

Garamond Light

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Size? *graphic standards* Proportion?
Colors?
abcde fghij





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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



Introduction

In today's information age, people are bombarded with hundreds of visual images and messages each day. Successful organizations know that it is important to build and maintain strong visual identity that will cut through the visual "clutter" and be recognized instantly and positively by key audiences. A strong and consistent visual identity can go a long way in helping an organization further its message and its mission.

In March 2002, the Messiah College Council approved a new logo that will serve as the institution's primary visual identity mark on stationery, merchandise, brochures, advertisements, and other printed and electronic communications. It is important that the College's visual communications present a consistent and uniform image. Using visual guidelines promotes the identity of Messiah College and increases our visibility in the community.

These visual identity guidelines have been provided to help the campus community use Messiah's visual identity marks consistently and to help represent Messiah College in the most effective manner possible.

Using this Manual

This manual contains specific illustrations, guidelines and examples of approved uses of the Messiah College logo and visual identity program. The guidelines have been designed to be user-friendly and to make your communication materials both attractive and effective. Each content section offers instant access to the information you need, including:

- Messiah College's official visual identity marks, including the College's new logo, seal, and athletics logos
- Guidelines for use of the College's official colors and type faces
- Examples of Messiah College letterhead, envelopes, and business cards and instructions for their use
- Important trademark and merchandising information.

Additional manuals are available from the Office of Publications at ext. 5381 (on campus) or at (717) 691-6027, ext. 3 (off campus). The Messiah College Visual Identity Guidelines will be updated as needed. For the most recent electronic version and downloadable images, visit www.messiah.edu/visualidentity. Questions regarding these guidelines or requests for camera-ready artwork may be directed to:

Director of Publications
Messiah College
P.O. Box 3020
One College Avenue
Grantham, PA 17027
ext. 5381 (on campus)
(717) 691-6027, ext. 3 (off campus)



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.



Messiah College Seal



Historically, institutional seals were used to authenticate official messages. Their design is purposefully intricate and descriptive. Messiah College has used the book and the lamp as a design element of its seal since 1969 to “suggest the ready accessibility of knowledge both religious and secular.” The College’s motto, “Christ Preeminent,” which was adopted in 1951, is also an integral element of the seal. The academic descriptor “Liberal and Applied Arts and Sciences” was updated in March 2002 from the former “Liberal Arts” to more accurately reflect the breadth of Messiah’s current academic curriculum.

The College Seal is reserved as the official ceremonial mark of the institution for usages such as official documents, diplomas, citations and special signature items. It should not be used routinely on print or electronic communications or merchandise. Use of the seal must be approved by the Director of Publications and artwork may only be obtained by contacting the Office of Publications at ext. 5381. To ensure consistency, the book and lamp should not be used as a separate image, the artwork and text inside the seal should not be altered in any way, and all previous versions of the College seal should be retired from use. The illustrations below demonstrate many, but not all, incorrect usages of the seal:

Incorrect Seal Usage



Book and lamp
used alone



Border of seal missing



Scalloped border



Altered fonts



Altered artwork



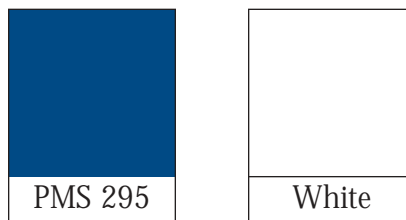
Outdated artwork
and descriptor



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



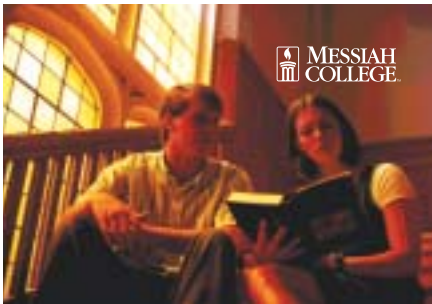
INCORRECT USAGE
Using a two-color logo



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.



