

A GUIDE TO USING BCM LOGO FILES

Here's what is included in this logo zip file and a guide to which file to use for what. Follow instructions in the Brand Book to use all versions of the logo properly.

		icon only	Horizontal BCM 1 line	Horizontal BCM 2 lines	Vertical BCM 1 line	Vertical BCM 2 lines	Usage	For white or dark backgrounds?
Full color	EPS	✓	✓	✓	✓	✓	printing at large scale	white
	AI	✓	✓	✓	✓	✓		
	PNG	✓	✓	✓	✓	✓	web/digital, small print pieces	
	email sig PNG		✓	✓			for email signatures only	
White	EPS	✓	✓	✓	✓	✓	printing at large scale	dark
	AI	✓	✓	✓	✓	✓		
	PNG	✓	✓	✓	✓	✓	web/digital, small print pieces	
1-color	EPS	✓	✓	✓	✓	✓	when printing can only be in one color	white
	AI	✓	✓	✓	✓	✓		
	PNG	✓	✓	✓	✓	✓		
Grayscale	EPS	✓	✓	✓	✓	✓	in Word docs that can't be printed in color	
	AI	✓	✓	✓	✓	✓		
	PNG	✓	✓	✓	✓	✓		

Horizontal and vertical lockup files have built-in CLEAR SPACE (dotted lines shown here will not show in actual files).

Do not overlap any text or objects over the boundaries of the image file.

icon only



horizontal—BCM one line



horizontal—BCM two lines



vertical—BCM one line



vertical—BCM two lines



Questions?
brand@intervarsity.org

EPS = Encapsulated PostScript, AI = Adobe Illustrator: both are viewable in Adobe Illustrator (and other Adobe software), and most print vendors (like for tshirts) will ask for either of these types of files.

PNG = Portable Network Graphic: works best in digital format, has a transparent background (rather than a white box around it), retains crispness better than a JPG.

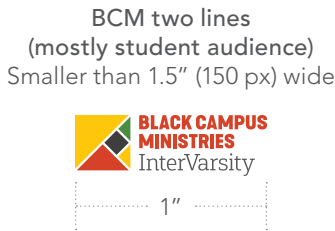
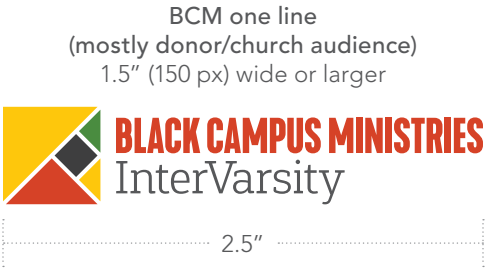
BCM LOGO USAGE

HORIZONTAL LOCKUP

In most cases, the horizontal lockup with BCM on one line should be used in order to keep visual alignment with other Focus Ministries logos in the design system. Items such as letterhead, brochures, and most designs for donor audiences would fall into this category. However, when the logo needs to appear on a piece smaller than 1.5" (150 px) wide, the use of BCM on two lines should be used for better legibility. Items such as handouts, flyers, social media, and most designs for students would fall into this category.

VERTICAL LOCKUP

For the vertical lockup, the system is flipped. BCM on one line should be used in places where the logo needs to appear on a piece smaller than 1.5" (150 px) wide. On any items where the logo will appear larger than 1.5", the use of BCM on two lines should be used so that the entire name of the ministry can be read.

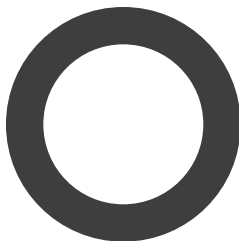


BCM COLOR PALETTE



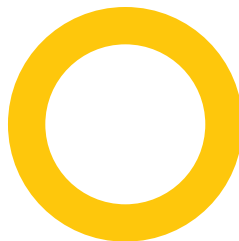
**REVIVAL
ORANGE
SHADE**

Pantone 7597
C10 M90 Y100 K0
R220 G65 B40
HEX DC4128



BCM DARK GRAY

90% Gray
C0 M0 Y0 K90
R25 G25 B25
HEX 191919



FIYA GOLD

Pantone 7548
C0 M23 Y100 K0
R255 G201 B61
HEX FFC60B



**NEW LIFE
GREEN SHADE**

Pantone 2955
C75 M24 Y100 K8
R74 G140 B64
HEX 4A8C40