



Reverses

Readability and clarity are critical elements of Messiah's visual identity marks. Dark inks on light papers offer the best effect. Designers should take care that any use of a reverse-out effect offers a high contrast for maximum legibility. To reverse out of a photo or illustration, the area chosen for the reverse should be as dark and solid as possible, avoiding patterns that could make reading difficult (see example at left). If PMS 295 or black are not used in your publication, reverse the visual identity mark in white from the darkest color.

Correct Reverse Usage



Correct vs. Incorrect Reverse Usage



CORRECT USAGE
Reverse-out (PMS 295)



CORRECT USAGE
Reverse-out (Black)



INCORRECT USAGE
Complete reverse of image

Incorrect Reverse Usage



Please Note: When printing a logo in a standard reverse you **must** use the reverse logo. Simply reversing the positive image will result in an incorrect usage (see example at above right). Please contact the Office of Publications at ext. 5381 for a custom electronic file, or download from the web at www.messiah.edu/visualidentity.

Hot Stamping and Embossing

Designs that incorporate hot stamping or embossing of any Messiah College's visual identity marks should be produced in conjunction with the Office of Publications. Hot stamping and embossing options are generally limited to navy blue, black, silver or a blind emboss.