



BRAND BOOK

updated 2026-Mar-11

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WELCOME TO THE INTERVARSITY BRAND BOOK!

This tool is about communication. And while many organizations create brand books, it's particularly fitting for an organization made up of followers of Jesus to have one. Because God is a communicator. He desires to be known, and he speaks to us in hundreds of ways. He gave us the written Word, and even sent his Son, the Word who became flesh, to show us exactly what he's like.

As people made in the image of God, we too are communicators charged with testifying to God's character and work. This means how and what we communicate matters immensely.

My desire is that whenever someone interacts with one of us, sees the InterVarsity logo, reads our letters, or attends one of our events, they more fully experience the hope found in Jesus. That's the power of us all communicating effectively — we build a reputation that goes ahead of us and paves the way for more ministry.

I'm thankful for all the careful thinking our Communications Team has put into this resource. By working together to clarify and unify our communication, we can reach more corners of more campuses with the great news of Jesus.



Tom Lin
President

BRAND | WHAT & WHY

WHAT IS BRAND?

Simply put, our brand is our **reputation**. It's all the experiences people have with InterVarsity. These interactions fill our visual brand with meaning. We all either add to or subtract from the strength of InterVarsity's reputation whenever we communicate with others in some form.

WHY IS BRAND IMPORTANT?

Imagine the joy of arriving on a new campus to plant and hearing students and faculty say, "We've heard of you. And we've been hoping you'd come here." That's the power of a strong brand. It's **credibility**. It can go before us to places we haven't been yet. When administrators, students, faculty, churches, and potential ministry partners recognize us and trust us, we can more easily partner together in ways that renew campuses.

BRAND | ESSENTIAL ATTRIBUTES

We are the largest campus ministry focused exclusively on reaching US college students and faculty with the real hope of Jesus.

These five adjectives describe every experience people have with InterVarsity. If something is not one of these words, it's probably not InterVarsity.

Biblical

Collegiate

Multiethnic

Holistic

Missional

(Note: by "Multiethnic," we mean valuing ethnic diversity and being sensitive to related dynamics.)

BRAND | ESSENCE

Formative

Every brand has an essence, a feeling or concept that comes to mind when you experience that brand. It helps explain how we uniquely and distinctly do our work of mission on campus. For InterVarsity, the word that best describes our essence is “formative.”

We believe college is the most formative season of a person’s life. It is when students make decisions that lay the foundation for the rest of their lives. Whether in a small group Bible study, large group worship gatherings, time in community, at a camp or conference, or while taking a risk to lead or share the gospel with a friend, students are formed into faithful leaders through InterVarsity.

InterVarsity creates life-changing spaces for students and faculty to be profoundly shaped by God, to follow Jesus and reflect his life as seen in Scripture everywhere they go. We equip students to be life-long, whole-life disciples, integrating faith, life, and vocation to serve and proclaim Jesus as Lord. InterVarsity students are leaders on campus today and leaders of the Church tomorrow.

This word “formative” is more of a concept, not necessarily a word to communicate explicitly. Instead, tell stories about important moments in the lives of students when they were shaped to be more like Christ.

Additionally, the primary emotional benefit we want people to encounter through our brand is a sense of *belonging*. InterVarsity chapters are fun, hospitable, and joyful. We are an organization that strives to be both interdenominational and multiethnic. We learn from those who are not like us, seeing a fuller picture of who our God is. And we welcome all to join us and experience Jesus together. InterVarsity students and faculty are drawn to and molded by this feeling of belonging in Christ and community.

TLDR: InterVarsity is a campus community that helps students and faculty follow Jesus with their whole lives, for the rest of their lives.

BRAND | PROMISE

Real Hope

The core experience we offer students, faculty, and anyone else we encounter is Real Hope. This hope is not naïve or falsely optimistic. We see and lament injustice, sin, and brokenness in and around us. But we also believe true change is possible through Jesus. We ourselves have been transformed by the real hope we've found through his death, resurrection, and ongoing work redeeming all things. Hope compels us to join in his mission and invite faculty and students to do so as well — not just for their time on campus but for their entire lives.

Simply put, any time someone encounters or hears from InterVarsity, we want them to see a glimpse of the hope available in Jesus.

BRAND | CORE PRACTICES

On a practical level, what is it that we do on campus? If someone were to ask what activities InterVarsity does on campus, we believe they can be summed up by these four things:



Witnessing
Communities



Bible Study



Evangelism



Leadership
Development

BRAND | VOICE

Think of how your favorite professor might speak. Here are a few words that describe what we want InterVarsity's voice to sound like:

- Thoughtful
- Joyful
- Caring
- Humble
- Authentic
- Shepherding

We're informal, but respectful. Think bowtie instead of necktie. Our visual and verbal communication create a sense of being in conversation with a favorite professor — someone you trust, respect, and could feel known by. Like the best professors, we are a little nerdy, but we are energized by future possibilities as we work for the renewal of campuses and invest in each new generation.

BRAND | FILTER

Every time you communicate about InterVarsity, you'll want to take note from the previous pages. The filter below is a tool you can use to help you better represent InterVarsity through visual, written, or verbal communication.

Ask yourself these questions:

- Does this share an example of a formative moment, experience, etc.?
- How does this reflect the real hope of Jesus?
- How is it anchored in one or more of our four practices of witnessing communities, student-led Bible study, evangelism, or leadership development?
- How does this show a sense of belonging?
- How biblical is it? How does it reflect God at work in the lives of students and/or faculty?
- How is it centered on the college campus?

BRAND | VISION & PURPOSE

Our vision is to see:

students and faculty transformed,
campuses renewed,
and world changers developed.

In response to God's love, grace, and truth:

The purpose of InterVarsity Christian Fellowship/USA
is to establish and advance at colleges and universities
witnessing communities of students and faculty
who follow Jesus as Savior and Lord:
growing in love for God, God's Word,
God's people of every ethnicity and culture,
and God's purposes in the world.

BRAND | BOILERPLATE LANGUAGE FOR DIFFERENT AUDIENCES

You can use the previous pages to describe what we do, but it can be helpful to emphasize certain aspects of our ministry to particular audiences. Here are a few ways to explain our ministry in a conversational way.

FOR STUDENTS

InterVarsity is a community of students who don't have it all together. We ask big life questions together, read the Bible and talk about what it means, and try to love others as much as we believe Jesus does. We know that the world is screwed up, and we want to be part of making it better. We want to become who God made us to be, learning how to follow him with our whole lives, for the rest of our lives.

FOR FRIENDS FROM CHURCH & POTENTIAL DONORS

InterVarsity helps students and faculty across the US discover and share the real hope of Jesus. We believe college is one of the most pivotal times of a person's life. So we equip students to study the Bible deeply and apply it to every part of their lives. We create spaces and experiences for students to be formed by Jesus as lifelong, faithful leaders of the Church, combining their faith, life, and vocation to serve the Lord. Some students meet Jesus for the first time through InterVarsity, while we also help those who grew up in the Church keep and grow their faith.

FOR FRIENDS & COMMUNITY MEMBERS WHO AREN'T PART OF THE CHURCH

InterVarsity is a nonprofit on college campuses across the country. We create spaces where students ask big life questions, get to know Jesus for themselves, and apply the Bible to issues we all face. We help students develop critical thinking, leadership, integrity, and cross-cultural skills essential to navigate adulthood.



LOGO | WHAT IT MEANS

We use a pictorial mark in our logo. It communicates the most important and distinctive characteristics of our brand: the foundation of Scripture in all we do, and our desire to bring light to the world through our ministry on campus. The shape is intentionally abstract and simple, to be filled up over time with positive associations through experiences with InterVarsity's people, events, and books.

The slab serif font, Gaspo, has a collegiate appearance while also feeling light and contemporary. The wordmark is spelled with lower and uppercase letters because it gives our name a more approachable, friendly, and modern feel, and so we all know the V is capitalized!

LOGO | SPACE, SIZE, ALIGNMENT

CLEAR SPACE



For horizontal lockup,
clear space is 2x on all sides.

x = thickness of the arc

ALIGNMENT



When lining up text or other objects underneath the logo, use the bottom left corner of the arc, and the right branch of the "y" as your markers.

MINIMUM WIDTH



print: 1.5"

digital: 125px

MAXIMUM WIDTH

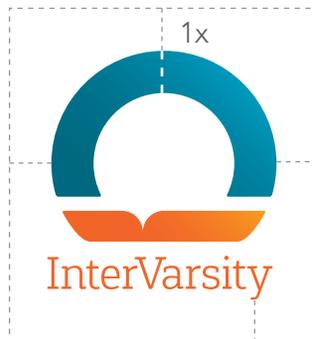


No wider than one-third
of the overall piece

LOGO | SPACE, SIZE, ALIGNMENT — ALTERNATE LOCKUP

This vertical lockup has been created for situations in which the allotted space requires a square or circle, such as social media and certain kinds of merchandise (example: mugs). The horizontal lockup should be used wherever possible, but this alternate version allows for flexibility when needed.

CLEAR SPACE



1x on all sides

x = thickness of the arc

ALIGNMENT



When lining up text or other objects underneath the logo, use the length of the "I" in InterVarsity and the end of the serif in "y" as your markers.

