



ST. FRANCIS XAVIER CATHOLIC SCHOOL SYSTEM
BRAND USAGE GUIDE • BASIC

Wordmark

ST. FRANCIS XAVIER Catholic School System

The wordmark consists of the stacked words that combined with the logomark make the full brand signature.

Emphasis was placed on “Xavier” as the key word in the wordmark hierarchy. Xavier is a very well known word in the system primarily because of the High School. As well, emphasis of this one word gives focus and balance in conjunction with the new logomark.

The typeface selected is Novarese and is an interesting blend of old and new which helps represent the tradition and heritage of St. Francis Xavier Catholic School System along with looking to the future growth of the System.

Acceptable Abbreviations

When writing about the System and the Schools, the following abbreviations are the only acceptable options.

> **Xavier Catholic Schools** > **Xavier High School** > **Xavier Middle School** > **Xavier Elementary School** > **Xavier** > **XCS**

NOTE: Guidelines for graphic variations of these abbreviations are being explored. At this time, please only use the approved Wordmark for the System and schools as shown in this version of the brand guidelines.

Logomark

The logomark is a recognized figure within the St. Francis Xavier Catholic School System originating with Xavier High School and is easily identifiable. A statue of St. Francis Xavier, patron saint of the Catholic Diocese of Green Bay, stands in front of the school.

Instead of just using the silhouette representation of the statue, detail was incorporated to bring more personality and a stronger representation of St. Francis Xavier to the System’s brand. This new brand is also more modern while still holding true to the tradition and history of the school system.

St. Francis Xavier (1506-1552) was a Roman Catholic missionary born in the Kingdom of Navarre and co-founder of the Society of Jesus. He was influential in the spreading and upkeep of Catholicism, most notably in India.



Brand signature, architecture & variations

The St. Francis Xavier brand architecture consists of a parent / corporate brand signature and three (3) school brand signatures. Any communication representing the full School System should use the parent / corporate brand signature. Communications representing just the school can use the appropriate brand signature.

Brand signature variations have been supplied in all black, CMYK, Pantone (PMS), RGB and all white.

The St. Francis Xavier brand signature should always be very clear and easily legible. The logo should only be used in two color (Pantone 376 and PMS 540, or the CMYK equivalent), black or white. All of these set-ups have been supplied.

The brand signature should be reversed out in white on any background darker than approximately 50% black or any background equal to this color value. Backgrounds should either be light enough to run either the two color (Or CMYK) or black versions of the brand signature or dark enough for the brand signature to be used in white (reversed).

If your needs require a logo variation that can't be met with the provided set-ups, please contact the Brand Manager for assistance.

BRAND ARCHITECTURE



PARENT / CORPORATE BRAND SIGNATURE



SCHOOL BRAND SIGNATURE VARIATIONS

Brand signature spacing

Please reserve an area $\frac{1}{2}$ the height of the full brand identity, at any size, as a **logomark safe zone**. No other images, text, or elements should appear in this area.



Typefaces

The serif typeface used in the wordmark of the brand signature is Novarese.

Novarese Book

Novarese Book Italic

Novarese Semibold

Novarese Semibold Italic

Approved Substitute Typefaces

Realizing that letters and other correspondence may be a challenge with this typeface and not readily available on all computers, Times New Roman is recommended as a substitute for Novarese. Arial, a well-known and readily available sans serif typeface) can be used as a compliment to Times New Roman.

Color

St. Francis Xavier colors are primarily dark blue (Pantone 289) and 65% black (gray).

For special occasions, Metallic Pantone 8001 can be used. Using a metallic ink usually adds an extra cost to printing production.

COMING SOON! We are currently working on a secondary color palette that can be used in conjunction with the primary colors. The secondary color palette will be used to help clarify information or make distinctions between complex elements such as in navigation of content, charts or graphs.

PRIMARY COLOR PALETTE



PANTONE
289



C M Y K
100 55 0 55



R G B
0 55 103



Black
65% gray



C M Y K
0 0 0 65



R G B
119 120 123

METALLIC SILVER/PLATINUM • FOR SPECIAL USE ONLY!



PANTONE
8001

(metallic silver)



C M Y K
45 40 40 0



R G B
151 145 144

Unacceptable brand signature treatments

The St. Francis Xavier brand signature and corresponding school brands may only be reproduced from original vector files and other supplied variations. Please contact the St. Francis Xavier brand manager to obtain proper files, and follow the treatment guidelines explained throughout this guide.

NEVER:

- > Recreate or modify the logo in any way, such as with a typeface other than those selected
- > Use a raster- or web-based logos for print media
- > Stretch or distort the logo in anyway
- > Turn the logo on its side
- > Obscure or impair readability by placing logo in difficult to read backgrounds or values



Spiritwear

Xavier spiritwear now combines some of the brand essence from the corporate (or “School System”) brand with some of the traditional/collegiate looking letterforms for the word “XAVIER” on an arch. We are also now combining the Novarese typeface with the collegiate lettering for secondary spiritwear branding needs.

XAVIER HAWKS • PRIMARY SPIRITWEAR BRAND SIGNATURE



FULL-COLOR (PMS 289 + 65% BLACK OR PMS 8001 + PMS 1205)

The Xavier Hawks **primary spiritwear brand signature** is a combination of the arched, outlined XAVIER wordmark and the Hawks logomark. The majority of spiritwear will utilize this already highly recognizable brand combination. The brand utilizes **Pantone (PMS) 289** and either **65% black (gray)** or a close match to **Pantone 8001 (metallic silver)**. These are the same colors as the main School System brand and are the only approved colors for ALL spiritwear.



TWO-COLOR (PMS 289 + 65% BLACK OR PMS 8001)



TWO-COLOR REVERSED
(65% BLACK OR PMS 8001 + WHITE)

A full-color version can also be used that includes the beak of the Hawk in Pantone 1205. This version will primarily be used in printed pieces since most spiritwear utilizes minimal color combinations.

When the primary spiritwear brand signature is used on a dark blue/navy (Pantone 289 match) apparel or a darker color, the one-color version should be used (65% gray or metallic silver Pantone 8001).

XAVIER HAWKS • WORDMARK OPTIONS



A straight-lined version of the XAVIER wordmark in the slab-serif typeface (closest resemblance typeface is called “Freshman” but needs to be outlined as seen above) can be combined with “HAWKS” in the Novarese typeface (the School System brand typeface). “HAWKS” can be smaller under XAVIER or it can be the same width as XAVIER when more emphasis is preferred on mascot name.

As with the spiritwear brand signature, only combinations of PMS 289, 65% black or PMS 8001, and white are approved spiritwear colors.

Spiritwear (continued)

XAVIER SECONDARY WORDMARK COMBINATIONS



The straight-lined or arched XAVIER spiritwear wordmark can be combined with secondary tags for parents, grandparents, etc. in the Novarese typeface. We recommend that this be done sparingly and consistently with all variations.

XAVIER "X"



The XAVIER "X" can be used as a logomark on apparel, primarily hats. The "X" can be combined with "HAWKS" in the Novarese typeface as well. This is the only approved "X" since it is consistent with the already established primary spiritwear brand signature.

XAVIER WORDMARK - ALTERNATIVE

XAVIER

The only other approved workmark for "XAVIER" is the Novarese wordmark from the School System brand identity.

The XAVIER name should not be used in any other typefaces (italic or otherwise) so there is brand consistency.