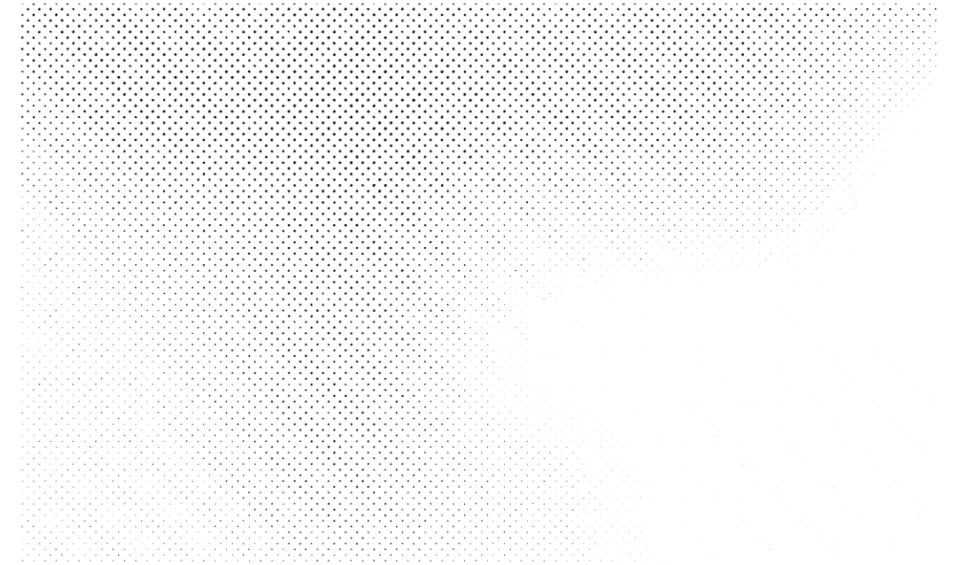
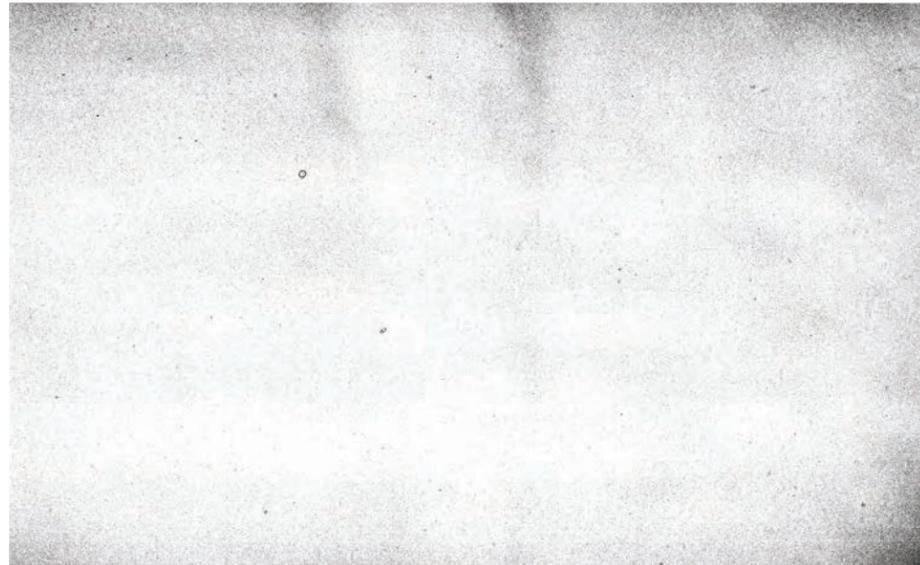


