



Saint Xavier  
UNIVERSITY

GRAPHIC STANDARDS AND STYLE GUIDE  
POLICIES AND PROCEDURES MANUAL

## Why adhere to a graphic standards manual?

At Saint Xavier University, we're unlike any other university, and we're proud of who we are and where we're going. We display that pride here in Chicagoland, across the state and nationwide. And we wear that pride, quite literally, on our sleeves. We also wear our pride on our institutional communications—whether in print, online or broadcast through social media.

The fact is, thousands of people see SXU materials each and every day—from correspondence and admissions publications to print ads, merchandise, billboards and our website. Together, these communications build an identity system that symbolizes who we are and the impact we have on and in our communities.

SXU's brand is built upon our values and strengths, and our brand promise expresses what differentiates us from our competitors. A cohesive, consistent graphic standards program visually reinforces that brand promise. When all university units use these graphic standards correctly, we build market equity and brand recognition. Conversely, using different SXU marks, logos and visual representations fragments our equity and fails to communicate the strength of the SXU brand.

This manual identifies the university's signature visual elements and governs their use on SXU communications.

**If you have questions regarding the use of SXU graphic standards, contact University Relations, at [urprojects@sxu.edu](mailto:urprojects@sxu.edu).**

# Graphic Standards

## The Logos

Logos Saint Xavier University logos, signatures and seal are unique graphic identifiers and principal components of a unified visual image. Accurate and consistent application of these logos is critical to building instant SXU recognition.

Several important points when it comes to using the SXU logo:

- All University publications, advertising and promotional pieces must include the University logo and must be approved by University Relations prior to printing and/or posting, unless otherwise discussed in advance with University Relations.
- All marketing and promotional materials using the SXU logos, including flyers, brochures, T-shirts, web graphics, etc., must be approved by University Relations.
- University logos cannot be altered without prior approval.
- University Relations will email approved, vendor-ready logos upon request.
- All logo approval requests should be sent to [urprojects@sxu.edu](mailto:urprojects@sxu.edu).

The logos illustrated in this guide are the only logos approved for use on University communications, with the exception of unique logotypes created for anniversary celebrations, fundraising campaigns, events series or performances (see Special Cases).

### PRIMARY SIGNATURES

#### Graphic Structure

The SXU signature, also known as the logotype, appears in three basic forms: **centered logotype**, **left logotype** and the University **wordmark**.

#### The Centered Logotype

This signature consists of two elements: the words “Saint Xavier University” and the graphic element. (Fig. 1)

#### The Left Logotype

This signature consists of the same graphic element as the centered logotype. The only difference is that it is aligned to the left. (Fig. 2)

#### The Wordmark

This signature consists of the graphic element and “SXU.” (Fig. 3)

*Note that the words Saint Xavier University are in graphic form and may not be recreated with any font, resized, or rearranged for any reason (see Unacceptable Executions).*

(Fig. 1)



(Fig. 2)



(Fig. 3)



# Graphic Standards

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## Safe Area

A safe area around the SXU logotype must be preserved to allow for maximum legibility. No elements, including type, other logos, graphics or photos, may intrude upon this space. The safe area is equal to the height of the “X” in Xavier or the “x-height” of the logotype. (Fig. 4–6)

In addition, placing the logo too close to a cut or folded edge violates the safe area. A general rule is to maintain a one-quarter-inch space from any edge or fold.

(Fig. 4)

Safe space is equal to the “X-height” of the logotype



(Fig. 5)



(Fig. 6)



## Graphic Standards

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### Colors

The logotype should always be presented in color, all black or all white, as shown (Fig. 7–10). Note: (Fig. 10) For three-dimensional use only. Consideration will be taken when metallic inks or special printing techniques are used.

### Background Color

The preferred background colors for SXU signatures are white, red and black. The logotype may be reversed out of an image or other colored background as long as the paper color is white or almost white. This option is acceptable only if the logo is clearly legible, the University's selected color palette is honored and the safe area is preserved (*see Unacceptable Executions*).

(Fig. 7)



(Fig. 8)



(Fig. 9)



(Fig. 10)

(Note: For three-dimensional use only)



# Graphic Standards

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## Size Restrictions

It is important that signatures never appear smaller than the sizes illustrated here. These minimums have been established to ensure that the logotype reproduces without losing graphic clarity. The minimum width for the centered logotype is one inch. The minimum width for the left logotype is one and one-half inches. The minimum width for the wordmark is one inch. (Fig. 11–13).

