorts is requested but not mandatory.

**Olympic Sports:** Beginning in 2015-16 the Conference logo must be placed on the uniforms in the following Olympic Sports: Baseball, Field Hockey, Men’s Lacrosse, Women’s Lacrosse, Men’s Soccer, Women’s Soccer, Softball, Volleyball.

The Conference logo should be placed on the left chest opposite the manufacturer brand mark. If chest placement is unavailable, the logo centered on the front below the neck “v” is acceptable. Placement of the BIG EAST logo on the back is not permitted.

All logos should be clearly represented and within the NCAA maximum guidelines: **Conference logo, and/or Commemorative patch or flag shall be contained within a four-sided geometrical space (i.e. rectangle) that does not exceed 2¼ square inches.**
The Xavier Musketeers identity employs two distinctly different typefaces for support application.

**ITC NEWTEXT**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

For use in singular message primary communications EXAMPLE:

**GOXAVIER.COM**  
**WELCOME TO THE CINTAS CENTER**

**FRUTIGER BLACK**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

For use in sub-message, secondary communications EXAMPLE:

**GOXAVIER.COM**  
**YOUR SOURCE FOR MUSKETEER SPORTS**  
**WELCOME TO THE CINTAS CENTER**  
**HOME OF THE XAVIER UNIVERSITY MUSKETEERS**
Note that the coloration of the sport specific wordmark changes dependent upon the background color to which it's applied.
Note that the coloration of the sport specific wordmark changes dependent upon the background color to which it's applied.
COMMON MISUSE

Do not alter approved color rotations.

Do not alter distort the logo.

Do not use unapproved colors.

Do not rotate the logo.

Do not add graphic devices (i.e. drop-shadow)

Do not combine logos

Never add unapproved typography

Only use approved wordmark for uniform applications. See page nine of this guide

Never use the alternate wordmark on uniforms

Never add unapproved typography
CONTACT INFORMATION

For additional information regarding the Xavier brand identity or for specific questions regarding it's use, please contact

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