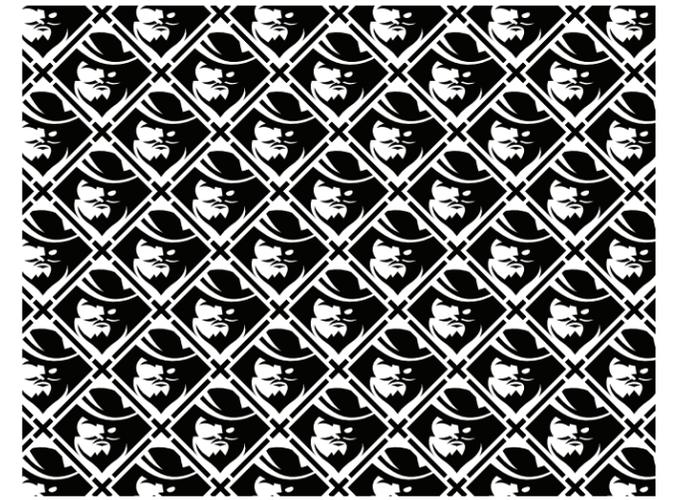
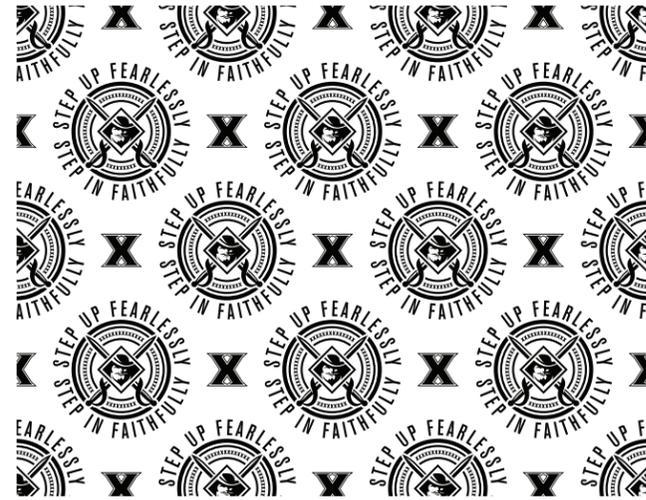
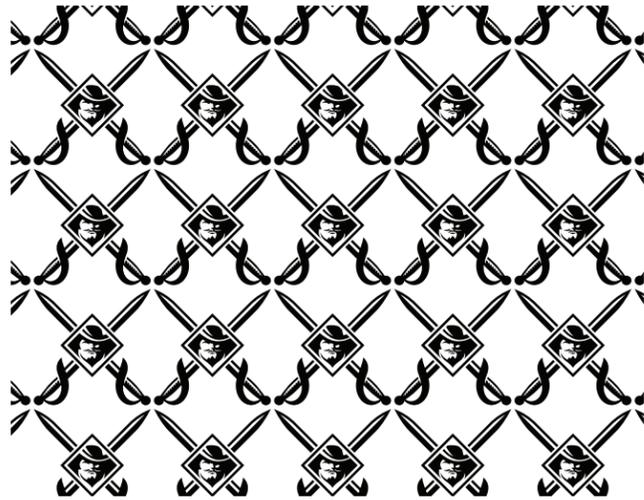
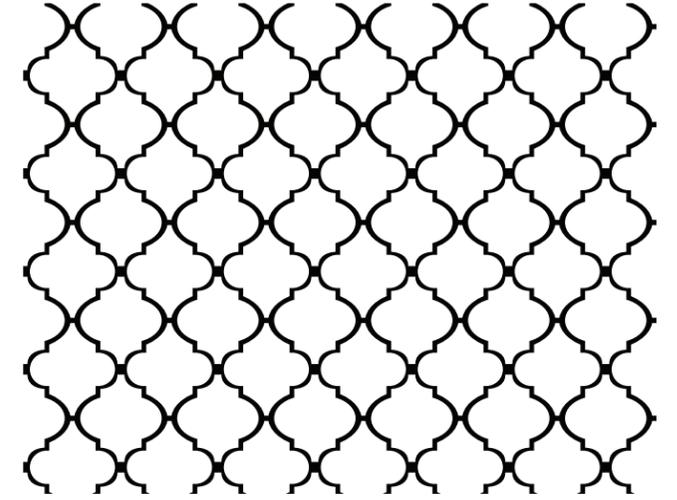
