

A GUIDE TO USING NATIVE 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	Vertical	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



vertical



Questions?
brand@intervarsity.org

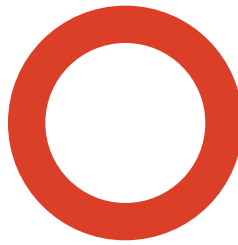
EPS = Encapsulated PostScript, AI = Adobe Illustrator: both are viewable in Adobe Illustrator (and other Adobe software), and most print vendors (like for t-shirts) will ask for either of these types of files.

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.

NATIVE COLOR PALETTE



Pantone 3255
C65 M0 Y32 K0
R71 G192 B187
HEX 47C0BB



**REVIVAL ORANGE
SHADE**

Pantone 7597
C10 M90 Y100 K0
R220 G65 B40
HEX DC4128



**MISSIONAL BLUE
SHADE**

Pantone 316
C100 M56 Y55 K38
R0 G71 B80
HEX 004750



**REVIVAL ORANGE
TINT**

Pantone 2955
C0 M45 Y97 K0
R249 G157 B34
HEX F99D22