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



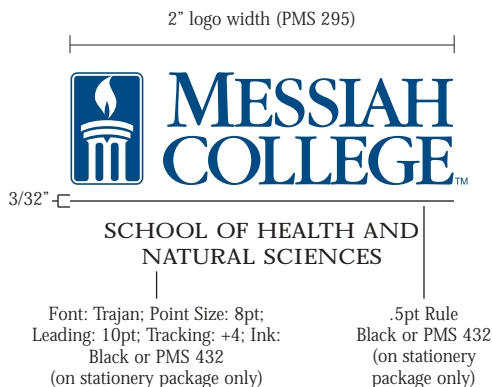
INCORRECT USAGE
Substitution of icon



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.*

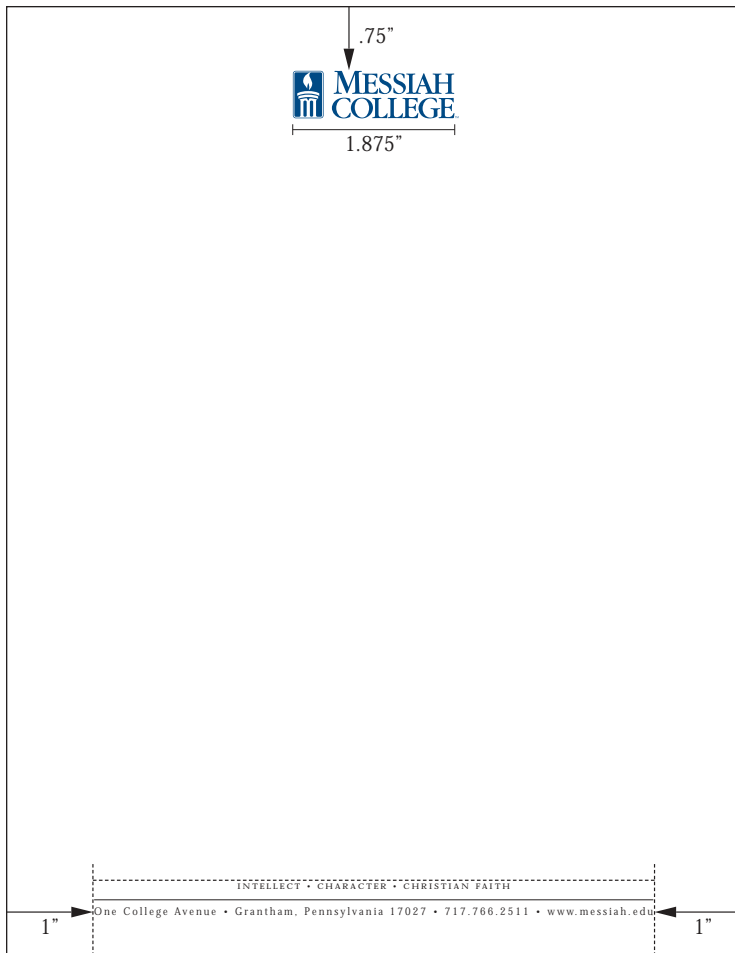
Student-funded Clubs and Organizations

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.

