

# MOODY ATHLETICS

The "Moody Archers" Story

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This section provides the brand tools necessary to use the Moody Athletics identity system.

The Moody Athletics Identity System is the visual expression of the Moody Archers across all sports teams. Our logos are our teams' strongest visual asset and must be used consistently to build effective brand awareness.

## The "Moody Archers" Story

The story behind the Moody Archers is a cornerstone of Moody Bible Institute and deeply rooted in our history. For an athletics team like ours, the story behind the name and our mascot can be just as important — if not more important — than the logo itself.

It is important to build equity in the Moody Archers story by continuing to create opportunities to bring awareness to what it really means to be an "Archer" and to communicate it thoughtfully and consistently.



### WE ARE THE ARCHERS.

Moody students have long been known as "archers" in reference to the iconic archway that stands as the gate into Moody Bible Institute. The arch is not only a gateway into the school, but also a gate OUT of the school into the city of Chicago and the world beyond.

When students leave the halls of Moody to enter the city, they leave a place of safety and academics to pursue real-world outreach.

The arch is the symbol of the bravery of our students and alumni. They are unafraid to go "beyond the arch" to reach those who need to be reached and do the hard work that God has called them to do.

This is precisely what it means to be an Archer: to seek out the lost.



### OUR SEEKER OF THE LOST

Moody athletics has gained a mascot that represents a spirit of obedience and selfless outreach while also being serious, competitive, and worthy of respect.

That mascot is the sheepdog — cousin to the wolf but with a protector's heart.



### THIS IS ARCHIE.

He is the embodiment of our calling. He is fast, strong, smart, vigilant, unwavering, courageous, a finder of the lost, and he always puts others ahead of himself. **We are Archers, and Archie is our mascot.**

## Logo System Overview

### LOCKUPS - FULL & TEAM

The **Moody Athletics Lockup - Full Logo** Format includes both the "Moody Archers" type treatment with the "Archie" mascot. The Lockup - Full is the primary logo visual representation for Moody Athletics and should be used when full school and team representation is desired.

A **Lockup - Team** format has been provided for situations where the Moody name is not needed.

Both have been designed to have the most richness and detail of all the Moody Athletics marks. For this reason, they are designed to be used at larger sizes to retain that detail and legibility.

### TYPE ONLY - FULL

The **Type Only - Full Logo** Format has been developed for circumstances where the school and team name are to be used separately from the mascot. The Type Only - Full Logo Format is the primary type treatment for Moody Athletics and should be used whenever possible.

### OVAL

The **Oval Logo** Format is a modified version of the mascot incorporating the Moody Master Brand Symbol containment oval. It is designed to be a primary mascot representation of the logo when not locked up with the "Moody Archers" type treatment.

### LOCKUP - FULL

Preferred Format



### LOCKUP - TEAM

Preferred Format



### TYPE ONLY - FULL

Preferred Format



### OVAL

Preferred Format



## MASCOT

Limited-Use Format



## TYPE ONLY - BASICS (FULL, SCHOOL, AND TEAM)

Limited-Use Format

MOODY  
ARCHERS™

MOODY™

ARCHERS™

## LOCKUP - SHIELD

Restricted-Use Format - Soccer Only



## MASCOT

The **Mascot** shows our mascot's full body in a stride. Designed for limited use, it should never appear without Moody Archers type representation (**Type Only - Full OR Type Only - Basics**) somewhere on the collateral or apparel. Exceptions can be made for special circumstances.

## TYPE ONLY - BASICS (FULL, SCHOOL, AND TEAM)

Simplified type treatments have been provided for both the full "Moody Archers" name, as well as school-only and team-only.

These versions simplify down to the type and outline only without the shadow element used on the **Type Only - Full** format. Use these formats in cases of printing, size, or complexity limitations.

## LOCKUP - SHIELD

The **Lockup - Shield** format features our mascot in a shield containment shape along with "Moody" across the top. This mark is to be used in conjunction with or representation of the soccer team. **DO NOT** use it with any other Moody sports team.

## Logo Color Formats & Basic Usage

Using consistent logo color formats is essential to maintaining the strength of our brand whether in collateral, signage, or apparel.