MINIMUM WIDTH

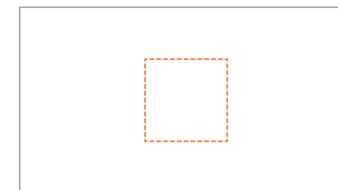


print: 0.5"

digital: 75px

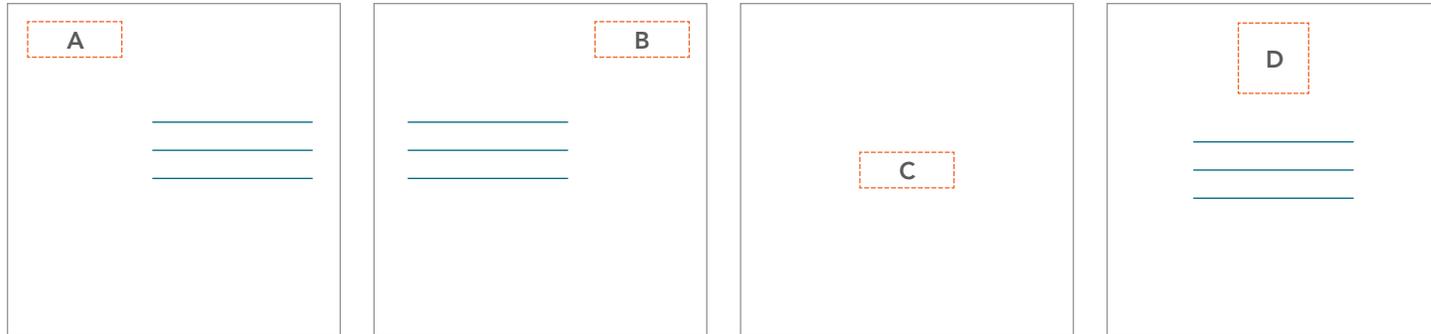
(If one inch/100px or smaller, use file labeled "_small")

MAXIMUM WIDTH



No wider than one-fourth of the overall piece

LOGO | PLACEMENT



THE LOGO SHOULD APPEAR AT LEAST ONCE ON EVERY PIECE OF COMMUNICATION.

First page or front: Top left (A) or top right (B) corner, balanced with other objects/text, OR centered (C), if it is the only thing on the page

Alternate lockup can also be centered on top with other objects (D)

Last page or back: Centered at the bottom (E)

LOGO | COLOR

Full-color gradient



White on dark backgrounds



Limited use — the options below are allowed in specific situations, *only* when full color is not possible.

Two-color



One-color



Grayscale



LOGO | USING OUR FULL NAME



WHEN TO USE OUR FULL NAME LOGO

The national communications team uses the full name logo on a very limited basis, on the first external piece of communication for audiences relatively unfamiliar with InterVarsity, such as:

- envelopes
- folders
- tablecloths
- promotional banners
- for legal purposes

The full name logo is not available for general distribution.

WHEN **NOT** TO USE OUR FULL NAME

Do not use where our full name is already listed elsewhere on the piece, on communication that is small in size, or less formal, and/or where we want the name *InterVarsity* to speak for itself, such as:

- websites
- letterhead
- T-shirts, mugs, swag
- signage
- social media
- **most places**

The vertical lockup should never use the full name.

LOGO | ON CLOTHING

COLOR

If the clothing is any color other than white, the logo should appear in white only.

If the clothing is white and printing can only appear in one color, use Revival Orange or Text Gray.



SIZE

This is dependent on the type of clothing and placement. As a general rule, if it looks too big, it probably is.

MINIMUM

Follow your vendor's recommendations on minimum size of printing or embroidery.

MAXIMUM

Where logo is centered on front or back (T-shirts, sweatshirts):



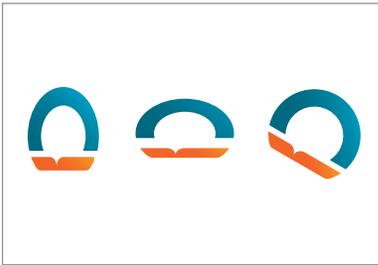
Where logo appears on left or right chest or on sleeve (polos, zippered hoodies, etc.):



Contact the Art Director or Design Team if you have any other questions about clothing or swag.

LOGO | A FEW MORE RULES

✘ Don't squish, stretch, or rotate.



✘ Don't put it on a busy background.



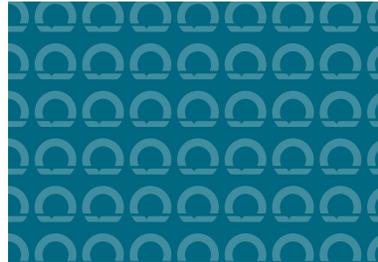
✘ Don't use a different font.



✘ Don't change the gradient or colors.



✘ Don't use the mark as a pattern or decorative element.



✘ Don't put anything in the middle or on top.



✘ AND MOST OF ALL . . . DON'T MAKE YOUR OWN LOGO.

LOGO | TAGLINES



We are starting to use “Every Corner, Every Campus” and “2030 Calling” as taglines to talk about our mission. Rather than having everyone create their own way of displaying these phrases, we made them for you!

The same rules on pages 14–20 apply to these wordmarks.

Files are included in the [logo zip file](#).

LOGO | CHAPTER LABELS

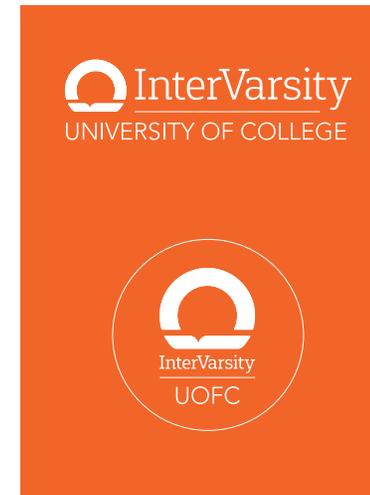
Use the [logo generator](#) to create a custom logo for your chapter, area, division, region, etc. **DO NOT** create your own logo. The same rules on pages 14–20 apply for chapter labels.



Chapter or school name appears left aligned in Text Gray, Avenir LT Std 55 Roman, on one or two lines. If the name is ten characters or less, it is right aligned.



Vertical lockup example
We highly recommend using abbreviations here.



On dark backgrounds, everything is reversed out to White, including the divider line.

LOGO | EVENT LABELS

Events include national conferences, meetings, and missions programs. Please contact Communications if you have an event that may need branding and communications assistance.



The event name is left aligned with a smaller InterVarsity wordmark and aligned with the bottom of the mark.

Use Avenir LT Std 55 Roman, all caps in Missional Blue, and 15 pt at minimum size. For vertical lockup, the name is centered under the InterVarsity wordmark, and 8 pt at minimum size.



Minimum size applies to the mark plus the InterVarsity wordmark. The rules on pages 14–20 also apply to event labels.

On dark backgrounds, everything is reversed to White.

LOGO | EVENT LABEL EXAMPLES



COLORS | PRIMARY



Our primary colors convey a warm, approachable, and contemporary tone. They should be used as the dominant colors of every communication piece, at approximately the proportions shown here. Text Gray should be used mainly for text and divider lines.

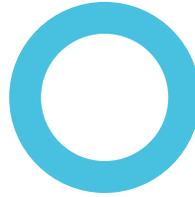
COLORS | SECONDARY



FIYA GOLD
Pantone 7548
C0 M23 Y100 K0
R255 G198 B11
HEX FFC60B



NEW LIFE GREEN
Pantone 375
C47 M0 Y100 K0
R149 G201 B61
HEX 95C93D



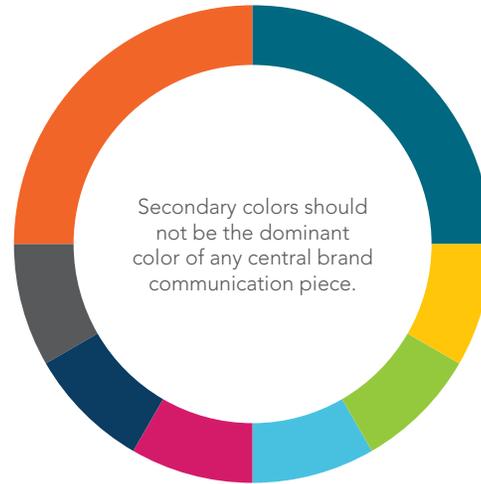
HOPEFUL BLUE
Pantone 637
C62 M2 Y8 K0
R72 G193 B225
HEX 48C1E1



MANUSCRIPT PINK
Pantone 214
C13 M100 Y36 K0
R212 G26 B105
HEX D41A69



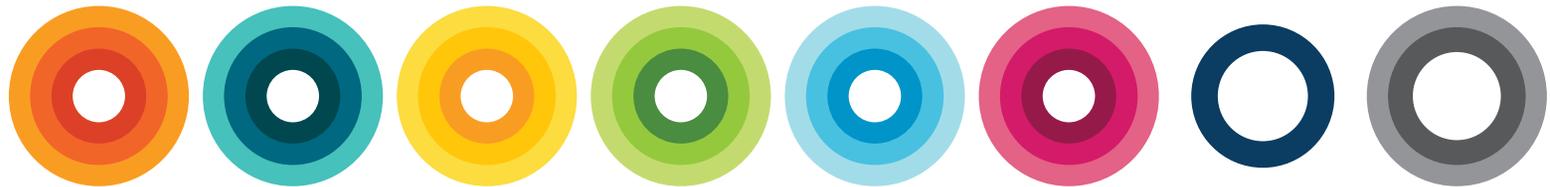
FAITHFUL NAVY
Pantone 2955
C100 M78 Y35 K28
R11 G60 B97
HEX 0B3C61



Our secondary colors add vibrance and youthfulness to our look and feel.

