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*coming soon
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 of our ministry.

I’m thankful for all the careful thinking and effort Adam and his team have 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
HEY EVERYONE!

MY JOB IS TO HELP Y’ALL DO YOUR JOBS.

An organization’s brand—essentially its reputation, encompassing both visual and verbal aspects—has far-reaching implications. So 2100 has spent months praying, researching, designing, and testing to create what you see in the following pages. I’m thrilled with the result: a brand that is increasing in energy, simplicity, accessibility, and hopefulness, and that matches the innovation, warmth, and biblical depth we bring to campuses.

In these pages, we give you everything you need to represent InterVarsity consistently and accurately in all your communication, whether online, on paper, or in person. (Of course, really dedicated staff may want to go the extra mile and paint your car or a room of your home our new “Revival Orange” color, but we’ll leave that up to you.) Following the guidelines here will make for a clearer, stronger, more recognizable brand that I believe God will graciously use to make the hope of Jesus even more widely known among students and faculty across the US.

Thankfully, the vast majority of people who have met InterVarsity staff and student leaders through the years have had overwhelmingly positive experiences. That’s our greatest communication asset. By refining our brand, we can build on that foundation, for the benefit of students and faculty, the Church, and the world.

I’m grateful for the opportunity to serve you and to amplify your ministry!

Adam Jeske
Vice President, Communications and Marketing
WHAT IS BRAND?
Simply put, our brand is our reputation. It’s all the experiences people have with InterVarsity—but especially interactions with staff and student leaders. These interactions fill our visual brand with meaning. We all either add to or subtract from the strength of InterVarsity’s reputation—our brand—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 can go before us to places we haven’t been yet. And the sooner administrators, students, faculty, churches, and potential ministry partners recognize us and trust us, the sooner we can start to partner together in ways that renew campuses and whole communities.
BRAND | ESSENTIAL ATTRIBUTES

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

Our values and priorities can be summed up in five essential attributes:

- Biblical
- Collegiate
- Diverse
- Holistic
- Missional
The core of the experience we offer people—the core of our brand—is hope.

The hope we offer is not cheerfully naïve or falsely optimistic, however (so don't worry, all you Enneagram Ones and Fours!). We see and lament the injustice, sinfulness, and brokenness in us and around us. But we also believe true change and peace are possible through Jesus, because we ourselves have been transformed by the real hope we’ve found through his death for our sin, his resurrection from the grave, and his ongoing work redeeming all things. That hope is what 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 an InterVarsity person, event, or resource, we want them to see a deeper glimpse of the hope available in Jesus. Communicating and living out that hope is central to what we do and who we are.
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 CORE VALUES

- College and University Context
- Community
- Prayer
- Discipleship of the Mind
- Scripture
- Leadership Development
- Spiritual Formation
- Ethnic Reconciliation and Justice
- Evangelism
- Church
- Missions
- Whole Life Stewardship
BRAND | TONE

Think of your favorite professor. Here are a few adjectives that come to mind for us when we picture the best profs on our campuses:

- smart
- humble
- caring
- comfortable in their own skin
- inspiring
- flexible
- effective
- memorable
- helpful
- fun

That’s how you can think of us. **We’re respectful, but informal.** Think bowtie instead of necktie, and cute ballet flats instead of heels. Or maybe just a sweater, comfortable jeans, and sneakers. And, of course, shelves full of books. Our visual identity captures these elements, and our tone is guided by them. In other words, our visual and verbal communication creates for people a sense of being in conversation once again with their favorite professor—someone they trust, respect, and feel known by.