The chart shown to the right and on the following pages contains the approved logo color formats available for use within each Moody Athletics logo, along with basic usage information.

While all Moody Archers logos can be used on a variety of photographic and textural backgrounds as long as there is appropriate contrast, they should only be featured on approved brand-reinforcing background / material colors when used on a solid colored flood or graphic element. Refer to the acceptable background / material color swatches for approved logo and background pairings. All logos have either a Gold or White outline with a consistent White background fill to ensure the most flexible usage regardless of the background color.

When selecting lighter backgrounds, be sure to avoid backgrounds that make the White outline only marginally visible. Feel free to use the 1-color logos on White backgrounds, allowing the White outline to disappear completely.

Always use approved logo files to ensure correct color reproduction.

*Please Note:* Color format options apply to all logos found in the logo system overview on the previous pages, with the exception of the Type Only - Basics formats.

### PREFERRED LOGO USE

4-COLOR  
● PMS 302, ● PMS 7550,  
● PMS 7458 & ● PMS 424



#### 4-Color:

This format has the most depth and richness of color. For this reason, it is designed to be used at slightly larger sizes to retain its detail. If printing limits the number of inks available, consider using one of the formats below.

#### Acceptable background / material colors\*:



2-COLOR  
● PMS 302 & ● PMS 7550



#### 2-Color:

This format is designed for cost-efficient printing, while still maintaining both of the Moody Athletics primary color signals.

#### Acceptable background / material colors\*:



1-COLOR  
● PMS 302



#### 1-Color - Dark Blue:

This format is designed for situations where printing is extremely limited, but the Moody Dark Blue is still desired for brand equity and ownership. Use the Moody Dark Blue version instead of Black whenever possible.

*NOTE:* Shown on a tint of Archers Gray to display White outline and background.

#### Acceptable background / material colors\*:



## ALTERNATE - ON DARK BLUE (● PMS 302)

4-COLOR - DARK  
● PMS 303, ● PMS 7550,  
● PMS 7458, & ● PMS 424

**4-Color - Dark:**

This format is designed to be used when more contrast is desired when printing on a material or background color of the Dark Blue color (● PMS 302).

**DO NOT** use these color formats on any other background colors.

Acceptable background / material colors:



2-COLOR - DARK  
● PMS 303 & ● PMS 7550

**2-Color - Dark:**

This format is designed to be used when more contrast is desired when printing on a material or background color of the Dark Blue color (● PMS 302).

**DO NOT** use these color formats on any other background colors.

Acceptable background / material colors:



1-COLOR - DARK  
● PMS 303

**1-Color - Dark - Archers Dark Blue:**

This format is designed to be used when more contrast is desired when printing on a material or background color of the Dark Blue color (● PMS 302).

**DO NOT** use these color formats on any other background colors.

Acceptable background / material colors:

**PREFERRED**

To ensure the most flexibility within the Moody Athletics brand, rather than having one preferred logo, the Moody Athletics brand has three preferred color formats — **4-Color Positive**, **2-Color Positive**, and **1-Color Positive** in Moody Dark Blue — these should be used whenever possible, as they will provide the most impactful and brand-reinforcing color signal.

**ALTERNATE - ON DARK BLUE**

While the preferred logos can certainly be used on the Moody Dark Blue background, there might be circumstances where a little more contrast is desired between the Dark Blue used in the logo and the material or color it is being printed on. Use these versions of the logo **ONLY** in these circumstances.

**DO NOT** use these color formats on any other background colors than Moody Dark Blue (● PMS 302).

## Logo Color Formats & Basic Usage (cont.)

### LIMITED USE

In addition to the preferred logo formats, an Archers Gray and Black color format have been created for situations with printing restrictions.

Each of the one-color logos has a White outline and background to ensure the most flexible usage regardless of the background color. Always ensure that there is enough contrast between the background color or image and the logo.

### KNOCKOUT LOGOS

There are certain applications that require the logo type and background portions of the logo to be "knocked out" and reveal the product material, such as screen printing the logo on a T-shirt. Please use the "Knocked Out" logo files specifically created for these purposes to ensure the best legibility. There are two versions available to use: Light Background and Dark Background.

The "Light Background" logo file should be used on applications that require a darker material to ensure proper contrast.