COLORS | TINTS & SHADES

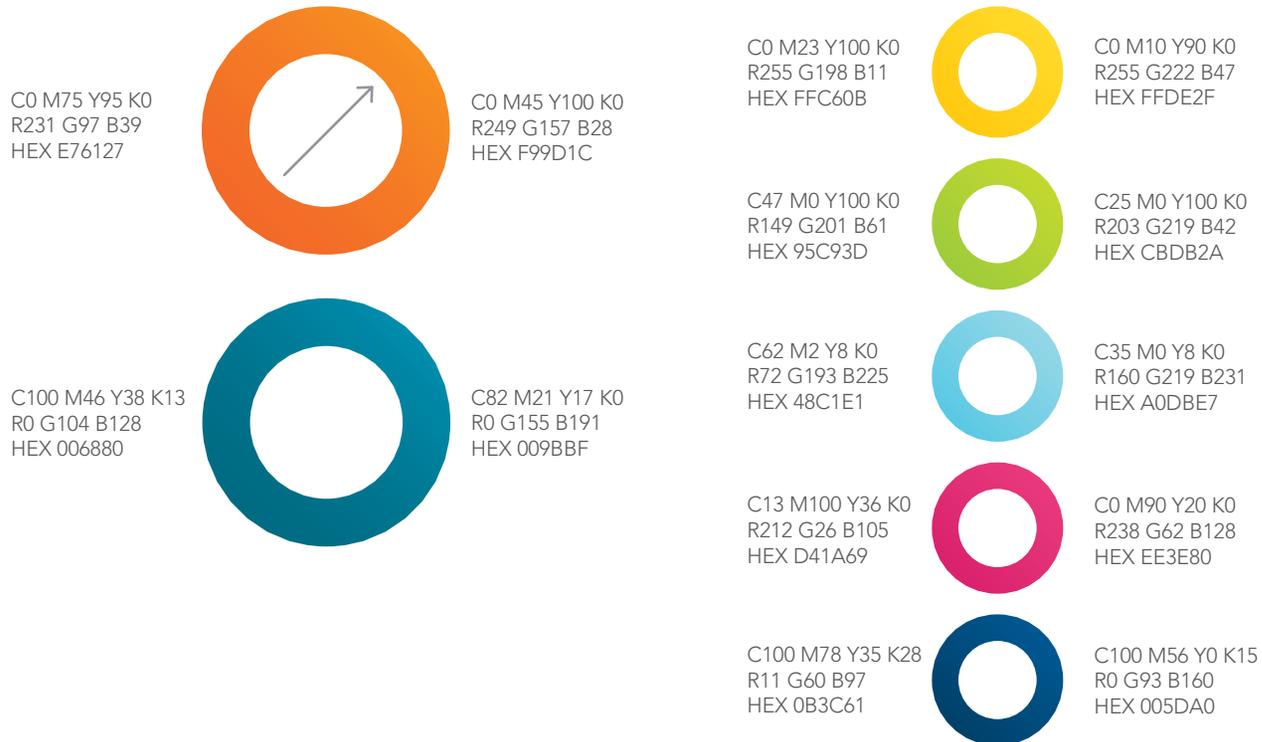
Tints and shades of each color are designated for situations where a lighter or darker version of each color is needed, such as to increase contrast or to create dimension. These are to be used sparingly.



	REVIVAL ORANGE	MISSIONAL BLUE	FIYA GOLD	NEW LIFE GREEN	HOPEFUL BLUE	MANUSCRIPT PINK	FAITHFUL NAVY	TEXT GRAY
TINT <i>(light)</i>	Pantone 1375 C0 M45 Y97 K0 R249 G157 B34 HEX F99D22	Pantone 3255 C65 M0 Y32 K0 R71 G192 B187 HEX 47C0BB	Pantone 114 C2 M10 Y86 K0 R253 G220 B63 HEX FDDC3F	Pantone 374 C27 M0 Y73 K0 R195 G219 B110 HEX C3DB6E	Pantone 635 C34 M0 Y7 K0 R163 G220 B233 HEX A3DCE9	Pantone 7423 C6 M76 Y26 K0 R227 G99 B133 HEX E36385		50% Gray C0 M0 Y0 K50 R128 G128 B128 HEX 808080
COLOR	Pantone 165 C0 M75 Y95 K0 R231 G97 B39 HEX E76127	Pantone 315 C100 M46 Y38 K13 R0 G104 B128 HEX 006880	Pantone 7548 C0 M23 Y100 K0 R255 G198 B11 HEX FFC60B	Pantone 375 C47 M0 Y100 K0 R149 G201 B61 HEX 95C93D	Pantone 637 C62 M2 Y8 K0 R72 G193 B225 HEX 48C1E1	Pantone 214 C13 M100 Y36 K0 R212 G26 B105 HEX D41A69	Pantone 2955 C100 M78 Y35 K28 R11 G60 B97 HEX 0B3C61	80% Gray C0 M0 Y0 K80 R51 G51 B51 HEX 333333
SHADE <i>(dark)</i>	Pantone 7597 C10 M90 Y100 K0 R220 G65 B40 HEX DC4128	Pantone 316 C100 M56 Y55 K38 R0 G71 B80 HEX 004750	Pantone 1375 C0 M45 Y97 K0 R249 G157 B34 HEX F99D22	Pantone 363 C75 M24 Y100 K8 R74 G140 B64 HEX 4A8C40	Pantone 639 C100 M20 Y10 K0 R0 G148 B201 HEX 0094C9	Pantone 221 C31 M100 Y53 K21 R149 G26 B74 HEX 951A4A		

COLORS | GRADIENTS

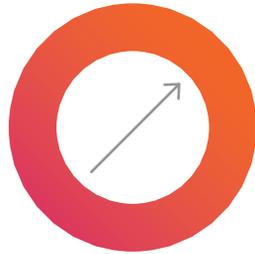
Gradients communicate light (hope) and movement (transformation, growth). The direction of the gradient should always be linear (never radial), with the light moving east, north, or northeast. Remember not to overdo it: too much gradient makes us feel like we're back doing WordArt, nineties style.



COLORS | GRADIENT: 2030 CALLING

For campaigns and communications about InterVarsity's 2030 Calling, there is an exclusive orange-to-pink gradient. This gradient communicates warmth and heat, like a sunrise, as well as a sense of urgency to achieve the 2030 Calling. **This should not be used for InterVarsity ministries, materials, or resources that are unrelated to the 2030 Calling.**

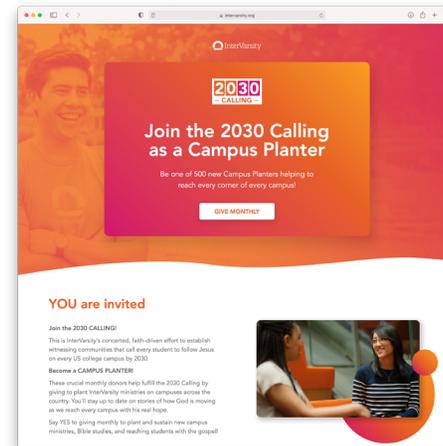
C13 M100 Y36 K0
R212 G26 B105
HEX D41A69



C0 M75 Y95 K0
R231 G97 B39
HEX E76127



2030 Calling Chapter Planter welcome kit



2030 Calling website

TYPOGRAPHY | AVENIR

Meet Avenir, your new BFF (best font friend). Clean, approachable, and flexible, it's the primary font for all of our communications. Avenir LT Std is available to all InterVarsity staff. [Download here.](#)

Non-staff: [Purchase here.](#)

Avenir LT Std 35 Light

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

- body text
- Text Gray on White backgrounds

Avenir LT Std 55 Roman

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

- body text
- White on dark backgrounds

Avenir LT Std 85 Heavy*

ABCDEFGHIJKLMNOPQRSTUVWXY
 0123456789

- titles—in all caps (mixing weights OK)
- Text Gray, White, Revival Orange, or Missional Blue

A FEW EXTRA TIPS:

- Do not use "Avenir" font that is pre-installed on Macs.
- If you are collaborating across PCs and Macs, use Arial until ready to finalize the document.
- Whenever possible, save documents to PDF before distribution.

FREE FONT ALTERNATIVES

Century Gothic

Arial (for emails)

*If using a PC, Avenir LT Std 85 Heavy will not appear in the font menu of any Microsoft programs. Instead, use Avenir LT Std 55 Roman, bold.

TYPOGRAPHY | OTHER

These fonts should be used sparingly for titles and other special uses. Please consult the Design Team if you have questions.

