



# SAINT XAVIER UNIVERSITY ATHLETICS

IDENTITY GUIDELINES



## **U-RA-RA!**

*An Introduction to the SXU Identity Guidelines*  
Page 3

## **ANATOMY OF THE BEAST**

*Typography and Color Palettes*  
Page 6

## **IN SEARCH OF THE ALPHA LOGO**

*Proper Use of our Primary and Secondary Logos*  
Page 9

## **IDENTIFYING THE CAT IN THE WILD**

*Team-Specific Logos*  
Page 24

## **COUGAR CARE AND MAINTENANCE**

*Rules and Guidelines for Use of the SXU Athletics Brand Marks*  
Page 29

## **ANIMAL CONTROL OFFICERS**

*Contacts*  
Page 35

**U-RA**

**RA!**

**We are Saint Xavier, let our voices sound. We are Saint Xavier, for victory we're bound. U-RA-RA! Cougars, Go Cougars! Pride is our battle cry.**

At Saint Xavier University (SXU) we take our athletics seriously. Not just because we boast award-winning athletes and nationally ranked teams, but also because they are an integral part of the educational experience and an important tie to our community.

Anyone familiar with SXU knows that to us, intercollegiate athletics isn't just fun and games. Participation on our 17 men's and women's athletic teams is a privilege, and we

expect our student athletes to represent our university consistently and with honor at home and away. The same can be said for our athletics brand identity. It must consistently and honorably represent us on playing fields, courts, courses and tracks around Chicagoland and across the nation.

This document serves as a guide to ensure that the SXU Athletics brand is consistently applied across all communication platforms — from our

newsletters and website to our uniforms and vehicle decals. We take pride in our teams, and our teams take pride in the brand they help to build year after year.

**Cougars, this is your brand. Respect it and protect it.**



# ANATOMY

## OF THE BEAST

The key to establishing a successful brand identity is consistency. The key to establishing consistency is a clearly defined set of rules. The key to a clearly defined set of rules is compliance. That's where you come in.

In this section, we deconstruct the SXU Athletics mark to help you understand its anatomy. When you're finished with this section, you'll better appreciate each element's connection to the big picture. In other words, how the brand bone attaches to the logo bone.

## BANQUE GOTHIQUE MED EX CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

## BANK GOTHIC BT MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

### Trade Gothic Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

### Trade Gothic Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

### Trade Gothic Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

### Trade Gothic Medium Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

### Trade Gothic Bold No. 2

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

### Trade Gothic Bold No. 2 Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

**TYPOGRAPHY.** SXU Athletics typography consists of two display typefaces: Banque Gothique and Bank Gothic BT. For text purposes, we recommend Trade Gothic. Adherence to these typefaces will help create a consistent and strong identity for SXU Athletics.

Banque Gothique, a sans serif typeface, has been selected for the Cougars nameplate. This font is available in several weights, however the Medium Extra Condensed cut has been chosen for primary use by SXU Athletics. Although based on Banque Gothique Medium Extra Condensed, the Cougars text has been slightly modified for use in the branding mark.

A medium-weight Bank Gothic font is to be used as a secondary supporting font. This font is used for the “SAINT XAVIER UNIVERSITY” eyebrow in the text lockup.

For text use, Trade Gothic provides legibility at small sizes and comes in a variety of weights and styles for maximum flexibility.

These fonts should be used in all SXU Athletics applications. Alternate fonts may agitate the cougar, and we ask that you contact the SXU Marketing and Communications Department for permission to use them. An agitated cougar is no one's friend.

SCREENS: 90% 80% 70% 60% 50% 40% 30% 20% 10%

### PRIMARY COLORS

<b>SXU SCARLET</b> • PMS 201 C=0 M=100 Y=63 K=29 HEX B20838									
<b>SXU GREY</b> • PMS Cool Grey 9 C=0 M=0 Y=0 K=51 HEX 919295									

### ACCENT COLORS

<b>RED ACCENT</b> • PMS 195 C=0 M=100 Y=60 K=55 HEX 820024									
<b>GREY ACCENT</b> • PMS 425 C=0 M=0 Y=0 K=77 HEX 5F6062									
<b>COUGAR GOLD</b> • PMS 143 C=0 M=35 Y=85 K=0 HEX F2AF32									
<b>RICH BLACK</b> • PMS Black 6 C=100 M=35 Y=0 K=100 HEX 000000									
<b>WHITE</b> C=0 M=0 Y=0 K=0 HEX FFFFFFFF									

**COLOR.** The SXU color palette consists of three institutional colors, two accent colors, and several secondary accent colors. When used in any of the Athletic marks, these colors are used at 100% density.

