

visual identity and brand manual



messiah.edu/visualidentity



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Messiah University Institutional Brand



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Our foundation

MESSAGE FROM THE PRESIDENT



The guidelines in this manual have been endorsed by the University Council and the President's Cabinet as an effective way of ensuring a strong, consistent visual identity that audiences both on and off campus will readily recognize as Messiah University.

Messiah University is committed to promoting a strong visual identity, because it:

- Enhances the University's name recognition and visibility
- Builds strength of brand and message among important university stakeholders
- Creates a professional, coherent "Messiah family" look

With this in mind, it is critical that all schools, departments, offices and programs follow the visual identity and brand guidelines in this manual. With your help, we can work together to create an effective institutional brand that will help advance the mission of Messiah University.

Sincerely,

A handwritten signature in black ink that reads "JMC Stuckey".

Jon C. Stuckey, *Interim President*

INTRODUCTION

In today's information age, people are overloaded with countless 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." A strong and consistent visual identity helps an organization to strengthen its brand and further its message and its mission.

The purpose of this manual is to help the campus community use the University's visual identity marks consistently and to help represent the Messiah University brand as effectively as possible.

MISSION STATEMENT

Messiah University is a Christian university of the liberal and applied arts and sciences. Our mission is to educate men and women toward maturity of intellect, character and Christian faith in preparation for lives of service, leadership and reconciliation in church and society.

MOTTO

Christ Preeminent

IDENTITY LINE

In 2009, an updated identity line for Messiah was introduced. The language of **“sharpening intellect, deepening Christian faith, inspiring action”** strongly reflects the University’s commitment to academic excellence, spiritual growth and preparation of Christian people to actively pursue lives that reflect Kingdom values. You will see this identity line used quite prominently in Messiah’s print and digital communications as a tie-in to the University’s broader mission statement.

Messiah University’s identity line should be used in either the font Aptifer Slab small caps or Priori Sans bold small caps. It is always used graphically without punctuation with extra space between the three actions. The identity line may not be altered in any way and should always be represented by using the custom artwork provided by the Office of Marketing and Communications.

SHARPENING INTELLECT DEEPENING CHRISTIAN FAITH INSPIRING ACTION

Priori Sans bold small caps

SHARPENING INTELLECT DEEPENING CHRISTIAN FAITH INSPIRING ACTION

Aptifer Slab small caps

SHARPENING INTELLECT DEEPENING CHRISTIAN FAITH INSPIRING ACTION SINCE 1909

Priori Sans bold small caps

SHARPENING INTELLECT DEEPENING CHRISTIAN FAITH INSPIRING ACTION SINCE 1909

Aptifer Slab small caps

TAGLINE

When we are asked at Messiah University about the meaning of our tagline “see anew,” we’re eager to share that: **At Messiah University, your life, your faith, your world and your possibilities open up. You see anew.**

see anew

The heart of “see anew” is the concept of transformation and reconciliation. Our alumni consistently tell us that their experience at Messiah was transforming—that it helped them see themselves, their faith, their career and the world in exciting new ways.

In order to connect prospective students to our brand, every piece of admissions communication should use at least one iteration of see anew.

**At Messiah University, your life, your faith,
your world and your possibilities open up.**

You see anew.

So if anyone is in Christ, there is a new creation:
everything old has passed away;
see, everything has become new!

2 CORINTHIANS 5:17 (NRSV)



see anew



Accepted usage of see anew

1. As a standalone graphic

The tagline is set in Priori Sans bold either in white or in the approved color palette or gradient. *Note:* The see anew tagline does not use punctuation and is all lowercase.

2. When used with the logo, it is placed visibly smaller and flush right to the bottom of the right side of the logo under the “sity” of the word University. It can also be centered beneath with a box around the logo connecting it to see anew. (*One must use the customized graphic version of this provided by the Office of Marketing and Communications.*) Its horizontal center visually aligns to the edge of the area of isolation. This keeps it close to the logo but also maintains the area of isolation around the logo that maintains the logo's prominence.

3. see anew used with descriptive words

The Office of Marketing and Communications created a type treatment using the see anew tagline and a series of inserted descriptive words designed to help prospective students specifically understand how Messiah University can help them to see anew.

4. see anew used with descriptive words on stained glass

Set within the stained glass, this type treatment was created using the see anew tagline and a series of inserted descriptive words.

Download see anew graphics at messiah.edu/seeanewgraphics

Customized see anew requests

If a campus office or program would like to explore adapting a version of see anew with a descriptive word that connects specifically to their work, i.e., see service anew; see diversity anew, etc., they may contact design@messiah.edu to discuss if this is a viable option for their program.



THE MESSIAH METAPHOR

At Messiah, each student brings a valuable perspective that is *celebrated, appreciated and allowed to remain distinct.*

In the grace of our shared love of Christ—and in our worship, study and service—we combine our individual contributions into a community that is more beautiful together, **like a strong and vibrant stained glass window.**

And the insight that is born in everyone is the *light that shines through.*
Together we **see anew.**



Campus offices are welcome to point to this **see anew** brand video in their own communications.

STAINED GLASS METAPHOR

The stained glass that you see associated with Messiah University in our marketing and on our campus symbolizes the imagery we use to describe why “see anew” is an appropriate metaphor for our unique Christian educational community.

Each student brings a rich perspective that is celebrated, appreciated and allowed to remain distinct at Messiah. In the grace of our shared love of Christ and in our worship, study and service, we meld our separate contributions into a community that resembles a strong and vibrant stained glass window.

*And the insight that is born in everyone is the light that shines through.
Together, we see anew.*

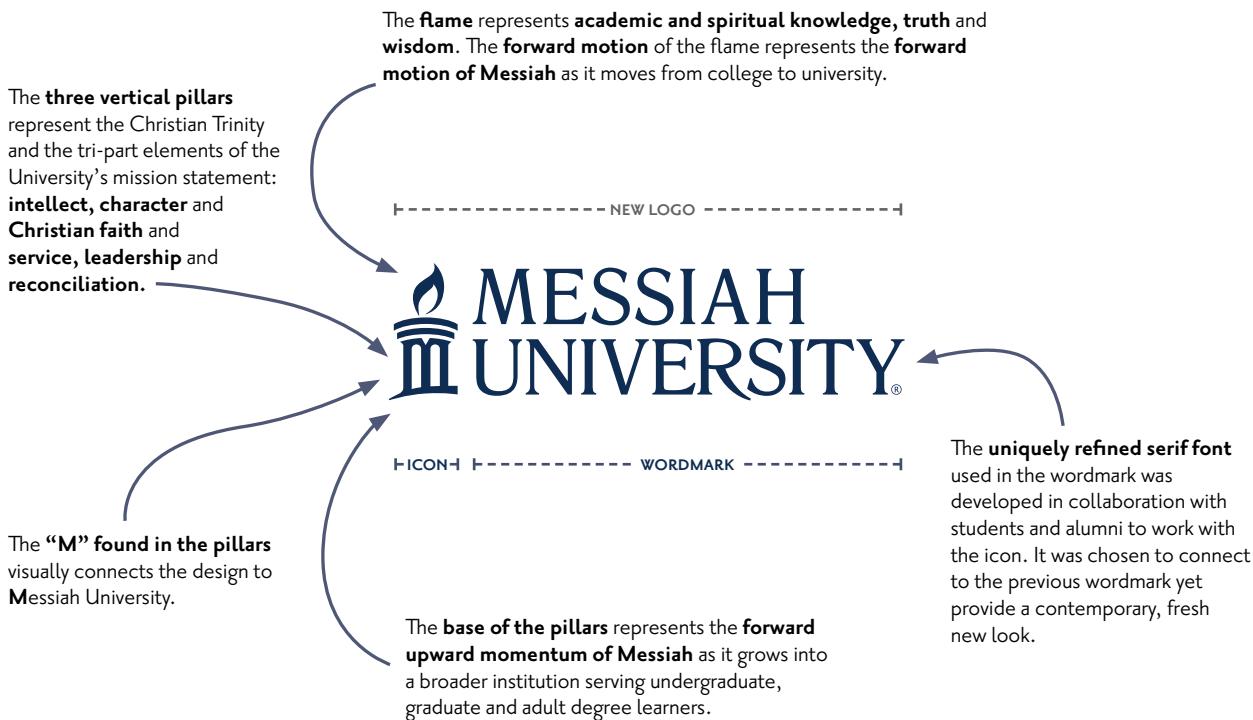
Accepted usage of the stained glass metaphor With the stained glass graphic

The stained glass metaphor visually connects well to the stained glass design element and should most often be used as part of the stained glass imagery. (See page 25.)

INTRODUCTION

In May 2019, a new Messiah University logo was approved by the Board of Trustees and was launched for public use on July 1, 2020, when Messiah College officially became Messiah University.

MEANING OF THE LOGO AND ICON



To watch an animated short of the meaning behind the Messiah University logo, visit:

messiah.edu/visualidentity

University logo

APPROVED COLOR USES

The Messiah University logo can be reproduced only in **Messiah blue** (**Pantone 295 or its equivalent**), **black** or **white** (see page 22). The blue and black versions should be used on light-colored backgrounds. The white version should be used on dark-colored backgrounds.