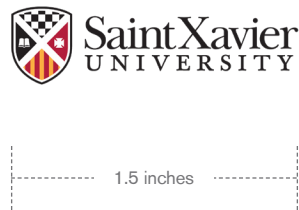
There is no maximum size restriction.

The logotype should be prominently displayed, but sized appropriately for each individual piece.

(Fig. 11)



(Fig. 12)



(Fig. 13)



# Graphic Standards

## Unacceptable Executions

SXU logos must be used as designed in order to ensure graphic integrity. No deviation from these outlined standards is permitted. All logo artwork is available in electronic format compatible with most software applications. Scanning logos from printed materials or recreating the logo in any way is strictly prohibited. **All uses of the logo must be approved by University Relations. Please send approval requests to [urprojects@sxu.edu](mailto:urprojects@sxu.edu).**

(Fig. 14)



(Fig. 15)



(Fig. 16)



(Fig. 17)



The following illustrates misuse of the SXU logo:

- Font changes (Fig. 14)
- Using unapproved elements, even if those elements use approved colors or fonts (Fig. 15)
- Legibility; failure to produce enough contrast on textured backgrounds/photos, screening, incorrect reverse (Fig. 16–17)
- Distortion; stretching or improper scaling, drop shadows, outlines (Fig. 18–19)
- Crowding/foreign elements or improper positioning (Fig. 20)
- Translation of Saint Xavier University (Fig. 21)

(Fig. 18)



(Fig. 19)



(Fig. 20)



# Graphic Standards

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## SECONDARY SIGNATURES

### School, Departments and Offices (Units)

We understand that a department or office may wish to have a distinct visual look and feel to help define its uniqueness. It is important to remember, however, that each University department and office is an important segment of a greater whole—Saint Xavier University.

To satisfy the needs of individual units, University Relations has created a system that combines the SXU logotype with a secondary signature. These signatures are only approved for use by University Relations's graphic designers and they do not constitute a unit logo. Please do not attempt to rebuild these signature (logotype and text) combinations. Size, proportion and spatial relationships have been carefully considered to ensure that the unit identifier does not overpower the logo (Fig. 21).

Individual unit expression will also be supported through the use of typography and unit-centered photography, where applicable (see *Design System Elements*).

These signatures will not include “Department,” “Division,” “Office of” or “Office for” from the department or office name. Color and size restrictions are the same as the primary signatures.

(Fig. 21)



# Graphic Standards

## THE SEAL

The Via Veritas Vita crest is the University's formal seal. It has historical significance and represents the University's origin, values and spiritual foundation. This artwork is primarily used by the Office of the President and is reserved for official correspondence and formal documents.

**Permission to use the University seal must be obtained from the Vice President for University Relations.**

## Symbolism

The black and white checkerboard and diagonal gold bars come from the family coat of arms of Saint Francis Xavier, the patron saint of Mother Frances Xavier Warde. The vertical gold bars and the white cross are taken from the shield of the Sisters of Mercy of the Americas. The open book represents education. Via Veritas Vita is the Latin rendition of the Scripture verse, "I am the way, and the truth, and the life."

## Approved Colors

The University seal is created in three-color and one-color formats. The three-color seal is reserved for the Office of the President and appears in PMS 201 (red), PMS 143 (gold) and black (Fig. 22-23). The one-color seal is available for limited use by the rest of the University. The one-color seal should always be presented in all red, all gray, all black or all white, as shown (Fig. 24-27). Consideration will be taken when metallic inks or special printing techniques are used.

(Fig. 22)



(Fig. 24)



(Fig. 26)



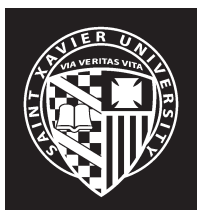
(Fig. 23)



(Fig. 25)



(Fig. 27)

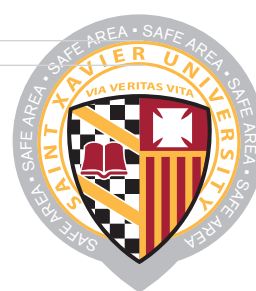


## Safe Area

A safe area around the SXU logotype must be preserved to allow for maximum legibility. No elements, including type, other logos, graphics or photos, may intrude upon this space. The safe area is equal to the measurement between the outer and inner rings containing "Saint Xavier University" (Fig. 28).

In addition, placing the seal too close to a cut or folded edge violates the safe area. A general rule is to maintain a one-quarter inch space from any edge or fold.

