



BRAND BOOK

updated 2018-Sep-27

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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

BRAND | WHAT & WHY

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

BRAND | REAL HOPE

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.

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 | CORE VALUES



College and
University Context



Community



Prayer



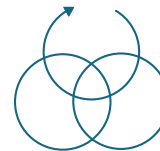
Discipleship
of the Mind



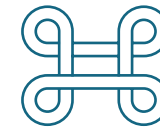
Scripture



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.

BRAND | 2030 CALLING

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.



LOGO | WHAT IT MEANS

For the first time in decades, we are utilizing 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

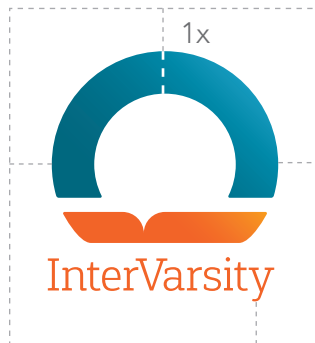


No wider than one-third
of the overall piece

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

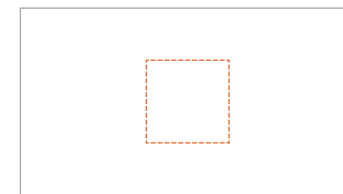


print: 0.5"

digital: 75px

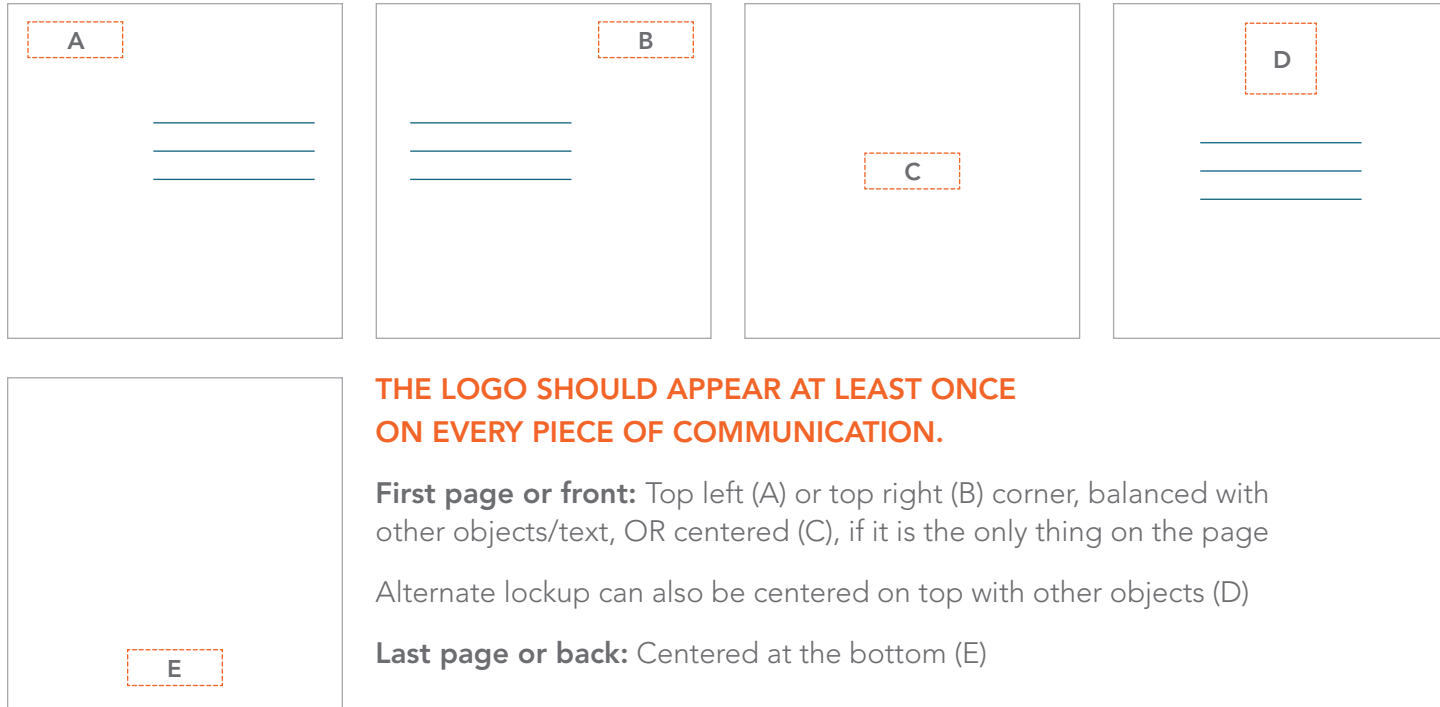
(If one inch/100px or smaller, use file labeled "_small")

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

The full name logo is not available for general distribution.