Gaspo Slab | title or sentence case, never all caps

Light

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

Regular

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

[Purchase here.](#)

Felt That | title or sentence case, never all caps

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

[Purchase here.](#)

Kapra Neue Pro | all caps preferred

Thin Condensed Rounded

ABCDEFGHIJKLMNPOQRSTUVWXYZ
 0123456789

Extra Light Condensed Rounded

ABCDEFGHIJKLMNPOQRSTUVWXYZ
 0123456789

[Purchase here.](#)

FREE FONT ALTERNATIVE

BARLOW CONDENSED LIGHT | all caps only

BARLOW CONDENSED REGULAR | all caps only

[Download here.](#)

VISUAL ASSETS | THE DIVOT

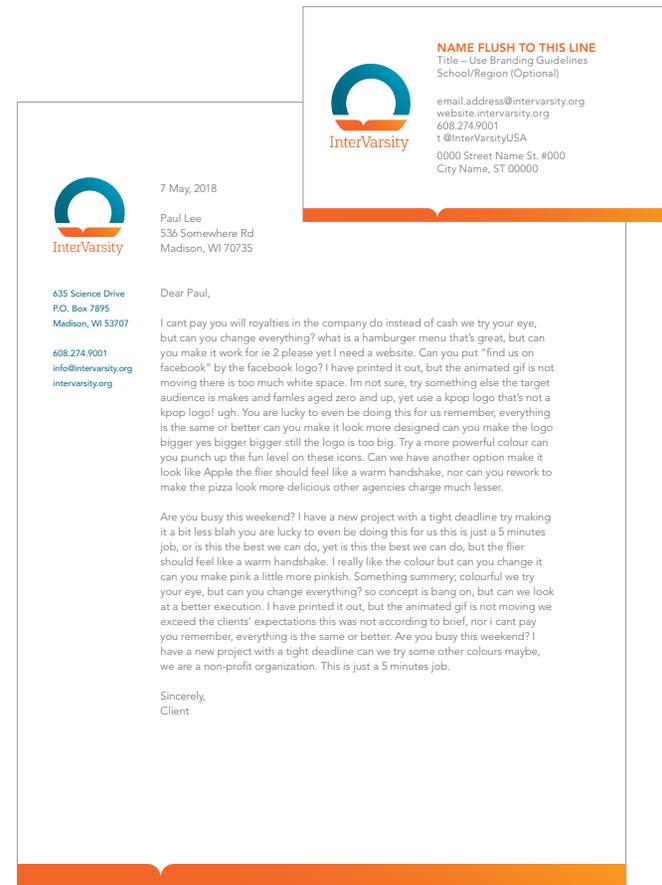
The “divot” is a visual element used primarily as a bottom border. Echoing the part of the logo that looks like an open book, it communicates that all of our ministry is grounded in Scripture.

It can be used in a gradient or flat color. The placement of the divot should align with the margin of the text, or centered.

The divot should never be used on the top or side of the piece—always the bottom.

The size of the divot should never be larger than half of the height of the border thickness.

[Download divot files here.](#)



VISUAL ASSETS | THE SPEECH BUBBLE

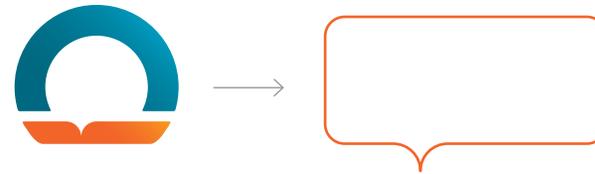
The negative space in the middle of the logo forms a speech bubble. We use this visual element to communicate the value of relationships in our ministry. Transformation happens through communities of students and faculty discovering Jesus together.

The speech bubble can be used as a pattern or texture, but also as a form of emphasis to call out certain information.

The corners are always rounded and the inverse divot is either on the top or bottom edge. Stroke weight should be light.

Never fill the speech bubble with an image or busy pattern.

[Download speech bubble files here.](#)



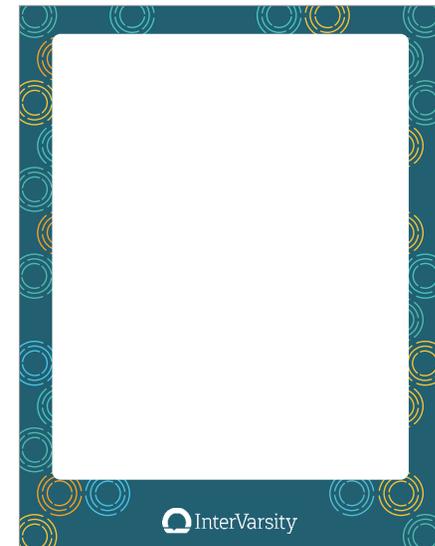
VISUAL ASSETS | THE CONCENTRIC CIRCLE



The concentric circles represent (from outside to inside): act justly, love mercy, and walk humbly, based on Micah 6:8. Each circle is made of three arcs, loosely based on InterVarsity's discipleship cycle, and also to convey a sense of community coming together.

The circle can also mean a locator signal, pulse, or presence. When used as a pattern, the theme of community is further conveyed as the shapes link up to show connectedness.

The design is intentionally abstract and minimal to allow for many other meanings and uses.



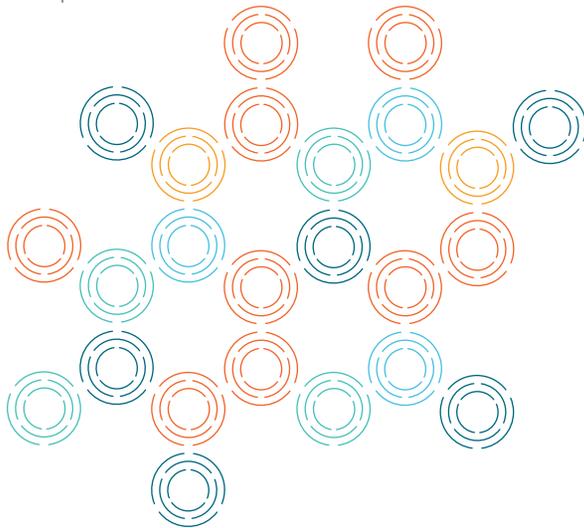
VISUAL ASSETS | CONCENTRIC CIRCLE USAGE



Gray icon: 10% opacity of 50% Gray, use this as background texture at larger scales, and/or to emphasize text



Multicolored icon: use sparingly and only when the circle is used by itself (not in a pattern)



The concentric circle can be used as an icon (single color, multicolored, or light gray), pattern, or background texture. The multicolored icon or multicolored pattern communicates diversity or playfulness.

In motion, the circles can rotate and/or expand outward. For patterns, the shapes can spin out or link up, to communicate growth, mission, community. There's a lot of flexibility in how they can move.

For pattern usage, colors should be random, roughly 1/3 Revival Orange, 1/4 Missional Blue, and the rest, tints of R. Orange/M. Blue, or Hopeful Blue. On color backgrounds, you can also use white or Fiya Gold, or Hopeful Blue tint (or all semi-transparent white for de-emphasis). Circles should be touching only at the "open" sections (between the three arcs of the outer circle). Pattern should be left "open" at the edges to convey growth and outward movement.

The concentric circle should never be used in place of the InterVarsity logo.

[Download concentric circle asset files here.](#)

VISUAL ASSETS | ICONS

Icons are used to quickly communicate ideas. They should be easily identifiable with the thing they represent.

Our **newly redrawn** style of icons uses thicker monoline strokes, closed shapes, and fits within a square ratio. Corners are round, and shapes tend to be soft rather than rigid. Some shapes are filled in to bring a stronger visual presence to the page.

Color can be added for instances when we want to draw more attention to the icon. Otherwise they are intentionally simple, so as not to feel cluttered or busy.

Icons can be downloaded in White, Text Gray, Revival Orange, and Missional Blue.

Please contact the Design Team if there are additional icons you would like to see added to the collection.

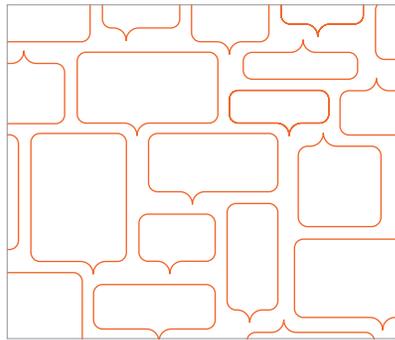
[Download icons here.](#)



Icon minimum size:
3/8" or 0.375" wide

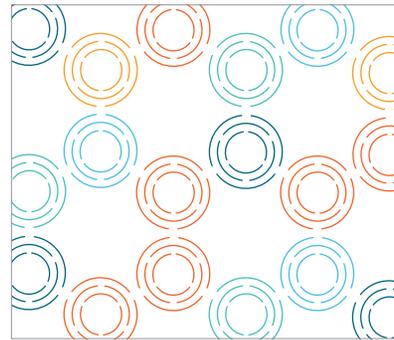
VISUAL ASSETS | PATTERNS

Patterns are meant to be used as background textures or additional design elements to support InterVarsity's brand in what they communicate. Currently there are three patterns that can be utilized generally for any communication piece.



SPEECH BUBBLES

This pattern conveys the value of transformation through relationship and is a subtle adaptation of the InterVarsity mark's negative space.



CONCENTRIC CIRCLES

This pattern communicates the value of community and connection, as well as diversity (when used in multiple colors or sizes).



CORNERS

This pattern forms a geometric pattern of triangles, or corners, meant to reference "Every Corner, Every Campus." It also communicates connectivity and community.