Messiah blue: Pantone (PMS) 295



Black



White reversed out of another color

REPRODUCING THE LOGO

The Messiah University logo comprises a customized icon and wordmark. As such, the University requires that the image files provided by the Office of Marketing and Communications be used to create all forms of communication where the logo is used. Any attempt to recreate the icon, type, spacing or styling of the logo by desktop publishing or word processing will result in inconsistencies that will compromise the integrity of the logo.



Minimum print size

The recommended minimum reproduction size of the Messiah University logo is 1 inch in width. Reducing the logo further compromises the integrity and the readability of the graphic.



Registered trademark

The Messiah University logo is a registered trademark, and, as such, the art file should contain the registered trademark symbol. (See page 18 for additional trademark details.)



Area of isolation

This is a buffer zone of neutral space surrounding the logo preventing visual interference from other graphic elements. This space gives the logo prominence.

The area of isolation for the Messiah University logo equals the height of the M in Messiah.

UNACCEPTABLE USES

To ensure visual consistency, promote recognition and preserve its trademark status, the Messiah University logo must not be altered in any way. The logo must not be cropped, faded or used in any other color besides white, black or Messiah Blue (Pantone 295).

The illustrations below demonstrate several of the more common, **incorrect uses of the logo.**



Wrong color



Icon only



Wordmark only



Angled



Vertically

Correct:

University and athletics logos are used on separate planes in appropriate distance.



Incorrect:

University and athletics logos are too close together in the same setting.



FOIL AND EMBOSsing

Designs that incorporate foil stamping or embossing of the Messiah logo should be produced in conjunction with the Office of Marketing and Communications. Foil stamping and embossing options are limited to Messiah blue, black, white, silver or a blind emboss. **When embossing, the flame should be raised.**

UNIT-SPECIFIC LOGOS

Whenever possible, the official Messiah University logo should be used (versus a unit-specific logo). However, there are many situations where a unit-specific logo for an individual campus entity is necessary. To retain a strong connection to the University brand, the majority of entities on campus are represented visually by the Messiah University logo customized to the name of their individual entity as shown. This unit-specific logo represents individual campus entities on merchandise, clothing and other communications.

Text is set in the font Gotham Medium in all caps for maximum readability and clarity when printed or embroidered.

Unit-specific campus logos are created by the Office of Marketing and Communications. They are not to be created by campus offices or programs on their own, or by campus vendors.

NOTE: It is preferred to use the full name of the division, department or school, i.e., "Office of Marketing and Communications" vs. "Marketing and Communications." This helps distinguish academic, administrative and operational groups clearly from each other.

Download your office's unit-specific logos at messiah.edu/unitlogos

Primary vertical unit-specific logo



DIVISION, DEPARTMENT
OFFICE OR SCHOOL

Messiah blue: Pantone (PMS) 295



DIVISION, DEPARTMENT
OFFICE OR SCHOOL

Black



DIVISION, DEPARTMENT
OFFICE OR SCHOOL

White reversed out of another color

Secondary horizontal unit-specific logo

The primary unit-specific logo is vertical. In some cases when necessary, a unit-specific logo can be set horizontally.

To request, please contact design@messiah.edu



DIVISION, DEPARTMENT
OFFICE OR SCHOOL

Logo and text can be in Messiah blue: Pantone (PMS) 295, black or white (reversed out of another color).

Using multiple unit-specific logos

When a layout requires multiple unit-specific logos, the designer should consider using the horizontal format and set the text for the divisions, departments, offices or schools in Gotham Medium in title case with separator text in Gotham Book.



Sponsored by the **E. Morris and Leone Sider Institute for Anabaptist, Pietist, and Wesleyan Studies**, the **Messiah University Honors Program**, and the **Program in Peace and Conflict Studies**

Example

ACADEMIC MAJOR OR COMMITTEE WORDMARKS

Organizational units underneath schools and departments (for example academic majors, committees, etc.) are not approved to have their own unit-specific logo. However, the University has approved a type treatment that these entities may use in limited* communications.

**Department unit-specific logo should be used whenever possible. Majors and other sub-department academic units are not able to have their own letterhead/stationery package.*

To request, please contact design@messiah.edu

MESSIAH UNIVERSITY
Academic Major

Messiah blue: Pantone (PMS) 295

MESSIAH UNIVERSITY
Academic Major

Black

MESSIAH UNIVERSITY
Academic Major

White reversed out of another color

THE TIER SYSTEM

Tier I: Strongest Messiah University identity

The overwhelming majority of the entities on campus are represented visually by the Messiah University unit-specific logo (*see page 12*). Tier 1 entities are highly visible and have an immediate and powerful opportunity to strengthen the spiritual and academic distinctives of Messiah University. As such, they are required to use the University's official unit-specific logo.

Tier I entities include:

- Messiah's academic schools and their respective academic departments (*see page 12*)
- Messiah's administrative offices and their respective departments (i.e., those units that report to the president, provost, vice presidents, vice provosts, deans and directors) (*see page 12*)
- Any campus entity that has not been granted an exception under Tier 2 or Tier 3.

Tier 2: Approved exceptions

When these standards were launched in 2002, the Visual Identity Team recognized the significance of certain logos that existed on campus. These entities had unique cultural or historical significance; funding provisions; or an established, strong identity with certain key audiences. Therefore, these entities were approved as "grandparented" exceptions, enabling them to continue to use their existing logos and/or wordmarks.

The Visual Identity Team also developed decision criteria for approving new logos (*see page 17*) and has since approved a few additional tier 2 logos. All new approved Tier 2 logos must be designed by the Office of Marketing and Communications.

However, to demonstrate a close connection to Messiah University, for all Tier 2 logos, the **University's logo must also appear on its stationery package and/or all promotional/communications materials or must add "at Messiah University" to the logo**. If a Tier 2 entity does not currently have letterhead, they must use the University's Tier 1 letterhead design.

NOTE: If a campus entity would like to pursue revising its current Tier 2 logo, they must work in collaboration with the Office of Marketing and Communications to ensure any revisions work within the University's visual identity. Contact design@messiah.edu with any related questions.

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 on page 15 should be directed to the creative director in the Office of Marketing and Communications at ext. 2294.

Tier 2: Currently approved logos



Oakes Museum of Natural History



Two Bridges Catering



Department of Safety crest



Art galleries



Returning to the roots of civil rights bus tour



Falcon Fitness Center



Preventative and Rehabilitative Exercise Program



International Business Institute



The Collaboratory

Tier 3: Student-funded clubs and organizations

Due to their nature and frequent changes in leadership, student clubs and organizations recognized by Messiah University may use their own logos and wordmarks when communicating with an on-campus audience. When communicating off campus if the words "Messiah University," are not included in their logo design, they must use the official Messiah University logo or the phrase "A Student Organization of Messiah University" in conjunction with their own logo or wordmark. The university recommends that Tier 3 logos for **Executive Student Organizations** be designed by the Office of Marketing and Communications or by Messiah Press. All other Tier 3 logos may be designed by the Office of Marketing and Communications, Messiah Press, or by a student designer.



Example student organization logo: SGA



Example student organization logo: YBTV

Campaign and event logos

Campaign or event logos are created by the Office of Marketing and Communications for events with a beginning and end, such as homecoming or a fundraising event. After the event is over, the specific logo must no longer be used. In some instances, special letterhead may be approved for use during a special event campaign, but use of that letterhead and related stationery must be discontinued when the event/campaign is concluded.



Example campaign logo:
Learning for Life, Transforming the World



Example campaign logo:
new student orientation

DECISION-MAKING PROCESS FOR NEW TIER 2 LOGOS

In order to maximize the strength of the University's name and reputation, the number of new logos created for individual entities will be limited. The University'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.

Visual Identity Team for decision making on new logos

- Vice President for Advancement, *co-chair*
- Associate Vice President for Marketing and Communications, *co-chair*
- Vice President for Enrollment Management
- Creative Director
- Director of Messiah Press and Postal Services
- Chair, Business Department
- Senior Graphic Designer
- Director of Athletic Communication

Request a logo at

messiah.edu/logorequest

Any entity wishing to develop a new logo must first receive the approval of its respective senior administrator. If the senior administrator affirms the entity's request for a new logo, the entity administrator should complete the online request form at *messiah.edu/logorequest*, which will be sent to the co-chairs of the Visual Identity Team. The Visual Identity Team will then use the following decision criteria to evaluate the proposed logo creation. The Visual Identity Team co-chairs will then communicate the team's decision to the administrator making the request and the senior administrator of that area.

Decision criteria

Possible basis for creating a new logo must include an affirmative response to the majority of the following questions:

1. Does the entity have a name or location that needs to be differentiated in the marketplace separate from its connection to the mission of Messiah University?
2. Does the entity depend on building external name recognition and identity apart from Messiah University's?
3. Will the absence of its own logo significantly or negatively affect the work and effectiveness of the entity?
4. Can the entity survive independently from Messiah University?
5. Does the entity draw significant funding from sources other than Messiah University?
6. Will the creation of a logo build collaboration or affinity for the entity that could not be achieved otherwise?
7. Is there demonstrated professional precedence or industry standard unique to this type of entity having its own logo?

University logo

UNIVERSITY SEAL



The Messiah University seal is the official ceremonial mark of the institution. As such, it is reserved for more limited use than the logo. Historically, institutional seals were used to authenticate official messages. Their design is purposefully intricate and descriptive. Messiah University 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 University'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 seal was revised once again in 2020 to reflect the transition of Messiah College to Messiah University.

