

XAVIER MUSKETEERS BRAND IDENTITY - USAGE AND STYLE GUIDE



PRIMARY LOGO



Full color on white or light backgrounds



Full color on blue and silver backgrounds. NOTE: color rotation



One color on white and black backgrounds

NOTE: may appear in any official color within the palette see page 10 of this guide for official colors

MUSKETEER SECONDARY LOGOS



Full color on white or light backgrounds



Full color on blue and silver backgrounds. NOTE: color rotation



One color on white and black backgrounds

NOTE: may appear in any official color within the palette see page 10 of this guide for official colors

ADDITIONAL SECONDARY LOGOS



Full color on white or light backgrounds



Full color on blue and silver backgrounds. NOTE: color rotation



One color on white and black backgrounds

NOTE: may appear in any official color within the palette see page 10 of this guide for official colors

XAVIERTM

XAVIERTM

XAVIERTM

Full color on white or light backgrounds



Full color on blue and silver backgrounds. NOTE: color rotation



One color on white and black backgrounds

NOTE: may appear in any official color within the palette see page 10 of this guide for official colors

XAVIER
ATHLETICS

XAVIER
MUSKETEERS

XAVIER
CROSS COUNTRY

XAVIER
GOLF

XAVIER
TENNIS

XAVIER
TRACK & FIELD

XAVIER
BASEBALL

XAVIER
BASKETBALL

XAVIER
SOCCER

XAVIER
SWIMMING

XAVIER
VOLLEYBALL

NOTE: on blue or dark backgrounds blue becomes white.
On silver or gray backgrounds silver or gray becomes white. EXAMPLE:



XAVIER
ATHLETICS

XAVIER
MUSKETEERS

XAVIER
CROSS COUNTRY

XAVIER
GOLF

XAVIER
TENNIS

XAVIER
TRACK & FIELD

XAVIER
BASEBALL

XAVIER
BASKETBALL

XAVIER
SOCCER

XAVIER
SWIMMING

XAVIER
VOLLEYBALL

Note: on blue or dark backgrounds blue becomes white.
On silver or gray backgrounds silver or gray becomes white. EXAMPLE:



XAVIER
ATHLETICS

XAVIER
MUSKETEERS

XAVIER
CROSS COUNTRY

XAVIER
GOLF

XAVIER
TENNIS

XAVIER
TRACK & FIELD

XAVIER
BASEBALL

XAVIER
BASKETBALL

XAVIER
SOCCER

XAVIER
SWIMMING

XAVIER
VOLLEYBALL

NOTE: On dark backgrounds XAVIER and sport name reverse to white. EXAMPLE:



XAVIER
ATHLETICS

XAVIER
MUSKETEERS

XAVIER
CROSS COUNTRY

XAVIER
GOLF

XAVIER
TENNIS

XAVIER
TRACK & FIELD

XAVIER
BASEBALL

XAVIER
BASKETBALL

XAVIER
SOCCER

XAVIER
SWIMMING

XAVIER
VOLLEYBALL

NOTE: On dark backgrounds XAVIER and sport name reverse to white. EXAMPLE:



COLOR INFORMATION



PANTONE 289

PROCESS COLOR

CYAN: 100%

MAGENTA: 64%

YELLOW: 00%

BLACK: 60%

MADEIRA THREAD: 1368



PANTONE 877

PROCESS COLOR

CYAN: NA

MAGENTA: NA

YELLOW: NA

BLACK: NA

MADEIRA THREAD: 1011



PANTONE 422

Note: acceptable alternative to Pantone 877
For use where metallic is unavailable
or not preferred

PROCESS COLOR

CYAN: 00%

MAGENTA: 00%

YELLOW: 00%

BLACK: 34%

MADEIRA THREAD: 1011

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

The color placement and specification should never be altered.

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

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MISUSE OF THE IDENTITY



Never use colors outside of the official color palette. See page 10 of this guide for acceptable colors.



Never arbitrarily reverse colors. Acceptable rotation of color is clearly specified within this guide.



Never rotate the mark.