**And our tone is always hopeful.** Not because there are not situations and structures we need to lament—there certainly are, both on campuses and in the broader world—but rather because we don’t mourn like those who have no hope. And because we have a front-row seat for the ways God is powerfully moving in students and faculty. Like the best professors, we are energized by the possibilities we see for the future as we work for the renewal of campuses and invest in each new generation.
After seeking the Lord for direction and experiencing his presence and guidance in a profound way, senior leaders discerned that we are to focus on the following through 2030:

**Longing for revival, we catalyze movements that call every corner of every campus to follow Jesus.**

Our desire is that, by partnering with and mobilizing others, a witnessing community will be established on all 2,500 US campuses with 1,000 or more students by 2030, and that the Lord will bring about revival as he transforms students and faculty on every campus with the real hope of Jesus.
InterVarsity

LOGO | WHAT IT MEANS

For the first time in decades, we are utilizing a pictoral 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.

\[ x = \text{thickness of the arc} \]

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

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

Two-color

White on dark backgrounds

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

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 | 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.
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 ages 13–18 apply to these wordmarks.

Files are included in the logo zip file.
LOGO | MINISTRY LABELS

coming soon
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 13–18 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 and Marketing 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 13–18 also apply to event labels.

On dark backgrounds, everything is reversed to White.
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

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

**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

Secondary colors should not take up more than 25% of any communication piece.
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.
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.
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. (TrueType version for PC users coming soon.) Non-staff: Purchase here.

Avenir Lt Std 35 Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Avenir Lt Std 55 Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Avenir Lt Std 85 Heavy*
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

FREE FONT ALTERNATIVES
Century Gothic
Tahoma (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.

A FEW EXTRA TIPS:
• Do not use “Avenir” font that is pre-installed on Macs.
• If you are collaborating across PCs and Macs, use Tahoma until ready to finalize the document.
• Whenever possible, save documents to PDF before distribution.
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
abcdefghijklmnopqrstuvwxyz
ABCDEFGHJKLMNOPQRSTUVWXYZ
0123456789
Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHJKLMNOPQRSTUVWXYZ
0123456789
Purchase here.

**Kapra Neue Pro** | all caps only
Thin Condensed Rounded
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
Extra Light Condensed Rounded
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
Purchase here.

**Felt That** | title or sentence case, never all caps
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
Purchase here.

FREE FONT ALTERNATIVE
**BARLOW CONDENSED LIGHT** | all caps only
**BARLOW CONDENSED REGULAR** | all caps only
Download here.
Dear Paul,

I can’t pay you will royalties in the company do instead of cash we try your eye, but can you change everything? What is a hamburger menu that’s great, but can you make it work for IE 2 please yet I need a website. Can you put “Find us on Facebook” by the Facebook logo? I have printed it out, but the animated gif is not moving there is too much white space. I’m not sure, try something else the target audience is makes and families aged zero and up, yet use a kpop logo that’s not a kpop logo! Ugh. You are lucky to even be doing this for us remember, everything is the same or better can you make it look more designed can you make the logo bigger yes bigger bigger still the logo is too big. Try a more powerful colour can you punch up the fun level on these icons. Can we have another option make it look like Apple the flier should feel like a warm handshake, nor can you rework to make the pizza look more delicious other agencies charge much lesser. Are you busy this weekend? I have a new project with a tight deadline try making it a bit less that you are lucky to even be doing this for us this is just a 5 minutes job. Or is this the best we can do, yet is this the best we can do, but the flier should feel like a warm handshake. I really like the colour but can you change it? Can you make pink a little more pinkish. Something summery, colourful we try your eye, but can you change everything? The concept is bang on, but can we look at a better execution. I have printed it out, but the animated gif is not moving we exceed the clients’ expectations this was not according to brief. Nor I can’t pay you remember, everything is the same or better. Are you busy this weekend? If I have a new project with a tight deadline can we try some other colour maybe, we are a non-profit organization. This is just a 5 minutes job.

Sincerely,

Client

---

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

Our style of icons uses monoline, closed shapes. Corners are round, and shapes tend to be soft rather than rigid.

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

[Coming soon] 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.
VISUAL ASSETS | PATTERNS

Coming soon.
PHOTOGRAPHY | PURPOSE

Our images should communicate stories of real hope on campus. Let’s break down what that means.
Images that tell a story have three elements. For InterVarsity, these are:

- context—college campus(es)
- subject—students and faculty
- moment—something related to transformation
While we sometimes use posed shots, our images primarily depict *authentic* InterVarsity people, relationships, and events. Students are wearing whatever they wear (but no illegal InterVarsity logos!). Bright hair, piercings, tattoos—why not? The dorm is messy; it’s not “picture perfect.” We capture campus life as it really is.