The University Seal is reserved as the official ceremonial mark of the institution for usages such as official documents, diplomas, citations and special signature merchandise items. It should not be used routinely on print or electronic communications or merchandise. Use of the seal must be approved by the Associate Vice President of Marketing and Communications, and artwork may be obtained only through the Office of Marketing and Communications. To ensure consistency, the artwork and text inside the seal should not be altered in any way.

OTHER INSTITUTIONAL SEALS

There are two additional program-specific seals that have grand-parented university approval: the Messiah University Honors Program and the Nursing Department. These are typically used on medallions, pins and other ceremonial uses, and may not replace the usage of these programs' unit-specific logos. (See page 13.)



Honors Program



Nursing Department

TRADEMARK

Messiah University's visual identity marks are registered trademarks with the U.S. Patent and Trademark Office.

This means that:

- Neither the University's marks or approximations may be used to identify entities other than Messiah University, and may only be used for official institutional purposes by those authorized by the University.
- The University's rights to revenue generated by the commercial use of its marks is protected.
- The University's marks cannot be altered or used inappropriately without jeopardizing legal protective status.
- Marks should be displayed with the [®] symbol indicating trademark status. The [®] symbol must be placed to the lower right corner of the logo and sized as illustrated here. If the logo is used at its minimum size and the [®] symbol is too small to be legible, it should be removed. Any other exceptions for removing the registered trademark symbol are rare/limited and must be approved by the university's creative director.



Brand typography

MESSIAH UNIVERSITY BRAND FONTS

Typography is an effective way to create a consistent visual voice for our brand. The following fonts are used by the Office of Marketing and Communications to create external and marketing communications as part of the Messiah's "see anew" brand platform.

Priori Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aptifer Slab

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Acquiring fonts

Due to licensing, our brand fonts are not available to everyone. For those with an Adobe Creative Cloud account, Priori Sans is available at fonts.adobe.com. If you are creating pieces for an internal audience, alternate font options can be downloaded from Google fonts: Hanken Grotesk as an alternate for Priori Sans and Aleo as an alternate for Aptifer.

Hand of Sean

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PRIORI

Priori is often used in bold headlines, subheads, captions and small sections of body copy as well as our ligatures. The minimum recommended point size for body copy is 12pt.

Experience the distinction

of a nationally ranked Christian university

Headline example

The mission of Messiah University is to educate men and women toward **maturity of intellect, character** and **Christian faith** in preparation for lives of **service, leadership** and **reconciliation** in church and society.

Body copy example

APTIFER

Aptifer Slab is most often used in print body copy. The minimum recommended point size for body copy is 9pt.

Messiah University is nationally recognized for its integration of top-tier academics and Christian faith. At Messiah, we also bring together two powerful educational streams—a rich liberal arts experience (rooted in disciplines such as history, English, language, music and theology, to name a few)—and applied professional programs (such as business, education, engineering and nursing). Our 21st-century world needs problem solvers who can think.

Established in 1909 by the Brethren in Christ Church, Messiah University welcomes 2,709 students—from 38 states, 28 countries and 60+ Christian denominations—into undergraduate liberal arts, professional and pre-health professions advising options. Set in central Pennsylvania near the state capital of Harrisburg, our 471-acre wooded campus supports an intellectually vibrant, spiritually vital community.

Body copy example 1

Body copy example 2

HAND OF SEAN

Hand of Sean is used minimally. It conveys a personal, whimsical feeling to specific words and phrases. It is often used in Messiah's see anew tagline with a caret to represent what and how students will see anew at Messiah University. It should not be used as a headline or body copy.

your possibilities
see *anew*

Example 1

To learn more about **academic opportunities at Messiah**, visit messiah.edu/academics.

Example 2

Brand color palette

INTRODUCTION

Before we began our brand refresh in 2020, we met with prospective and current students about our current color palette. Their feedback about vibrancy and a stronger connection to Messiah blue helped shape the current institutional brand color palette.

In 2020, we revamped our branding color palette to coincide with the transition to university status and strengthen our visual connection to the stained glass metaphor.

PRIMARY AND SECONDARY

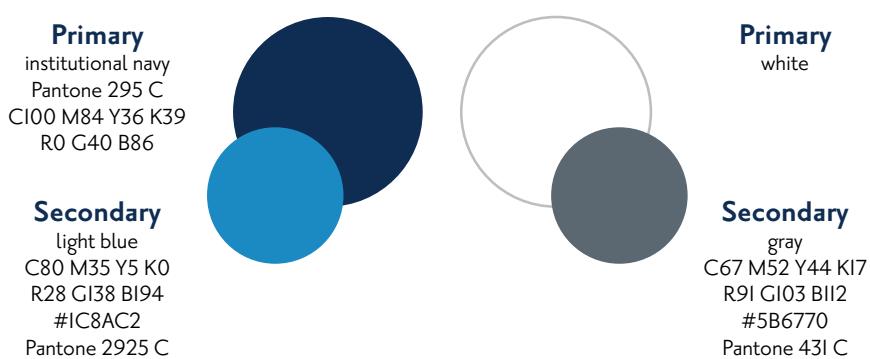
Primary

Messiah University's official university colors are Messiah blue (PMS 295) and white and serve as the institution's primary color palette.

White is often used to separate photos within a layout. We consistently use 5-point borders or rule lines to separate photos in print layouts and 15-point borders in site marketing. Photos are set up in a way that is reminiscent of a stained glass window with white borders creating panes, circular photos and color overlays to represent colors

Secondary

During its 2020 brand refresh, Messiah University introduced a light blue and gray as its secondary color palette. These pair well with the primary colors and are permitted as a complementary, but not a predominant, palette.



TERTIARY AND GRADIENTS

Tertiary

The vibrant, tertiary colors represent the vibrancy in stained glass window panes. These color palettes are broken up into a warm and a cool palette. For consistency, it's best when projects or sections within projects remain within one color palette rather than mixing them.

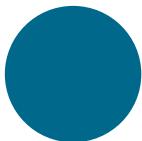
Gradients

Within the warm and cool color palettes are gradients that fuse some of the colors together. This represents the changing light in stained glass window panes as well as the growth and change that happen within students at Messiah. One color enhances the other like one person enhances the other.

Cool color palette



Green
C90 M40 Y65 K10
R11 G115 B103
#0B7367
Pantone 562 C



Blue
C93 M52 Y30 K7
R17 G105 B140
#1I698c
Pantone 7700 C

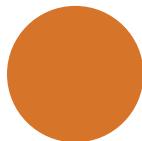


Purple
C72 M85 Y0 K5
R97 G68 B149
#614495
Pantone 268 C

Warm color palette



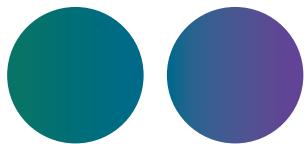
Yellow
C10 M32 Y90 K0
R229 G174 B58
#E5AE3A
Pantone 142 C



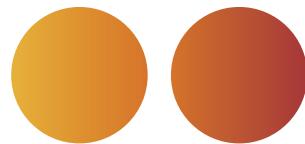
Orange
C15 M65 Y100 K0
R214 G116 B42
#D6742A
Pantone 7413 C



Red
C25 M90 Y80 K16
R166 G55 B56
#A63738
Pantone 1807 C



Cool gradients
Only mix CMYK or RGB colors.
Not Pantone.



Warm gradients
Only mix CMYK or RGB colors.
Not Pantone.

COLOR USE

In most cases, institutional communications use either the warm or cool color palette per project or section. This keeps the designs looking cohesive.

Note: Secondary, tertiary and gradient color palettes may be used in conjunction with Messiah's primary color palette but not in place of Messiah's official school colors.

Graphic elements

INTRODUCTION

To strengthen the message of our tagline and the connection to the stained glass, the University has developed some official graphic elements that represent see anew into its marketing pieces.

LOGO WITH SEE ANEW TAGLINE

To establish a strong connection between our see anew tagline and logo, we often use the words see anew beneath the logo.

See anew should be placed horizontally centered along the line of the area of isolation and right aligned to the logo. The size should be the length of the "sity" in university in the logo.

Another option to connect see anew with the logo is centering see anew below the logo just outside of the area of isolation and using a box to enclose the logo that begins and ends with see anew. This represents how Messiah University is at the center of how our students see anew.

If see anew is used within the page layout either as a standalone or with a descriptive word, it does not need to be repeated under the logo.

