



Message from the President

Dear Colleagues:

These Visual Identity Guidelines are an exciting step forward for Messiah College. They are the result of a two-year research and design process engaging students, employees, alumni and friends of the Messiah College community. This collaboration — led by the College's Visual Identity Team — has led to a new College logo, new athletic logos, and an updated College seal and stationery package that will serve Messiah well in the years to come.

The guidelines contained in this manual have been approved by the College Council and endorsed by the Board of Trustees as an effective way of ensuring a strong, consistent image and visual identity that people both on and off campus will readily recognize as Messiah College. To do so, it is imperative that all print and electronic design communications — from brochures, stationery, posters, and advertisements to web sites and merchandise — adhere to these guidelines consistently across the institution.

Messiah College is committed to promoting a strong visual identity because it will:

- Enhance the College's name recognition and visibility
- Build strength of image and message among important audiences such as prospective students and their families, current students, employees, alumni, friends of the College, potential employers, and other community leaders
- Build community and enhance College pride
- Create a professional, coherent Messiah "family" look
- Position Messiah as a strategic, integrated communicator
- Continue to raise the level of excellence of Messiah's publications and other communication materials

With this in mind, it is critical that all departments, offices, programs, and schools producing publications and other various materials representing Messiah College (both on and off campus) follow these Visual Identity Guidelines. With your help, we can work together to create an effective, memorable image for the College that will have a positive impact on our key audiences and help advance the mission of Messiah College.

Sincerely,

A handwritten signature in black ink, appearing to read "Rodney J. Sawatsky".

Rodney J. Sawatsky
President