Our images show *transformation*—a student experiencing Jesus through a significant conversation, prayer, or event; a group seeking God together in Scripture; someone joyfully sharing their faith with a friend. Transformation is emotional and relational, and ultimately about Jesus.

The audience of our images should feel like they are invited into these moments. The perspective is, “I am experiencing this hope alongside the people in this image,” and not, “I am watching and observing from afar.”
PHOTOGRAPHY | ON CAMPUS

The context of our images is a US campus (not a hotel, an office, camps, or foreign countries*).

We showcase a diverse range of campus contexts, to communicate that we are reaching all kinds of campuses—four-year schools and community and commuter colleges, in all regions of the country, in big cities and rural areas. We are in the dorm, library, art studio, fraternity and sorority houses, locker room, and lab—every corner of campus.

*While some of our ministry happens at hotels, offices, camps, and other locations, they are not the primary focus of our national ministry, so we use those images only when we are specifically communicating about those events or places.

Want 2100 to come to your campus to help tell the story of InterVarsity visually? Contact us.
PHOTOGRAPHY | GUIDELINES & TIPS

Our images should be:

- inspiring
- fun
- comfortable
- culturally, ethnically, gender, and socio-economically diverse

. . . but not cheesy
. . . but not goofy
. . . but not immodest
. . . but not contrived

Some tips when taking photos:

- Look for **good light** (outside, by a window, etc.).
- Wait for **moments**, take plenty of shots, and choose the best moment.
- **Simplify**—don’t try to put too much in your shot. Focus on one subject.
PRAYER LETTERS | BEST PRACTICES

Our 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.

1. **Use the prayer letter templates** and suggestions from the Prayer Letter Calendar chart on the MPD site. (Thank you, MPD and 2100 teams.)

2. **Connect with your audience** right away. Start with a common concern, interest, question, or hope, or with something they would find interesting.

3. **Have one main point**, and make sure every element of your prayer letter (every paragraph, the image[s], the headline[s], etc.) is related to that point to draw your reader into it. If you have too many mini-stories you risk losing the reader’s interest.

4. **Illustrate what God is doing with a story**, instead of just giving a summary.
PRAYER LETTERS | BEST PRACTICES CONT’D.

5. **Demonstrate transformation** in the story by:
   - showing what the student or faculty member was like before an event/conversion
   - naming (and explaining, as necessary) the event/Bible study/conversation in which the change came
   - showing how the student/faculty member is different now in their thinking/actions/faith

6. **Make it theocentric.** God is the primary one who acts and changes hearts. By his grace, we get to join in what he’s doing.

7. **Avoid insider lingo and define terms.**
   (Unless your ministry partner is a musician or InterVarsity alumnus, they probably don’t know what a GIG is.)

8. Go back through and **edit/proofread** before you send it.

Get a customizable email header here, including instructions.
EMAIL SIGNATURES

[Firstname Lastname]*
[Job Title]
InterVarsity Christian Fellowship/USA
[Focused ministry, region, area, or chapter]
[000.000.0000] | [website.org]
Facebook: [/accountname] | Twitter: [@accountname]

InterVarsity

[Firstname Lastname]
[Job Title]
InterVarsity Christian Fellowship/USA
[Focused ministry, region, area, or chapter]
[000.000.0000] | [website.org]
Facebook: [/accountname] | Twitter: [@accountname]

InterVarsity

EVERY CORNER, EVERY CAMPUS

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 the Help Desk.
SOCIAL MEDIA | PURPOSE

The purpose of InterVarsity’s national social media on Facebook, Twitter, Instagram, YouTube, and Snapchat is to host, facilitate, and guide conversations that enable our partners, alumni, staff, student leaders, and other Christians to grow as disciples, join in God’s work on campus, and extend the hope of Jesus more effectively to those around them.

