



# **MESSIAH**

# **ATHLETICS**

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## General policy

The Athletics visual identity marks are the official marks of Messiah College Athletics. They are designed uniquely and, in part, trademarked for ownership and use by only Messiah College 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 College.

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

- For the reproduction of these marks, all persons must request and receive permission from Messiah College 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.

### ACQUIRING ARTWORK

*Questions and inquiries related to the Messiah Athletics visual identity should be directed to Matthew Fenton, director of athletic communications, at [mfenton@messiah.edu](mailto:mfenton@messiah.edu).*

## Related questions

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

Questions and inquiries related to the Messiah College Athletics visual identity should be directed to **Matthew Fenton**, director of athletic communications, at [mfenton@messiah.edu](mailto:mfenton@messiah.edu).

## **Purpose of visual identity**

The Messiah College Athletics visual identity is arranged to protect and maintain strong brand equity of the Messiah College intercollegiate athletics programs, logos, word marks 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 College Athletics brand by promoting the interrelation of the student-athletes and alumni as members of the same Falcons family.

## **History and committee**

In 2000, an ad hoc committee of College administrators and Athletics personnel created the first official Athletics visual identity. The work was done in congruence with the greater College visual identity and established rudimentary guidelines for the use of the Falcons' logos, word marks and color palette, specifically on essential textile products and items of print.

In 2013, an Athletics Visual Identity Committee reviewed and reproduced the visual identity, with specific attention being given to modern-day interests of the Athletics programs and the changing print and web industries.

The Athletics Visual Identity Committee is chaired by Steve King, senior associate director of athletics, and Carla Gross, executive director of marketing and communications/special assistant to the president for communication.

## Color, area of isolation and fonts

### Color palette

#### Primary

PMS 295 (NAVY)



CMYK: 100C, 56M, 0Y, 34K

RGB: 0,75,133

HEX # 004B85

#### Secondary

WHITE



#### Accent

PMS COOL GRAY 5



CMYK: 0C, 0M, 0Y, 29K

RGB: 190, 192, 194

HEX # BEC0C2

BLACK



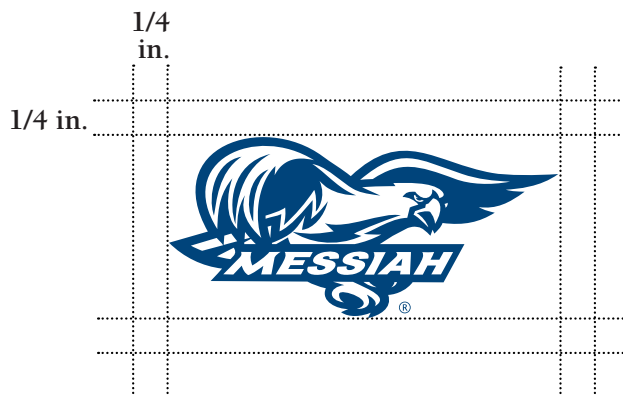
As with the logos and word marks, the Falcons' color palette is a critical piece of its visual identity. To achieve consistency, the colors below are approved for the Falcons. In the event that the exact color is unable to be used, the next closest option should be chosen.\*

It is important to note that accent colors may make up no more than 20 percent 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 College Athletics marks on program apparel, a margin of no less than 1/4" must separate all marks from the nearest graphic, type or print. For questions regarding the area of isolation, please contact the senior associate director of athletics at ext. 7356.



### Fonts

**Helvetica Neue 86 Heavy (or Bold) Italic** and **Helvetica Neue 86 Heavy (or Bold)** are the required fonts for headers and team names. A

sans-serif font is recommended for any body copy used in publications. These fonts can be accessed by contacting the assistant athletic director. 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 word mark. A manual adaptation of a 15-degree slant and a vertical compression of 50 percent should be applied to the team name.

Either the italic or the regular version of the font should be used on headers in promotional materials produced by the Athletics Department or the Office of Marketing and Communications.

## Logos

### Primary logo, the wings down “Messiah”

This primary logo is the preferred logo mark for Messiah 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.

- For color guidelines and expectations, see page 28.