Safe space is equal to the measurement between the inner and outer gold rings.



(Fig. 28)

## Size Requirements

It is important that the seal never appear smaller than the size illustrated here. This minimum size has been established to ensure that the seal reproduces without losing graphic clarity (Fig. 29).

There is no maximum size restriction.

In general, the seal should be prominently displayed, but sized appropriately for each individual piece.



(Fig. 29)

# Graphic Standards

## Unacceptable Executions

Similar to the SXU signatures, the University seal must be used as designed to ensure its graphic integrity. No deviation from these outlined standards is permitted. The seal artwork is available in electronic format, but will only be distributed with permission from the director of publications. Scanning the seal from printed materials or recreating the artwork in any way is strictly prohibited.

The following illustrates misuse of the SXU logo:

- Deleting/changing elements or spatial relationships (Fig. 30)
- Improper color (Fig. 31)
- Legibility; failure to produce enough contrast on textured backgrounds/photos, screening, incorrect reverse (Fig. 32)
- Distortion; stretching or improper scaling, drop shadows, outlines (Fig. 33)
- Crowding/foreign elements (Fig. 34)
- Improper positioning; diagonal baseline, bleeding off the page (Fig. 35)

(Fig. 30)



(Fig. 31)



(Fig. 32)



(Fig. 33)



(Fig. 34)



(Fig. 35)



## Design System Elements

A design system is a series of standardized elements working together to create a look that is easily identifiable and readily associated with SXU.

In addition to the logo's placement, color treatment and size, three key elements support the visual image of SXU communications: typography, color palette and photography.

### TYPOGRAPHY

Thousands of typefaces, or fonts, are available for use in desktop publishing software. Not all typefaces, however reflect the preferred, professional image of Saint Xavier University.

In order to uphold our image, maximize document readability and maintain consistency between publications, Saint Xavier's has chosen Goudy as its primary serif font to be used across all communications. There are several styles within the Goudy typeface (italic, bold, bold italic and small caps), which allows for some flexibility in design (Fig. 36).

In addition to Goudy, Saint Xavier uses a sans-serif font, Berthold Akzidenz Grotesk, to add visual contrast and hierarchy to documents and publications. This typeface also has several available styles (Fig. 37).

In general, Goudy will be used for headlines and body copy, while a weighted version of Akzidenz will be used for subheads, sidebars, bullet points and callouts.

These are the font families used by the University Relations department when designing most University communications. If these fonts are not available, the following font families are suitable replacements: Times New Roman (serif) and Arial (sans serif).

The use of novelty or script fonts is prohibited in most instances (see *Special Cases*).

(Fig. 36)     **Serif**  
Goudy Oldstyle  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890-!@#%^&\*()\_+  
  
Goudy Oldstyle Italic  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890-!@#%^&\*()\_+  
  
Goudy Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890-!@#%^&\*()\_+  
  
Goudy Bold Italic  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890-!@#%^&\*()\_+  
  
GOUDY SMALLCAPS  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890-!@#%^&\*()\_+

(Fig. 37)     **Sans Serif**  
Berthold Akzidenz Grotesk Plain  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890-!@#%^&\*()\_+  
  
Berthold Akzidenz Grotesk Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890-!@#%^&\*()\_+  
  
Berthold Akzidenz Grotesk Super  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890-!@#%^&\*()\_+  
  
Berthold Akzidenz Grotesk Bold Extended  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890-!@#%^&\*()\_+

# Graphic Standards

## COLOR PALETTE

### Primary Palette

The primary colors for SXU publications are PMS 201 (red), PMS Cool Gray 9 (gray), and black (Fig. 38). PMS 201 should always be the dominant color throughout a printed piece.

### Accent Palette

A palette of accent colors has been carefully selected to complement the primary palette. These colors are reserved for three- and four-color publications. Accent colors should never replace the primary signature colors. (Fig. 39)

Due to different printing processes and paper stocks, maintaining consistent color across all publications can be difficult. An ink-matching system known as the Pantone® Matching System (PMS®) is the print industry standard for color matching.

Each color shown will provide the desired result when using matte, coated or uncoated paper stocks. Colors are listed here by their PMS designation (for one-, two- and three-color printing) and the corresponding CMYK (four-color process printing) formula.