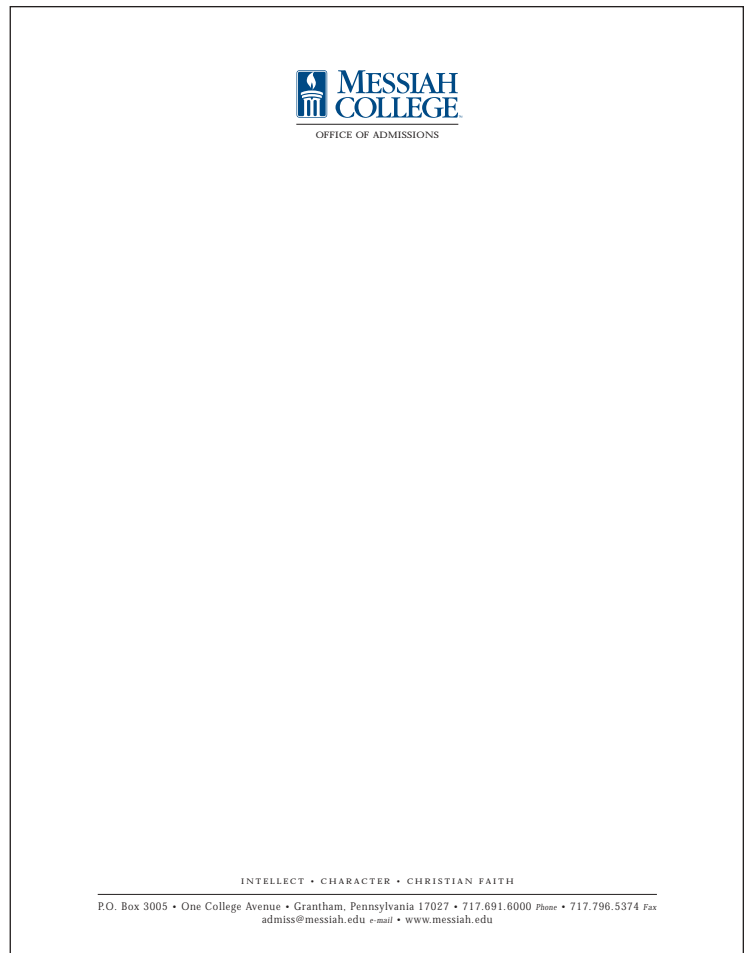


Letterhead

Messiah College's official letterhead may be ordered by contacting College Press. Campus entities may order standard institutional letterhead, or letterhead customized for their individual school, office, department, or program as shown below. To maintain consistency and professionalism in all College correspondence, individual campus entities or persons **may not** design their own letterhead. To order letterhead, call College Press at ext. 6030 (on campus) or at (717) 691-6030 (off campus).



STANDARD MESSIAH COLLEGE LETTERHEAD

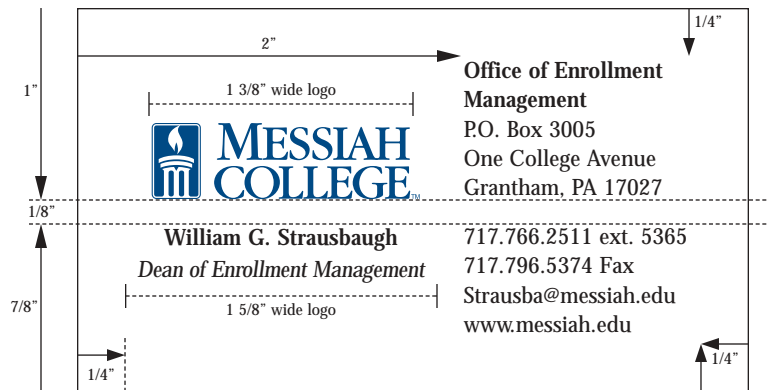


CUSTOMIZED UNIT-SPECIFIC LETTERHEAD



Business Cards

To maintain a consistent and professional image for Messiah College, the business card format illustrated below will be used for all campus personnel. Individual campus units or persons **may not** design their own Messiah College business cards. To order business cards, call College Press at ext. 6030 (on campus) or at (717) 691-6030 (off campus).





Envelopes

The standard address block used for all Messiah College envelopes and labels is illustrated below. College Press coordinates an annual envelope order for all campus entities each spring, but will produce envelopes throughout the year as requested. For more information, or to order, contact College Press at ext. 6030 (on campus) or at (717) 691-6030 (off campus).