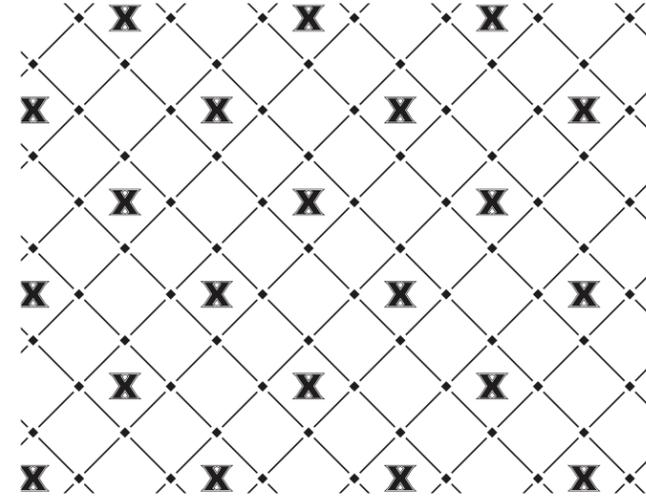
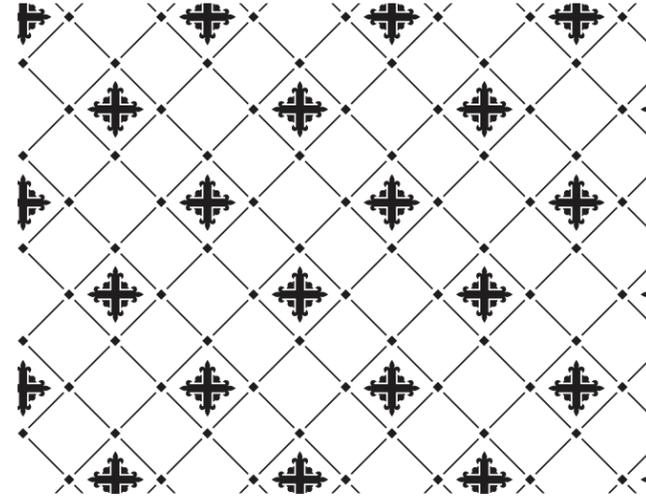
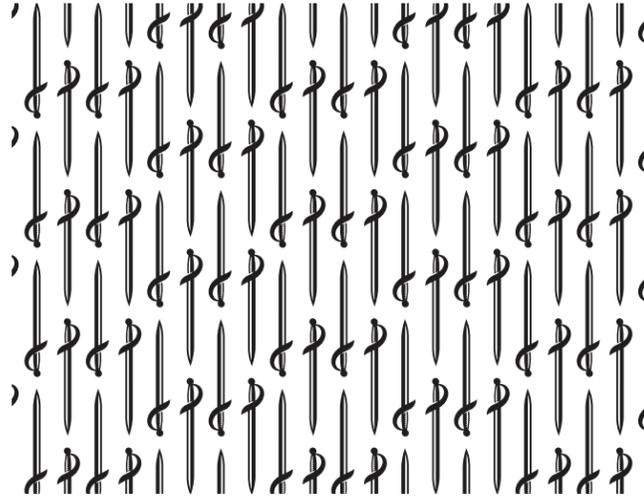
**XAVIER**  
**BRAND REFRESH**