(Fig. 38)

<b>SXU RED</b> PMS 201 C=0 M=100 Y=63 K=31 R=157 G=34 B=53 HEX 9D2235
<b>SXU GRAY</b> PMS Cool Gray 9 C=0 M=0 Y=0 K=51 R=117 G=120 B=123 HEX 75787B
<b>BLACK</b> C=0 M=0 Y=0 K=100 R=0 G=0 B=0 HEX 000000

## PHOTOGRAPHY

University Relations' graphic designers take great care in selecting photography that is appropriate and unit-centered. Several photography sources are used, including freelance photographers, stock-order photography and client-provided photography.

Digital files are preferred and must be of high-quality resolution for reproduction. If a digital file is not available, University Relations can scan a hard copy. Photography may be limited by budget or time constraints. Client-provided photographs that do not meet production standards will not be used. Please contact the project manager to discuss photographic needs well in advance of scheduling your project.

(Fig. 39)

<b>RED ACCENT</b> PMS 1955 C C=0 M=100 Y=43 K=43 R=138 G=21 B=56 HEX 8A1538
<b>YELLOW ACCENT</b> PMS 143 C C=0 M=27 Y=85 K=0 R=241 G=180 B=52 HEX F1B434
<b>GOLD ACCENT</b> PMS 1245 C C=2 M=31 Y=98 K=16 R=198 G=146 B=20 HEX C69214
<b>TEAL ACCENT</b> PMS 323 C C=100 M=0 Y=41 K=51 R=0 G=95 B=97 HEX 005F60
<b>DARK GRAY ACCENT</b> PMS 425 C C=63 M=51 Y=45 K=33 R=84 G=88 B=89 HEX 545859
<b>DARK GRAY ACCENT</b> PMS COOL GRAY 4 C C=24 M=17 Y=15 K=0 R=187 G=188 B=188 HEX BBBCBC
<b>LIGHT GRAY ACCENT</b> PMS COOL GRAY 1 C C=10 M=7 Y=5 K=0 R=217 G=217 B=214 HEX D9D9D6

## Special Cases

From time to time, there may be events or cases that call for special graphic standards consideration.

During the year, certain events may be driven by

a theme or need for visual distinction. Under the guidance of University Relations, special logotypes, typefaces, color schemes or graphic elements may be used to promote the uniqueness of these events.

Unique logos are usually limited to a lifespan of one year and should be incorporated into a design that reflects the current design system whenever possible. They should never be a complete substitute for official University logos.

Formal documents, such as certificates and invitations, may incorporate novelty or script fonts in order to reflect a level of sophistication. A one-of-a-kind color palette may also be chosen, depending upon document theme or tone.

It is well beyond the scope of this manual to touch upon all possible special cases. University Relations will review requests for special consideration on a case-by-case basis.

## WALL DECALS AND SIGNAGE

Accent wall decals and signage ideally should be adhered to a red-colored wall. Any other color combination is subject to the discretion of the Office of University Relations.

***University Relations reserves the right to adjust the logo based on the application and is the only group that can approve exceptions to the logo.***

## The SXU Stationery System

### SAINT XAVIER UNIVERSITY LETTERHEAD

There are three versions of University letterhead. University Relations works in conjunction with the print vendor to ensure that the appropriate letterhead style is ordered for each unit and that the rules outlined in these graphic standards are adhered to.

#### Single Unit Format (Fig. 40)

This is letterhead in its most basic form. It is a one-color (PMS 201) design appropriate for units requiring one main identifier. Customization is limited to phone and fax number. **The letterhead should never be used in a two- or three-color logo.**

#### Secondary Identifier Format (Fig. 40A)

This format is based upon the single-unit design with an added secondary-unit identifier. It is also a one-color (PMS 201) design. Customization appears in the form of a main office/department/unit name beneath the SXU logotype with the corresponding phone and fax numbers in the upper right.



This letter format is appropriate for academic units sending high volumes of correspondence specific to their department.

#### The Office of the President (Fig. 41)

This format is restricted to use by the Office of the President. It is the only letterhead using the three-color seal.

