

## INTRODUCTION

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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

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### 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](mailto:athletics@messiah.edu) or ext. 2609.

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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.

COLOR, AREA OF ISOLATION AND FONTS

**Primary**  
 institutional navy  
 Pantone 295 C  
 100C 84M 36Y 39K  
 R0 G40 B86  
 #002856

**Secondary**  
 white

**Accent**  
 cool gray  
 0C 0M 0Y 29K  
 R190 G192 B 194  
 # BEC0C2  
 Pantone Cool Gray 5

**Accent**  
 black

**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  
 JKLMNOPQRSTU  
 VWXYZ  
 abcdefghijklm  
 nopqrstuvwxyz**

Helvetica Neue 86 Heavy Italic

***ABCDEFGHI  
 JKLMNOPQRSTU  
 VWXYZ  
 abcdefghijklm  
 nopqrstuvwxyz***

## 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 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.

**MESSIAH  
ATHLETICS**

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



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

**MESSIAH  
ATHLETICS**

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

**MESSIAH**

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



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

**MESSIAH**

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

**Secondary wordmark: the “Falcons” mark**

The Falcon mark is permitted so long as either the primary wordmarks or the primary logo is also used somewhere on the item.

**FALCONS**

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



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

**FALCONS**

*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.

**FALCONS**

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



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

## 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.*

**MESSIAH**  
**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.

  
**MESSIAH**  
**SPORT**

*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.

  
**MESSIAH**  
**SPORT**

*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](mailto: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

### 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.*

### DIGITAL ENVIRONMENT

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

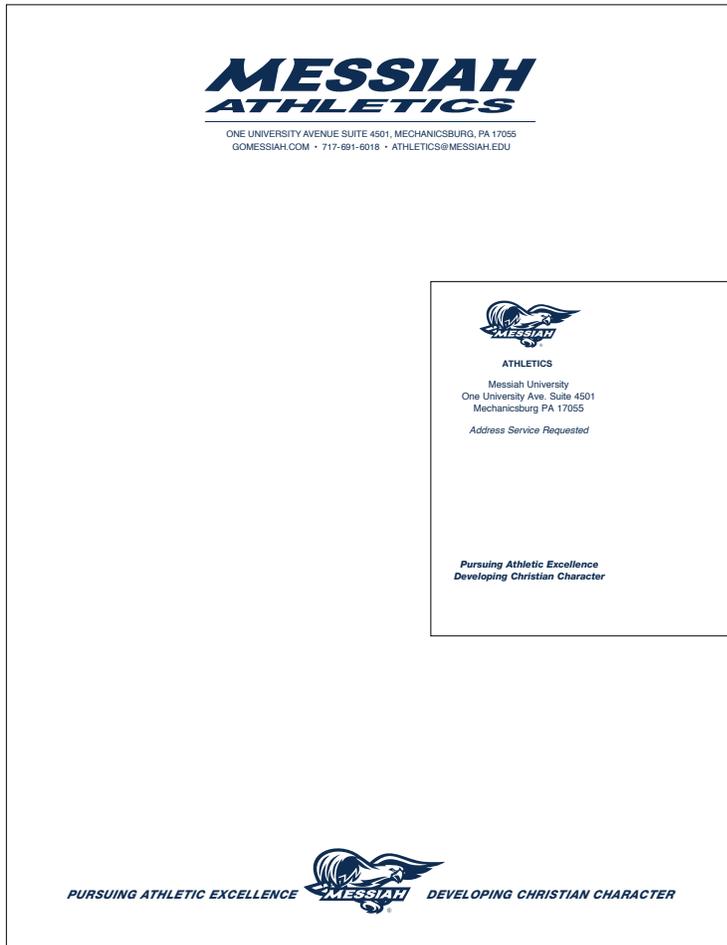


*Alternate Falcon head athletics logo could be used as a favicon or in social media.*

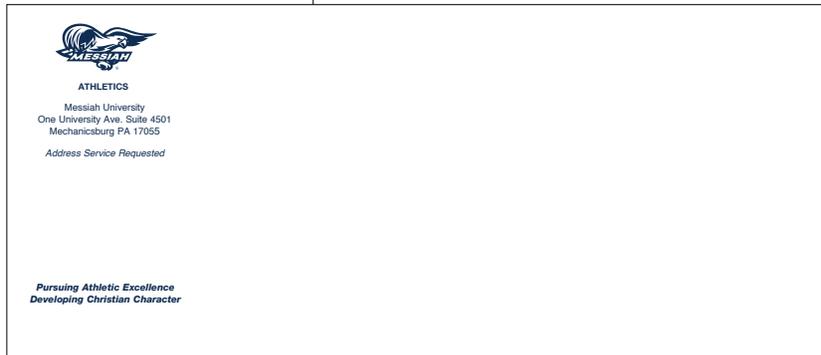
# Athletics

## 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 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.

## 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.



**MESSIAH**  
**CLUB SPORT**

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



  
**MESSIAH**  
**CLUB SPORT**

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



  
**MESSIAH**  
**CLUB SPORT**

*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*

## 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***