*This version shows how the logo must appear on a light-colored background in both print and embroidery.*



*This version shows how the logo must appear on a dark-colored background in both print and embroidery.*



*This version shows how the logo must appear on promotional apparel, re-versed-out to allow background color to show through.*



*See page 40 for guidelines for promotional items.*

*This version shows how the logo must appear on paper print in black and white.*



### HELPFUL HINT

To ensure that the logo is correctly used, when the beak is light, the logo is right!



## Secondary logo, the wings down “Falcons”

This secondary logo is permitted so long as the primary word mark (“Messiah,” page 32) also is used somewhere on the item to connect the logo to Messiah College.

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

- For color guidelines and expectations, see page 28.



*This version shows how the logo must appear on a light-colored background in both print and embroidery.*



*This version shows how the logo must appear on a dark-colored background in both print and embroidery.*



*This version shows how the logo may appear on promotional apparel, reversed-out to allow background color to show through.*

*See page 40 for guidelines for promotional items.*



*This version shows how the logo must appear on paper print 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 word mark ("Messiah," page 32) also must be used somewhere on the item to connect the logo to Messiah.

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



*This version shows how the logo must appear on a light-colored background in both print and embroidery.*



*This version shows how the logo must appear on a dark-colored background in both print and embroidery.*



*This version shows how the logo may appear on promotional apparel, reversed-out to allow background color to show through.*

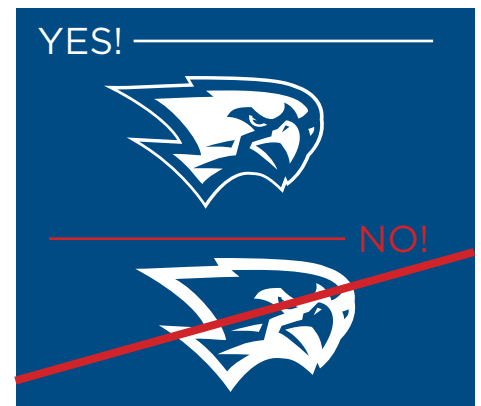
*See page 40 for guidelines for promotional items.*



*This version shows how the logo must appear on paper print in black and white.*

### HELPFUL HINT

To ensure that the logo is correctly used, when the beak is light, the logo is right!



## Word marks

### Primary word marks, the “Messiah Athletics” mark, the “Messiah” mark

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

- For color guidelines and expectations, see page 28.



**MESSIAH**  
**ATHLETICS**

*This version shows how the logo must appear on a light-colored background in both print and embroidery.*



**MESSIAH**  
**ATHLETICS**

*This version shows how the logo must appear on a dark-colored background in both print and embroidery.*



**MESSIAH**  
**ATHLETICS**

*This version shows how the logo must appear on paper printed in black and white.*



**MESSIAH**

*This version shows how the logo must appear on a light-colored background in both print and embroidery.*



**MESSIAH**

*This version shows how the logo must appear on a dark-colored background in both print and embroidery.*



**MESSIAH**

*This version shows how the logo must appear on paper printed in black and white.*

## Secondary word mark, the “Falcons” mark

The Falcon mark is permitted so long as either the primary word marks (page 32) or the primary logo (page 29) is also used somewhere on the item.

- For color guidelines and expectations, see page 28.

The word "FALCONS" in a bold, italicized, blue sans-serif font, centered within a white rectangular box.

*This version shows how the logo must appear on a light-colored background in both print and embroidery.*

The word "FALCONS" in a bold, italicized, white sans-serif font, centered within a dark blue rectangular box.

*This version shows how the logo must appear on a dark-colored background in both print and embroidery.*

The word "FALCONS" in a bold, italicized, black sans-serif font, centered within a white rectangular box.

*This version shows how the logo must appear on paper printed in black and white.*

**Outlining word marks:** “Messiah Athletics,” “Messiah,” “Falcons,” “Pursuing Athletic Excellence, Developing Christian Character” (page 35) and the sport labeled marks (page 36) 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 word marks are not permitted to have a stroke.

The word "FALCONS" in a bold, italicized, blue sans-serif font with a thin blue outline around each letter, centered within a white rectangular box.