The "Dark Background" logo file should be used on applications that require a lighter material to ensure proper contrast.

NOTE: The Knockout logo formats have been provided to ensure consistent clarity and legibility with the Preferred and Limited-Use logos. Please do not create new "knocked out" logos from other logo color formats.

#### LIMITED LOGO USE

1-COLOR  
● PMS 424



NOTE: Not recommended or provided for Mascot or Shield.

#### 1-Color - Archers Gray:

This format has been provided for limited use only. Use the Archers Gray format in situations where color flexibility is required, but subtle linkage to Moody is still necessary.

Acceptable background / material colors\*:



1-COLOR  
● BLACK



#### 1-Color - Black:

This format has been provided for limited use only. Use the Black format in limited printing situations.

Acceptable background / material colors\*:



#### KNOCKOUT LOGOS\*

1-COLOR KNOCKOUT -  
DARK BACKGROUND  
○ WHITE



#### 1-Color - KNOCKOUT - Dark Background:

This format has been provided for 1-color knockout needs that require a specialty background color outside of the Moody Athletics color palette. Use it on darker backgrounds that provide enough contrast.

Acceptable background / material colors\*:

Any color with enough contrast can be used.

1-COLOR KNOCKOUT -  
LIGHT BACKGROUND  
● BLACK



#### 1-Color - KNOCKOUT - Light Background:

This format has been provided for 1-color knockout needs that require a specialty background color outside of the Moody Athletics color palette. Use it on lighter backgrounds that provide enough contrast.

Acceptable background / material colors\*:

Any color with enough contrast can be used.



2-COLOR  
● PMS 302 &  
● PMS 7458

MOODY  
ARCHERS™

**2-Color D. Blue / Archers Lt. Blue:** This format is designed as the preferred Moody-reinforcing Type Only - Basics option.

Acceptable background / material colors:



1-COLOR  
● PMS 302 &  
○ WHITE

MOODY  
ARCHERS™

**1-Color D. Blue / White:** This format is designed for when the Dark Blue is still desired for brand equity and ownership.

Acceptable background / material colors:



1-COLOR  
○ WHITE &  
● PMS 302

MOODY  
ARCHERS™

**1-Color White / D. Blue:** This format is designed for when a more subtle tie to the Moody Blue is desired.

Acceptable background / material colors:



1-COLOR  
○ WHITE &  
● PMS 7550

MOODY  
ARCHERS™

**1-Color White / Gold:** This format is designed for limited use only with a subtle tie to the Moody Archers brand.

Acceptable background / material colors:



1-COLOR  
○ WHITE &  
● PMS 424

MOODY  
ARCHERS™

**1-Color White / Archers Gray:** This format is designed for limited use only with a subtle tie to the Moody Archers brand.

Acceptable background / material colors\*:



1-COLOR  
● BLACK &  
○ WHITE

MOODY  
ARCHERS™

**1-Color Black / White:** This format has been provided for limited use only. Use the Black format in limited printing situations.

Acceptable background / material colors\*:



1-COLOR  
● BLACK &  
● 45% BLACK

MOODY  
ARCHERS™

**1-Color Black / 40% Black:** This format has been provided for limited use only. Use the Black format in limited printing situations.

Acceptable background / material colors\*:



## TYPE ONLY - BASICS

There are certain applications that require a simpler type treatment — whether because of printing or size limitations OR because of aesthetic preferences. "Basic" type treatments have been provided in a variety of colors for ultimate flexibility. Use them on the acceptable background / material colors to ensure brand consistency and appropriate contrast.

NOTE: A 1-Color Type Only - Basic color format has been provided for uniform usage only. **DO NOT** use the 1-Color Type Only - Basic format in any other applications.

## \*SPECIALTY PROMOTIONAL

For situations where the promotional objective is more important than corporate representation, and non-brand color materials are selected, please use the 1-Color Archers Gray or Black versions OR the 1-Color Knockout - Dark Background.

**DO NOT** create 2-Color logo formats to use on non-brand colors, such as a pink canvas material for a woman's school bag.



## Logo Usage Specs: Clear Space

Clear space refers to the minimum amount of "white space" around the logo that should always be free from copy, page edges, graphics, or other distracting elements.