Request these graphics by contacting design@messiah.edu



Option 1



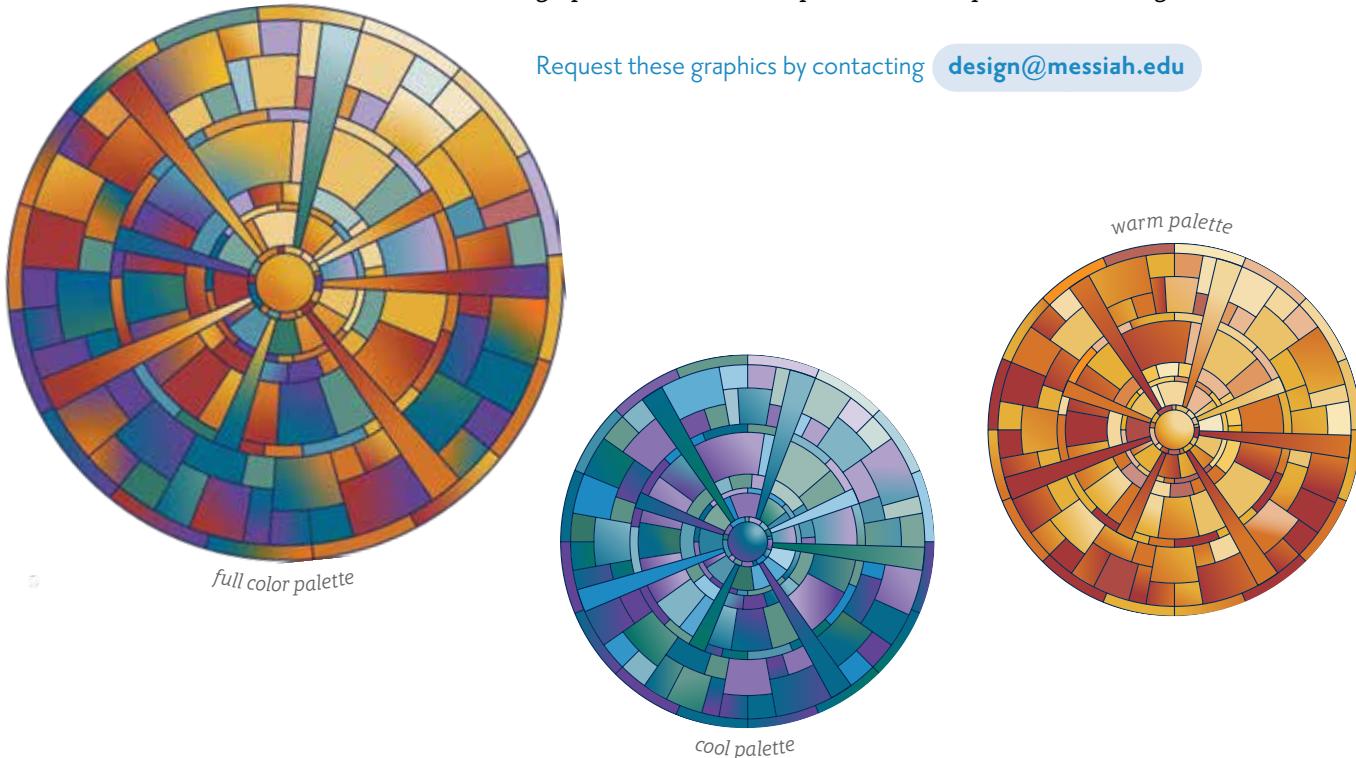
Option 2

STAINED GLASS: THE MESSIAH METAPHOR

At Messiah, each student brings a valuable perspective that is celebrated, appreciated and allowed to remain distinct. In the grace of our shared love of Christ and in our worship, study and service, we combine our individual contributions into a community that is more beautiful together—like a strong and vibrant stained glass window.

To express this, we use stained glass design elements throughout our university communications. Photos are brought together in ways that represent panes of stained glass. Colors are combined to represent how individuals combine to create a beautiful, vibrant community. Circular graphics are used to complement the shape of the stained glass elements.

Request these graphics by contacting design@messiah.edu



There are some limited approved half-pane or segmented uses of the stained glass, including use in Messiah's ligature graphics (see page 30), used at the discretion of the Office of Marketing and Communications.

Graphic elements

SEE ANEW

See anew can be used as a standalone graphic in white, a color or gradient from the color palette or paired with the stained glass circle.

When used with the stained glass, it should be in white over a darkened, more muted version of the stained glass so the words stand out. The circle shape is cohesive with the circle imagery brought in throughout many of our design elements.

Download see anew graphics at messiah.edu/seeanewgraphics



SEE ANEW WITH DESCRIPTIVE WORDS



Prospective students express that when see anew is paired with descriptive words, our tagline resonates stronger with them. They could more closely correlate see anew with their current and expected experiences here.



To more strongly connect the **descriptive words to Messiah**, they are **primarily in Messiah blue**. See anew can be set in the gradient to represent the growth students will experience here similar to the mixing of colors in a pane of stained glass. Since this resonates so well with our audience, we primarily use see anew in this way. The descriptive words should connect to the imagery and infographics surrounding it. For example, see your faith anew should be paired with images connecting to worship and how faith is expressed at Messiah.



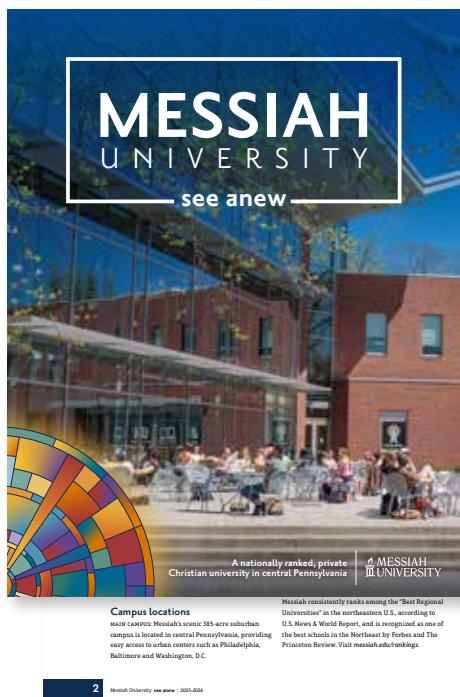
Download see anew graphics at messiah.edu/seeanewgraphics

Campus entities that would like to discuss creating a brand mark combining see anew with a descriptive word representing their area should contact design@messiah.edu.

INFOGRAPHICS

With the University brand refresh, we adopted a circular infographic style. The goal was a consistent look for infographics that focused on the main point of the distinctive information. This also helps to create the stained glass effect in the image layouts. Generally, the number should stand out, and the text should be short and direct. Text is often used along the inside of the circle. Icons and line illustrations can be incorporated into the infographics as appropriate.

When a layout requires multiple infographics, the designer should prioritize 3 or fewer main circular infographics and set the others in a secondary infographic style.



Admissions magazine infographic example

23% international and domestic
students of color



Secondary infographics

Secondary infographics should be simpler in design to make the more important stats stand out.



Infographic source

When a source is not included in the main infographic design, increase the white rule around the graphic and place the source information in 6 pt. in Priori Sans regular around the bottom of the circle.

Graphic elements

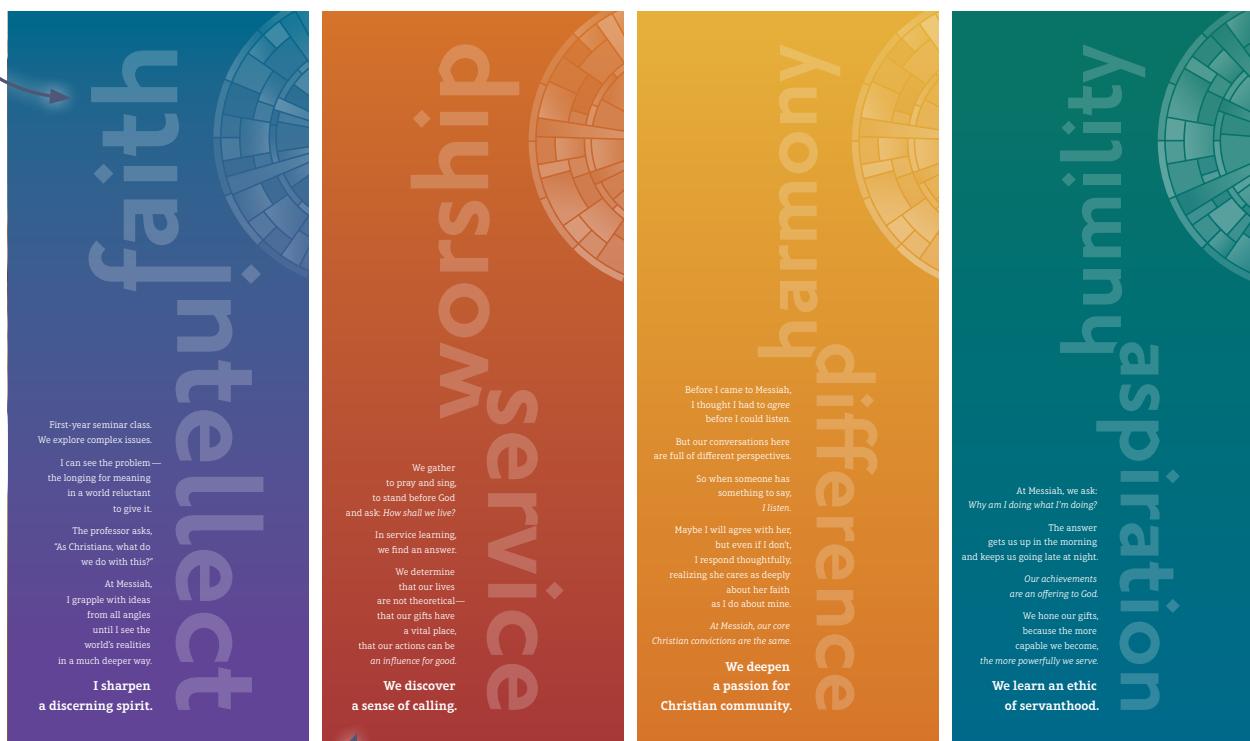
LIGATURES

You'll often notice in Messiah's communications the use of two different words "fused" together. We refer to these as "ligatures," and they symbolize Messiah's ability to help students reconcile seemingly different ideals in new and interesting ways. Messiah University uses ligatures to help visually communicate its institutional values and to help students explore if Messiah's values will be a good fit for their own.

