A GUIDE TO USING INTERVARSITY ALUMNI 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.

Color	File type	Horizontal	Vertical	Usage	For white or dark backgrounds?
Full color gradient	EPS	✔	✔	printing at large scale	white
	AI	✔	✔		
	PNG	✔	✔	web/digital, small print pieces	
White	EPS	✔	✔	printing at large scale	dark
	AI	✔	✔		
	PNG	✔	✔	web/digital, small print pieces	
2-color	EPS	✔	✔	when printing gradient is not possible	white
1-color	EPS	✔	✔	when printing can only be in one color	
Grayscale	PNG	✔	✔	in Word docs that can't be printed in color	

All 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.

horizontal

vertical

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.

ALUMNI COLOR PALETTE

InterVarsity
ALUMNI

REVIVAL ORANGE

Pantone 165
C0 M75 Y95 K0
R231 G97 B39
HEX E76127

MISSIONAL BLUE
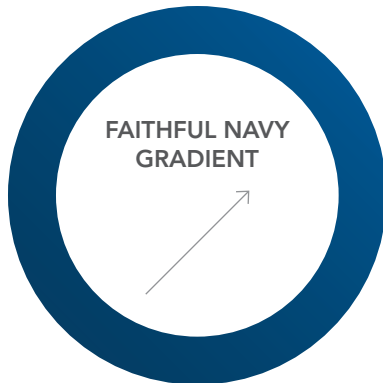
Pantone 315
C100 M46 Y38 K13
R0 G104 B128
HEX 006880

FAITHFUL NAVY

Pantone 2955
C100 M78 Y35 K28
R11 G60 B97
HEX 0B3C61

REVIVAL ORANGE *TINT*

Pantone 1375
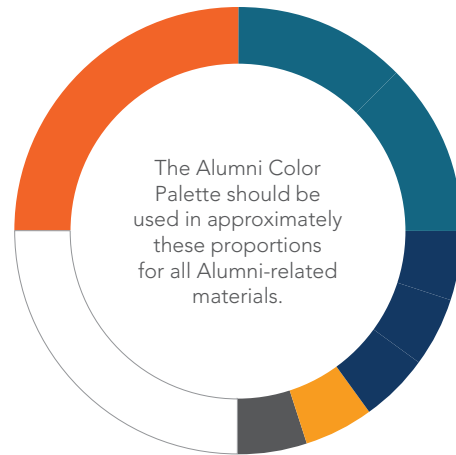C0 M45 Y97 K0
R249 G157 B34
HEX F99D22

FAITHFUL NAVY GRADIENT

C100 M78 Y35 K28
R11 G60 B97
HEX 0B3C61

C100 M56 Y0 K15
R0 G93 B160
HEX 005DA0

The Alumni Color Palette should be used in approximately these proportions for all Alumni-related materials.

Gradient should always be used in an upward/right direction—east, north, or northeast. Do not use the gradient in a radial (circular) direction.

Example of color palette used in pattern