The institutional colors are SXU Scarlet, SXU Grey and Cougar Gold. This trio of colors defines the mark as being the unique and ownable domain of Saint Xavier University Athletics.

The accent colors are Rich Black and White. While these accent colors are not unique to SXU Athletics, they round out our palette and bring depth to our marks.

The secondary accent colors are darker shades of SXU Scarlet and SXU Grey. They are used to add greater detail and dimension to our marks.

***DID YOU KNOW ?** In the wild, an adult cougar is usually golden in color, but can be grey or dark brown.*

The SXU cougar? Well, that’s a whole different beast. Our cougar is PMS 201, PMS 195, PMS Cool Grey 9, PMS 425, PMS 143, PMS Black 6 and white. **No need to commit it to memory.** That’s what this style guide is for. Stick around, and we’ll teach you more things you won’t learn in *National Geographic*.



# IN SEARCH OF THE ALPHA LOGO

We have five distinct but related SXU Athletics logos. Each has its role in the SXU Athletics brand hierarchy. Think of them as an alpha logo supported by hard working beta, gamma, delta and epsilon logos. No pledging involved. We promise.

**You must always use an official logo.** Modification of these logos without the express written consent of Major League Baseball is prohibited. Naturally, we're kidding about the Major League Baseball part. But seriously, folks, don't use logo modifications. It weakens our brand and angers the cat.



**OUR PRIMARY MARK.** Consistent and correct use of SXU's logo builds awareness of the University's sports teams in the immediate community and beyond. The primary logo is the appropriate symbol to use in all visual communications including but not limited to stationery, publications, promotional items, advertisements, and signage on buildings and vehicles.

The SXU Athletics logo should be clearly displayed on all visual communications. It may not be incorporated into or combined with any other mark, symbol, or graphic to create a new mark. The logo should be used only for university-approved purposes and cannot be altered in any way, with the exception of size adjustments that maintain its proportions.

***DID YOU KNOW?** Cougars feed primarily on deer, although they will prey on moose, beavers, porcupines, rabbits and wild hogs. Cougars usually drag prey to sheltered areas and consume a portion. The rest is covered in leaves and revisited over several days.*

SXU Cougars prey upon Saint Bernards, tigers, wolves, trolls and eagles, to name a few. And while "consume" might be too strong a word, SXU Cougars defeat their prey out in the open — on basketball and volleyball courts, baseball diamonds and soccer fields throughout Illinois. As for covering our prey in leaves...that's just weird. We don't do it.

# You can call us competitive, good sports, tenacious, fair, talented and tough. We're all of those. But don't you dare call us "kitty".

**OUR SUPPORTING MARKS.** Flexibility is essential to pole vaulters and to SXU's graphic identity system. The following approved supporting logos are an important part of our Athletics graphic identity system because they offer additional options to convey SXU Athletics in applications that require a different treatment for visual appeal, emphasis or differentiation.

Supporting marks maintain a strong relationship to the SXU Athletics primary mark and are used when a slightly less authoritative

voice is appropriate. SXU Athletics supporting marks may not be incorporated into or combined with any other mark, symbol, text or graphic to create a new mark. The logos should be used only for university-approved purposes and cannot be altered in any way, with the exception of size adjustments that maintain their proportions.

***DID YOU KNOW?** Cougars mark their territory boundaries by leaving claw marks on trees.*

At SXU, Cougars mark their territory simply by showing up. Nine of Saint Xavier University's

12 athletic teams qualified for the NAIA National Tournament or their respective national playoffs since 2006, including football, men's basketball, women's basketball, baseball, men's cross country, women's cross country, men's track, women's track and women's soccer. And in 2011, the Saint Xavier University football team won the NAIA National Championship defeating Carroll College 24-20.

**SXU.** In many ways, the SXU supporting mark is “the fans’ mark” — a mark that is immediately recognizable to insiders and outsiders and that instills school pride. It says, without using a single word, “Our growl is every bit as bad as our bite.” Use it on fan apparel or pennants or wherever you need SXU Athletics brand recognition with a little bite.





**THE BIG X.** Wow. Intimidated yet? This supporting mark means business, and that business is winning. The Big X is perfect when your communications are purely emotional. It's the exclamation point used to rouse the faithful to prepare for battle, to strike fear into an opponent and to rabble-rouse (but, you know, in a totally faith-based way). We're thinking rally posters and banners — you know, things you hold up to make other people cheer. Our competition may not yet know this mark, but trust us, they will.