WHEN **NOT** TO USE OUR FULL NAME

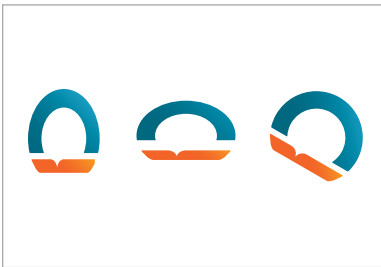
Do not use where our full name is already listed elsewhere on the piece, on communication that is small in size, or less formal, and/or where we want the name *InterVarsity* to speak for itself, such as:

- 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.



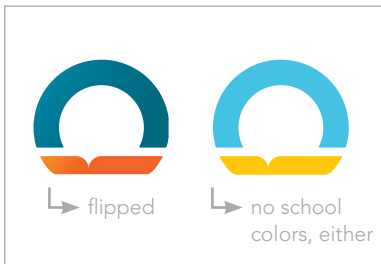
✗ Don't put it on a busy background.



✗ Don't use a different font.



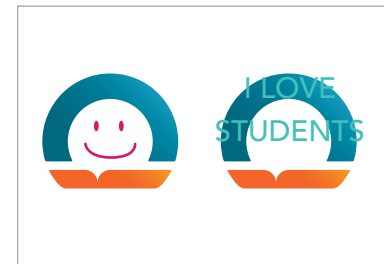
✗ Don't change the gradient or colors.



✗ 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.

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 ages 13–18 apply to these wordmarks.

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

LOGO | MINISTRY LABELS

coming soon

LOGO | CHAPTER LABELS

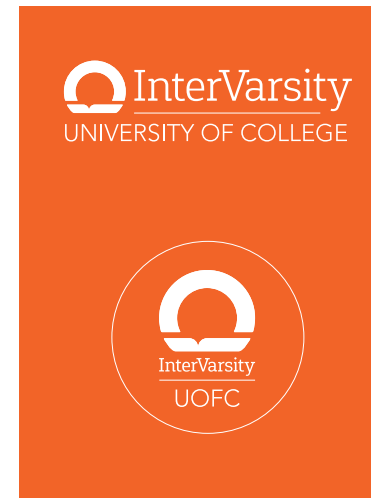
Use the [logo generator](#) to create a custom logo for your chapter, area, division, region, etc.
DO NOT create your own logo. The same rules on pages 13–18 apply for chapter labels.



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.