# Graphic Standards

## Letterhead

<p> <b>Saint Xavier</b> UNIVERSITY</p> <p>3700 West 103rd Street Chicago, IL 60655 Telephone: (773) 298-3421 Fax: (773) 779-9061 <a href="http://www.sxu.edu">www.sxu.edu</a></p> <p>Date</p> <p>Address Name Company name Department or Post Office Box Number Street Address City or Town, State 00000-0000</p> <p>Dear Addressee,</p> <p>This letter illustrates how the Saint Xavier University and, therefore, the University and, therefore, the identity system.</p> <p>All text is 1.375 inch from the top, with the date. Paragraphs are indicated by line spaces for the signature.</p> <p>If additional pages are needed, in 12-point Times New Roman.</p> <p>Complimentary Close,</p> <p>Sender's Name Title (optional)</p>	<p> <b>Saint Xavier</b> UNIVERSITY College of Arts and Sciences</p> <p>3700 West 103rd Street Chicago, IL 60655 Telephone: (773) 298-3421 Fax: (773) 779-9061 <a href="http://www.sxu.edu">www.sxu.edu</a></p> <p>Date</p> <p>Address Name Company name Department or Post Office Box Number Street Address City or Town, State 00000-0000</p> <p>Dear Addressee,</p> <p>This letter illustrates how the text or any letter can be integrated in a harmonious way with the design of the Saint Xavier University letterhead. The format shown here helps to unify all correspondence from the University and, therefore, reinforces the consistency of image which is an overall part of the graphic identity system.</p> <p>All text is 1.375 inches from the left with a maximum line length of six inches. Begin the letter three inches from the top, with the date, followed by one return, then the address, another return, then the salutation. Paragraphs are indicated by one line space, with no indentation. After the complimentary close, allow five line spaces for the signature.</p> <p>If additional pages are needed, the margins above should be maintained. The format shown here is typed in 12-point Times New Roman, a commonly used typeface. Similar serif typefaces may be used.</p> <p>Complimentary Close,</p> <p>Sender's Name Title (optional)</p>	<p>Top margin: 3 inches</p>
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Left margin:  
1.375 inches

Column width:  
6 inches

(Fig. 40)

(Fig. 40A)

# Graphic Standards

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## The Office of the President



**OFFICE OF THE PRESIDENT**

**SAINT XAVIER UNIVERSITY**  
3700 West 103rd Street, Chicago, IL 60655  
sxupresident@sxu.edu  
[www.sxu.edu](http://www.sxu.edu)

(Fig. 41)

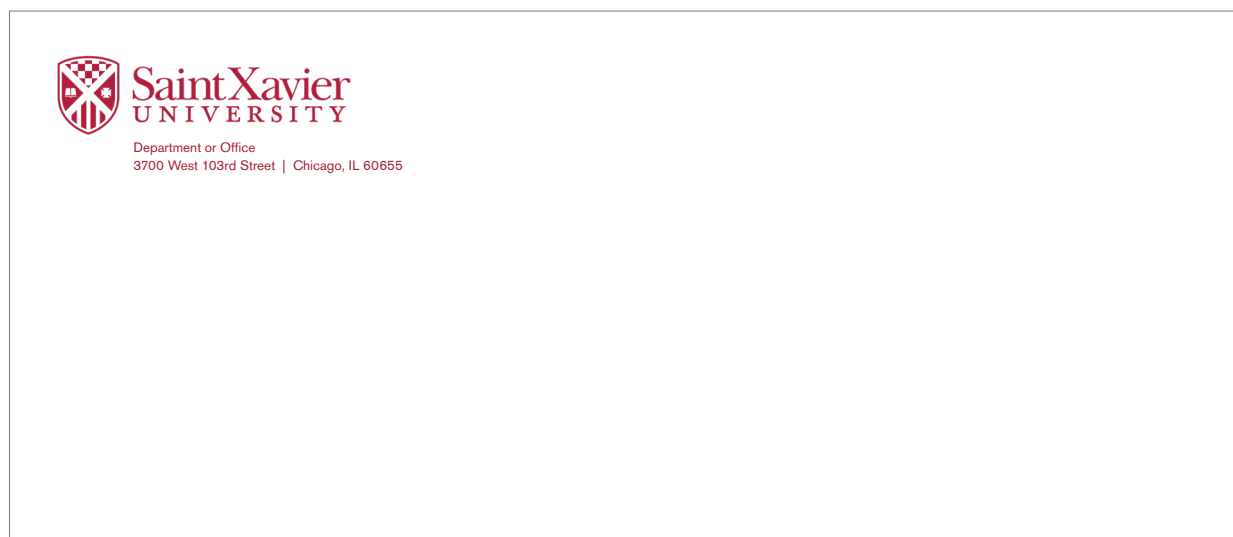
## Graphic Standards

### Business Cards and Envelopes

There are three business card designs, the general SXU design, the SXU Athletics design strictly used for the Athletics Department and the Calling All Doers design strictly used for the Office of Admission (Fig. 42). The No. 10 business envelope (Fig. 43) is the most widely used size, but all envelopes in the stationery system will follow the same basic return-address format.