Never modify the proportions of the mark



Never modify the proportions of the mark



Never Add graphic components EXAMPLE: drop shadow



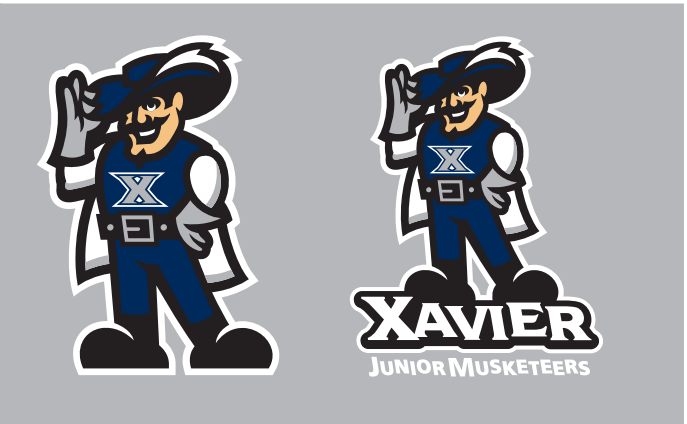
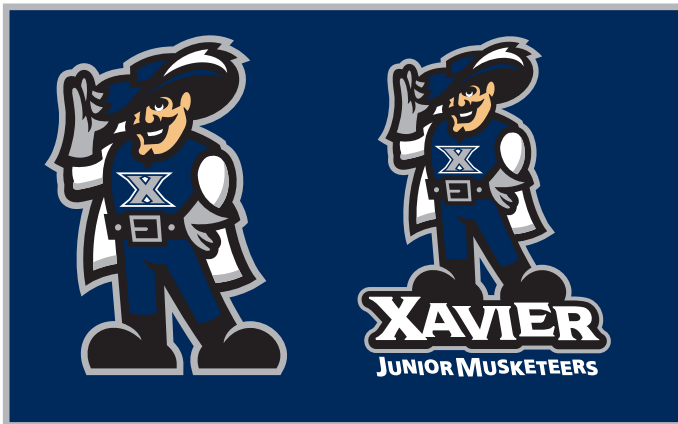
Never rearrange or alter color placement



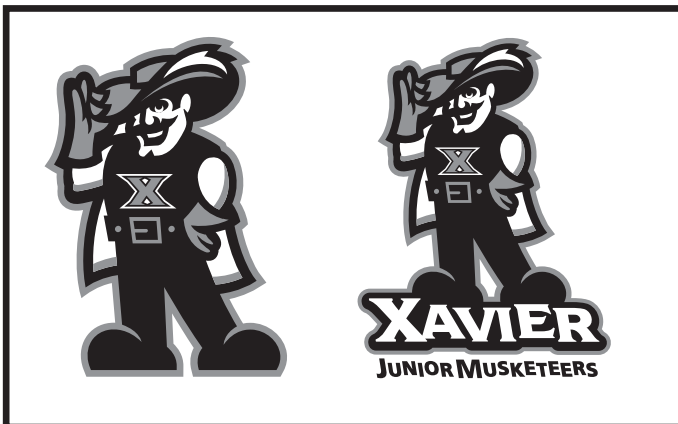
Never re-size elements of the mark



Never combine or overlap logos

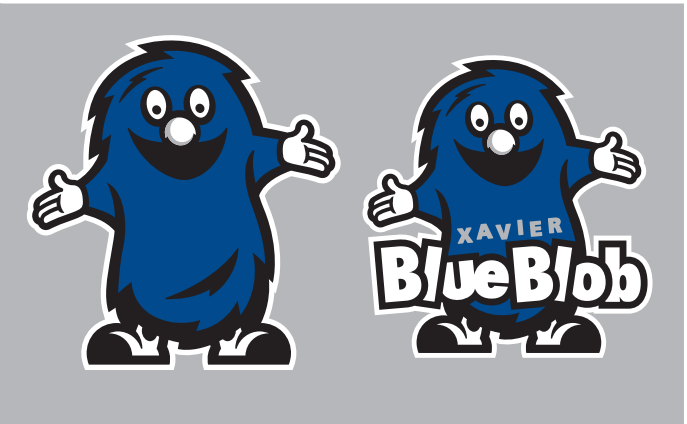


Full color on blue and silver backgrounds. NOTE: color rotation of outline and JUNIOR MUSKETEERS type

