

XR Jags

Extended Reality Jaguars Research Group: name, wordmark, colors, type and rules

BRAND

XR Jags and Southern University colors.

The look of this site after the October 2026 rebrand:
Southern University gold, navy and Columbia Blue
on a calm gray-and-white base.

1 · NAME

XR Jags / Extended Reality Jaguars Research Group

Short name

XR Jags. Write it this way in text and headings.

Full name

XR Jags / Extended Reality Jaguars
Research Group. Use once, on first mention.

One-line description

The student research group for extended
reality at Southern University and A&M
College, Baton Rouge.

Tagline

Explore, Innovate, and Discover with XR
Jags.

Earlier names

VR Jags (student site). This web address was the CAAV conference site until October 2026.

2 · WORDMARK

**XR
Jags**

ON WHITE OR PAGE
GRAY



**XR
Jags**

ON SU GOLD

**XR
Jags**

ON SU NAVY



The wordmark is set in type: “XR Jags” in Supreme with a small gold square. The Southern University logo is used only as supplied by SU.

3 · COLORS

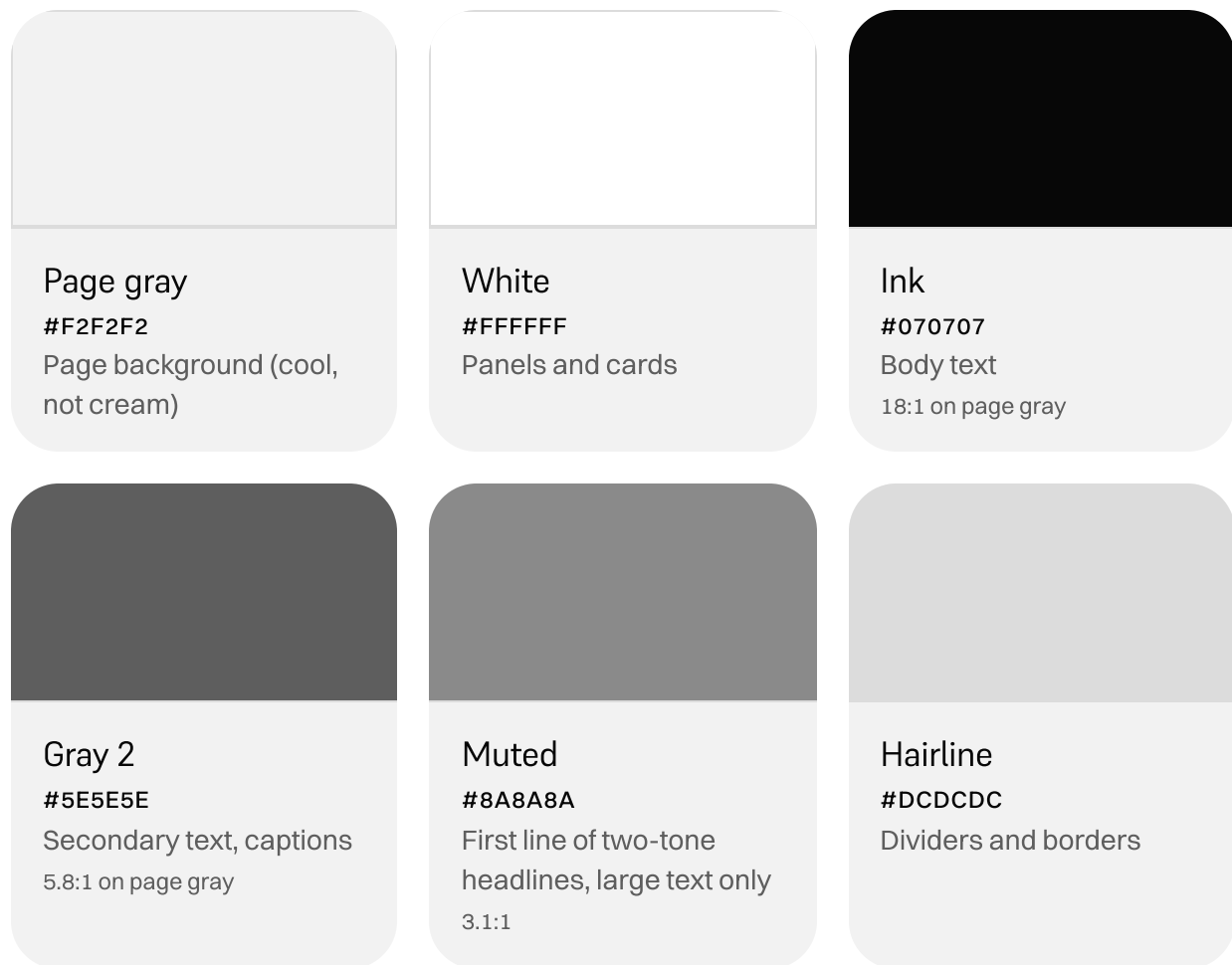
Southern University colors.

Source: Southern University Visual Style Guide (October 2024). Official colors are

Pantone; screen values are Pantone's standard sRGB.

 SU Gold (PMS 123) #FFC72C Primary accent: buttons, highlights, the top-section field. Navy text on gold, never white. Navy on gold 10.1:1	 Gold light #FFD45C Hover state for gold buttons, light end of the top-section field.	 Gold deep #E0A91F Borders on gold, deep end of the top-section field.
 Gold text #8A6A00 Gold-colored text on white or page gray. 5.0:1 on white	 SU Navy (PMS 2965) #00263A Brand dark: text on gold, dark panels, the launch block. 15.7:1 on white	 Columbia Blue (PMS 292) #69B3E7 Secondary accent on dark backgrounds and in the launch band.
 Columbia Blue, text-safe #1F6FAE Secondary accent on light backgrounds: links, small labels, the progress line, "?" help buttons. 5.3:1 on white		

Neutrals



4 · COLOR RULES

DO

- Use SU Gold for the main action on a page and for highlights.
- Put navy (#00263A) text and icons on gold.
- Use #8A6A00 when gold-colored text sits on white or gray.
- Use Columbia Blue only as the second accent: links, small labels, the reading-progress line.
- Keep the gold top-section field only at the top of a page.

DO NOT

- Use orange, terracotta or red-orange anywhere. Anything that was orange is now SU Gold.
- Put white text on gold.
- Use Columbia Blue for something that was orange.
- Recolor the Southern University logo.

5 · TYPE

Supreme 300/400 · display

XR Jags

Switzer 400/500 · body and UI labels

EXTENDED REALITY JAGUARS RESEARCH GROUP

Both are free fonts from the Fontshare (Indian Type Foundry) library, self-hosted, licensed under the ITF Free Font License. The license is in </assets/fonts/FFL.txt>.

Shape and motion

Corners 24 px for cards and panels, 10 px for buttons (no pill buttons). Motion is GSAP: headlines rise in, images scale in on scroll. All of it is switched off for people who ask their device for reduced motion. Touch targets are at least 44 px.

6 · ARCHIVE

The earlier CAAV and Immersion in Motion brand marks stay in /assets/brand/ for reference. Their orange faces were recolored to SU Gold (#FFC72C) on October 24, 2026.



EARLIER CAAV MARK
(ARCHIVE)



IMMERSION IN
MOTION TRUCK
MARK



SOUTHERN
UNIVERSITY LOGO,
AS SUPPLIED