While these measurements are simply the minimum amount, using a larger clear space around the logo is always beneficial.

### CLEAR SPACE: PREFERRED FORMATS

Clear space is determined by the value of "X." In the Preferred Formats, clear space is defined as either the "M" in "MOODY" or the "S" in "ARCHERS."

Refer to the desired logo for the value of "X," shown in Gold.

#### CLEAR SPACE - PREFERRED FORMATS



Lockup - Full: X = Height of "M" in "MOODY"



Lockup - Team: X = Height of "S" in "ARCHERS"



Type Only - Full: X = Height of "M" in "MOODY"



Type Only - Basics, Full: X = Height of "M" in "MOODY"



Type Only - Basics, School:  
X = Height of "M" in "MOODY"



Type Only - Basics, Team: X = Height of "S" in "ARCHERS"

## CLEAR SPACE - LIMITED & RESTRICTED USE FORMATS.



Mascot: X = Height of Mascot logo



Oval: X = Height of Oval logo



Shield: X = Height of "M" in "MOODY"

## CLEAR SPACE: LIMITED & RESTRICTED USE FORMATS

Similar to the Preferred Formats, clear space is determined by the value of "X." However, in Limited & Restricted Use Formats, the value of "X" can be defined by the height of the logo or "M" in "MOODY."

Refer to the desired logo for the value of "X," shown in Gold.













## Logo Usage Specs: Minimum Sizing

Minimum logo sizing is a simple way to ensure that the Moody Athletics logos always retain their visual integrity and ensure legibility, therefore building and maintaining equity in the brand.

The logo sizes shown here are only showing the minimum size at which the logos can be used. Larger sizes are more than acceptable in both print, signage, and apparel situations.

*All of the Moody logos are measured by the height of the symbol.* While the width changes for each due to the length of the brand name, the height of the symbol is consistent.

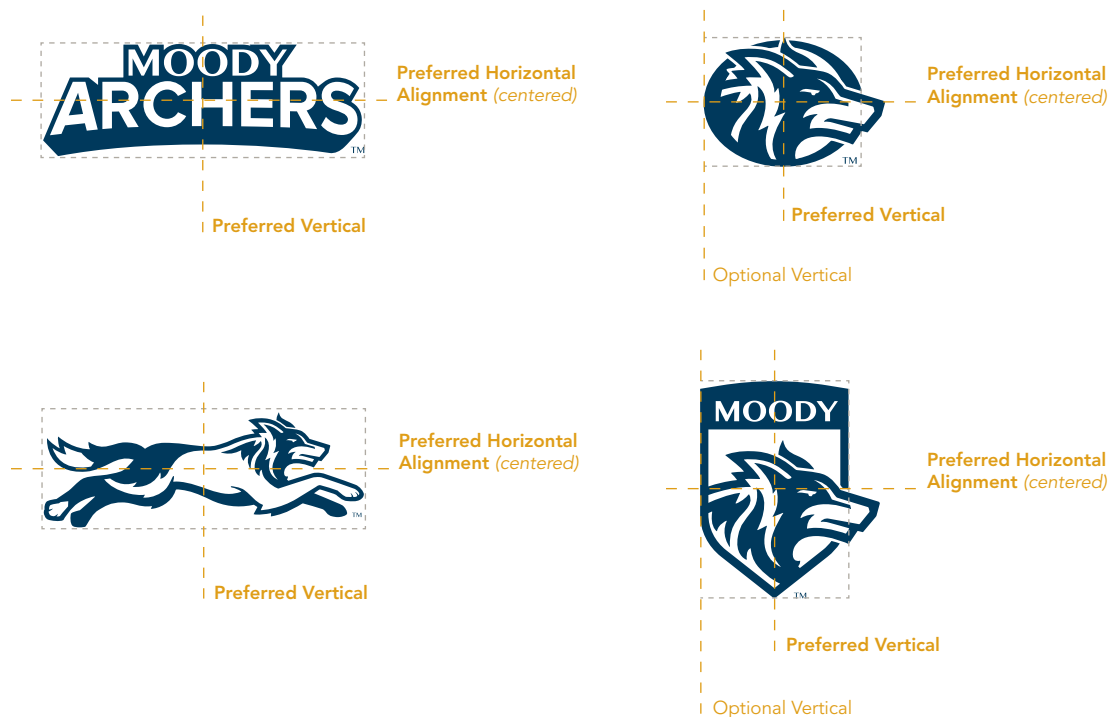
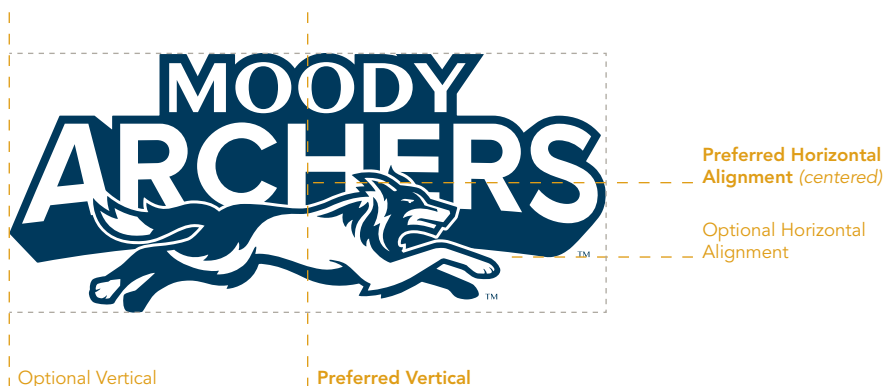
While some logo formats are not pictured, use these sizes to inform the minimum sizes on those not shown. For example, the minimum size for the Type Only - Full can be applied to the Type Only - Basic Full.