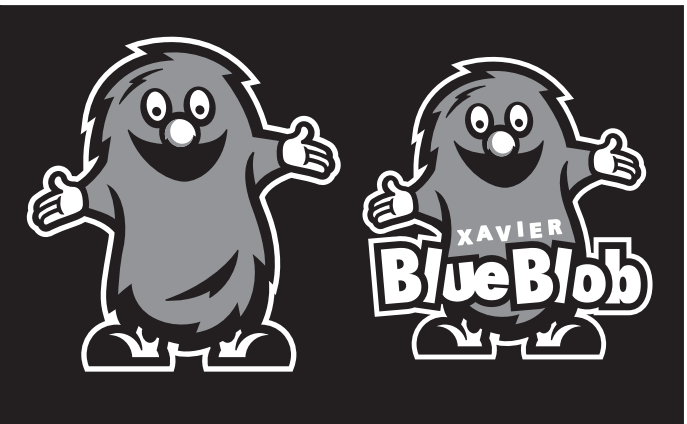
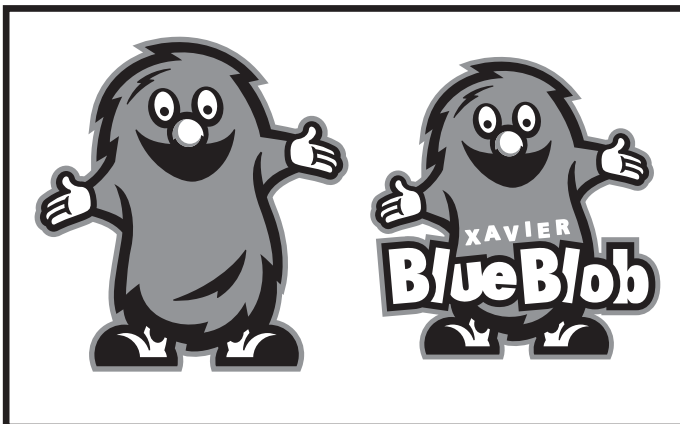


One color on white and black backgrounds

NOTE: use of 50% tint of black in place of silver and blue. May appear in any official color within the palette including 50% tint of respective color. See page 10 of this guide for official colors



Full color on blue and silver backgrounds - note: color rotation of outline

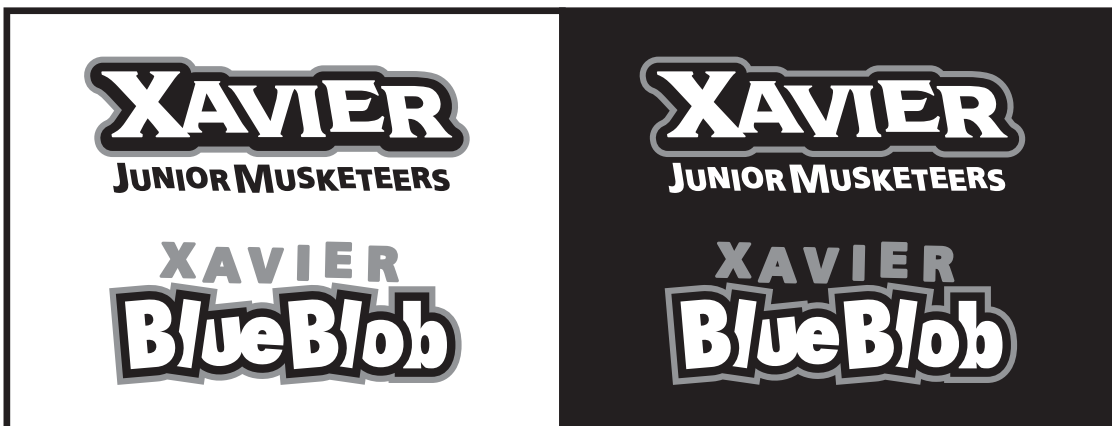


One color on white and black backgrounds

NOTE: use of 50% tint of black in place of silver and blue. May appear in any official color within the palette including 50% tint of respective color. See page 10 of this guide for official colors



Full color on blue and silver backgrounds - note: color rotation of JUNIOR MUSKETEERS and outline



One color on white and black backgrounds

NOTE: use of 50% tint of black in place of silver and blue. May appear in any official color within the palette including 50% tint of respective color. See page 10 of this guide for official colors