Accepted uses of ligatures

Ligatures are always made from *Priori Sans* bold and must always be displayed vertically. Most often, the ligature has the two first letters of the word meeting in the middle of the ligature. The one exception is *work/play*, which has the words meeting at the end of the words. These ligatures exist as vector-based files; under no circumstances should the artwork be re-created. Ligatures should primarily be used as 40% transparent graphics over gradient color blocks. The darker color in the gradient should be along

Ligature word graphics in **40% transparency** over 100% gradient color block.



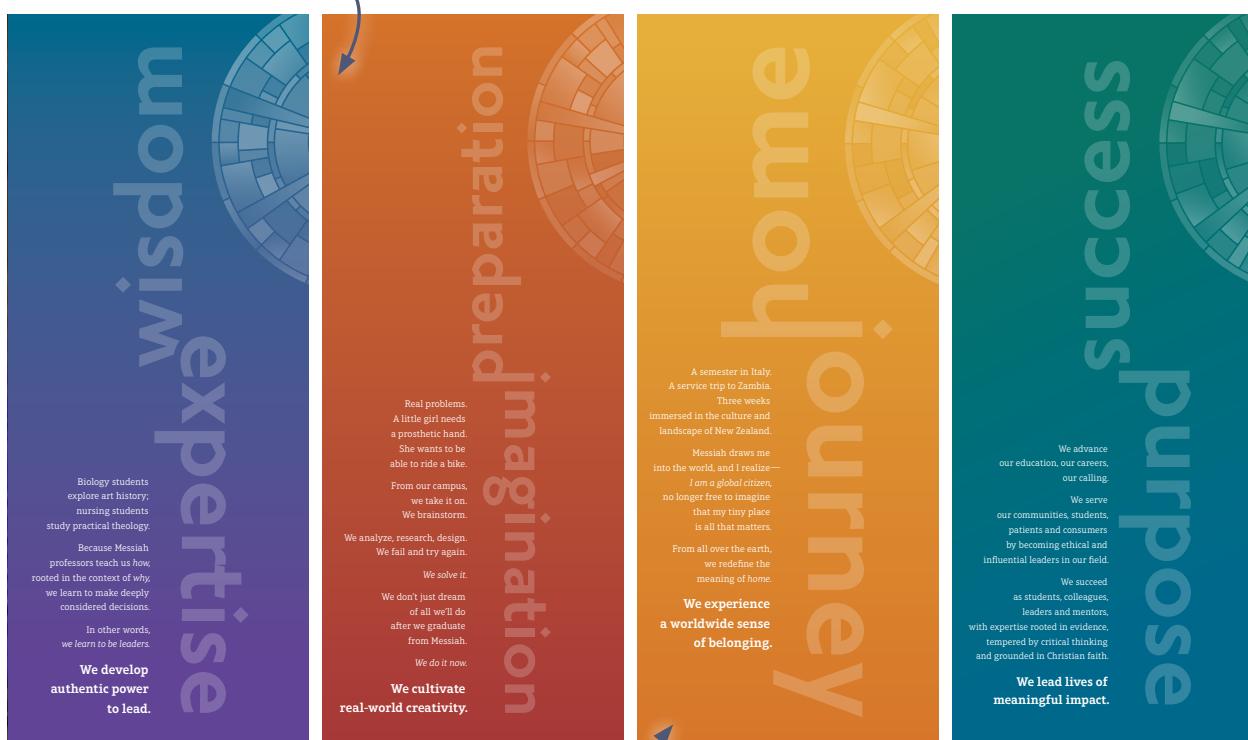
Darker color on the bottom
of the color box creates a feeling
of light coming in from the top.

the bottom of the gradient to ground the image. The colors fading from one to another mirrors the fusing of the words and connects back to the stained glass windowpanes. Occasionally, the ligature is used without the colored background. In this case, the ligature is in the full gradient color. Colors and photos are not tied to a particular ligature but should feel cohesive with the color in the accompanying imagery.

Messiah University primary ligatures

There are eight primary ligatures that are used in Messiah's viewbook and marketing promotions for prospective students. For these ligatures, the University has developed an "outcome" of what happens when these specific powerful concepts are brought together in the lives of students. Students also go deeper into primary ligatures through the use of an applied narrative, written in the first-person voice of a student, called a "tone poem." The ligatures should be used with photography that matches the ideas presented by the ligature.

To accent the ligatures, use the **white version of the stained glass** with the effect set to **luminosity** with a **transparency of 40%**.



The tone poem sits at the bottom of the ligature in **full white in the Aptifer Slab font**.

Graphic elements

Messiah University secondary ligatures

Messiah also uses seven additional ligatures in a secondary, supporting strategy throughout its marketing communications. These do not have supporting tone poems or descriptions.



If you are interested in using a ligature art file in your campus communications, please contact the University's creative director at ext. 2294, 717-691-6027 or design@messiah.edu.

COLORED PHOTOS

Reminiscent of the light shining through a stained glass windowpane, some of the layouts in our marketing materials use colored photos to add visual interest. Using colored photos, is a great solution when you need an image for context or interest, but don't want to distract from the primary message. These accent photos are primarily used in the stained glass element or behind infographics. A white outline in either 5 point for print projects or 15 point for site marketing should be used to separate these photos from others.



Viewbook colored photo examples



Admissions magazine colored photo examples

To create the color effect, the background color should be from the branding palette. The effect on the inserted photo should be set to **luminosity**. The designer should vary the opacity to make the photo stand out.

White outlines should be set at **5 pt.**

Stationery

INTRODUCTION

Messiah University has a standard stationery template for letterhead, envelopes and business cards. Using these templates ensures consistency across the brand. The templates may not be altered in any way. In order to maintain consistency, logo usage is limited to the main University logo. All department-specific websites should use a shortened, friendly URL to more cleanly fit the space. If one is not available, contact Marketing and Communications to have one created. Messiah Press should use templates provided in early 2020 for consistency.

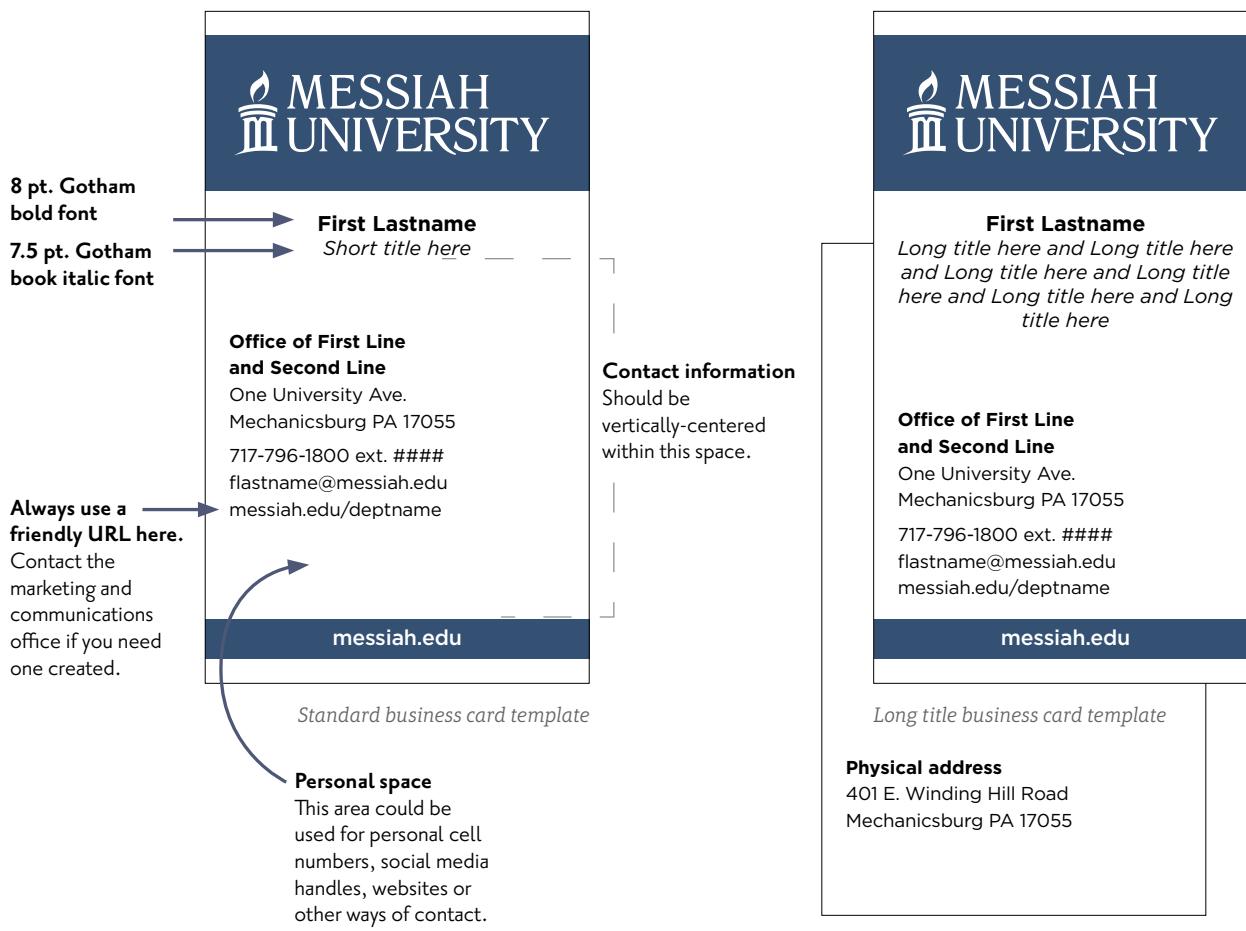
All orders for printed and digital letterhead (including unit-specific Word document letterhead), business cards and envelopes may be placed at
messiah.edu/mpress