**THE CAT'S HEAD.** Think of the Cat's Head as the Big X's more refined cousin. Oh, it's every bit as intimidating, but it carries itself a bit differently. Where the Big X might be emblazoned on our armor, the Cat's Head is the lapel pin on our president's blazer, it's the pattern on a silk tie, it's the stickpin on a pinstripe suit. Classy... in a slightly vicious way.

SAINT XAVIER UNIVERSITY  
**COUGARS**

SAINT XAVIER UNIVERSITY  
**COUGARS**

**THE TYPOGRAPHIC MARK.** If the Cat's Head is the refined cousin, the typographic mark is the kind grandmother (but one of those cool, poker-playing, iPod-owning, football-loving grandmothers). This mark is about identification, not intimidation. The typographic logo is used to quickly and simply impart the university's Athletics brand name. Use it at your discretion — you know, when you need a quieter mark and a fierce cougar face doesn't seem quite right.



**SIMPLIFIED PALETTE MARKS.** When creating and printing a piece where color fidelity is a concern or you are strapped with limited ink or thread colors, this simplified color palette is just the ticket. Use the simplified palette if you are:

- printing at a very small size/scale
- printing on materials where inks are prone to bleeding (newspaper, textiles, etc.)
- printing with sub-standard machines that can't accurately reproduce subtle variations in color (especially applies to older printers)
- limited in the number of available colors (as in apparel screen printing, embroidery or vinyl for displays or wraps)



**SIMPLIFIED PALETTE MARKS.** Ask and you shall receive. All of the SXU Athletics marks are available with simplified palletes for all your display and promotional needs.





**GREYSCALE.** The greyscale logo is used when you need a sharp image for something you'll print in black and white. Think newspaper advertisements or bulletins you plan to mass-produce on a copier or desktop printer.



**THE ONE-COLOR VERSION.** This supporting logo is for use in single-color applications where gradients or modulation of tone are either unreliable or unavailable (e.g., thermography, embossing, etching, engraving, stamping and stenciling). This mark also proves useful for single-color screen printing, vinyl applications or embroidery. And it's particularly helpful for small-size reproductions when printing or substrate are of questionable quality and legibility is a concern. The preferred colors for one-color printing are PMS 201, Cool Grey 9 or black. This information is so sexy, we don't even feel the need to liven it up.

**ONE-COLOR MARKS.** If you've said it once, you've likely said it 1,000 times: "I wish I had all of the SXU Athletics marks in one-color versions to accommodate multiple applications and tones." Well my friend, we aim to please. Again, our preferred colors for one-color printing are PMS 201, Cool Grey 9 or black.





**THE ONE-COLOR KNOCKOUT VERSION.** Although we don't have collegiate boxing at SXU, we do have one heck of a knockout logo. If you're creating a piece with a dark, busy or photographic background, you might want to come out swinging with this logo. Preferred colors for the one-color knockout logo are PMS 201, Cool Grey 9 or white.

**ONE-COLOR KNOCKOUT MARKS.** Want all of the SXU logos in one-color knockout versions? We're in your corner. These logos will accommodate multiple applications and tones. Preferred colors are — you guessed it: PMS 201, Cool Grey 9 or white.



SAINT XAVIER UNIVERSITY  
COUGARS

**COLOR VARIATIONS.** This section serves as a guide for using the SXU Athletics logos on background colors. Our preferred background colors are white, grey, scarlet and black.

Be sure to maintain contrast between the background and the logo to ensure legibility. Never print it against or dropped out of a “busy” background that compromises its visibility.

***DID YOU KNOW?** Cougars come from diverse habitats — from forests and swamps to grasslands and deserts. They can be found as far north as the Canadian Yukon and as far south as the Peruvian Andes.*

**WHITE**

C=0 M=0 Y=0 K=0  
HEX FFFFFFFF



**SXU GREY**

PMS Cool Grey 9  
C=0 M=0 Y=0 K=30  
HEX BDBDBD



**SXU SCARLET**

PMS 201  
C=0 M=100 Y=63 K=12  
HEX D31245



**RICH BLACK**

PMS Black 6  
C=40 M=20 Y=20 K=100  
HEX 000000



# IDENTIFYING THE CAT IN THE WILD

Camera? Check. Binoculars? Check. Saint Xavier University Athletics Identity Guidelines? Check. It's good to be prepared, because you never know where you might spot a Cougar. From the golf course to the soccer field to the baseball diamond, you need to know how to safely and properly tag and identify an SXU Cougar. So read on.



