



Alumni Association Brand Guide

Why we exist

Imagine a world where every XA alum is united for a common purpose: continuing to transform. Transform the university by giving generously through time, service, and finances. Transform the marketplace by continuing in relational discipleship, community, and carrying the presence of Jesus. Transform the world by partnering with us on a global mission to reach ALL nations. Let's continue to be on mission together!



Every student graduates on mission, whether ministers, missionaries, or in the marketplace, to make disciples.

Colors



#ed2124

#960018

#1e4569

#ffc30b

#545151

#e3e4e4

Hex Color #

Fonts

Headings: **LEAGUE SPARTAN**
League Spartan
League Spartan

Sub Headings: ANTONIO LIGHT
antonio light
ANTONIO LIGHT
ANTONIO LIGHT

Body: Glacier Indifference
Glacier Indifference
Glacier Indifference
GLACIER INDIFFERENCE

Additional fonts for
social media/one
word text bits:

HUSSAR EKOLOGICZY
SHADOWS INTO LIGHT TWO

LOGOS



Use with our white, blue, or black
background only

IMAGES

WE WANT OUR IMAGES TO...

- Include authentic photos of alumni
- Always be high quality images
- Use the Filter "epic", with an intensity of 50
- For black and white use filter "greyscale" with intensity of 40
- When using transparency by set to a transparency of 60 when text is placed over image



Transparency: 60



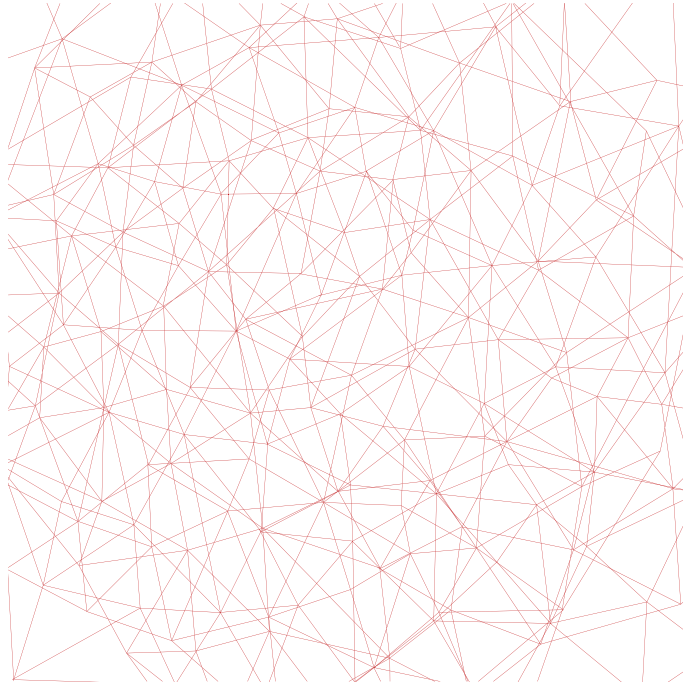
Transparency: 100



Greyscale intensity: 40

BACKGROUNDS

Can use in graphics when there is a significant amount of white space for consistent branding



Social Media Background Option

