

# The Story of Valor



## A New Era

Evangel University was founded with a singular mission: to educate and equip students to become Spirit-empowered servants of God who impact the Church and society globally. While our passion and purpose remain steadfast to this day, our commitment to excellence requires continual evaluation and

progress on all fronts. This commitment extends to our decades-old school mascot and athletic logo. It's time for a change; it's time to take the next step forward into a new era of athletic and academic excellence.

## Noble Lineage

We needed a mascot that better aligned with our vision and values and accurately represented our students, faculty, and alumni around the world. It needed to be a mascot that honored our heritage and signaled the next chapter of our story. The transition from a Crusader riding a horse to the horse itself

was intentional. A horse is a vehicle used to share a message, just as God inspires Evangel students to share His good news. By leveraging the best characteristics of our past - bravery, loyalty, and courage - we have reestablished a noble foundation for our bright future.

## Courageous and True

Evangel University's new mascot and athletic logo, Valor, is represented by a horse symbolizing character, strength, and courage. Valor's name was chosen with great intentionality, as it speaks to strength of mind and unwavering courage in the face

of uncertainty. Valor is an essential quality that enables Evangel's Spirit-empowered students and athletes to stand firm in the face of adversity and boldly pursue their God-given callings.



## Men and Women of Valor

Whether those callings take place in the classroom, the boardroom, the athletic field, or the mission field, integrity and a commitment to faith, family, and community are what drives Evangel University forward. Our students and our alumni are recognized as men and women of valor; people of character who are full of grace and fervor. They are imbued with power and uncommon strength of mind and Spirit which allows them to remain resilient in the face of adversity and confidently take new ground.

## Significance and Symbolism

The Evangel Valor logo visually communicates strength, nobility, and fervor. Each individual element of the mark works cohesively to tell a powerful story of courage and commitment.

- ▼ **Ears** - Valor's ears are forward and alert to signal fixed attention on his opponent and the task at hand.
- ▼ **Eyes** - Valor's eyes are focused. His knitted brow communicates fervor and courage as he charges bravely into the fray.
- ▼ **Head** - Valor's head position and determined demeanor reflect a quiet confidence and uncommon strength of mind and Spirit.
- ▼ **Mane** - Valor's fiery mane consists of three primary segments representing the reason he competes: to glorify the Father, Son, and Holy Spirit.
- ▼ **Neck** - Valor's muscular neck mirrors the shield of the Evangel University logo, symbolizing the importance of academic and athletic development.

## Bravely Forward

This process - and subsequent progress - is the result of passionate students, alumni, faculty, and leadership working together and pulling in the same direction. Together, we will hold our heads high and proudly proclaim in one resounding voice:

**We Are Valor!**  
**We Are Evangel University!**