LOCKUP - FULL	Minimum Size — 4-Color: 0.8"	Minimum Size — 1-Color: 0.8"
		
TYPE ONLY - FULL	Minimum Size — 4-Color: 0.25"	Minimum Size — 1-Color: 0.25"
		
OVAL	Minimum Size — 4-Color: 0.4"	Minimum Size — 1-Color: 0.4"
		
MASCOT	Minimum Size — 4-Color: 0.5"	Minimum Size — 1-Color: 0.5"
		
SHIELD	Minimum Size — 4-Color: .65"	Minimum Size — 1-Color: .65"
		
TYPE ONLY - BASICS	Minimum Size — 2-Color: .125"	
		
		

## Logo Usage Specs: Alignments

By aligning elements within a grid to the logo, it provides structure and organization to the composition of our materials. Alignments to the logo have been established (both horizontally and vertically) to create visual balance and purpose while maintaining consistency.

The alignments have been specified according to each of the various logo formats in the Moody Athletics logo system.



## Logo Usage Specs: Logo Misuse

The logos shown here are a few examples of how NOT to treat the Moody Athletics logos and what background color pairings NOT to use. When the logo is used in one of these ways, it not only creates legibility issues, it can also hinder the brand equity.

Always use the approved logo files.



**DO NOT** scale or stretch the logo in a manner that distorts the logo's original proportions.

**DO NOT** alter the colors of the logo.

**DO NOT** re-typeset or redraw any element of the logo.



**DO NOT** reverse the colors on any logo format, turning the type and mascot shadows white. Use the knockout logo files for this need.

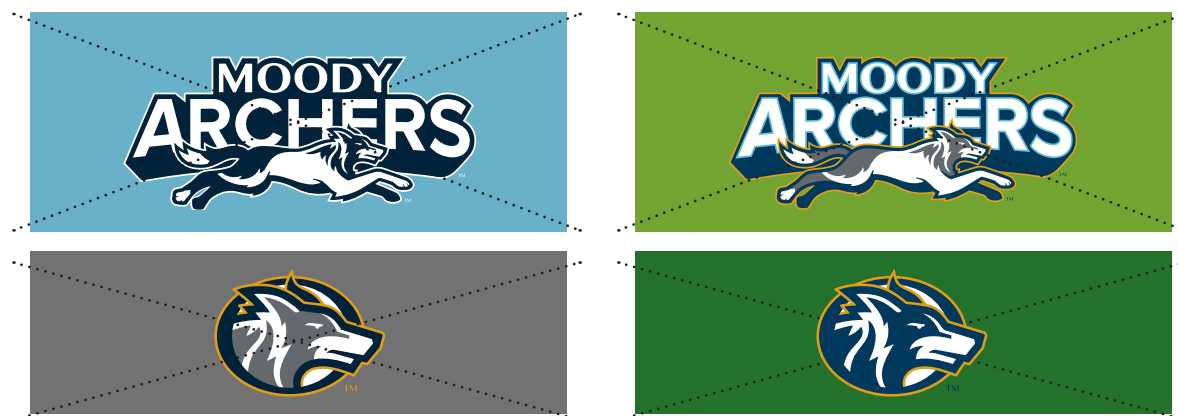
**DO NOT** use the logo format on a background color that does not provide adequate contrast to the outline color unless it is exactly the same color and value.



