



Messiah College Visual Identity Marks

Messiah College's visual identity is based on a system of official graphic marks, coordinated to help the public easily identify the College and to promote Messiah's distinctives and visibility among its many important audiences. The images depicted below are the official visual identity marks of Messiah College. To promote strength and consistency—and to protect important trademark registrations—use of these marks should adhere to the graphic standards outlined in this manual.

Official Messiah College Logo



In March 2002, Messiah College approved a new logo to serve as the *primary visual identity mark* of the institution on its stationery package, merchandise, and all printed and electronic publications. The “pillars and flame” icon represents Messiah College's academic and Christian commitments through the following symbolism:

- The three vertical pillars represent the Christian Trinity and the tripart elements of the College's mission statement: “intellect, character, and Christian faith” and “service, leadership, and reconciliation.”
- The flame represents both academic and spiritual knowledge, truth, and wisdom.
- The “M” found in the pillars makes the design unique to Messiah College

For more detailed usage guidelines for the Messiah College logo, see page 9.



Official Messiah College Seal



The Messiah College seal is the official *ceremonial* mark of the institution. As such, it is reserved for more limited use than the logo. *For more detailed usage guidelines for the Messiah College seal, see page 6.*

Official Athletic Logos



In May 2001, Messiah College introduced a new system of athletic visual identity marks (a sampling of which are shown above). All athletic logos are reserved for the use of the Messiah College Department of Athletics, which has developed its own graphic standards to direct these logos' specific use. To obtain a copy of the Athletics Visual Identity Guidelines, call the Director of Athletics at (717) 691-6018 or visit www.messiah.edu/athletics.