*This version shows how the logo must appear on a light-colored background in both print and embroidery.*

The word "FALCONS" in a bold, italicized, white sans-serif font with a thin white outline around each letter, centered within a dark blue rectangular box.

*This version shows how the logo must appear on a dark-colored background in both print and embroidery.*

## Motto mark

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

This primary motto mark is the only motto mark permitted for Messiah 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.

- For color guidelines and expectations, see page 28..

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

*This version shows how the logo must appear on a light-colored background in both print and embroidery.*

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

*This version shows how the logo must appear on a dark-colored background in both print and embroidery.*

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

*This version shows how the logo must appear on paper printed in black and white.*

## Sport labeled marks

### Primary sports labeled mark, the Messiah labeled marks

The primary sports labeled marks are the Messiah labeled mark.

- For color guidelines and expectations, see page 28.
- For outlining sports labeled marks, see page 33.

*Note:* Marks with “Men’s” or “Women’s” also are available when appropriate per sport.



**MESSIAH**  
BASEBALL

*This version shows how the logo must appear on a light-colored background in both print and embroidery.*



**MESSIAH**  
BASEBALL

*This version shows how the logo must appear on a dark-colored background in both print and embroidery.*



**MESSIAH**  
BASEBALL

*This version shows how the logo must appear on paper printed in black and white.*



**MESSIAH**  
BASKETBALL



**MESSIAH**  
CROSS COUNTRY



**MESSIAH**  
FIELD HOCKEY



**MESSIAH**  
GOLF



**MESSIAH**  
LACROSSE



**MESSIAH**  
SWIMMING



**MESSIAH**  
SOCCER



**MESSIAH**  
SOFTBALL



**MESSIAH**  
VOLLEYBALL



**MESSIAH**  
TENNIS



**MESSIAH**  
TRACK & FIELD



**MESSIAH**  
ATHLETIC TRAINING



**MESSIAH**  
WRESTLING



**MESSIAH**  
ATHLETICS

## Secondary sports labeled mark, the Falcon head labeled mark

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

- For color guidelines and expectations, see page 28.



*This version shows how the logo must appear on a light-colored background in both print and embroidery.*



*This version shows how the logo must appear on a dark-colored background in both print and embroidery.*



*This version shows how the logo must appear on promotional apparel, reversed-out to allow background color to show through.*



*This version shows how the logo must appear on paper printed in black and white.*



## Secondary sports labeled mark, the Falcon wings up labeled mark

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

- For color guidelines and expectations, see page 28.
- File can be found in your team “Falcon Wings Up” folder.



*This version shows how the logo must appear on a light-colored background in both print and embroidery.*



*This version shows how the logo must appear on a dark-colored background in both print and embroidery.*



*This version shows how the logo must appear on promotional apparel, reversed-out to allow background color to show through.*

*See page 40 for guidelines for promotional items.*



*This version shows how the logo must appear on paper printed in black and white.*



## Correct application of word marks and logos

For questions regarding this section, please contact the senior associate director of athletics at ext. 7356.

### 1 CATEGORY ONE: program items

Program items are worn or used by program members, including coaches, student-athletes, managers, 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.)

#### EXAMPLE OF COMPETITION UNIFORM



#### Competition uniforms and apparel

- Primary word mark (i.e., “Messiah”) across chest (or other location approved by the assistant athletic director)
- Any approved primary, secondary or alternate athletics logo(s) placed on the front, back or sleeve of the uniform is permitted.
- If the bottom of uniform piece, any official word mark or primary, secondary or alternate logo(s) placed on the front of the piece is permitted.
- Colors must follow palette strictly.
- Area of isolation is expected for all marks.

#### Warm-ups, travel suits, hats, bags, etc.

- If a suit, the front of the top piece must have at least either the primary word mark or primary logo (i.e., “Falcon + MESSIAH”). This includes the marks located within sport labeled marks.
- If a suit, the bottom may have only official marks of visual identity.
- Colors must follow palette strictly.
- Area of isolation is expected for all marks.
- Colors must follow palette strictly with one exception: gray also may be used as the primary color in warm-up suits or travel gear. This is not true for black; nor is it true for the actual uniform pieces themselves.

