

MESSIAH UNIVERSITY LOGO

The new Messiah University logo was affirmed by the Messiah College Board of Trustees in 2019. **However, the university logo is under a strict embargo from public use or viewing until Messiah officially becomes a university on July 1, 2020.** As such, distribution/usage of the logo prior to that date will be on a strict as-needed basis and requires advance approval in writing from Executive Director of Marketing and Communications Carla Gross (cgross@messiah.edu). *If usage is approved, any internal staff member or external vendor who is responsible for the handling of the logo must sign a confidentiality agreement that will be provided by the Office of Marketing and Communications.*

The below standards should guide the usage of the new Messiah University logo. Any questions should be directed to Carla Gross, cgross@messiah.edu or 717.691.6027.

Product and print proofs:

Prior to July 1, 2020, any usage of the Messiah University logo must be shown in either product or print proof for approval to Executive Director of Marketing and Communications Carla Gross, at cgross@messiah.edu.

Minimum print size:

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



Approved color usages:



The Messiah University logo may be reversed in white out of any color.

Registered trademark:

The Messiah University logo is a registered trademark and as such, the art file should contain the registered trademark symbol.

Reproducing the logo:

The Messiah University logo is comprised of customized artwork and type. As such, the College requires that the electronic files provided by the Office of Marketing and Communications be used to create all forms of communication. Any attempt to recreate the art, 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.

USING THE UNIVERSITY LOGO AND OTHER LOGOS TOGETHER

The University logo was designed as a stand-alone mark and is not intended to be used with other graphics in the same setting. However, there may be some limited instances when this is possible. For questions regarding how/if the University logo could be used with another graphic, contact the Executive Director of Marketing and Communications: **ext. 7342 (on campus) or 717-691-6027 (off campus).**



Correct:
University and Falcons logos are used on separate planes in appropriate distance.



Incorrect:
University and Falcons logos are too close together in the same setting.



USE OF COLLEGE AND UNIVERSITY LOGOS

The Messiah University logo and Messiah College logo should not be used together in the same setting.



Incorrect:
University and College logos are not to be used together in the same setting.

QUESTIONS?

Questions regarding the proper usage of the Messiah University logo may be directed to the Executive Director of Marketing and Communications: **ext. 7342 (on campus) or 717-691-6027 (off campus).**