

## PAGE 1: A GUIDE TO USING INTERVARSITY 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	InterVarsity only			2030 Calling	Every Corner, Every Campus		Usage	For white or dark backgrounds?
		Horizontal	Vertical	Vertical_small	Horizontal	Horizontal	Vertical		
Full color gradient	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	
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	

↓  
Use when logo width will be < 1" (print) or 100px (digital).

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Use when communicating specifically about 2030 Calling or Strategic Plan.

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Use when casting vision for InterVarsity's mission.

Questions?  
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**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.

## PAGE 2: A GUIDE TO USING INTERVARSITY LOGO FILES

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.

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InterVarsity horizontal



InterVarsity vertical



2030 Calling horizontal



Every Corner, Every Campus vertical



Every Corner, Every Campus horizontal

