

## LOGO

Our logo communicates the foundation of Scripture in all we do and our desire to bring light to the world through ministry on campus. It is intentionally abstract and simple, to be filled up over time with positive associations through experience. The slab serif font has a collegiate appearance while also feeling light and contemporary. #nerdyANDhip



Clear space is 2x on all sides. 1x = arc thickness

## ALTERNATE LOCKUP



Clear space is 1x on all sides.

## MINIMUM WIDTH

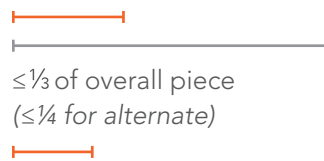


print: 1.5"  
digital: 125px



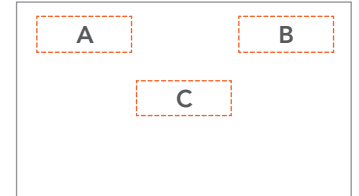
0.5"  
75px

## MAXIMUM WIDTH



## PLACEMENT

Top left or top right corner, or centered (if no other objects)



## CHAPTER LABEL



Generate your own custom logo:  
[intervarsity.org/brand](http://intervarsity.org/brand)

## EVENT LABEL



## COLOR

### PRIMARY

Warm, approachable, and contemporary



**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



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

### SECONDARY

Vibrant and youthful



**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

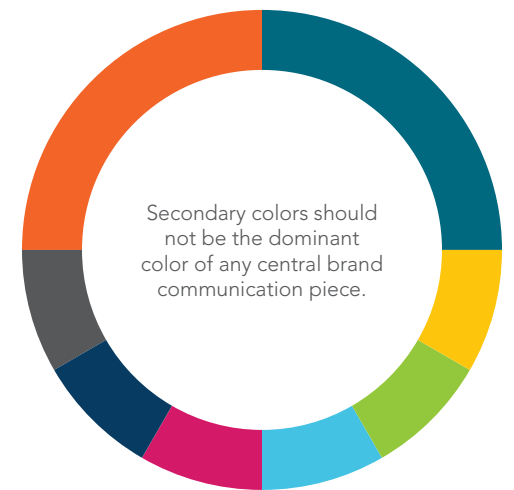


**MANUSCRIPT PINK**  
Pantone 214  
C13 M100 Y36 K0  
R212 G26 B105  
HEX D41A69



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

## PROPORTIONS



## TYPOGRAPHY

### Avenir LT Std 35 Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

- body text
- Text Gray on white backgrounds

### Avenir LT Std 55 Roman

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

- body text
- White on dark backgrounds

### Avenir LT Std 85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

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

Free alternatives: Century Gothic, Arial (for email)

## VOICE

Our communication creates a sense of being in conversation with a favorite professor. InterVarsity sounds:

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

## FILTER

Does your communication show:

- a **formative** experience?
- the **real hope** of Jesus?
- **witnessing communities, student-led Bible study, evangelism, or leadership development?**
- **belonging?**
- **God at work** in the lives of students or faculty?
- a **college campus?**