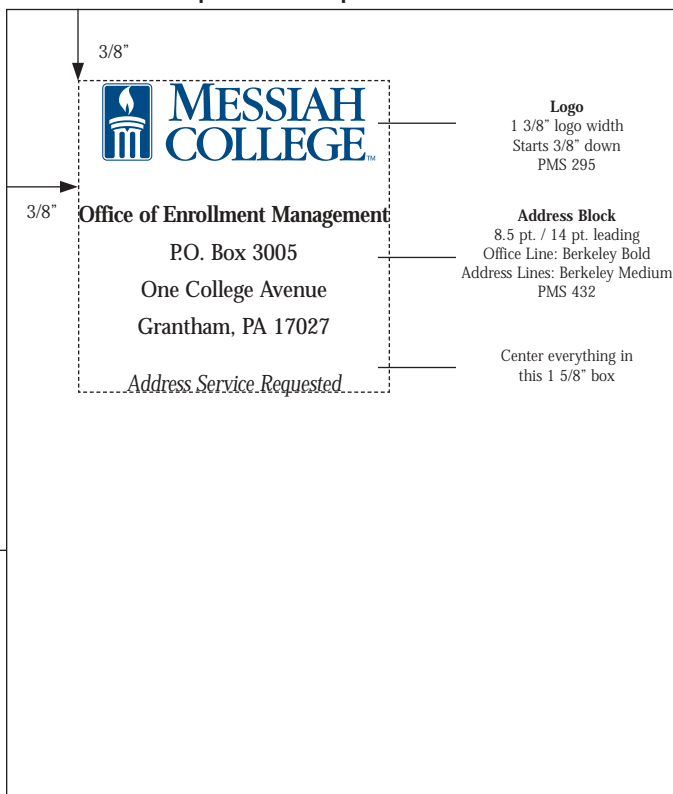
Standard Messiah College Envelope



One College Avenue
Grantham, PA 17027

Address Service Requested

Customized Unit-Specific Envelope



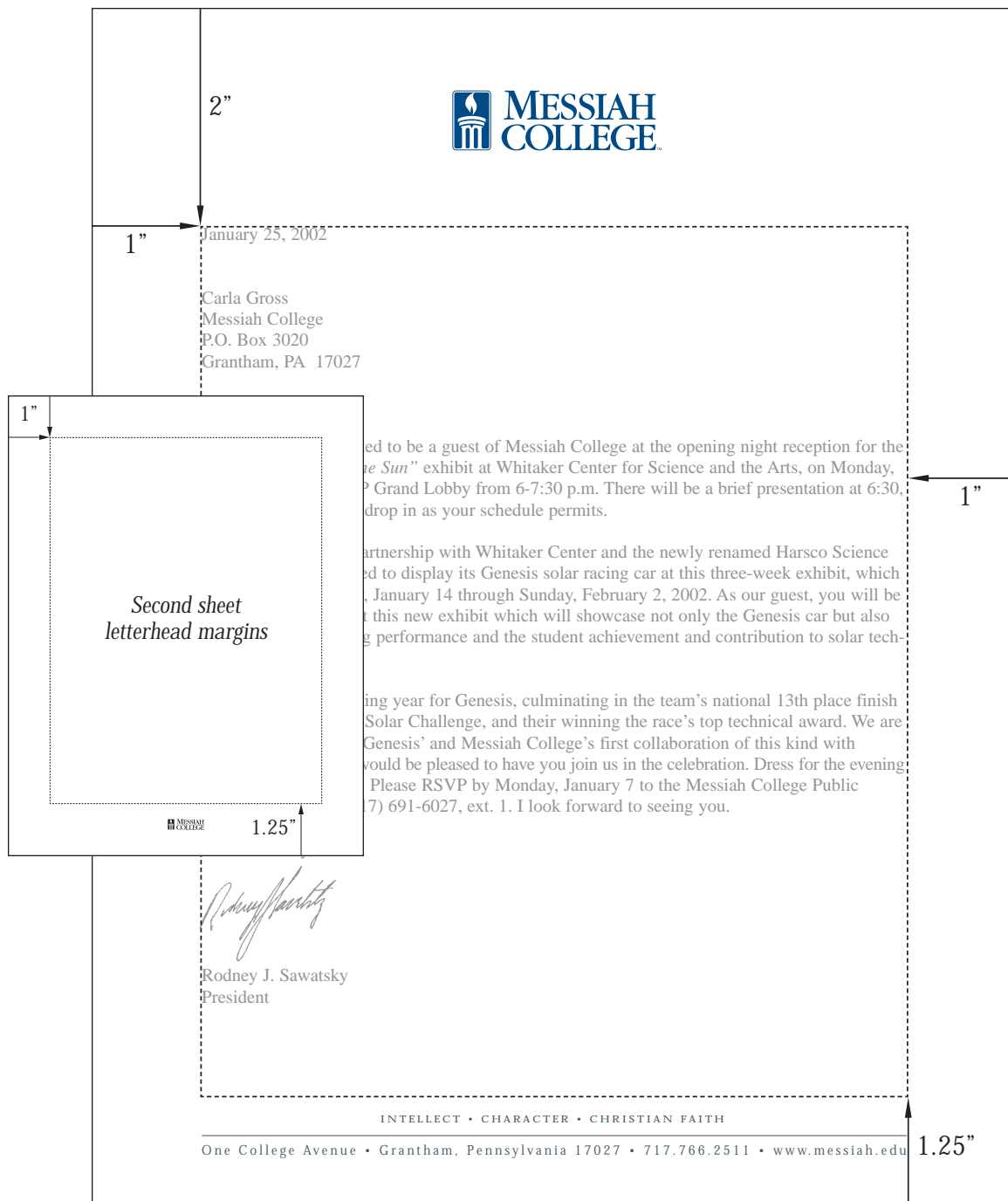
Correct address block for Business Reply Mail:

DEPARTMENT or OFFICE NAME/BOX #
MESSIAH COLLEGE
P.O. BOX 800
GRANTHAM, PA 17027-9988



Correspondence Style Guidelines

To provide a more standardized, professional look for Messiah College correspondence, the College suggests that the letter begin at least 2" from the top of the page and with a 1" margin at both the right and left. A 1 1/4" margin should be set at the bottom of the page. Letters should be printed in 11 point Arial (sans serif) or Times New Roman (serif) font and should follow the format shown below.



The flush left, block style letter is suggested, with double spacing between paragraphs.



Recommended Type Styles

The recommended type styles for Messiah College’s stationery and campus-wide marketing materials are listed below. These type styles possess a dignified, easy-to-read quality and their use is encouraged for body copy in brochures, newsletters, advertisements, and other communications.

SERIF

Berkeley Book
 ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
 abcdefghijklmnopqrstuvwxyz1234567890

Berkeley Medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
 abcdefghijklmnopqrstuvwxyz1234567890

Berkeley Medium Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
 abcdefghijklmnopqrstuvwxyz1234567890

Berkeley Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz1234567890

Goudy Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
 abcdefghijklmnopqrstuvwxyz1234567890

Goudy Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz1234567890

Times New Roman
 ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
 abcdefghijklmnopqrstuvwxyz1234567890

SANS SERIF

Arial
 ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
 abcdefghijklmnopqrstuvwxyz1234567890

Franklin Gothic Book
 ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
 abcdefghijklmnopqrstuvwxyz1234567890

Franklin Gothic Medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
 abcdefghijklmnopqrstuvwxyz1234567890

Franklin Gothic Demi
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz1234567890

Franklin Gothic Heavy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
 abcdefghijklmnopqrstuvwxyz1234567890