**TEAM-SPECIFIC LOGOS.** You're a Cougar, and you're proud of it. Here's your chance to show the world — whether you're hanging from the basket after a spectacular slam-dunk, swinging the clubs like Tiger (his name really should be Cougar), or rallying fans and cheering your team to victory. The following page illustrates each team-specific logo lockup.



**TEAM-SPECIFIC LOGO - SXU LOCKUP.** This should be fairly self-explanatory. The softball team uses the softball lockup, the soccer team uses the soccer lockup and the cross country team... well, you get the drift.

**DID YOU KNOW?** *Cougars are the largest cats that can purr. They also communicate with growls, hisses, birdlike whistles and screams.*

Depending upon the sporting event and circumstance, SXU Cougars and their fans communicate in much the same way. **U-Ra-Ra!**



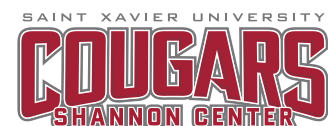
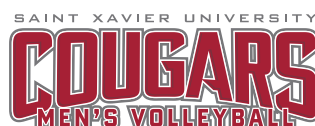
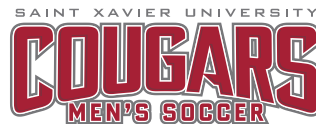
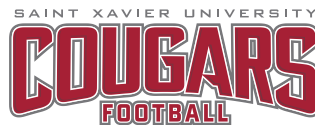
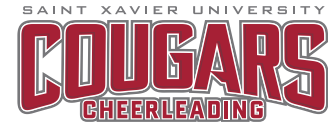
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**TEAM-SPECIFIC LOGO - COUGARS LOCKUP.** Remember that kindly, yet really cool grandmother from a few pages back? Here she is again. When your team needs a less aggressive logo execution suitable for even the most reserved fan, these are the ones to call upon. Clear, concise and able to play nicely with others.



# COUGAR CARE AND MAINTENANCE

Eeny, meeny, miney, moe, the Cougars have a new logo. Use it well and pride will show. But break the rules? A big no-no.

All bad rhyming aside, our logos are a valuable asset that must be used consistently in the proper, approved forms. There are rules. And not all rules were meant to be broken. Remember, our Athletics logos are our programs' most immediate and visible representations (except, of course, the athletes themselves). For original artwork or files of our official logos, please contact Sports Information directly and do not use marks from second-hand or unknown sources. When you use our logos, please keep the following rules in mind.

**KNOCKOUT LOGO****OK****NO****JERSEYS.**

Must be SXU Scarlet, SXU Grey, or white as the base color

**ACCENT COLORS** (Cougar Gold, Rich Black, Red Accent, Grey Accent) may be used on no more than 50% of the jersey

**ROAD JERSEYS** must have “Saint Xavier University,” “Saint Xavier” or “SXU” on them  
Home jerseys must have one of the following

- Saint Xavier University
- Saint Xavier
- SXU Cougars
- SXU
- Cougars

**TRAVEL GEAR.**

Must have one of the following:

- Saint Xavier
- Saint Xavier Cougars
- Saint Xavier University
- Saint Xavier University Cougars

**PRACTICE GEAR/STAFF APPAREL**

“SXU” or “Saint Xavier University” is a MUST  
Cougar head is recommended

**KNOCKOUT LOGO**

When printing on dark colors the knockout logo must be used (examples provided).



**CLEAR SPACE.** When reproducing the logo, it is essential that you observe the clear space requirements to avoid competing text, images and graphics. That means leaving space equivalent to half the width of the Cougar's head on all sides of the logo.

Please note that the SXU logos should be displayed as prominently as possible. It is important that background colors provide sufficient contrast with the logo, especially if you need to reverse the one-color logo out of a multi-colored background or a photograph. Avoid placement of the SXU logo against backgrounds from which it cannot be clearly distinguished. Listen, this might not be the Mona Lisa, but it's darn close.

Please contact the SXU Athletic Department if you are unsure about logo size, background or placement.

***DID YOU KNOW?** The cougar has approximately 40 different names, including puma, mountain lion and panther.*

At SXU, we are one thing and one thing only:  
**WE ARE THE COUGARS.**

MINIMUMS



**MINIMUM SIZE.** To ensure legibility and proper reproduction, the minimum height for the Primary Mark is one (1) inch. All other SXU Athletics logos may be used as small as a half (.5) inch. All minimum sizes are shown here at actual size. If you have to squint to see it, it's too small.

