

Official Colors

If the application has color, all logo icons and type must appear in Messiah Blue. They can also be reversed out of Messiah College Blue or Black.



Messiah College Blue



Black

Messiah College Athletics Visual Identity colors specified throughout this guide are based on the following PANTONE® Colors. Standards for these colors are shown in the current edition of the PANTONE® Color Formula Guide.*

Spot colors PANTONE® Colors

Messiah Blue PMS 295

Messiah Black Black

Process Colors

Blue C: 100% M: 56% Y: 0% K: 34%

Black C: 0% M: 0% Y: 0% K: 100%

* PANTONE® is a registered trademark of PANTONE, Inc.

Note to Vendors

The Messiah College Athletics Visual Identity program is protected by copyright. All restrictions apply. Design or color alterations to the specifications in this guide are prohibited without the consent of the Messiah College director of athletics.

Messiah College reserves the right to reject delivery of any/all materials containing unauthorized or incorrect use of any logos and logo types indicated in these guidelines.

Stationery Package



The stationery package shown at left represents the design which has been approved by the director of athletics for use by all of Messiah's athletics teams. Personalization is available for individual team identifications, name, and coach contact information.

MESSIAH ATHLETICS™

Athletics Visual Identity Guidelines



Contact Information

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Athletics Visual Identity Guidelines

The graphic elements contained in this guide are not to be altered in any manner and are reserved for use by Messiah Athletics only. Any exceptions must be approved by the director of athletics.

- Individuals may not order any merchandise (clothing, stationery, etc.) that do not conform to these guidelines, including all items purchased/produced in-house or by third-party vendors.
- Apparel-related items may require additional guidelines. Please contact the director of athletics.
- All design and ordering of stationery, envelopes, and business cards must be initiated through the director of athletics. See sample designs on back panel.
- No other artwork may appear within 1/4 inch of any of the graphic identity packages. Exceptions require the approval of the director of athletics.

Messiah's athletics imagery is one of the most visible representations of the College's visual identity. In order to strengthen and maintain this image, the College has developed this guide to define specific, acceptable uses of athletics logos, images, and fonts:

- When printing the names of individual teams and programs, the College's approved, specially designated type font must be used. (See center panel.)
- Each of the images shown in this guide must appear in a horizontal and square position. (See below.) No other format is acceptable.
- Use of the previous falcon image, letterhead, and other athletic design elements must be discontinued as new items are ordered.
- In accordance with all graphic standards and uniform guidelines, images shown are only a sampling and do not represent individual team logos. These may be requested via e-mail to the director of athletics.

Primary Logo



The primary logo is preferred for most usages. Where possible, print the entire image in Messiah Blue (PMS 295).

Secondary Logos



Use of the secondary logos is acceptable for most applications, and is used at the discretion of the individual coach or director of athletics.

Alternate Logo Options



Use of any of the alternate logos is acceptable for most general athletics applications such as caps and sports bags.

Logo Type Options

MESSIAH
ATHLETICS[™]

FALCONS[™]

FIELD HOCKEY

There are two logo type options for general athletics use. Either one may be used. In addition, each individual program has its own team-specific logo type designation for stationery, envelopes, business cards, and related items.

Font Options

The following three fonts have been approved for use.

1. **ABCDEFGHIJKLMN OP**
QRSTUVWXYZ 1234567890
abcdefghijklmnpqrstuvwxy z
2. **ABCDEFGHIJKLMN OPQRSTUVWXYZ**
abcdefghijklmnpqrstuvwxy z 12345678910
3. **ABCDEFGHIJKLMN OPQRSTUVWXYZ**
abcdefghijklmnpqrstuvwxy z 12345678910

1. The first font was custom created for Messiah and is unavailable as a standard font. If you wish to use this typeface please contact the publications department, at ext. 5381.
2. Futura Condensed, the second option, may be used on all applications.
3. Goudy is recommended for text applications.

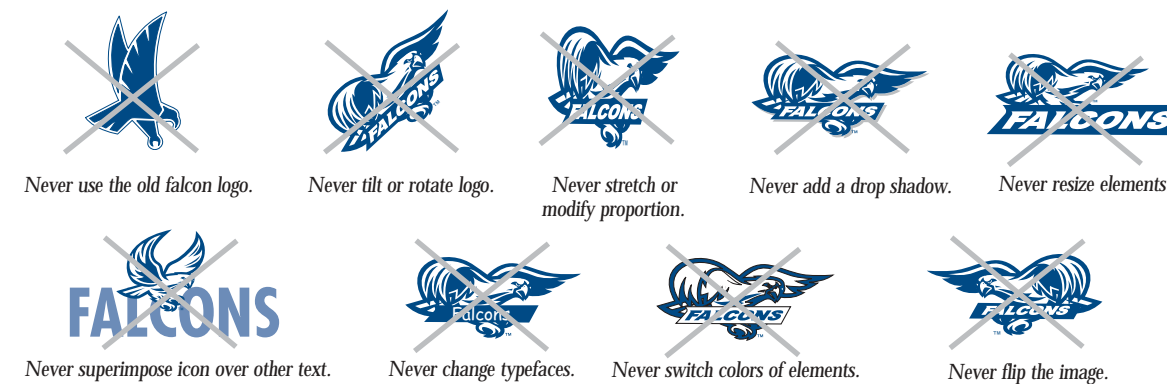
Acceptable logo combinations

Some acceptable logo combinations are shown below.



Incorrect Usage

Never alter the approved Falcon logo; examples of unacceptable usage are shown below.



Use of logos on dark backgrounds

Use keylines on dark backgrounds. Keylines do not print.



FALCONS[™]

MESSIAH
ATHLETICS[™]