**DO NOT** stylize, tilt, or add effects to the contents of the logo such as drop shadows, bevels, additional outlines, gradients, or glows.

**DO NOT** rearrange or resize any of the logo components.

**DO NOT** create any new lockup combinations using the Moody Athletics system of logos.



**DO NOT** use "Dark" logo color formats on a color other than Dark Blue (● PMS 302).

**DO NOT** place the preferred color formats on a background color flood or graphic element other than those approved.

## System Color

Color sets the tone for all of our applications and represents the brand in a strong and compelling way. The Moody Athletics color palette is comprised of five colors (Dark Blue, Archers Dark Blue, Archers Light Blue, Archers Gray, and Gold).

The Moody Athletics color palette carries strong ties to the Moody Education Brands color palette with a few minor exceptions. These color adjustments and additions have been made specifically for the Athletics brand and should not be applied in any other Moody Global Ministries sub-brand. While tints are acceptable for use as accents, they should never be the dominant color signal — always use them with the brand color at 100%.

### PRIMARY COLOR SIGNAL

The Master Brand color (Dark Blue ● PMS 302) and the support color (Gold ● PMS 7550) should be the dominant color signals for Moody Athletics.

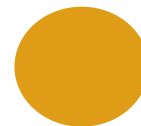
#### MASTER BRAND COLORS



**DARK BLUE**  
(MASTER BRAND)

PMS 302\*  
CMYK: 100.48.12.58  
RGB: 0.59.92  
HEX: 003B5C

#### SUPPORT COLORS\*\*



**GOLD**

PMS 7550  
CMYK: 0.34.98.12  
RGB: 209.144.0  
HEX: D19000

#### ATHLETICS COLORS



**ARCHERS  
DARK BLUE**

PMS 303  
CMYK: 100.47.23.77  
RGB: 0.49.69  
HEX: 003145



**ARCHERS  
LIGHT BLUE**

PMS 7458  
CMYK: 52.3.6.7  
RGB: 114.181.204  
HEX: 72B5CC



**ARCHERS  
GRAY**

PMS 424  
CMYK: 30.22.19.53  
RGB: 108.111.112  
HEX: 6C6F70

\*Colors used in the Moody Global Ministries logo.

\*\*Support colors from the Moody Global Ministries system, Dark Gray, and Light Gray should not be used in Moody Athletics materials. If a lighter gray is necessary, a tint of Archers Gray can be used.



## IN USE - ON PHOTOGRAPHY\*



## IN USE - UNIFORM &amp; FAN APPAREL\*\*



## Logo in Use: Imagery & Apparel

The Moody Athletics logos were designed to have ultimate flexibility. When applying the logos to either photography or apparel, make sure to do the following:

- Use a logo color format and background pairing that provides enough contrast and balance to ensure legibility. Use the specifications on pg. 266 – 267 for guidance.
- When using the logos on an image, be sure to avoid areas with a great deal of visual complexity.
- Use Moody Dark Blue as your primary color signal with Gold and White as accents to ensure a unified and distinct presence both on campus, at games, and as you're raising awareness for the athletics program.
- When designing and producing apparel, work with your vendors to ensure appropriate sizing for embroidery and screen printing. Limitations will vary by materials and vendor.
- Find creative ways to incorporate the Moody Athletics identity system (and accompanying standards) while adhering to your sport and jersey regulations.

\*The images used here are for illustrative purposes only.  
**DO NOT** use these images without prior purchase.

\*\*The uniform and fan apparel shown are examples only.