## Practice items

- Primary word mark or primary logo must be used on front of item.
- Color palette adjusted to include gray as primary and/or secondary option
- Team phrases are permitted on back.
- Area of isolation is expected for all marks.

## 2

### **CATEGORY TWO: promotional items**

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Promotional items are created by and supplied by the College, Athletics and/or a Falcons' team to any/all constituents, including student-athletes, parents, fans, campers, etc. for the purposes of promotional and/or entertainment activities.

#### **All items:**

- Primary word mark or primary logo must be used on front of item.
- Full phrases and sayings are permitted on back.
- Other than word marks being unchanged, text/font may change.
- Color of the shirt can come through logo to allow for one-color prints.
- Area of isolation is expected for all marks.

## 3

### **CATEGORY THREE: coaching items**

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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 items:**

- All program item guidelines apply with one exception: accent colors of palette are permitted for use as secondary colors.

# 4

## CATEGORY FOUR: digital environment



The Falcon head logo (page 31) can be used as a favicon for web URLs.

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 college whose initials are MC or has a falcon as its mascot.

### Stationery

Team-specific stationery is available upon request and approval by the senior associate director of athletics. In the event of the approval, the “Messiah Athletics” word mark below can be replaced with the official team-specific word mark.





**MESSIAH**



**MESSIAH**

*Messiah College men's soccer crest,  
updated through 2013 season*

## Soccer crests

The Messiah men's and women's soccer crests are property of Messiah Athletics and the Falcons' soccer programs. The permissions for these marks within the greater scope of the Messiah Athletics visual identity have been grandfathered 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 not occupy any spot 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 (page 29) or the primary word mark (page 32)— 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 word mark are not on the same side of an item, the primary logo or primary word mark must be on the front of that item.



**MESSIAH**



**MESSIAH**

*Messiah College women's soccer crest,  
updated through 2013 season*

## 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 College Falcon so special and distinct.

The FAN logo should be used only for FAN initiatives.

*This version shows how the logo must appear on a light-colored background in both print and embroidery.*



*This version shows how the logo must appear on paper printed in black and white.*



*This version shows how the logo must appear on a dark-colored background in both print and embroidery.*



## A Revolution of Missional Athletes (AROMA) logo

A Revolution of Missional Athletes (AROMA) is the sports ministry arm of Messiah College 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.

The AROMA logo mark should be used for AROMA initiatives only.



*The above version shows how the logo can be used for embroidery in blue or black.*

*The version below should be used on a dark-colored background.*



## SAAC logo

The purpose of the Messiah College SAAC organization is to enhance the total student-athlete experience by fostering a positive student-athlete image within the Falcon teams, the Messiah College 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.



*This version shows how the logo must appear on a light-colored background in print.*



*This version shows how the logo must appear on paper printed in black and white.*



*This version shows how the logo must appear on a dark-colored background in print.*

## Club sports logos

Messiah club sports operate under the jurisdiction of the Athletics and have similar visual identity expectations and marks. Examples of these marks are below.

*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.

**MESSIAH**  
CLUB ICE HOCKEY



**MESSIAH**  
CLUB ICE HOCKEY



**MESSIAH**  
CLUB ICE HOCKEY

**MESSIAH**  
CLUB FIELD HOCKEY



**MESSIAH**  
CLUB FIELD HOCKEY



**MESSIAH**  
CLUB FIELD HOCKEY

**MESSIAH**  
ULTIMATE



**MESSIAH**  
ULTIMATE



**MESSIAH**  
ULTIMATE

**MESSIAH**  
CLUB WOMEN'S SOCCER



**MESSIAH**  
CLUB WOMEN'S  
SOCCER



**MESSIAH**  
CLUB WOMEN'S  
SOCCER

**MESSIAH**  
CLUB MEN'S SOCCER



**MESSIAH**  
CLUB MEN'S SOCCER



**MESSIAH**  
CLUB MEN'S SOCCER

**MESSIAH**  
CLUB SOCCER



**MESSIAH**  
CLUB SOCCER



**MESSIAH**  
CLUB SOCCER