BUSINESS CARD

With the logo and website printed in white on a Messiah blue background, our vertical business cards emphasize Messiah University's logo and website. All other text should be in black. The person's name and title should be centered beneath the logo. The name is in 8 pt Gotham bold. The title is in 7.5 pt. Gotham book italic. The information should then be vertically centered in the bottom half of the card with the unit name first in Gotham Bold 7/10 pt. type. All other information on the card should be in Gotham book 7/10 pt. type. Below standard institutional information, there is space to add personal cell phone numbers, websites and contact information.

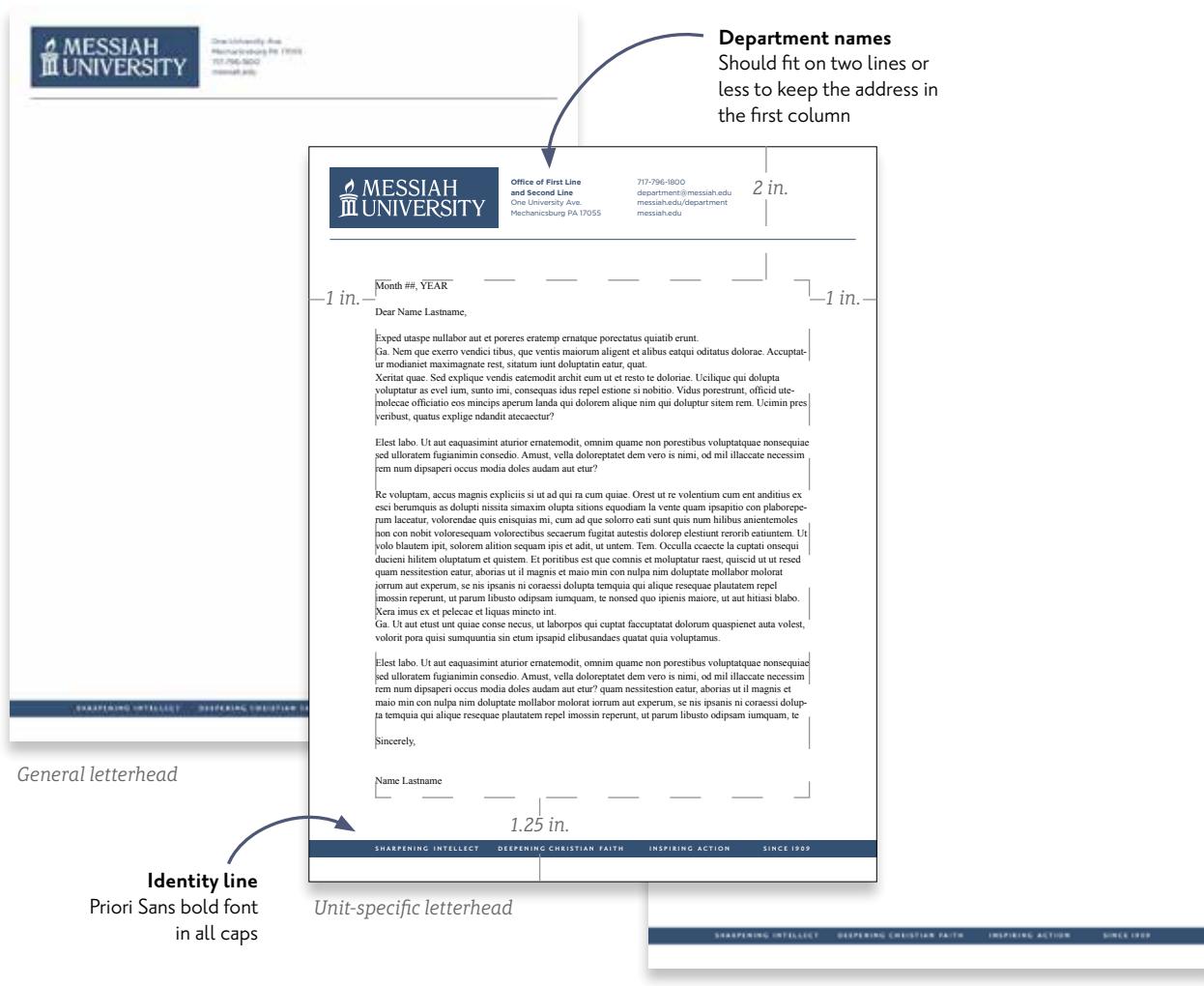
There should be no information on the back with a few exceptions: the physical address on Winding Hill may be on the back for those who work at the Winding Hill campus; the Oakes Museum logo; and Two Bridges catering.



Stationery

LETTERHEAD

To match the business cards, Messiah's letterhead features the logo printed in white on a Messiah blue background as well as the tagline along the bottom of the letterhead. The text also matches the styles of the business card. To simplify printing, the letterhead is printed in Messiah blue. The letter or document printed on it should be printed in black ink. All department info is typeset in the header rather than using unit-specific logos. The identity line should be in **Priori Sans bold cap**. Address boxes can be extended to fit department names. Department names should fit on two lines or less to keep the address in the first column. If the department name is short and one line, leave a space between the name and the address so the baseline of the address does not change.



ENVELOPE

To match the business cards and letterhead, Messiah's envelope features the logo printed in white on a Messiah blue background. The text also matches the styles of the letterhead and is printed in Messiah blue. All department info is typeset in the header rather than using unit-specific logos. Address boxes can be extended to fit department names. Try to fit department names on two lines or less to keep the address box the same height. The *address service requested* text should be set in 8 pt, all caps and be .25 inches from all other content.



Business-sized envelope example

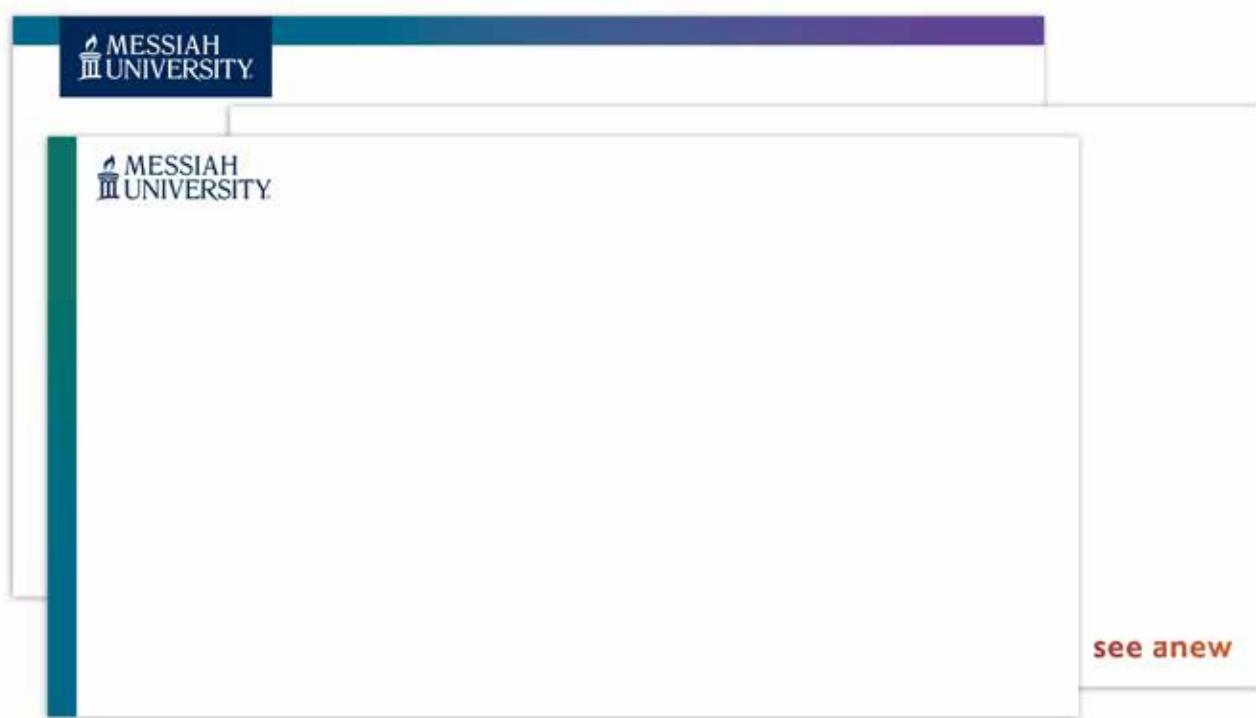
Large envelope example

Stationery

PRESENTATION TEMPLATE

An institutional PowerPoint presentation template file is available for use. Within the template are groups of design styles organized on master pages according to the color palette. It's recommended to choose one color palette and use it throughout your presentation rather than mix and match colors. Also, consider using the Messiah University logo page only at the beginning and/or the end rather than throughout the presentation.