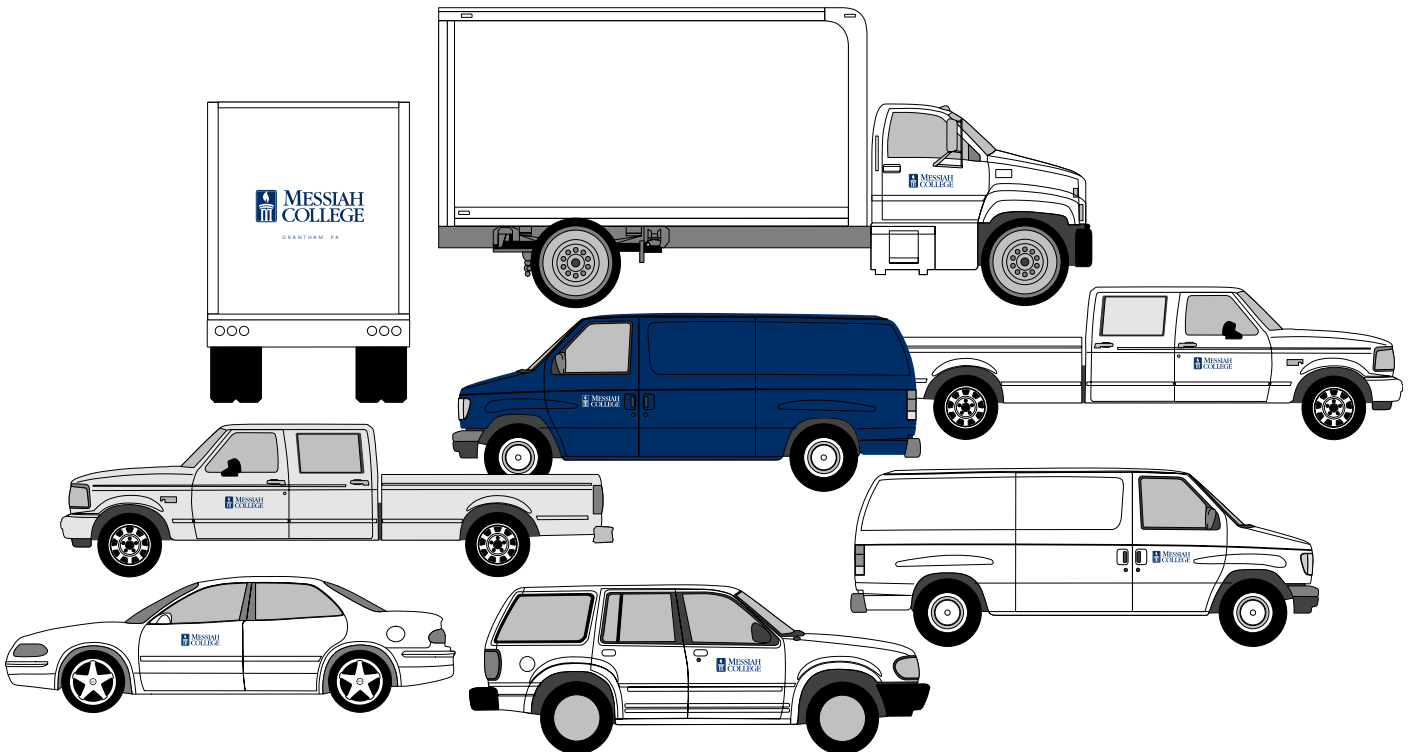
Vehicles

All visual identity guidelines outlined in this manual apply to the use of the Messiah College logo on campus vehicles. The College's location, "Grantham, PA" should also be included.

For more information, please contact:

Department of Building and Property Services
 Messiah College
 P.O. Box 3001
 One College Avenue
 Grantham, PA 17027
 (717) 691-6011

The vehicle samples shown below are for illustrative purposes only. They are not intended to limit exact sizing or placement of logo, or to be all-inclusive of options.





Questions concerning the trademarks of Messiah College should be directed to:

Director of College Services
Messiah College
P.O. Box 3022
One College Avenue
Grantham, PA 17027
ext. 5601 (on campus)
(717) 796-5047 (off campus)

Trademark Information

Messiah College's visual identity marks are in the process of registration by the U.S. Patent and Trademark Office. This means that:

- Neither the College's marks or approximations may be used to identify entities other than Messiah College.
- The College's rights to revenue generated by the commercial use of its marks is protected.
- The College's marks cannot be altered or used inappropriately without jeopardizing legal protective status.
- Marks should be displayed with the "TM" symbol indicating trademark status.

Merchandising

The College presents a wide variety of merchandise to students and alumni. The primary hub for Messiah College merchandise is the College Bookstore, which has developed strategies for incorporating the College's new visual identity into its merchandise. Campus departments, offices, and program areas may also order merchandise for the audiences that they serve. Although these items are often prepared according to the prevailing fashion style or vogue, most suppliers are capable of preparing customized items to match Messiah College's visual identity. While additional production costs may sometimes result, **vendors must always reproduce our official visual identity marks as designed and match PMS 295 exactly (for printed materials) or as closely as possible for other merchandise where PMS matching capabilities do not exist.**

Camera-ready art and color swatches are available in the back of this manual, and from the Office of Publications, to equip vendors to produce their merchandise according to Messiah's standards. While ordering merchandise, should you have an application which raises questions related to the visual identity guidelines, please contact the Director of Publications for assistance.

Note to Vendors

The visual identity marks depicted in this manual are trademarks of Messiah College. All graphic standards and restrictions outlined in this manual apply to the production of all merchandise—whether purchased by the College or by outside funding. Design alterations or substitutions are strictly prohibited without the express written consent of the Director of Publications (see page 19 for contact information). **Messiah College reserves the right to reject delivery of, and payment for, materials containing unauthorized or incorrect usages of the Messiah College visual identity marks, including the College logo, seal, and athletic logos.**



How to Obtain Visual Identity Marks

Messiah College's visual identity marks are available instantly online at www.messiah.edu/visualidentity. Or you may request any of the production-ready files through the Office of Publications. (Please allow 2-3 working days for your request.)