# TEXTURES





# PATTERNS



# TYPOGRAPHY & COLOR

PMS 639  
#0099CC  
RGB: (0,153,204)  
CMYK (100,0,5,5)



PMS: 289 C  
#0C2340  
RGB: (12,35,64)  
CMYK: (100,76,12,70)

PMS: 422 C  
#9EA2A2  
RGB: (158,162,163)  
CMYK: (19,12,13,34)

#FFFFFF  
RGB (225,225,225)  
CMYK (0,0,0,0)

#000000  
RGB (0,0,0)  
CMYK (100,100,100,100)

## ALT. COLORS



PMS 286 C (286 U)  
#0033a0  
RGB: (0,51,160)  
CMYK: (100,75,0,0)

PMS 292 C  
#68abe8  
RGB: (104,171,232)  
CMYK: (56,22,0,0)

**CHAMPION FEATHERWEIGHT**

---

**CHAMPION LITEWEIGHT**

---

**CHAMPION WELTERWEIGHT**

---

**CHAMPION MIDDLEWEIGHT**

---

**ITC NEWTEXT DEMI**

---

*HEATERS*

---

*BLACK BRUNO*

---

**INTERSTATE**

---

CHAMPION FEATHERWEIGHT

CHAMPION LITEWEIGHT

CHAMPION WELTERWEIGHT

CHAMPION MIDDLEWEIGHT

**Type:** Champion (Feather, Lite, Welter, & Middleweight)  
**Tracking:** 25 pt; 200 pt on select text (e.g. 2020-21)

**Usage:** Champion is ALWAYS in all-caps. All other lowercase usage must be approved. (The lower-case quote template is the only approved usage at this time.)

ITC NEWTEXT DEMI

**Type:** ITC Newtext Demi  
**Tracking:** 25 pt

**Usage:** All-caps; Official brand font; It is used when high level titles or new wordmarks need to directly communicate the Xavier Athletics brand.

HEATERS

BLACK BRUNO

**Type:** Heaters & Black Bruno  
**Tracking:** 25 pt or 75 pt (both shown at 75 pt)

**Usage:** All-caps. Heaters is the main brush font with Black Bruno being secondary. Only used in conjunction with Champion unless indicating quarter/half on score graphic.

Interstate

**Type:** Interstate  
**Tracking:** 0 pt; 10 pt if all-caps

**Usage:** Body copy; Should always be lowercase. Any uppercase usage should be approved prior to publication.

V A W I F R D  
V A W I F R D  
V A W I F R D  
V A W I F R D  
V A W I F R D  
XAVIER

M U S K E T E E R S  
M U S K E T E E R S  
M U S K E T E E R S  
M U S K E T E E R S  
M U S K E T E E R S  
MUSKETEERS

STANDARD BACKGROUND



**OPACITY STANDARDS**



BLACK PATTERN ON WHITE  
7% OPACITY



BLACK PATTERN ON GREY  
7% OPACITY

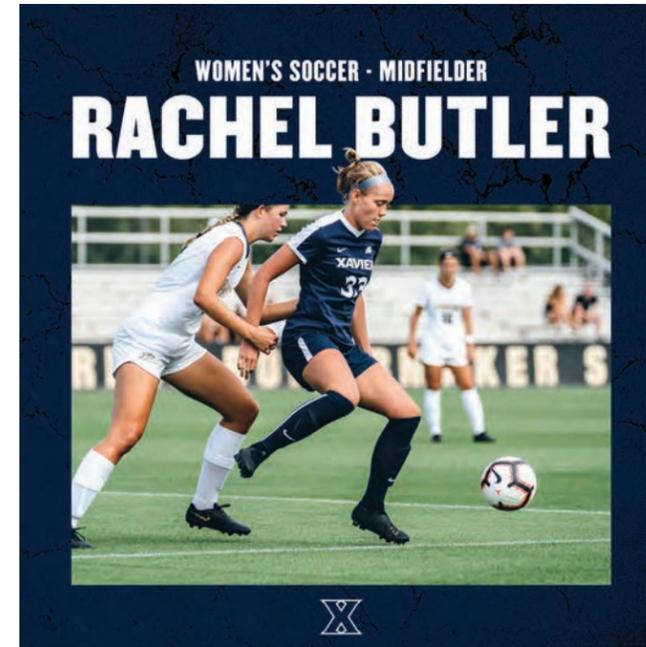
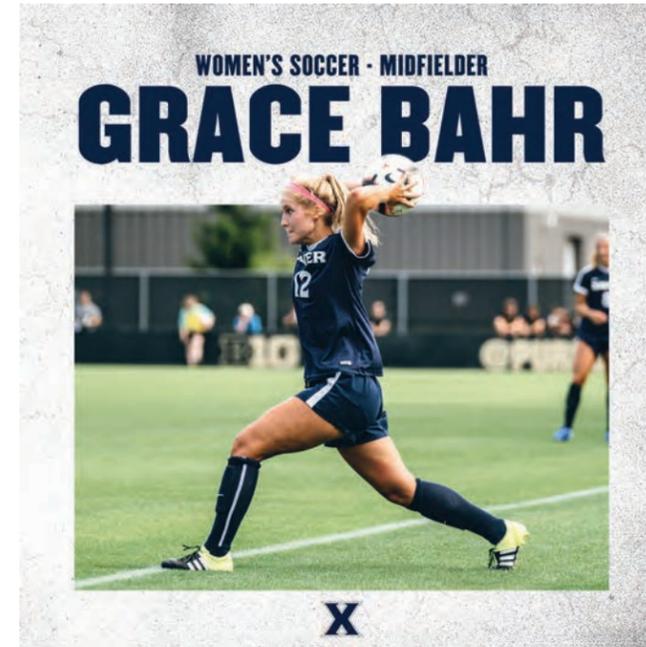


