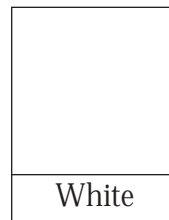




### Messiah College Colors

The official colors of Messiah College are “Messiah Blue” (Pantone Matching System [PMS] 295) and white. **All of the Messiah College visual identity marks (the logo, seal, and athletic logos) must appear in their entirety in either Messiah Blue (PMS 295), black, or in white for reverse-out applications.**

Since white is one of Messiah’s official colors, white paper is usually a better choice than off-white or colored papers for printed publications, and provides a white background when reversing out Messiah’s visual identity marks. *For more detailed guidelines for reverse applications, see page 8.*



### Color Matching

When printing in four-color process (CMYK) use this formula to match “Messiah Blue” (PMS 295):

C = 100%; M = 56%; Y = 0%; K = 34%

### *Correct vs. Incorrect Color Usage*



CORRECT USAGE  
One-color (PMS 295)



CORRECT USAGE  
One-color (Black)



CORRECT USAGE  
CMYK Build (PMS 295)



INCORRECT USAGE  
Using wrong color



INCORRECT USAGE  
Using wrong blue



INCORRECT USAGE  
Using a two-color logo