We accomplish our purpose by:

- telling stories of God’s action
- sharing tools for ministry
- inviting prayer
- helping students find our chapters
- proclaiming biblical truth both widely and in individual interactions
- offering a thoughtful, engaged, biblical perspective on current issues
- encouraging deep, faithful Christian living
- posting original infographics that highlight InterVarsity culture and/or broader Christian culture (we think they’re funny)
- sharing thought leadership from staff, student leaders, and alumni
- introducing a wider audience to what God has done and is doing in and through us
- facilitating interactions with other parts of the Church and the public
SOCIAL MEDIA | GUIDELINES

We communicate as an ambassador of Jesus all the time, even on social media. This means (among other things) that, in our tone, we seek to:

• be humble
• point to the hope of Jesus (even while lamenting what is still broken and sinful in our world)
• be compassionate
• be truthful and accurate
• be personable

Also:

• We ask permission before sharing information that’s private/personal.
• We respect people in every way as ones made in the image of God.
• We cheer others on.
• We are thoughtful and intentional about what we post.
**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](http://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](http://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](http://styleguide.intervarsity.org) for more specifics.
VIDEO | STORIES

Videos are a great way to visually show what God is doing through InterVarsity by transporting the viewer to campus. We use videos to communicate the real hope of Jesus on campus and point to what God is doing through us as we join him.

**Stories** are a primary way we do that, focusing on transformation and hope on campus. While the context may be an InterVarsity Bible study, training event, or function, we focus on what God is doing, and how InterVarsity is joining in that. We are careful not to overcomplicate the story—we say one thing well and cut the rest.

example: **Accidental Planter**
Conceptual videos are another way we can point to the real hope of Jesus. By focusing on a “big idea,” we create a memorable, concrete, and “sticky” communication tool. Conceptual videos help us transcend distractions and focus on just communicating the big idea. We are careful not to overcomplicate the idea—we say one thing well and cut the rest.

example: Evangelism & Justice
GENERAL
- Shoot at eye-level of subject (not looking down at them, especially in interviews or small group settings when subject is sitting)

INTERVIEWS
- Light from strong side (where subject is looking)
- Frame with subject on 1/4 to 1/3 line

DIRECT ADDRESS
- If background is symmetrical, have subject centered (preferable)
- If background is not, balance it with subject

It’s likely that we’ve already created the video you need. Go to [2100.intervarsity.org](http://2100.intervarsity.org) to see what’s available.
VIDEO | SOME TIPS

- Point to what God is doing.
- Be authentic, relatable, and truthful.
- Strive for excellence.
- Have a learning posture.
- All other content of the Brand Book applies to videos as well.
EDITORIAL GUIDELINES

In most of our communication, we go by the recommendations of the following style experts:

- *Chicago Manual of Style*
- *Merriam-Webster Online Dictionary:* merriam-webster.com
- *American Heritage Dictionary, College Edition*

But sometimes, we diverge. Those divergences are largely what this guide covers, along with some notes on often confusing grammar and punctuation situations.

INCLUDED IN THESE GUIDELINES:

- Capitalization
- Gender Terms
- Insider Lingo
- InterVarsity
- Numbers
- Punctuation
- Definitions & Treatment of Ethnic & Cultural Terms
- Treatment of Ethnic Groups
- Ministry & Department Names
EDITORIAL GUIDELINES

CAPITALIZATION

Bible, Bible study, biblical: Capitalize “Bible” when referring to the Holy Bible. Note that “study” is lowercase in “Bible study.” Lowercase “biblical”—of, relating to, or contained in the Bible. (No need to feel guilty! It is biblical to lowercase “biblical.”)

Church vs. church: Capitalize when referring to the Church universally (e.g., one holy catholic and apostolic Church) and specifically (First Reformed Presbyterian Church, Community Baptist Church), but lowercase when speaking in general terms (e.g., When are you going to church? This is the day we go to church. They go to a Presbyterian church.).

Events in Jesus’ life: Use lowercase for virgin birth, incarnation, transfiguration, passion, death, cross, resurrection, ascension, second coming, and so on.