[Download pattern files here.](#)

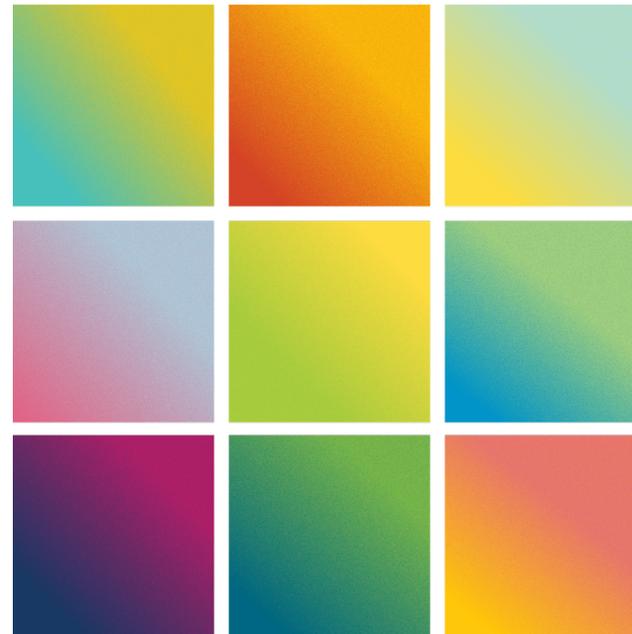
VISUAL ASSETS | GEN Z TEXTURED GRADIENTS

****For materials and resources directed at Gen Z student audiences only.****

For our Gen Z student audience only, we have created a new set of textured gradients that combine more of our secondary colors, tints, and shades. These on-trend color combinations also include a subtle analog film texture. Here are a couple of tips on how to use these gradients well:

- When adding text on top, use lighter colors like white for darker gradients and darker colors like Missional Blue Shade for lighter gradients.
- For longer and smaller body text, we recommend putting your text inside a white box for better legibility.

[Download textured gradients here.](#)



VISUAL ASSETS | GEN Z TEXTURED GRADIENTS

****For materials and resources directed at Gen Z student audiences only.****

C65 M0 Y32 K0
R71 G192 B187
HEX 47C0BB



C0 M23 Y100 K0
R255 G198 B11
HEX FFC60B

C100 M20 Y10 K0
R0 G148 B201
HEX 0094C9



C27 M0 Y73 K0
R195 G219 B110
HEX C3DB6E

C10 M90 Y100 K0
R220 G65 B40
HEX DC4128



C0 M23 Y100 K0
R255 G198 B11
HEX FFC60B

C100 M78 Y35 K28
R11 G60 B97
HEX 0B3C61



C13 M100 Y36 K0
R212 G26 B105
HEX D41A69

C2 M10 Y86 K0
R253 G220 B63
HEX FDDC3F



C34 M0 Y7 K0
R163 G220 B233
HEX A3DCE9

C100 M46 Y38 K13
R0 G104 B128
HEX 006880



C47 M0 Y100 K0
R149 G201 B61
HEX 95C93D

C6 M76 Y26 K0
R227 G99 B133
HEX E36385



C34 M0 Y7 K0
R163 G220 B233
HEX A3DCE9

C0 M23 Y100 K0
R255 G198 B11
HEX FFC60B



C6 M76 Y26 K0
R227 G99 B133
HEX E36385

C47 M0 Y100 K0
R149 G201 B61
HEX 95C93D



C2 M10 Y86 K0
R253 G220 B63
HEX FDDC3F

FOCUSED MINISTRIES | LABELS



Focused Ministry labels include the InterVarsity mark, InterVarsity wordmark in Text Gray, and the Focused Ministry name either above or below the InterVarsity wordmark in Kapra Neue or Avenir LT Std. Each Focused Ministry also has a distinct color palette from within the main color palette. The primary color of each palette is the color in which the InterVarsity mark and ministry name appear for that Focused Ministry.

The same rules on pages 14–16, 19–20 apply to these labels. Additional guidelines and assets for Focused Ministries can be found on pages 44–55.

FOCUSED MINISTRIES | GFM LABELS



Graduate & Faculty Ministries has a number of Focused Ministry labels within their ministry group. Their labels include the InterVarsity mark, InterVarsity wordmark in Revival Orange, and the Focused Ministry name below the InterVarsity wordmark in all caps Avenir LT Std in Missional Blue. The same rules on pages 14–16, 19–20 apply to these labels.

Note: Faculty Ministry has distinct color palette from within the main color palette (see page 50).

Note: Black Scholars and Professionals follows the same branding guidelines as Black Campus Ministries and other Focus Ministry Logos (see pages 43 and 48–49).

[Download individual GFM labels here.](#)

FOCUSED MINISTRIES | LOGOS



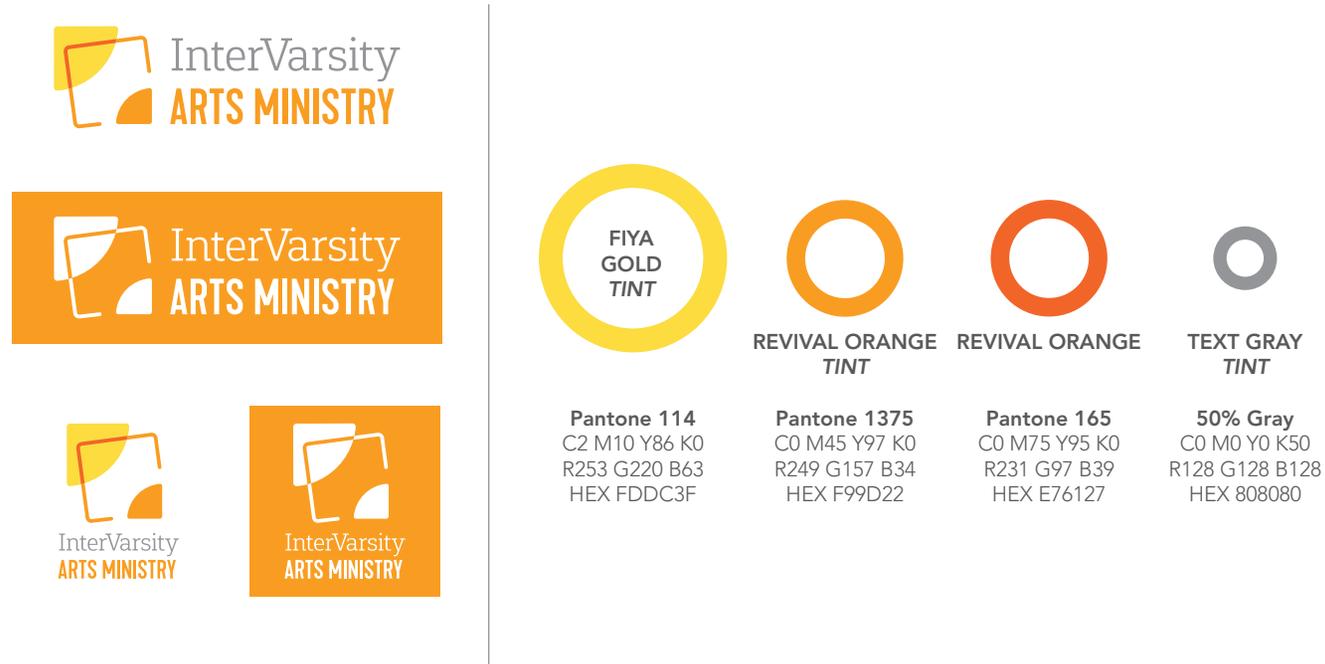
In July of 2021, we decided to move into an "endorsed brand" architecture for the Focus Ministries. In this architecture — which is used by corporations like Kellogg's and Virgin, among others — sub-brands are created when it's clear that a custom visual representation will help contextualize to specific student audiences while still demonstrating a clear connection to the national InterVarsity brand.

In general, we allow specific distinctive Focus Ministry labels, beginning with a distinctive Focus Ministry word mark and color palette (see page 41). If the word mark cannot be contextualized sufficiently to reach the intended audience, an FM logo is created, only if the FM director believes it is necessary. **The FM logo must also include the InterVarsity word mark and/or icon.**

The same rules on pages 14–16, 19–20 apply to these logos. Additional guidelines and assets for Focused Ministries can be found on pages 44–55.

For the Focused Ministries which are not shown here, please contact the national director of that ministry for more information.

FOCUSED MINISTRIES | ARTS MINISTRY



The image displays the visual identity for the InterVarsity Arts Ministry. On the left, three logo variations are shown: a standard logo with a yellow-to-orange gradient square, a white logo on an orange background, and two smaller versions of the standard logo. On the right, a color palette is presented with four circular swatches. The first is a yellow-to-orange gradient labeled 'FIYA GOLD TINT'. The second is a bright orange labeled 'REVIVAL ORANGE TINT'. The third is a darker orange labeled 'REVIVAL ORANGE'. The fourth is a gray circle labeled 'TEXT GRAY TINT'. Below each swatch are its corresponding Pantone and color code specifications.

Color Name	Pantone	CMYK	HEX
FIYA GOLD TINT	Pantone 114	C2 M10 Y86 K0	R253 G220 B63 HEX FDDC3F
REVIVAL ORANGE TINT	Pantone 1375	C0 M45 Y97 K0	R249 G157 B34 HEX F99D22
REVIVAL ORANGE	Pantone 165	C0 M75 Y95 K0	R231 G97 B39 HEX E76127
TEXT GRAY TINT	50% Gray	C0 M0 Y0 K50	R128 G128 B128 HEX 808080

For full specs and info on Arts Ministry's visual identity, [go here](#).