BLACK PATTERN ON NAVY  
30% OPACITY



WHITE PATTERN ON BLACK  
10% OPACITY



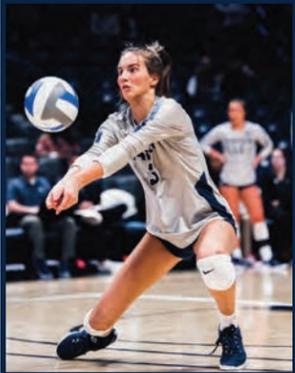




 vs. 		
<b>FS1</b>	<b>1 PM</b>	<b>(SPONSOR)</b>
<b>GAME DAY</b>		



 vs. 	
<b>FS1</b>	<b>1 PM</b>
<b>GAME DAY</b>	



<b>GAME DAY</b>	
 vs. 	<b>1 PM</b>
<b>CINTAS CENTER</b>	



 vs. 		
<b>FS1</b>	<b>1 PM</b>	<b>(SPONSOR)</b>
<b>GAME DAY</b>		



 vs. 	
<b>FS1</b>	<b>1 PM</b>
<b>GAME DAY</b>	



<b>GAME DAY</b>	
 vs. 	<b>FS1</b>
<b>1 PM</b>	



PLAYER OF THE \_\_\_\_\_

NAJI MARSHALL

PLAYER  
OF THE  
GAME

NAJI MARSHALL

PLAYER  
OF THE  
GAME

NAJI MARSHALL

PLAYER  
OF THE  
GAME

NAJI MARSHALL

PLAYER  
OF THE  
WEEK

NAJI MARSHALL

ATHLETE  
OF THE  
WEEK

NAJI MARSHALL

GOLFER  
OF THE  
WEEK

NAJI MARSHALL

FRESHMAN  
OF THE  
WEEK

NAJI MARSHALL

GOALKEEPER  
OF THE  
WEEK

NAJI MARSHALL

PITCHER  
OF THE  
WEEK

NAJI MARSHALL

PLAYER  
OF THE  
GAME

NAJI MARSHALL

PLAYER  
OF THE  
WEEK

NAJI MARSHALL

OFFENSIVE PLAYER  
OF THE  
WEEK

NAJI MARSHALL

DEFENSIVE PLAYER  