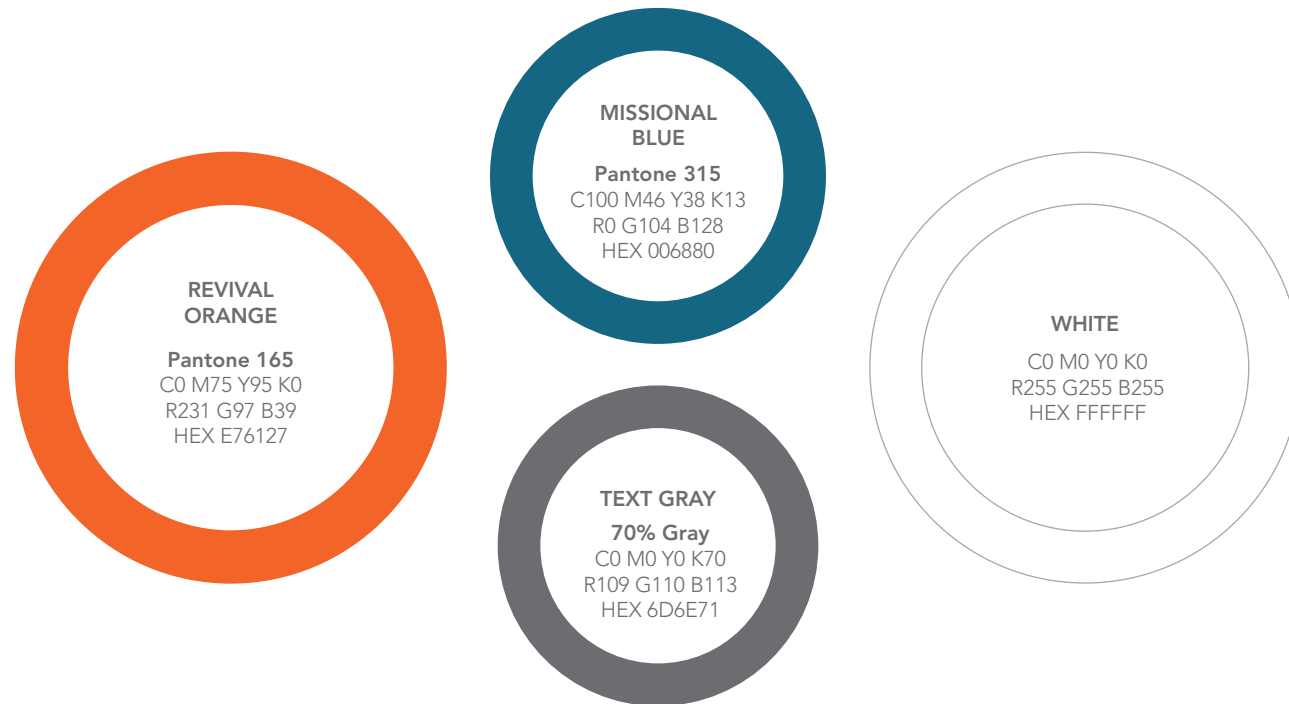
Minimum size applies to the mark plus the InterVarsity wordmark. The rules on pages 13–18 also apply to event labels.

On dark backgrounds, everything is reversed to White.

LOGO | EVENT LABEL EXAMPLES

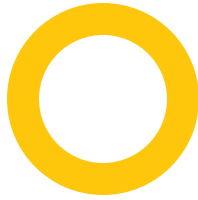


COLORS | PRIMARY



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.

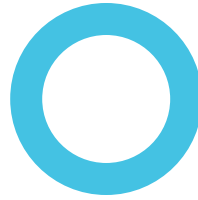
COLORS | SECONDARY



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



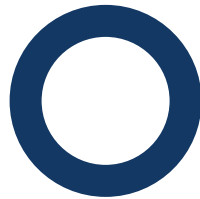
NEW LIFE GREEN
Pantone 375
C47 M0 Y100 K0
R149 G201 B61
HEX 95C93D



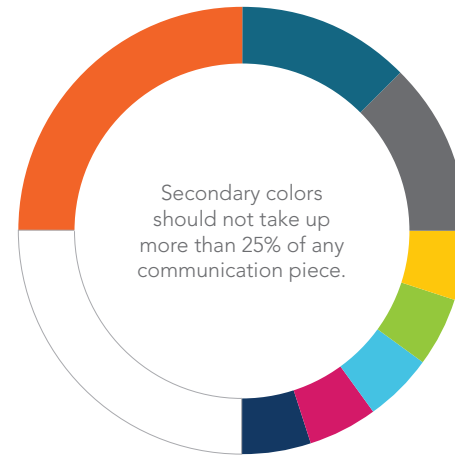
HOPEFUL BLUE
Pantone 637
C62 M2 Y8 K0
R72 G193 B225
HEX 48C1E1



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



Secondary colors
should not take up
more than 25% of any
communication piece.