God: We recommend lowercasing all pronouns for God—his, him, he.

gospel: When “gospel” refers to the life, death, and resurrection of Jesus, capitalization is audience-dependent; if in doubt about whether lowercasing it will offend, capitalize it.

kingdom of God: Lowercase “kingdom” and uppercase “God.” (Yes, this is a #messagefromtheking.)

Titles of people: Capitalize all titles for people (e.g., President Tom Lin; Yuliya is IFES’s General Secretary for Ukraine).

Word of God, word of God: “Word” is capitalized when it refers to Scripture (i.e., when it could be replaced with the word “Bible”: “I love the Word of God!” or “Let’s dive into the Word together.”). It is also capitalized when it’s referring to the person of Jesus (as in John 1: “In the beginning was the Word, and the Word was with God . . .”). It is lowercased when it refers to a specific instance of hearing from the Lord, in the prophetic sense (e.g., God’s word to Moses, or, “Y’all, I got a word from the Lord to share!”).
EDITORIAL GUIDELINES

GENDER TERMS

Terms for males and females: Use “women” (not “girls,” “ladies,” or “gals”) and “men” (not “guys”).

INSIDER LINGO

Campus Staff Ministers, staff, campus ministers: Uppercase Campus Staff Minister(s) when the full title is used, but lowercase the more general “campus minister.” We generally avoid “staff worker” (though we do know staff work incredibly hard!) and “staff member.” Using “staff” for one staff minister is acceptable.

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

Salvation/recommitment language: We often use the following phrases: accepted Jesus, followed Jesus, committed to following Jesus, committed their lives to Christ, received Christ, became a Christian, recommitted, recommitment, chose to follow Jesus.

INTERVARSITY

InterVarsity: Not “IV.” Not “IVCF.” Not “Intervarsity.” (We are watching you.) Our full name is InterVarsity Christian Fellowship/USA; use only when referring to the national organization. On second mention use “InterVarsity.” For contracts, use our full legal name: InterVarsity Christian Fellowship/USA.
EDITORIAL GUIDELINES

NUMBERS
Spell out numbers from zero through nine; use numerals for 10 and above. Numbers that come at the beginning of a sentence are always spelled out.

PUNCTUATION

Ampersand: The ampersand should not be used in running text. (The word “and” is only two more letters to type than &. We know you can do it.) It’s okay to use an ampersand in titles to save space.

Commas: We use the serial comma (“I’m buying the bread, cheese, and butter for our Text-a-Toastie outreach.”).

Quotation marks: Double quotation marks are still used for quotes. Single quotation marks are only used for quotes within a quote (unless you’re British). Periods and commas go inside quotation marks. Question marks and exclamation points go inside if they are part of the quote and outside if they are not part of the quote but rather part of the sentence as a whole (e.g., The first student I met at NSO looked me straight in the eye and said, “Can you help me know Jesus?” Can we sing “Holy Spirit Fiya?”).
EDITORIAL GUIDELINES

DEFINITIONS & TREATMENT OF ETHNIC & CULTURAL TERMS

cross-cultural: Always hyphenated. Used when dealing with or offering comparison between two or more different cultures or cultural areas.

ethnic: Of or relating to large groups of people classed according to common racial, national, tribal, religious, linguistic, or cultural origin or background; being a member of a specified ethnic group (an ethnic German); of, relating to, or characteristic of ethnicities. Note that everyone is ethnic; everyone has an ethnicity.

ethnicity: A historical grouping of people who share a common heritage and common story; an ethnic quality or affiliation (aspects of ethnicity); a particular ethnic affiliation or group (students of diverse ethnicities).

multiethnic: Never hyphenated. Made up of people of various ethnicities (a multiethnic country); also of, relating to, reflecting, or adapted to diverse ethnicities (multiethnic literature).

multiethnicity: Never hyphenated. An InterVarsity term used to describe God’s value for people of every ethnicity and culture.

people/students/faculty of color: Lowercase.
EDITORIAL GUIDELINES

TREATMENT OF ETHNIC GROUPS

The following are recommendations from the Multiethnic Ministries team:

- **Asian American** (capitalized with no hyphen) is preferred. For more specific ethnic groups, use Korean American, Taiwanese American, Pakistani American, etc. Note that within InterVarsity, Pacific Islanders identify with Native Ministries.