OF THE  
WEEK

NAJI MARSHALL

ATHLETE  
OF THE  
WEEK

NAJI MARSHALL

GOLFER  
OF THE  
WEEK

NAJI MARSHALL

TRACK ATHLETE  
OF THE  
WEEK

NAJI MARSHALL

FIELD ATHLETE  
OF THE  
WEEK

NAJI MARSHALL

FRESHMAN  
OF THE  
WEEK

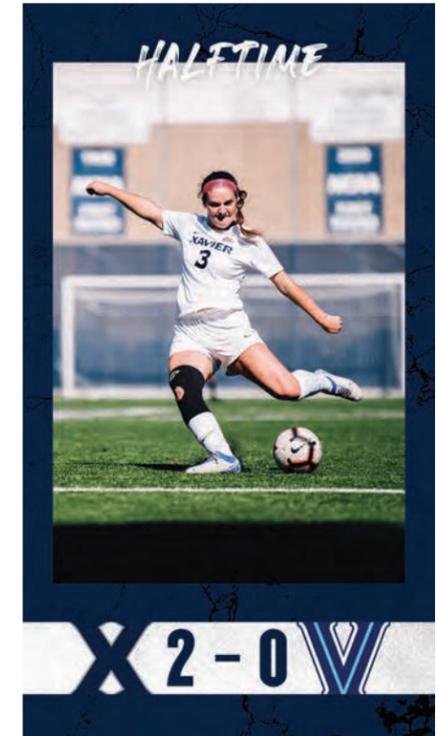
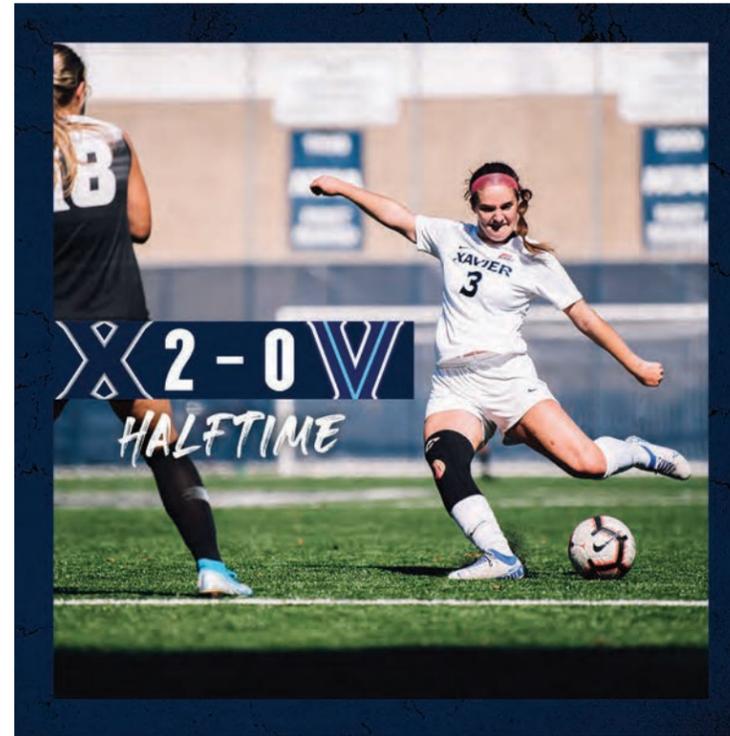
NAJI MARSHALL

GOALKEEPER  
OF THE  
WEEK

NAJI MARSHALL

PITCHER  
OF THE  
WEEK

GAME SCORE





SCORE & STAT GRAPHICS



X  
41  
— HALF —  
29



29  
POINTS

10  
REBOUNDS

7  
STEALS

FIRSTNAME  
LASTNAME

X  
41  
— HALF —  
29



29  
POINTS

10  
REBOUNDS

7  
STEALS

FIRSTNAME  
LASTNAME









“  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis ut aliquip ex ea commodo consequat.  
 ”

**FIRSTNAME LASTNAME**  
 HEAD COACH - MEN'S TENNIS



“  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis ut aliquip ex ea commodo consequat.  
 ”

**FIRSTNAME LASTNAME**  
 WOMEN'S TRACK & FIELD



“  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis ut aliquip ex ea commodo.  
 ”

