



Messiah College Logo Usage

The Messiah College logo is the primary visual identity mark of the institution and is to be used on stationery, merchandise, and all printed and electronic publications intended for off-campus use. The logo must **always** contain both the icon and the wordmark as shown below, and must always be printed in a one-color format. Acceptable colors are Messiah Blue (PMS 295), black, and white in a reverse-out application. The logo must be produced at 100% of the color — screening the logo is not an acceptable usage. *For more details on color usage see pages 7-8.*



Reproducing the Logo

The Messiah College logo is comprised of carefully crafted customized artwork and type. As such, the College requires that electronic files or camera-ready art be used to create all forms of communication. Any attempt to re-create the art, type, or spacing and styling of the logo by desktop publishing or word processing will result in inconsistencies that will compromise the integrity of the logo.

Logo Sizing

The recommended minimum reproduction size of the Messiah College logo is $\frac{3}{4}$ " in width. Reducing the logo further compromises the integrity of the icon and the readability of the wordmark.



How to Obtain the Logo

To obtain a copy of the official logo, contact the Office of Publications at ext. 5381 on campus, or off campus at (717) 691-6027, ext. 3, or use the camera-ready logos contained in this manual, or visit www.messiah.edu/visualidentity.



Incorrect Logo Usages

To ensure visual consistency, promote recognition, and preserve its trademark status, **the Messiah College logo must not be altered in any way. The illustrations below demonstrate many, but not all, incorrect uses of the logo:**



INCORRECT USAGE
Using wordmark only



INCORRECT USAGE
Using icon only



INCORRECT USAGE
Shifting of elements



INCORRECT USAGE
Shifting of elements



INCORRECT USAGE
Shifting of elements



INCORRECT USAGE
Stretching or distorting



INCORRECT USAGE
Changing proportions



INCORRECT USAGE
Font substitution



INCORRECT USAGE
Rotating or angling



INCORRECT USAGE
Separate and screen icon



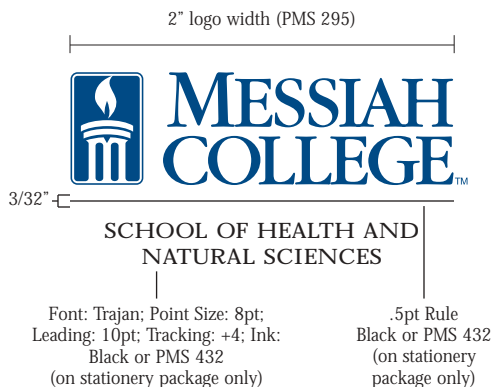
INCORRECT USAGE
Substitution of icon



INCORRECT USAGE
Single line logo



SAMPLE PROPORTION



CONTROL AREA



To maintain a clean look on all materials keep an unviolated area around the logo. Sample shows 3/8" based on a 2" logo. A 4" logo would need a 3/4" area and so on.

Unit-specific Logos

The Messiah College name and reputation are strong, and as such, they are an asset to entities on campus, a fact that reduces the need for individual unit-specific logos. The overwhelming majority of entities on campus are represented visually by the Messiah College logo, customized to the name of their individual entity as shown at left. This unit-specific logo represents individual campus entities on all stationery, merchandise, and printed and electronic communications. These entities include, but are not limited to:

- The five schools and their respective academic departments and majors
- Administrative offices and their respective departments (i.e. those that report to the Office of the President, Provost, Vice Presidents, Vice Provosts, Deans, and Directors)
- The Philadelphia Campus

Former logos or wordmarks previously used by these entities should be retired from use.

“Grandfathered” Exceptions

A limited number of individual campus entities are able to use their own logos or wordmarks, due to unique cultural or historical significance, funding provisions, or an established strong identity with certain key audiences. However, to demonstrate a close connection to Messiah College, the College logo must also appear on the entity’s letterhead, merchandise, and printed and electronic communications. *See pages 20-21 for the complete guidelines and a list of “grandfathered” campus entities.*

Student-funded Clubs and Organizations

Due to their nature and frequent changes in leadership, student clubs and organizations recognized by Messiah College and funded primarily by students may use their own logos and wordmarks when communicating with an on-campus audience. When communicating off campus, they must use the official Messiah College logo or the phrase “A Student Organization of Messiah College” in conjunction with their own logo or wordmark.