A GUIDE TO USING FACULTY MINISTRY LOGO FILES

Here's what is included in this logo zip file and a guide to which file to use for what. Follow instructions in the Brand Book to use all versions of the logo properly.

Color	File type	Horizontal	Vertical	Usage	For white or dark backgrounds?
Full color	EPS	✔	✔	printing at large scale	white
	AI	✔	✔		
	PNG	✔	✔	web/digital, small print pieces	
	email sig PNG	✔		for email signatures only	
White	EPS	✔	✔	printing at large scale	dark
	AI	✔	✔		
	PNG	✔	✔	web/digital, small print pieces	
2-color	EPS	✔	✔	when printing gradient is not possible	white
1-color	EPS	✔	✔	when printing can only be in one color	
Grayscale	PNG	✔	✔	in Word docs that can't be printed in color	

All files have built-in CLEAR SPACE (dotted lines shown here will not show in actual files).

Do not overlap any text or objects over the boundaries of the image file.

Horizontal

Vertical

Questions?
brand@intervarsity.org

EPS = Encapsulated PostScript, AI = Adobe Illustrator: both are viewable in Adobe Illustrator (and other Adobe software), and most print vendors (like for tshirts) will ask for either of these types of files.
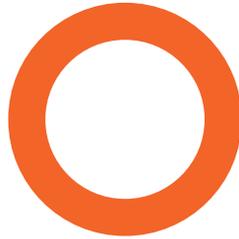
PNG = Portable Network Graphic: works best in digital format, has a transparent background (rather than a white box around it), retains crispness better than a JPG.

FACULTY MINISTRY COLOR PALETTE

InterVarsity
FACULTY MINISTRY

MISSIONAL BLUE

REVIVAL ORANGE

NEW LIFE GREEN

MISSIONAL BLUE *TINT*

FIYAH GOLD

FIYAH GOLD *TINT*

Pantone 315
C100 M46 Y38 K13
R0 G104 B128
HEX 006880

Pantone 165
C0 M75 Y95 K0
R231 G97 B39
HEX E76127

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

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

Pantone 7548
C0 M23 Y100 K0
R255 G198 B11
HEX FFC60B

Pantone 1375
C0 M45 Y97 K0
R249 G157 B34
HEX F99D22

Example of color palette used in pattern

CMYK = cyan, magenta, yellow, black. Use these color codes for print pieces.

RGB = red, green, blue. Use these color codes for the digital/screen context.

HEX = 6-digit code for web colors. Use for websites.