Contact Information:

Director of Publications

Messiah College

P.O. Box 3020

One College Avenue

Grantham, PA 17027

ext. 5381 (on campus)

(717) 691-6027, ext. 3 (off campus)

Messiah College Logo

- ❑ Adobe Illustrator 9.0 eps file (PMS 295)
- ❑ Adobe Illustrator 9.0 eps file (Black)
- ❑ Adobe Illustrator 9.0 eps file (Reverse)
- ❑ Adobe Photoshop 5.0 tif file (PMS 295)
- ❑ Adobe Photoshop 5.0 tif file (Black)
- ❑ Adobe Photoshop 5.0 gif file

Messiah College Athletic Marks

Artwork is available at www.messiah.edu/visualidentity or contact the Department of Athletics at ext. 6018 (on campus) or at (717) 691-6018 (off campus).



Guidelines for Use of Individual Campus Logos

I. Overview

Today, colleges and universities across the nation are facing greater competition in attracting and retaining quality students and faculty, securing financial resources, and communicating their mission and distinctives to their key audiences. Traditional recruitment, fundraising, and communication need to be more strategic and effective than ever before. As a result, there is an emerging interest among institutions of higher education to develop a strong “brand” to help them become the top choice among their most important audiences. A brand is a word, phrase, visual image or a position an organization has adopted to convey its identity to internal and external audiences. What a college stands for, and aspires to be, is the best starting point for creating a strong and meaningful brand. The spiritual and academic commitments and distinctives of Messiah College have always contributed to its brand and are an essential part of the College’s visual identity.

II. Messiah College Visual Identity Goals & Objectives

The Visual Identity Team was tasked with the goal of developing a graphic icon to be used in conjunction with the existing wordmark as a new logo that would communicate the academic and spiritual distinctives of the College. Effectively strengthening the brand (spiritual and academic distinctives) of Messiah College

requires a consistent and institutional approach to the use of the new logo. The tier system as described below was approved by the College Council in March 2002 to help strengthen the Messiah College brand.

III. The Tier System

A. Tier 1: Strongest Messiah College Identity

The overwhelming majority of the entities on campus are represented visually by the Messiah College logo, customized to the name of their individual entity (see examples below). This includes the following entities in addition to any entity that has not been granted an exception under Tier 2 or Tier 3:

Tier 1 entities include:

- The five schools and their respective academic departments and majors
- Administrative offices and their respective departments (Office of the President, Provost, Vice Presidents, Vice Provosts, Deans, and Directors)
- The Philadelphia Campus



Tier 1 entities are highly visible and have an immediate and powerful opportunity to strengthen the spiritual and academic distinctives of Messiah College.



B. Tier 2: “Grandfathered” Exceptions (with the exception of Tier 1 entities)

The Visual Identity Team recognizes and affirms the significance of certain logos that currently exist on campus. These entities have unique cultural or historical significance, funding provisions, or have established a strong identity with certain key audiences. Therefore, these entities are considered “grandfathered” exceptions, enabling them to continue to use their existing logos and/or wordmarks. **However, to demonstrate a close connection to Messiah College, the College’s logo must also appear on its stationery package and all promotional/communications materials. If a Tier 2 entity does not currently have letterhead, they must use the College’s Tier 1 letterhead design.**

The following list of Tier 2 entities is intended to be exhaustive. As a result, if an entity is not listed and does not meet the Tier 3 exception, it will be considered a Tier 1 entity. Questions regarding the comprehensiveness of the list should be directed to the Director of Publications, who will consult with the Chair of the Visual Identity Team.

Tier 2 entities include:

- Agape Center for Service and Learning
- Auginbaugh Art Gallery
- C-Store
- Early Learning Center
- EpiCenter
- Falcon Express
- Friends of the Library
- Genesis Solar Racing Team
- Issachar’s Loft

- Life Groups
- Messiah College Cultural Series
- Messiah College Choral Arts Society
- New Light
- Nursing Department Seal
- Outreach Teams
- Service Teams
- Summer Dinner Concerts
- Summer Service & Missions
- Susquehanna Valley Lyceum
- The Annex
- The Boyer Center
- The Alley
- The Oakes Museum
- Wilbur’s Café
- World Christian Fellowship
- WVMM-FM, The “V”