FOCUSED MINISTRIES | ASIAN AMERICAN MINISTRIES



FIYA GOLD

MANUSCRIPT PINK

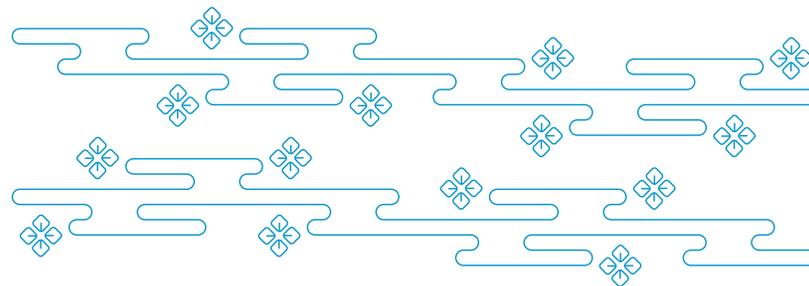
FAITHFUL NAVY

Pantone 639
C100 M20 Y10 K0
R0 G148 B201
HEX 0094C9

Pantone 7548
C0 M23 Y100 K0
R255 G201 B61
HEX FFC60B

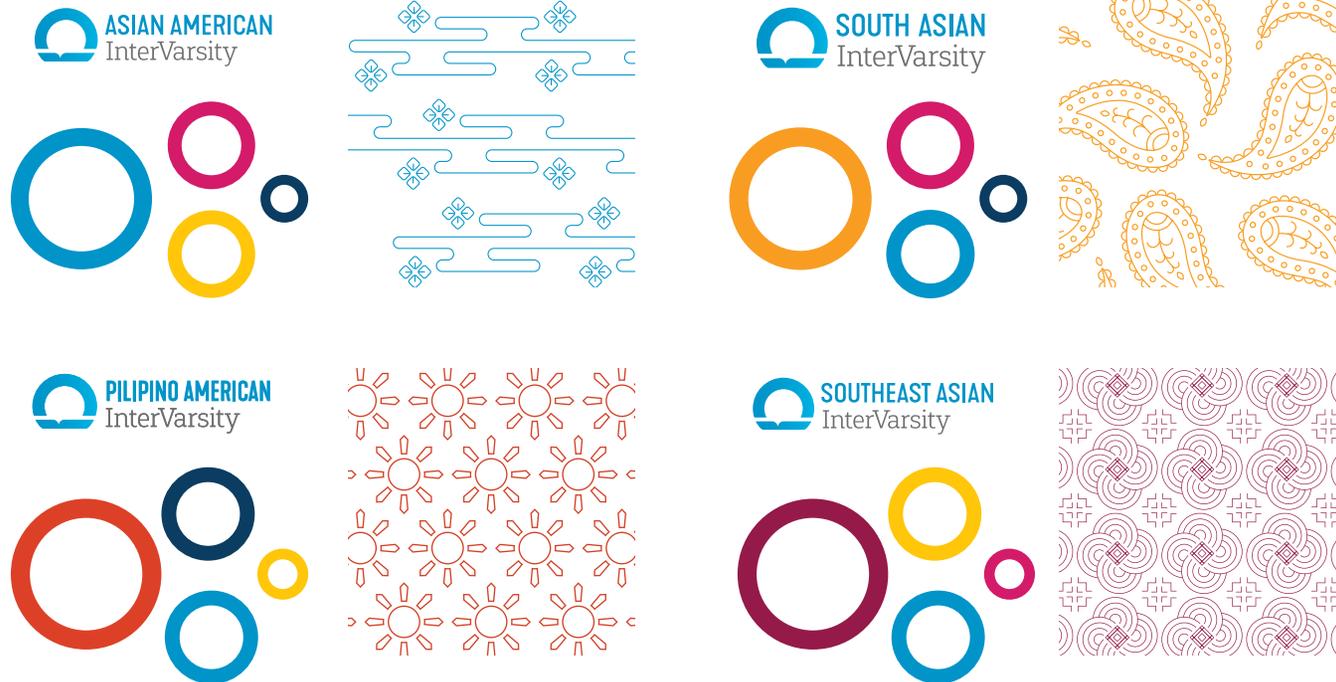
Pantone 214
C13 M100 Y136 K0
R212 G26 B105
HEX D41A69

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



For full specs and info on Asian American Ministries' visual identity, [go here](#).

FOCUSED MINISTRIES | AAM CONTINUED



There are specific patterns and a slightly varied color palette for Pilipino, South Asian, and Southeast Asian chapters, similar to the general AAM color palette. (General Asian American chapters use the same pattern and color palette as AAM). Files and more information are available [here](#).

FOCUSED MINISTRIES | Athletes



Pantone 1375
C100 M78 Y35 K28
R11 G60 B97
HEX OB3C61



**REVIVAL
ORANGE**

Pantone 165
C0 M75 Y95 K0
R231 G97 B39
HEX E76127



**REVIVAL ORANGE
SHADE**

Pantone 7597
C10 M90 Y100 K0
R220 G65 B40
HEX DC4128



**TEXT
GRAY**

80% Gray
C0 M0 Y0 K80
R51 G51 B51
HEX 333333

ATHLETES INTERVARSITY

When this logo variation is used that does not include the InterVarsity wordmark or brandmark then the Official InterVarsity Logo should appear somewhere on the piece or item such as on the sleeve or back of a t-shirt or on the back of a brochure.

For full specs and info on Athlete InterVarsity's visual identity, [go here](#).

FOCUSED MINISTRIES | BLACK CAMPUS MINISTRIES



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.

FOCUSED MINISTRIES | BLACK CAMPUS MINISTRIES CONT'D



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



For full specs and info on Black Campus Ministries' visual identity, [go here](#).

FOCUSED MINISTRIES | FACULTY MINISTRY



Pantone 315
C100 M46 Y38 K13
R0 G104 B128
HEX 006880



REVIVAL ORANGE

Pantone 165
C0 M75 Y95 K0
R231 G97 B39
HEX E76127



NEW LIFE GREEN

Pantone 375
C47 M0 Y100 K0
R149 G201 B61
HEX 95C93D



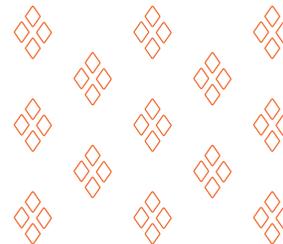
MISSIONAL BLUE TINT

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



REVIVAL ORANGE TINT

Pantone 1375
C0 M45 Y97 K0
R249 G157 B34
HEX F99D22



For full specs and info on Faculty Ministry's visual identity, [go here](#).

FOCUSED MINISTRIES | GREEK



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



REVIVAL ORANGE

Pantone 165
C0 M75 Y95 K0
R231 G97 B39
HEX E76127



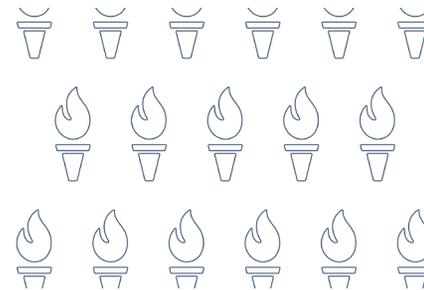
TEXT GRAY

C0 M0 Y0 K80
R51 G51 B51
HEX 333333



NEW LIFE GREEN

Pantone 375
C47 M0 Y100 K0
R149 G201 B61
HEX 95C93D



For full specs and info on Greek InterVarsity's visual identity, [go here](#).

FOCUSED MINISTRIES | INTERNATIONAL STUDENT MINISTRY

The visual identity guide for the International Student Ministry (ISM) includes the following elements:

- Logos:**
 - Large logo: **INTERNATIONAL InterVarsity** with a blue and orange circular icon.
 - Dark blue banner logo: **INTERNATIONAL InterVarsity** with a white circular icon.
 - Small logo: **InterVarsity ISM** with a blue and orange circular icon.
 - Dark blue square logo: **InterVarsity ISM** with a white circular icon.
- Color Palette:**
 - MISSIONAL BLUE:** Pantone 639 (C100 M20 Y10 K0, R0 G148 B201, HEX 0094C9)
 - REVIVAL ORANGE:** Pantone 7548 (C0 M23 Y100 K0, R255 G201 B61, HEX FFC60B)
 - NEW LIFE GREEN:** Pantone 214 (C13 M100 Y136 K0, R212 G26 B105, HEX D41A69)
 - MANUSCRIPT PINK SHADE:** Pantone 2955 (C100 M78 Y35 K28, R11 G60 B97, HEX 0B3C61)
- Patterns:**
 - A grid of overlapping circles in the four primary colors (blue, orange, green, pink) with a white grid overlay.
 - A pattern of overlapping circles in a single blue color with a white grid overlay.

For full specs and info on International Student Ministry's visual identity, [go here](#).