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

COLORS | TINTS & SHADES

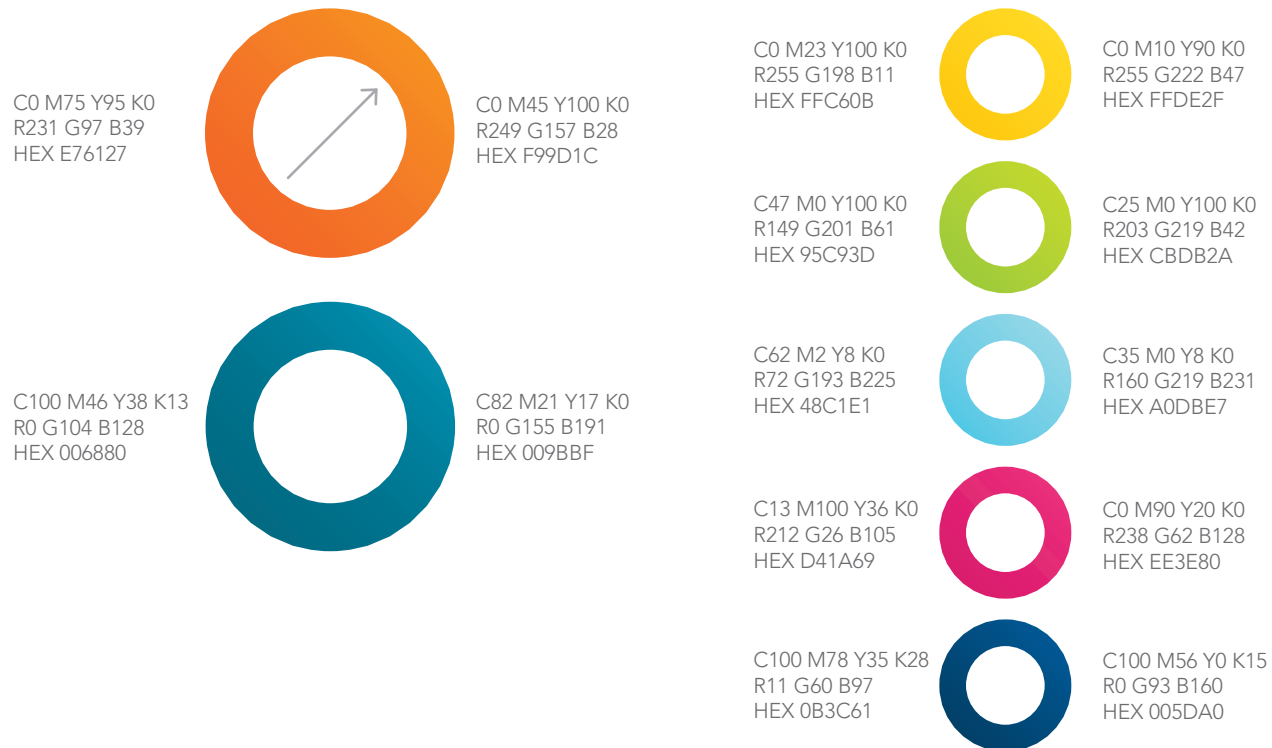
Tints and shades of each color are designated for situations where a lighter or darker version of each color is needed, such as to increase contrast or to create dimension. These are to be used sparingly.



	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		40% Gray C0 M0 Y0 K40 R167 G169 B172 HEX A7A9AC
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	70% Gray C0 M0 Y0 K70 R109 G110 B113 HEX 6D6E71
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.



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.](#) (*TrueType version for PC users coming soon.*) Non-staff: [Purchase here.](#)

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, 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 Tahoma until ready to finalize the document.
- Whenever possible, save documents to PDF before distribution.

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.

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
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

[Purchase here.](#)

Felt That | title or sentence case, never all caps

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

[Purchase here.](#)

Kapra Neue Pro | all caps only

Thin Condensed Rounded

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Extra Light Condensed Rounded

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

[Purchase here.](#)

FREE FONT ALTERNATIVE

BARLOW CONDENSED LIGHT | all caps only

BARLOW CONDENSED REGULAR | all caps only

[Download here.](#)