Download the templates at messiah.edu/pptemplate



Presentation template example

EMAIL SIGNATURE

Many of the University's official correspondence is now done via email rather than traditional mail. For a university-wide cohesive look similar to a letterhead, a standard email signature is now available and shown below.

Optional fields on this form allow it to be customized for your needs. After customizing copy and paste it into your Outlook account settings.

Build your email signature at messiah.edu/signature



Ffirstname Lastname
Title
Department
One University Ave
Mechanicsburg, PA 17055
T 717-000-0000 | **EXT** 0000
E name@messiah.edu

Email signature example

INTRODUCTION

The Messiah University Athletics visual identity is arranged to protect and maintain strong brand equity of the Messiah University intercollegiate athletics programs, logos, wordmarks and color palette. The visual identity presents guidelines on how the athletics brand is to be used and makes clear the expectation that the Falcons' administrators, coaches, student-athletes and community members always operate in a way that protects the interest of the brand itself—i.e., its strength, prominence and distinction within NCAA intercollegiate athletics.

Furthermore, the visual identity, by its nature, seeks to establish competitive positioning of the Messiah University Athletics brand by promoting the interrelation of the student-athletes and alumni as members of the same Falcons family.

POLICIES

The athletics visual identity marks are the official marks of Messiah University Athletics. They are designed uniquely and, in part, trademarked for ownership and use by only Messiah University Athletics and the Falcons' varsity sport programs.

Furthermore, only the official marks included in the athletics visual identity may be used to represent the "Falcons" brand—i.e., no other Falcon designs may be created to represent Messiah University.

The following guidelines must be followed with regard to the Falcons' visual identity:

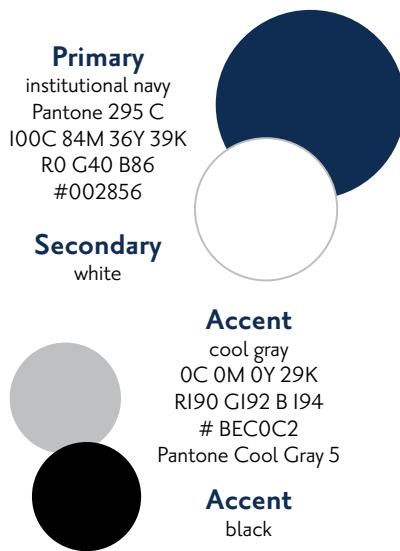
- For the reproduction and usage of these marks, all persons must request and receive permission from Messiah University Athletics. An electronic file will be provided upon approval.
- The marks presented in this visual identity may not be altered in any way.
- Proportions of the marks may not change upon increasing or decreasing of size.
- Additional artwork or text may not be incorporated into the marks described in this visual identity.
- Athletic marks should not typically be used in the same visual plane with Messiah's other institutional marks, i.e., the university logo, see anew brand marks, etc. They are part of their own Messiah Athletics visual identity system.

Acquiring logos and athletics artwork

It is not the purpose of the visual identity to answer/address every possible situation that may arise in regard to the Falcons' logos, wordmarks or color palette.

Questions and inquiries related to the Messiah University Athletics visual identity should be directed to the Athletics Department at athletics@messiah.edu or ext. 2609.

COLOR, AREA OF ISOLATION AND FONTS

**Color palette**

As with the logos and wordmarks, the Falcons' color palette is a critical piece of its visual identity. To achieve consistency, the colors below are approved for the Falcons. In the event that the exact color is unable to be used, the next closest option should be chosen.*

It is important to note that accent colors may make up no more than 20% of a uniform and must be confined to areas of piping and outline. The face of numbers and/or letters may not be accent colors.

**With regard to uniforms and apparel, it is permissible for coaches to order "stock color" versions of these colors to save on costs associated with custom orders (e.g., "Athletic Gray" and "Under Armour Navy Blue")*

Area of Isolation

In an effort to maintain the integrity of the Messiah University Athletics marks on program apparel, a margin of no less than 1/4 inch must separate all marks from the nearest graphic, type or print.

Fonts

Helvetica Neue 85 Heavy (or Bold) and Helvetica Neue 86 Heavy (or Bold) Italic are the required fonts for headers and team names. A sans serif font is recommended for any body copy used in publications. Coaches are not required to use the fonts for personal team publications, but it is suggested they use a sans serif font in place of the fonts previously mentioned.

The italic font should be used anytime a team name appears beneath the stylized Messiah wordmark. A manual adaptation of a 15-degree slant and a vertical compression of 50% should be applied to the team name.

Helvetica Neue 85 Heavy

ABCDEFGHI
JKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue 86 Heavy Italic

ABCDEFGHI
JKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Athletics

LOGOS

Primary logo: the wings down “Messiah”

This primary logo is the preferred logo mark for Messiah University Athletics and should be used in most cases. If a standalone logo is used on any item, this logo must be used.

This mark should not be altered in any way, other than the addition of a white stroke for placement on dark backgrounds.



Primary athletics logo to use on a light-colored background.



Primary athletics logo to use on a dark-colored background.



Primary athletics logo to use when printed in black and white.

Secondary logo: the wings down “Falcons”

This secondary logo is permitted so long as the primary Messiah wordmark also is used somewhere on the item to connect the logo to Messiah University.

This mark should not be altered in any way, other than the addition of a white stroke for placement on dark backgrounds.



Secondary athletics logo to use on a light-colored background.



Secondary athletics logo to use on a dark-colored background.



Secondary athletics logo to use when printed in black and white.

Alternate logo: the falcon head

The alternate logo is permitted only in areas where the primary and secondary logos cannot fit, shouldn't be duplicated or is preferred for aesthetic reasons. **The primary Messiah wordmark also must be used somewhere on the item to connect the logo to Messiah University.**

This logo may be used as a favicon in web URLs.



Alternate Falcon head athletics logo to use on a light-colored background.



Alternate Falcon head athletics logo to use on a dark-colored background.



Alternate Falcon head athletics logo to use when printed in black and white.

NOTE: The falcon head logo is the only Messiah Athletics brand mark for which the university was not able to own the registered trademark. It may be used, but users should be aware that it does not have the same inherent trademark protection as Messiah's other athletic brand marks.

YES



YES



When the beak is light, the logo is right!

NO



NO



Alternate logo: MU

This alternate logo is permitted only in areas where the primary and secondary logos cannot fit, shouldn't be duplicated or is preferred for aesthetic reasons. **The primary Messiah wordmark also must be used somewhere on the item to explicitly connect the logo to Messiah University.**



MU athletics logo to use on a light-colored background.



MU athletics logo to use on a dark-colored background.



MU athletics logo to use when printed in black and white.

WORDMARKS

Primary wordmarks: the “Messiah Athletics” mark and the “Messiah” mark

These primary wordmarks are the preferred wordmarks for Messiah University Athletics and should be used in most cases. If a standalone wordmark is used on any item, one of these wordmarks must be used.



Primary Messiah Athletics wordmark to use on a light-colored background.



Primary Messiah Athletics wordmark to use on a dark-colored background.



Primary Messiah Athletics wordmark to use when printed in black and white.



Primary Messiah wordmark to use on a light-colored background.



Primary Messiah wordmark to use on a dark-colored background.



Primary Messiah wordmark to use when printed in black and white.



Secondary Falcons wordmark to use on a light-colored background.



Secondary Falcons wordmark to use on a dark-colored background.



Secondary Falcons wordmark to use when printed in black and white.

Outlining wordmarks

“Messiah Athletics,” “Messiah,” “Falcons,” “Pursuing Athletic Excellence, Developing Christian Character” and the sport-labeled marks are permitted to have a stroke added to the outer edge of the letters. A 1-point stroke is advisable in most situations but should be scaled similarly to the logo examples below. Stroke color options are shown below using “Falcons” as an example. Black and white wordmarks are not permitted to have a stroke.



Outlined Falcons wordmark to use on a light-colored background.



Outlined Falcons wordmark to use on a dark-colored background.

Athletics

SPORTS-LABELED MARKS

Messiah University's NCAA Division III sports

| | |
|------------------------|--------------------------|
| baseball (M) | softball (W) |
| basketball (M/W) | swimming (M/W) |
| cross country (M/W) | tennis (M/W) |
| field hockey (W) | track and field (M/W) |
| lacrosse (M/W) | volleyball (M/W) |
| soccer (M/W) | wrestling (M) |

Secondary sports-labeled mark: the Messiah mark

The primary sports-labeled marks are the Messiah labeled mark and the Messiah's sports teams.

Note: Marks with "Men's" or "Women's" also are available when appropriate per sport.



Primary Messiah sports-labeled wordmark example. The name of the sport is set beneath Messiah similar to the primary wordmark

Secondary sports-labeled mark: the Falcon head mark

The Falcon head mark is a created file to merge the primary wordmark and the Falcon head logo for each sports program.