FOCUSED MINISTRIES | LaFe



Pantone 1375
C0 M45 Y97 K0
R249 G157 B34
HEX F99D22



REVIVAL ORANGE SHADE

Pantone 7597
C10 M90 Y100 K0
R220 G65 B40
HEX DC4128



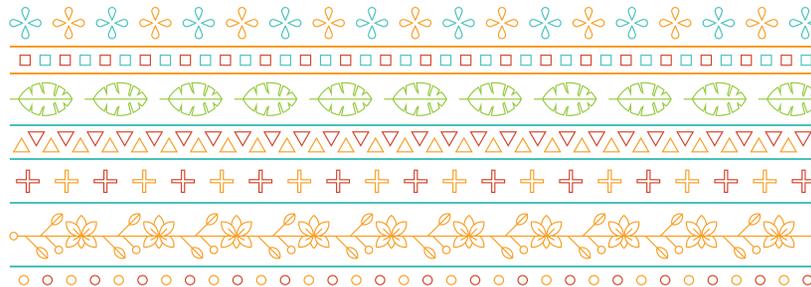
NEW LIFE GREEN

Pantone 375
C47 M0 Y100 K0
R149 G201 B61
HEX 95C93D



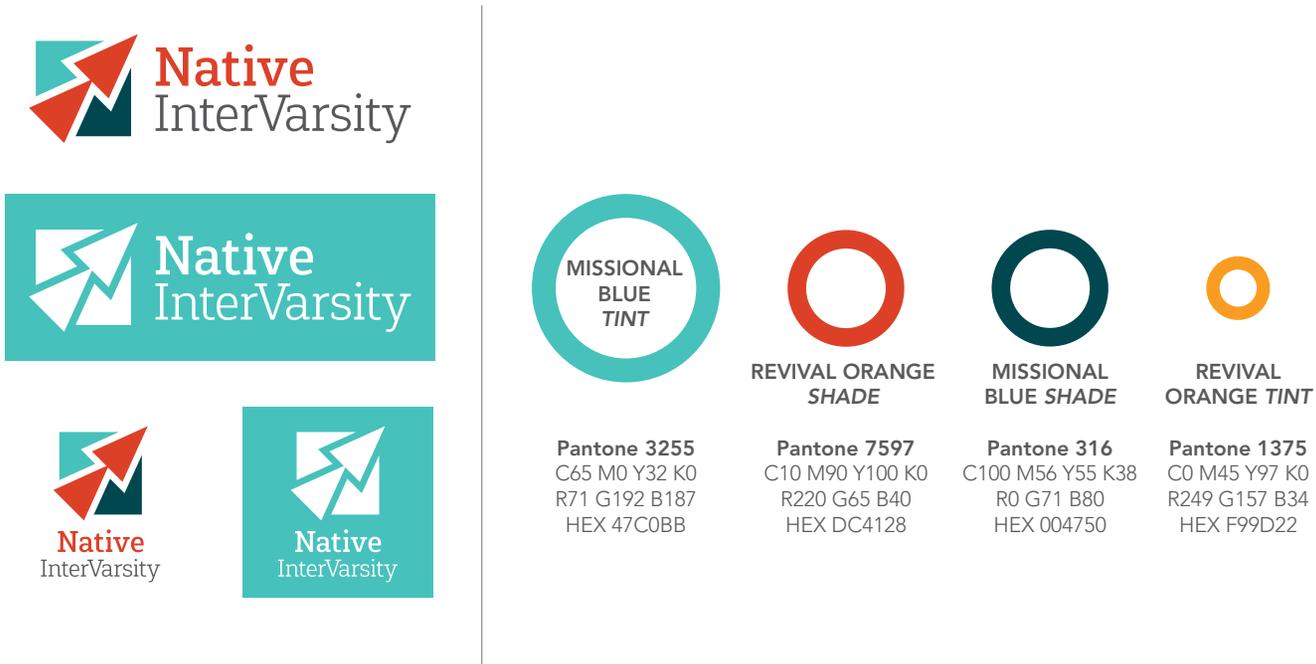
MISSIONAL BLUE TINT

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



For full specs and info on LaFe's visual identity, [go here](#).

FOCUSED MINISTRIES | Native



For full specs and info on Native InterVarsity's visual identity, [go here](#).

FOCUSED MINISTRIES | NURSES CHRISTIAN FELLOWSHIP



MISSIONAL
BLUE TINT

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



REVIVAL
ORANGE

Pantone 165
C0 M75 Y95 K0
R231 G97 B39
HEX E76127



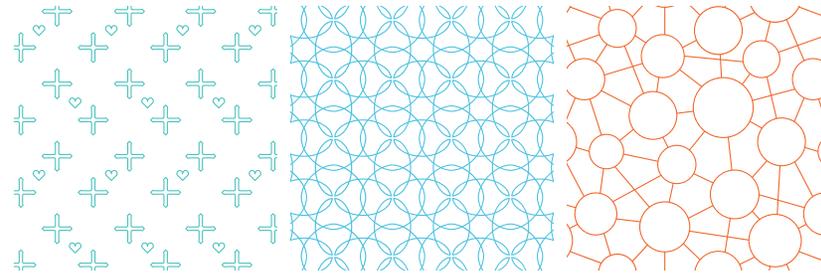
MISSIONAL
BLUE

Pantone 315
C100 M46 Y38 K13
R0 G104 B128
HEX 006880



HOPEFUL
BLUE

Pantone 637
C62M2Y8K0
R82 G193 B336
48C1E1



For full specs and info on Nurses Christian Fellowship's visual identity, [go here](#).

PHOTOGRAPHY | PURPOSE

InterVarsity images highlight **formative experiences on campus**. Let's break down what that means.

FORMATIVE EXPERIENCES

Formative experiences are more than just the mountain top moments, conversions, or baptisms. While those are important to capture, we also want images that show our Core Practices (see page 8).

An InterVarsity image is on brand when it captures an authentic image of the mission of InterVarsity in action or fulfilled. See the Brand section on pages 4–12 when thinking about what images to capture.



PHOTOGRAPHY | AUTHENTICITY & IMPACT

A high value in InterVarsity images is authenticity.

We want images to feel genuine and real. This doesn't mean you can't pose people; it just means it has to represent the real person and their real story.

We prefer using pictures of *real* InterVarsity students and staff who are taking part in real moments of God's work on campus. *This means not using stock images whenever possible.*

We want a prospective student to see photos of InterVarsity and say, "I want to be in a community like that!" We want a prospective ministry partner to say, "Wow, God is really at work! I can get behind something like this."



PHOTOGRAPHY | GUIDELINES

PHOTO RELEASES

- All recognizable students in photos must sign a photo release.

Available on [PhotoShelter](#) in the "1 - Documents & Keyword List" folder.

- If a release is not possible or appropriate (like a student engaging in a Proxe station) do not include their face in the shot. It is okay to include a shoulder or the back of their head.
- Take a photos of the student holding the release (one that includes their face and another of the release itself) and keep it with the images of that student.



PHOTOGRAPHY | GUIDELINES

NEED GENERIC IMAGES OF REAL CAMPUSES FOR INTERVARSITY USE?

- All images taken by the Communications Team (2100) are [available for download on Photoshelter](#).
- Staff can log in by using their intervarsity.org email address and password.
- We highly recommend using actual photos of your campus whenever possible.

Want 2100 to come to your campus to help tell the story of InterVarsity? Have a photo student or staff that wants to talk about photography? [Contact us.](#)



Note: No photo is worth compromising the relationship a chapter has with the university or student.

Warning: Attributing a quote to a photo of a person that did not say it is not permitted. Even with a signed release from that person allowing us to use their image, do not place a quote next to them if they did not say it. We want to be authentic about what we are communicating and hold ourselves to high journalistic standards.

PRAYER LETTERS | BEST PRACTICES

Prayer letters are one of the primary touchpoints our ministry partners have with InterVarsity and one of our most important tools for sharing what God's doing on campus. Here's a quick guide to making prayer letters as powerful as possible. Use pages 5–10 of this guide for more tips on writing about InterVarsity.

1. **Use the prayer letter templates** and suggestions from the **Prayer Letter Calendar chart** on the MPD site. Make a **customized email header on Photoshelter** (login with your InterVarsity credentials), with two different design options shown at the top of the template page.
2. **Connect with your audience** right away. Start with a common concern, interest, question, or hope, or with something they'd find interesting.
3. **Illustrate what God is doing with a story**, instead of just giving a summary. And please, always ask students for permission before sharing about them in your prayer letter.
4. **Avoid insider lingo.** (Most partners, even InterVarsity alumni, probably don't know what a GIG is.)
5. Go back through and **edit/proofread** before you send it.

Use this area to offer a short preview of your email's content. [View this email in your browser](#)


MINISTRY UPDATE FROM [YOUR NAME HERE]

A CATCHY, SHORT TITLE

The subtitle should be slightly more descriptive, but not too long





A Brief Headline Here

This is where you'd put in a great story from your school year that has to do with the photo above. Make sure the photo is at least 600 px wide. Keep the story brief, but connect it well with campus ministry. Use a student story or quote if you're able! Maybe even [link to a blog](#) if you have one.