Please Note: *The Visual Identity Team strongly encourages “Tier 2” entities to transition to the new logo because it would further strengthen the brand (spiritual and academic distinctives), visibility, and name recognition of Messiah College.*

C. Tier 3 Student-Funded Clubs & Organizations

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



Decision Making Process for New Logos

The Visual Identity Team is comprised of a diverse group of faculty, staff, and administrators, as well as an alumna and a student of Messiah College. The Team has invested many hours discussing Messiah's approach to branding. Research, focus group observation, surveys, and campus forums guided this discussion. As a result, the Team endorses a consistent and institutional approach to the use of the College logo because it will strengthen Messiah's brand.

In order to maximize the strength of the College's name and reputation, the number of new logos created for individual entities will be limited. The College's name and reputation are strong, and as such they are an asset to entities on campus, a fact that reduces or eliminates the need for individual departmental logos.

Any entity wishing to develop a new logo must first receive the approval of its respective senior administrator. Once the senior administrator approves the entity's proposed logo, the senior administrator will then forward the request to the Chair of the Visual Identity Team. The Visual Identity Team will use the following "Basis for Appeals" to evaluate the proposed logo. The team's decision regarding the proposed logo will be returned to the senior administrator. If the senior administrator decides to appeal the decision of the Visual Identity Team, the matter will be forwarded to the College Council. The decision of the College Council will be final.

Basis for Appeals

Possible basis for appeal must include an affirmative response to the majority of the following questions:

- Has the entity existed as an entity for a long time?
- While linked to Messiah's mission, does the entity have a name that needs to be differentiated in the marketplace?
- Will not having its own logo seriously affect the work of the entity?
- Can the entity survive without Messiah College?
- Does the entity draw significant funding from sources other than Messiah College?
- Will the presence of a logo build esprit de corps or camaraderie that could not be achieved otherwise?
- Would an entity's having its own logo not diminish the Messiah College brand?

Please Note: *Similar to the practices of other colleges and universities, Messiah College's athletics program has developed its own Visual Identity Guidelines that govern the use of its logos on letterhead and promotions/communications materials.*



CAMERA-READY LOGOS



COLOR SWATCHES "MESSIAH BLUE"





Glossary

Brand — A system of words, phrases, visual images, and mental positioning an organization adopts to strategically convey its identity to internal and external audiences.

Camera-ready art — High-resolution type, artwork, or graphic materials that are ready to be scanned and/or printed.

Electronic files — Computer-generated, electronically saved files of artwork that can be placed directly into documents that are being created in desktop publishing programs (e.g. TIF, EPS or JPEG).

Embossing — The process of impressing an image in relief to achieve a raised surface over printing. Embossing on blank paper is called *blind embossing*.

Font — All the characters and punctuation marks of one size and style of type.

Four-Color Process — A printing term referring to the process by which any color may be achieved by combining the four basic colors of ink (magenta, cyan, yellow and black). See also PROCESS COLORS.

Icon — The graphic element portion of a logo.

Kerning — The process of adjusting the inter-letter spacing between two letters.

Leading — The distance, in points, from one line of copy to the next.

Logo — Any artwork that translates the values or identity of an individual, company, or organization into a graphic image.

Pica — A 12-point unit of measurement.

Point — A unit of measurement approximately $\frac{1}{72}$ of an inch.

Process Colors — In printing, the subtractive primaries: magenta, yellow and cyan. Includes black in four-color process.

PANTONE Matching System® (PMS) — A registered trade name for a widely-used system of color-matching ink used in printing.

Reverse — Artwork or type that appears as the color of the paper on which it is printed as a result of being dropped out of a dark background.

Sans Serif — A typeface that contains no serifs, or “feet,” on the ends of its characters.

Screen — A version of an image produced with only a percentage of the ink used in the original image. Also referred to as a screen tint.

Serif — Lines that cross or project from the ends of characters in a typeface, sometimes referred to as “feet.”

Solid — Any portion of a publication printed at 100 percent of a given color.

Two-color printing — A process by which a publication is printed in only two colors, usually a choice of any two PANTONE colors and/or black.

Typography — The use and arrangement of elements for printing; letter forms on page.

Wordmark — The printed text portion of a logo.

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