**FIRSTNAME LASTNAME**  
 WOMEN'S SWIMMING



“  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis ut aliquip ex ea commodo. Lorem ipsum dolor sit amet, consectetur.  
 ”

**TRAVIS STEELE**  
 HEAD COACH - XAVIER MEN'S BASKETBALL



INTRODUCING  
**FIRSTNAME  
LASTNAME**  
MEN'S TENNIS



INTRODUCING  
**FIRSTNAME  
LASTNAME**  
MEN'S TENNIS



**SCARF**  
**GIVEAWAY**



**XAVIER SCARF TO THE FIRST  
200 FANS & 250 STUDENTS**

**SCARF**  
**GIVEAWAY**



**XAVIER SCARF TO THE  
FIRST 200 FANS**

# SOCIAL MEDIA BANNERS & PROFILE PIC



The profile banner features a light gray background with a repeating pattern of basketballs and the word "XAVIER" in large, bold, dark blue letters, with "BASKETBALL" in smaller, dark blue letters below it. The profile picture is a dark blue circle containing a white "X" with a diamond shape inside, and the letters "MBB" in white below it. The navigation bar includes a menu icon, an email icon, a notification icon, and a blue "Following" button.

**Xavier Musketeers** ✓  
@XUAthletics

The Official Twitter of Xavier Athletics. Member of @BIGEAST | #LetsGoX

📍 Cincinnati, OH 🌐 [GoXavier.com](http://GoXavier.com) 📅 Joined August 2009

264 Following 24.2K Followers



The profile banner features a dark blue background with a repeating pattern of ornate scrollwork and the word "XAVIER" in large, bold, white letters, with "ATHLETICS" in smaller, white letters below it. The profile picture is a white circle containing a dark blue "X" with a diamond shape inside. The navigation bar includes a menu icon, an email icon, a notification icon, and a blue "Following" button.

**Xavier Musketeers** ✓  
@XUAthletics

The Official Twitter of Xavier Athletics. Member of @BIGEAST | #LetsGoX

📍 Cincinnati, OH 🌐 [GoXavier.com](http://GoXavier.com) 📅 Joined August 2009

264 Following 24.2K Followers



A promotional graphic for a basketball game. On the right, a player in a white Xavier jersey with number 22 is shown from the waist up, holding a basketball. The background is a light grey with a subtle pattern of crossed swords. On the left, the text "GAME PREVIEW" is written in a large, bold font, with "GAME" in blue and "PREVIEW" in dark blue. Below this, in a smaller white font, it says "AT PROVIDENCE" and "MARCH 4 - 6:30 P.M. ET".



A promotional graphic for a basketball game. On the right, a player in a dark blue Xavier jersey with number 29 is shown kneeling on one knee, smiling. The background is a dark grey with a subtle pattern of crossed swords. On the left, the text "GAME PREVIEW" is written in a large, bold font, with "GAME" in blue and "PREVIEW" in white. Below this, in a smaller white font, it says "AT PROVIDENCE" and "MARCH 4 - 6:30 P.M. ET".



A promotional graphic for a basketball game. On the right, a player in a white Xavier jersey is shown from the waist up, holding a basketball. The background is a dark blue with a subtle pattern of crossed swords. On the left, the text "GAME PREVIEW" is written in a large, bold font, with "GAME" in white and "PREVIEW" in white. Below this, in a smaller white font, it says "AT PROVIDENCE" and "MARCH 4 - 6:30 P.M. ET".



A promotional graphic for a basketball game. On the right, a player is shown from the chest up, wearing a dark blue Xavier baseball cap and looking towards the camera. The background is a dark blue with a subtle pattern of crossed swords. On the left, the text "GAME PREVIEW" is written in a large, bold font, with "GAME" in white and "PREVIEW" in white. Below this, in a smaller white font, it says "AT PROVIDENCE" and "MARCH 4 - 6:30 P.M. ET".

# INSTAGRAM STORY PHOTO HIGHLIGHTS