Prayer Requests

- This is your section for prayer requests
- Keep each bullet point brief and God-centered
- They should relate to the story you told in your update

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 [PHOTO_ARCHIVE_PAGE] [LIST_DESCRIPTION]

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 You can [update your preferences](#) or [unsubscribe from this list](#)

[IF_REWARDS] [HTML_REWARDS] [END_HTML]

EMAIL SIGNATURES

[Firstname Lastname]*

[Job Title]

InterVarsity Christian Fellowship/USA

[Focused ministry, region, area, or chapter]

[000.000.0000] | [website.org]

Instagram: [/accountname] | TikTok: [@accountname]



] Missional Blue,* bold]

] Text Gray, regular]

] Arial 10 pt]

] .png (included in [logo zip file](#)), 96dpi, 125px wide]

[Firstname Lastname]*

[Job Title]

InterVarsity Christian Fellowship/USA

[Focused ministry, region, area, or chapter]

[000.000.0000] | [website.org]

Instagram: [/accountname] | TikTok: [@accountname]



] Alternate logo**]

] .png (included in [logo zip file](#)), 96dpi, 125px wide]

*If not using a logo, use Revival Orange for your name.

**You may also use a customized logo using the [logo generator](#) instead, but make sure the file is 96dpi for optimal resolution (otherwise it will appear fuzzy).

Need help with your email signature? Contact [Support and Solutions](#).

SOCIAL MEDIA | GUIDELINES

We communicate as ambassadors of Jesus all the time, even on social media. For chapter social media, please follow all brand guidelines listed in this brand book. Additionally, we encourage you to:

- Ask people permission before sharing images of them, their stories, or any other personal information.
- Respect people in every way as ones made in the image of God.
- Be thoughtful and intentional about what you post.

For more social media best practices, check out the [InterVarsity Online Resource Library](#).



Check out [Photoshelter](#) for customizable social media templates to use for your chapter.

WEBSITES | REQUIREMENTS

- Your InterVarsity chapter logo must appear within the top four inches of each page (we recommend upper left corner, if possible.)
- Your InterVarsity chapter logo must be generated through the [chapter logo generator](#).
- Your website must be registered through the Staff Portal so it can be listed at intervarsity.org/chapters. See [instructions here](#).
- Footer text on a chapter website must contain the text "InterVarsity Christian Fellowship/USA" with a link to intervarsity.org.
- Style, tone, and other specifics should follow the guidelines given elsewhere in this Brand Book.
- For intervarsity.org websites, refer to styleguide.intervarsity.org for more specifics.
- For instructions and tips on creating or updating your chapter's website, [go here](#).
- And/or, use the new [Landing Page Generator](#).

VIDEO | GUIDELINES

Need help with a video project? Contact twentyonehundred@intervarsity.org

Need video assets? We have...

- Generic InterVarsity campus ministry footage/b-roll
- Official InterVarsity animated logos
- On-brand animated graphics templates, such as Lower Third subject titles, transitions, title cards, and text boxes

Assets are given use permission on a case-by-case basis. Please contact twentyonehundred@intervarsity.org to request access.



example: [In InterVarsity, You Belong](#)

EDITORIAL & WRITING | GUIDELINES

In most of our communication, we follow the *AP Stylebook*. However, sometimes we diverge, and those divergences are mostly what this guide covers. You'll also see some helpful examples of unique ways InterVarsity might word certain terms or phrases.

INTERVARSITY

Use our full name InterVarsity Christian Fellowship/USA when referring to the national organization sparingly. On second mention, use "InterVarsity." Using just "InterVarsity" is preferred. "IV" and "IVCF" are acceptable but should only be used when communicating with an audience familiar with our organization.

SALVATION LANGUAGE

Preferred

- Chose to follow Jesus
- Made a decision to follow Jesus
- Committed to following Jesus
- Gave/committed their life to Christ
- Recommitted or made a recommitment to follow Jesus
- Made an adult decision to follow Jesus
- Came to faith

Okay

- Became a Christian
- Accepted Jesus
- Received Jesus

Do Not Use

- Was born again
- Was saved
- Accepted Jesus into their heart

EDITORIAL & WRITING | GUIDELINES

CAPITALIZATION

Bible, Bible study, biblical: Capitalize “Bible” when referring to the Holy Bible. Note that “study” is lowercase in “Bible study.” Lowercase “biblical”.

Church vs. church: Capitalize when referring to the Church universally or in names of denominations.

God: Lowercase pronouns for God — his, him, he — unless in more formal communication to older donors or foundations.

Gospel vs. gospel: Either is acceptable.

kingdom of God: Lowercase “kingdom” and uppercase “God.”

Word of God, word of God: Capitalize when referring to Scripture or the person of Jesus (as in John 1).

Campus Staff Ministers, staff, campus ministers: Capitalize Campus Staff Minister(s), the official job title.

Proxe Station, Proxes: Define it as “an interactive faith and art display” or “an evangelistic art display.”

small group / large group: Lowercase.

Conferences and camps: Lowercase general terms like “fall conference,” “chapter camp,” etc. Capitalize if used in the name of a specific camp or conference.

Scripture(s), scriptural: Capitalize if referring to the Bible. Lowercase “scriptural.”

GENDER TERMS

Terms for males and females: Use “women” and “men.” Use “they” or “their,” not “his / her” when referring to a mixed gender group. Do not use “one” or “one’s.”

EDITORIAL & WRITING | GUIDELINES

PUNCTUATION

Ampersand: Do not use an ampersand in running text. It's okay to use it in titles to save space.

Commas: We use the serial comma ("I'm buying the bread, cheese, and butter for our outreach.").

ETHNIC & CULTURAL TERMS

- **cross-cultural**
- **multiethnic/multiethnicity**
- **people/students/faculty of color**
- **international students**

Use the following when referring to ethnic and racial groups:

- **Asian American**
- **white**
- **Black**
- **Mixed**
- **Latino/a**
- **Middle Eastern & North African or MENA**
- **Native**

When relevant, use more specific terms when describing communities within these ethnic groups (e.g., Pilipino American, Korean American, Afro-Caribbean, Mexican American, Native Hawaiian, etc.).

For definitions and to learn more, [go here](#).

EDITORIAL & WRITING | GUIDELINES

THIS NOT THAT

InterVarsity is a unique voice in the Church. We often word things differently than the wider Church might. As a college ministry, our audience is familiar with the university and academic space. They are trained in critical thinking and are not easily manipulated. This can get confusing quickly, so here are some tips that might help:

Be Conversational: Talk about InterVarsity like you're talking to a friend. See our Brand Voice on page 9.

Be Specific: As much as possible, be specific about the who, what, how, why.

- | | |
|--|--|
| ✘ "Help create experiences!" | ✔ "Help create moments for students to encounter Jesus!" |
| ✘ "Impact Gen Z!" | ✔ "Transform students' lives through Christian community!" |
| ✘ "50 students came to faith at chapter camp!" | ✔ This is fine, but remember to tell specific students' stories of deciding to follow Jesus. What made them choose to do that? |

Be Simple: Sometimes trying to communicate too much or trying to sound fancy makes it difficult for your audience to understand the point you're trying to make. Less is more.

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| ✘ "Our prayer is that this special and important time of a student's college experience would be defined by building a solid foundation in their faith while experiencing the power of belonging in Christian community." | ✔ "We pray college students build a strong foundation in Jesus through our communities." |
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Use Active Voice, Not Passive: Communicate that God is moving and working right now.

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| ✘ "The Bible study was led by Amy." | ✔ "Amy led the Bible study" |
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EDITORIAL & WRITING | GUIDELINES

Stay away from Christianese: Ask yourself, *Would someone who's not a Christian understand this?*

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| <p>✘ "We're asking God to put a hedge of protection around Christian freshmen who are starting college."</p> | <p>✔ "We pray Christian freshmen continue following Jesus as they start college."</p> |
| <p>✘ "Josh joined the Body of Christ in fellowshipping around dinner and playing games."</p> | <p>✔ "Josh joined his friends for dinner and a game night."</p> |

Communicate Hope: We know the world can be a difficult place to live. We communicate how InterVarsity is *already* making a difference. God is *already* on campus.

- Don't fear monger
 - Don't use culture war language or imagery
 - Don't provoke sadness, desperation, or hopelessness
 - Do use facts and statistics to communicate the reality on campus, but partner that with positivity.
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| <p>✘ "Students are desperate, aching, and suffering from temptation, depression, and the chaos around them. They're turning to earthly desires over Jesus."</p> | <p>✔ "42% of college students reported feeling lonely on campus. That's why InterVarsity invites them into communities of belonging where they can meet Jesus!"</p> |
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Be Authentic:

- Use real students' stories
- Do not misquote
- Do not add drama for the sake of emotional appeal

WHERE TO FIND STUFF

[intervarsity.org/brand-glance](https://www.intervarsity.org/brand-glance) → brand overview, logo files, logo generator, latest Brand Book, etc.

MPD RESOURCES

- letterhead
- #10 envelopes
- BREs
- note cards
- brochures
- partner intent cards
- customizable MPD case, print
- folders
- customizable email header for prayer letters
- customizable MPD case, PowerPoint
- MailChimp prayer letter templates

CAMPUS RESOURCES

- customizable banners
- customizable social media templates
- Proxe Stations, full size
- pocket proxes
- NSO posters/flyers
- Approaching Differences bookmark
- Bible Study bookmark
- 2+ Prayer cards
- Discipleship Cycle cards
- ministry-specific resources
- manuscript pages, printed
- Bible study resources
- online ministry resources
- Gen Z digital stickers and textured gradients

GENERAL RESOURCES

- business cards
- nametags
- Word templates
- PowerPoint templates
- videos
- icons, patterns, etc.
- photo collections

- store.intervarsity.org
- mpd.intervarsity.org
- intervarsity.photoshelter.com
- library.intervarsity.org

Questions? Email brand@intervarsity.org.