Secondary Messiah sports-labeled Falcon head wordmark example. The name of the sport is set beneath Messiah similar to the primary wordmark.

Secondary sports-labeled mark: the Falcon wings-up mark

The Falcon wings-up mark is a created file to merge the primary wordmark and the Falcon wings-up logo for each sports program.



Secondary Messiah sports-labeled Falcon wings-up wordmark example. The name of the sport is set beneath Messiah similar to the primary wordmark.

MOTTO MARKS

Primary motto mark: the “Pursuing Athletic Excellence, Developing Christian Character” mark

This primary motto mark is the only motto mark permitted for Messiah University Athletics. No other motto marks may be used to represent general athletics or a Falcons’ team. (This rule does not apply to the use of team verses and/or phrases, assuming they are presented within context, understood and aligned with the expectations of this visual identity manual.) Each phrase can be viewed together, as shown below, or individually.

PURSUING ATHLETIC EXCELLENCE DEVELOPING CHRISTIAN CHARACTER

Motto mark to use on a light-colored background

PURSUING ATHLETIC EXCELLENCE DEVELOPING CHRISTIAN CHARACTER

Motto mark to use on a dark-colored background

PURSUING ATHLETIC EXCELLENCE DEVELOPING CHRISTIAN CHARACTER

Motto mark to use when printed in black and white

USAGE OF WORDMARKS AND LOGOS

Questions?

Questions and inquiries related to the Messiah University Athletics visual identity should be directed to the Athletics Department at athletics@messiah.edu or ext. 2609.



Example competition uniform



Example warm-ups and travel suits



Example practice gear

PROGRAM ITEMS

Program items are worn or used by any program members (including coaches, student-athletes, managers, athletic trainers, etc.) when they are practicing, competing and/or acting in an official capacity as a representative of Messiah Athletics. This includes pre- and post-game functions, in-game competition, practices and special events in which they participate because of their membership on a Falcons' team. This includes warm-ups, jerseys, shorts/pants, socks, hats and travel bags.

Note: Whether the item is purchased with institutional funds, auxiliary funds, camps funds or donated money by a program member or someone outside of the program, the guidelines apply.

Competition uniforms and apparel

(worn on the field/court/course/track/etc.)

- **Primary Colors:** Navy and white
- **Accent colors:** Gray and black *(constituting less than 20% of the total item)*
- **Marks:** Messiah wordmark must appear across the chest (or sport appropriate location)
- **Other logos:** All official logos on the front, back or sleeve of the uniform are permitted.
- Area of isolation is expected for all marks.
- No black-based items are permitted.

Gameday warm-ups and travel apparel

- **Primary colors:** Navy, white and gray
- **Accent colors:** Black *(constituting less than 20% of the total item)*
- **Marks:** **Messiah wordmark or primary logo** on the front of the piece
- Area of isolation is expected for all marks.
- No black-based items are permitted.

Practice gear

- **Primary colors:** Navy, white and gray
- **Accent colors:** Black *(constituting less than 20% of the total item)*
- **Marks:** **Messiah wordmark or primary logo** must be used on front of item.
- Team phrases are permitted on back.
- Area of isolation is expected for all marks.
- No black-based items are permitted.

USAGE OF WORDMARKS AND LOGOS



Example coaching items

COACHING ITEMS

Coaching items are a category of apparel similar to program items but with a distinction made for items to which only coaches and/or athletics administrators will have access.

- All program item guidelines apply with one exception: accent colors of palette are permitted for use as secondary colors.
- **Primary colors:** Navy, white and gray
- **Accent colors:** Black (*constituting less than 20% of the total item*)

TEAM ORDERS

Team orders include the purchase of gear through a team store for student-athletes, parents, alumni, fans, etc.

- **Primary colors:** Navy, white and gray
- **Accent colors:** Black (*constituting less than 20% of the total item*)

CAMP ITEMS

Camp items are created by and supplied by a Messiah Athletics Program to any/all campers. These items may offer more flexibility in primary color, however if they venture into non-primary palette colors, they must clearly feature the word "Camp" on the item

- **Primary colors:** more flexible
- Full phrases and sayings are permitted on back
- Other than wordmarks and logos being unchanged, text/font may change
- Color of the shirt can come through logo to allow for one-color prints

DIGITAL ENVIRONMENT

The Falcon head logo can be used as a favicon for web URLs.



Alternate Falcon head athletics logo could be used as a favicon or in social media.

Unmistakably Messiah

When logos are used in social media graphics, be sure to evaluate the image to assure that it is **unmistakably Messiah**—i.e., *there's no way that this could be viewed as from another institution whose initials are MU or has a falcon as its mascot.*

Athletics

STATIONERY

Team-specific stationery is available upon request and approval by the athletics department. In the event of the approval, the "Messiah Athletics" wordmark can be replaced with the team's official sports-labeled wordmark.



Athletics letterhead

Athletics envelope

CRESTS

**MESSIAH****MESSIAH**

Men's soccer crest

Full color

Black

Updated through 2018 season

**MESSIAH****MESSIAH**

Women's soccer crest

Full color

Black

Updated through 2020 season

SOCCER CRESTS

The Messiah University men's and women's soccer crests are property of Messiah University Athletics and the Falcons' soccer programs. The permissions for these marks within the greater scope of the Messiah University Athletics visual identity have been grandparented in and, as such, are the only team-specific logo marks permitted for any of the Falcons' sport programs.

Procedures for use on all apparel

In the interest of the Athletics brand—e.g., its strength, prominence and distinction within intercollegiate athletics—the following expectations are outlined with regard to the use of the soccer crests on all apparel items, both program and promotional.

- The soccer crests may be used as a secondary logo on a team uniform.
- The soccer crests must be accompanied on the same side of any apparel or gear item by either the primary logo or the primary wordmark — *i.e., the soccer crests may never be the standalone image on any item.*
- If both a crest and either the primary logo or primary wordmark are not on the same side of an item, the primary logo or primary wordmark must be on the front of that item.

Athletics

CLUBS AND ATHLETICS-RELATED LOGOS

Messiah University's approved club sports

field hockey (W)
ultimate (M/W)
soccer (M/W)
golf (M/W)

CLUB SPORTS logos

Messiah University club sports operate under the jurisdiction of athletics and have similar visual identity expectations and marks. These logos can be used in Messiah blue, black or white.

Note: For a group on campus to be recognized officially as a genuine “club sport,” it must be approved by both the Student Government Association and athletics. Not every activity-based group is qualified for official club sport status and, generally, only those sports that are recognized by the NCAA will be considered for official club sport status underneath athletics.



Primary Messiah club sports-labeled wordmark example. The name of the sport is set beneath Messiah similar to the primary wordmark.



Secondary Messiah club sports-labeled Falcon head wordmark example. The name of the sport is set beneath Messiah similar to the primary wordmark.



Secondary Messiah club sports-labeled Falcon wings-up wordmark example. The name of the sport is set beneath Messiah similar to the primary wordmark.

ESPORTS logo

The Messiah Esports logos were approved in January 2020 for use in print and digital marketing communications, signage and other communication needs associated with the esports team. The goal of the logos is to create a brand for the esports team within the Messiah Athletics visual identity to represent the esports team in promotion, recruitment and competition. The logos will be used by the Offices of Student Success and Engagement, Marketing and Communications and Messiah Athletics to promote Messiah Esports to prospective students and families and to represent it in competitive environments.



Esports primary logo to use on a light-colored background



Esports logo to use in blue and white



Esports logo to use when printed in black and white



Esports logo to use on a dark-colored background



Esports wordmark to use on a light-colored background



Esports wordmark to use in blue and white



Esports wordmark to use when printed in black and white



Esports wordmark to use on a dark-colored background

Athletics

FALCON ATHLETIC NETWORK (FAN) logo

The Falcon Athletic Network (FAN) mission is to supply a method of establishing and maintaining relationships with Athletics' alumni, parents and community friends and fans, while at the same times providing current athletes the opportunities and privileges that make being a Messiah University Falcon so special and distinct.



FAN logo to use on a light-colored background



FAN logo to use on a dark-colored background



FAN logo to use when printed in black and white

A REVOLUTION OF MISSIONAL ATHLETES (AROMA) logo

A Revolution of Missional Athletes (AROMA) is the sports ministry arm of Messiah University Athletics and seeks to have an impact on the teams, campus, community and the world for the glory of God. AROMA facilitates sports ministry, training and opportunities for anyone who wants to be involved on campus. The prime vehicles for ministry include international trips, national service trips, local outreach and summer camps.



AROMA logo to use on a light-colored background



AROMA logo to use on a dark-colored background



AROMA logo to use when printed in black and white



AROMA All Sports Camp logo to use on a dark-colored background

SAAC logo

The purpose of the Messiah University SAAC organization is to enhance the total student-athlete experience by fostering a positive student-athlete image within the Falcon teams, the Messiah University campus community and in the greater surrounding communities. SAAC, which is mandated by the NCAA and the MAC Conference, encourages open communication and discussion among coaches, administration and student-athletes.



SAAC logo to use on a light-colored background



SAAC logo to use on a dark-colored background



SAAC logo to use when printed in black and white



MESSIAH
ATHLETICS

***PURSUING ATHLETIC EXCELLENCE
DEVELOPING CHRISTIAN CHARACTER***