Business cards are printed in full color. Envelopes are printed using the SXU red (PMS 201). Contact Publications Services for information about ordering these items.

(Fig. 42)



(Fig. 43)

## General Design Guidelines

All publications produced at Saint Xavier University will follow these basic design guidelines:

1. Type justification will be flush left. Left justification will be the format used for most body copy because it is easy to read. Right justification can be used in more dramatic design applications, but it is difficult to read and should be used as a design element only—not as body copy. Copy justified at both left and right makes reading difficult due to space breaks between words.
2. Type will not hug or touch a rule or graphic element. Type will be kept comfortably away from the rule (line) of a box, column guide or graphic element. The rule of thumb is 1/8" to 3/16"—or more if the type is larger.
3. Image resolution must be 300 dpi or higher for camera-ready art. Illustrations used in printed publications must be 300 dpi or higher. If it is necessary to use a low-resolution image, such as a jpeg file, that image will be used as small as possible to allow for maximum visual crispness.
4. Columns of type should not be too close together. When columns of type are placed next to each other, such as in a newsletter, the columns must not be so close that the reader's eye is guided across instead of down the column.
5. Lines of type must not be too long. Generally, lines of type should not exceed one half the width of an 8.5" x 11" page.
6. The number of type fonts in one document must be limited. Publications will use one type font for headlines and one for body copy. A headline font will be visually different from the body copy font—for example, a heavier weight headline font and a lighter weight body-copy font.
7. Easy-to-read type fonts will be used. It is important that body copy font is easy to read. Script fonts for the body copy will not be used.
8. Publications will have a limited number of elements per page. Too many elements on one page confuse the eye. The eye needs a focal point, which is created by using one large element or one dominant color. Generally, less is more.
9. Some visual relief is needed on each page. Emphasis should be placed on providing ample white space—areas where no elements exist. "Trapped white space," however, which is a big white space "trapped" between several elements, must be avoided.

# Graphic Standards

## Email Signature

The email signature is a vital tool in presenting Saint Xavier University as a unified brand. By using a common format for content in the signature space at the bottom of email messages, all members of our University community can participate in helping build the SXU brand with every email they send. Such measures advance a shared sense of our community's mission among those within the University and strength Saint Xavier's brand to external audiences.

(Fig. 44)

### Name Lastname

Title

Saint Xavier University

3700 West 103rd Street

Chicago, Illinois 60655

XXX-XXX-XXXX

email@sxu.edu

sxu.edu



(Fig. 45)

### Name Lastname

Title

Saint Xavier University

3700 West 103rd Street

Chicago, Illinois 60655

XXX-XXX-XXXX

email@sxu.edu

sxu.edu



The approved format option for brand signatures at the bottom of emails sent from SXU accounts appears below. The name will appear in Arial bold and all other information will be Arial regular. You have the option to select from two email signature options: Figure 44 presents an email signature with the SXU Cougar logo beneath the name, while Figure 45 presents an email signature with the SXU institutional logo.

To utilize the email signature in Outlook, please follow these five steps:

1. Click "New Email" at the top left corner of the Home tab.
2. Click "Signature" from the top panel, next to the "Attach" item. A drop-down menu will appear, with options to add an existing signature to the email you're working on. Select "Signatures" from this menu to open a "Signatures and Stationery" window.
3. Click "New" in the "Signatures and Stationery" window to create a new signature template.
4. Compose your signature in the editing window.  
You can add the new logo image to your signature by pasting it into the editor or clicking the button to the right of the "Business Card" button. URLs will be automatically hyperlinked. Click "OK," and your signature will be saved for future use.
5. Designate your new signature as your default in the "Signatures and Stationery" window to make sure it is included with every new message and replies or forwards you send.

## Accreditations

Accreditations may be attached to email signatures as long as they:

- Are no bigger than the Saint Xavier logo attached to the signature
- Are an official badge or image representing the accreditation
- Are a high quality image
- Accurately represent the school's current accreditation

## Call to Action

Exceptions can be made for including only one direct call-to-action link or language to an email signature. For suggestions, please contact [urprojects@sxu.edu](mailto:urprojects@sxu.edu).



Saint Xavier  
UNIVERSITY

3700 West 103rd Street | Chicago, IL 60655

[www.sxu.edu](http://www.sxu.edu)