**MAXIMUM SIZE.** Take care not to make the logo so large that it develops its own discernable gravitational pull, requires its own zip code or blocks sunlight for more than 50% of the greater Chicago metropolitan area. Otherwise, have at it.

MAXIMUMS





PARTIAL COUGAR.

**OK**



**NO**






FULL COLOR FULL PALETTE

FULL COLOR WITH SIMPLIFIED PALETTE

GREYSCALE

ONE COLOR IN SXU COLORS

ONE COLOR IN BLACK

KNOCKOUT IN SXU COLORS

KNOCKOUT IN WHITE

**COLOR STANDARDS.** The colors used in the logo treatments form a highly distinguishable element of the SXU Athletics identity. Generally speaking, the primary logo should be printed in full color. When this is not possible (e.g., black-and-white print ads, vinyl graphics, single-color embroidery, embossing, etc.), other versions may be used.

The simplified palette logo should be used when print quality, reduced size or limited spot colors are an issue. The greyscale logo should be used for higher quality black-and-white printing (such as newspaper or tabloid advertisements). The one-color logo may be used in black, or it can be printed in a solid tone of PMS 201 or PMS 425. The one-color knockout logo may be used when printing in a light color on a dark substrate.

Please contact the SXU Athletic Department if you are unsure about logo size, background or placement.

***DID YOU KNOW?** Wild cougars prefer habitats with dense vegetation and plenty of trees.*

SXU Cougars have a healthy appreciation for trees and vegetation. After all, we live, work and play on SXU’s beautiful campus. But you won’t find us way out in the country or roaming a vast prairie. SXU Cougars prefer Chicagoland — rich with history, culture, opportunity, and hoe to some of the country’s most beloved sports teams. So what if the Cubs haven’t won a World Series since 1908? It will make victory that much sweeter. Someday.



**DO NOT** combine the mark with unapproved elements (even if those elements use approved colors or fonts).



**DO NOT** stretch or compress the mark.



**DO NOT** rearrange the approved color palette.



**DO NOT** distort or shear the mark.



**DO NOT** use the full-color mark in unapproved colors or tints.



**DO NOT** use the mark on busy or visually competitive backgrounds.



**DO NOT** use the old athletic mark on its own or combined with elements of the new mark.



**DO NOT** rearrange or recombine the elements of the mark.



**DO NOT** substitute fonts in the official mark.



**DO NOT** print the knockout mark as a positive.



**DO NOT** screen the mark or run type over it.



**JUST... DON'T.**

**USAGE RESTRICTIONS.** The University's athletic logos should never be used in place of Saint Xavier University's primary institutional logo or logo with tagline lockup in any academic application. Use of the SXU Athletics logo is guided by certain restrictions:

- All official athletic material should display the primary or secondary athletic mark.
- All athletic marks must be reproduced from official artwork provided by the Athletic Department.
- Non-varsity sports clubs may use the SXU Athletics logo(s) and names only if they have been officially sponsored by SXU's Athletic Department. After obtaining sponsorship, these clubs must identify themselves by using "at Saint Xavier University" after the club name. For example: Soccer Club at Saint Xavier University.
- Student groups conducting Athletics fundraisers or promoting a specific event may use the SXU Athletics name and logo only after obtaining permission from SXU's Athletic Department. Permission is granted on a case-by-case basis.
- SXU employees, students and companies that do business with the University are not permitted to use the University name, trademark or logo in the promotion or endorsement of any political/social movement, candidate for public office, or for any activity not officially sponsored by the University.

# ANIMAL CONTROL OFFICERS

Your friendly SXU Animal Control Officers are responsible for enforcing the Athletic Department's logo usage guidelines. They won't fine you or chase you with a net or demand proof of rabies vaccination, but they will help ensure that our new logos are used properly on all visual communications. They want to help. If you're uncertain about usage, they're your first responders.

**It's been said that, "If you see a Cougar coming, you'd better run and hide, 'cause a lot of people didn't and a lot of people cried." But if you see one of these people, don't run. Ask. They're here to help.**

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**GREG GORHAM**

*Associate Athletic Director /  
Sports Information Director*

773-298-3110  
ggorham@sxu.edu

**SAINT XAVIER UNIVERSITY**

3700 West 103rd Street  
Chicago, Illinois 60655

**Operator**

773-298-3000

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