- **Black** (capitalized) is the preferred term. Use African American (capitalized with no hyphen), Afro-Caribbean (capitalized with a hyphen), or African when describing more precise ethnic communities within the Black community.

- **Latino** (term for people; Latinos, Latino, Latina) is preferred. Hispanic is still used in some contexts but is not preferred because of its connection with Europe and the Spanish language.

- **Native** is the preferred term as opposed to First Nations. The cluster of ethnic group terms that we use are Native American, Native Alaskan, Native Hawaiian, and Pacific Islander (all capitalized with no hyphens).

- **White** (capitalized) is the preferred term, as opposed to Caucasian, European American, or Anglo-American.
EDITORIAL GUIDELINES

MINISTRY & DEPARTMENT NAMES

Asian American Ministries: In written copy this can be shortened to “AAM” after you’ve used the full name once.

Athletes InterVarsity: No apostrophe.

Arts Ministry: Can also be InterVarsity National Arts Ministry.

Black Campus Ministries: In written copy this can be shortened to “BCM” after you’ve used the full name once.

Graduate and Faculty Ministries: In written copy this can be shortened to “GFM” after you’ve used the full name once.

Greek InterVarsity: Not “Greek ministry.”

International Student Ministry: Singular. In written copy this can be shortened to “ISM” after you’ve used the full name once.

LaFe: Can also be referred to or described as “InterVarsity Latino Fellowship.”

Native InterVarsity: Not “Native ministries.”

Nurses Christian Fellowship: No apostrophe. In written copy this can be shortened to “NCF” after you’ve used the full name once.

See page 58 for the full organizational chart.
You can always use our Vision, Purpose, and/or 2030 Calling to describe what we do, but sometimes it’s helpful to emphasize certain aspects of our ministry to particular audiences, just as you might highlight different sections of your favorite IVP book when you describe it to individual friends. There are a thousand ways to contextualize our ministry for different audiences—and that’s good!—but here are a few places to start.

**FOR STUDENTS**
InterVarsity is a community of students from all parts of campus who ask the big questions together, read the Bible and talk about what it really means, and try to love our friends and other students as much as Jesus does. We know that the world is screwed up, and we want to be part of making it better.

**FOR FRIENDS FROM CHURCH**
InterVarsity is a ministry that is focused on offering real hope to college students and faculty on campuses across the US. We encourage students to ask questions, study the Bible deeply, and apply it to everything throughout their lives.

**FOR FRIENDS & COMMUNITY MEMBERS WHO AREN’T PART OF THE CHURCH**
InterVarsity is a nonprofit serving on college and university campuses across the country. We help students ask the big questions of life, get to know Jesus for themselves, and apply the Bible to issues we all face. We also develop critical thinking, leadership skills, strong character and integrity, and cross-cultural skills essential to navigate adulthood today.
Founded by C. Stacey Woods in 1941, InterVarsity Christian Fellowship/USA traces its roots to Christian student groups in England and Canada. In 1947 we expanded our ministry through the official establishment of our publishing arm, InterVarsity Press. We also became a founding member of the International Fellowship of Evangelical Students in 1947. Through the years we’ve mobilized over 300,000 students for God’s global mission through our triennial Urbana Student Missions Conferences and sent over a million InterVarsity alumni out from campus to live lives of hope and faith in myriad cities, fields, and countries. Prayer, manuscript Bible study, missions, and multiethnicity have been important parts of our DNA from the beginning.
WHERE TO FIND STUFF

intervarsity.org/brand → brand overview, downloadable logo files, logo generator, latest Brand Book

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If you find something with an old design, feel free to use it until a rebranded version has been released. The Communications and Marketing team will keep you updated via the Mission Memo.

Questions? Email brand@intervarsity.org.