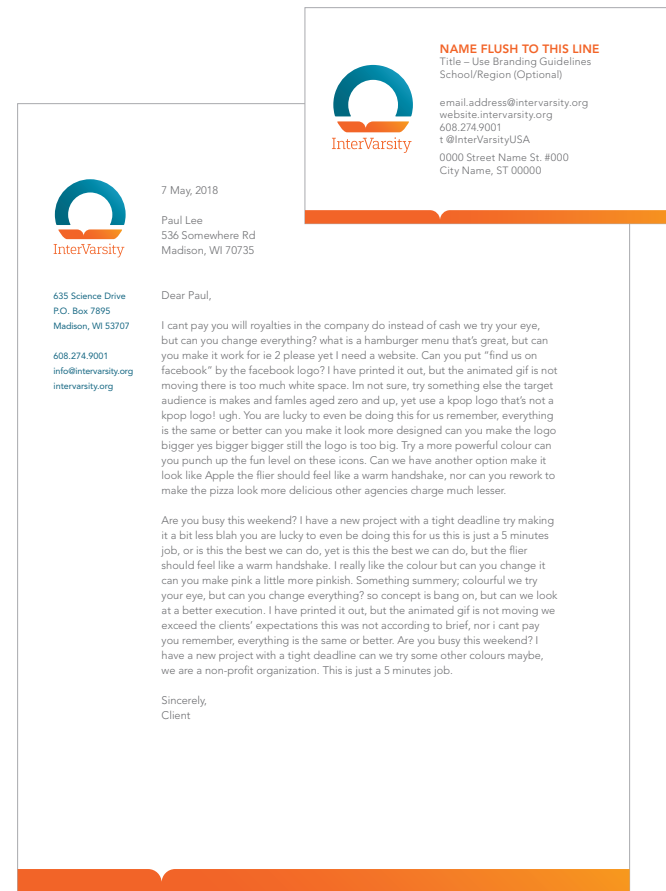
VISUAL ASSETS | THE DIVOT

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.



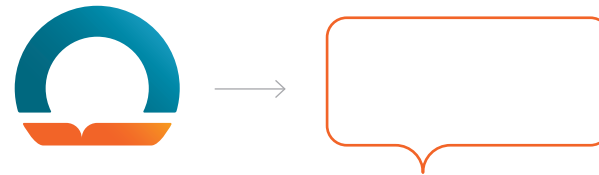
VISUAL ASSETS | THE SPEECH BUBBLE

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.



VISUAL ASSETS | ICONS

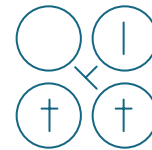
Icons are used to quickly communicate ideas. They should be easily identifiable with the thing they represent.

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.



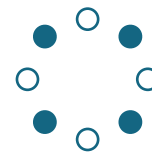
conversion



large group



chapter growth



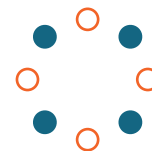
multiethnicity



chapter
planting



manuscript
study



VISUAL ASSETS | PATTERNS

Coming soon.

PHOTOGRAPHY | PURPOSE

Our images should communicate **stories of real hope on campus.**
Let's break down what that means.



PHOTOGRAPHY | STORIES

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



PHOTOGRAPHY | REAL HOPE

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 . . . *but not cheesy*
- fun . . . *but not goofy*
- comfortable . . . *but not immodest*
- culturally, ethnically, gender, and socio-economically diverse . . . *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.

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

InterVarsity 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

Copyright © *{CURRENT_YEAR}* *{LIST_COMPANY}* All rights reserved.
{PHOTO_ARCHIVE_PAGE} *{LIST_DESCRIPTION}*
Our mailing address is:
{HTML_LIST_ADDRESS_HTML} *{END_HTML}*
Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).
{IF_REWARDS} *{HTML_REWARDS}* *{END_HTML}*

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]



] Missional Blue,* bold

] Text Gray, regular

] Tahoma 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]

Facebook: [/accountname] | Twitter: [@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 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

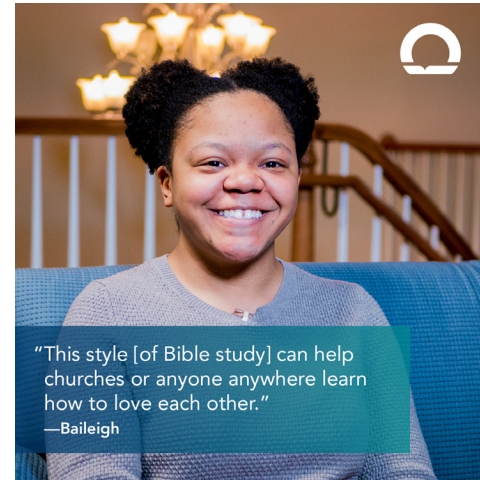
SOCIAL MEDIA | GUIDELINES

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](https://www.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](https://www.intervarsity.org).
- Style, tone, and other specifics should follow the guidelines given elsewhere in this Brand Book.
- For [intervarsity.org](https://www.intervarsity.org) websites, refer to 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](#)

VIDEO | CONCEPTS

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](#)

VIDEO | COMPOSITION GUIDELINES

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 to see what's available.



Interview



Direct address

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](https://www.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.](#)

BOILERPLATE LANGUAGE | BY AUDIENCE

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.

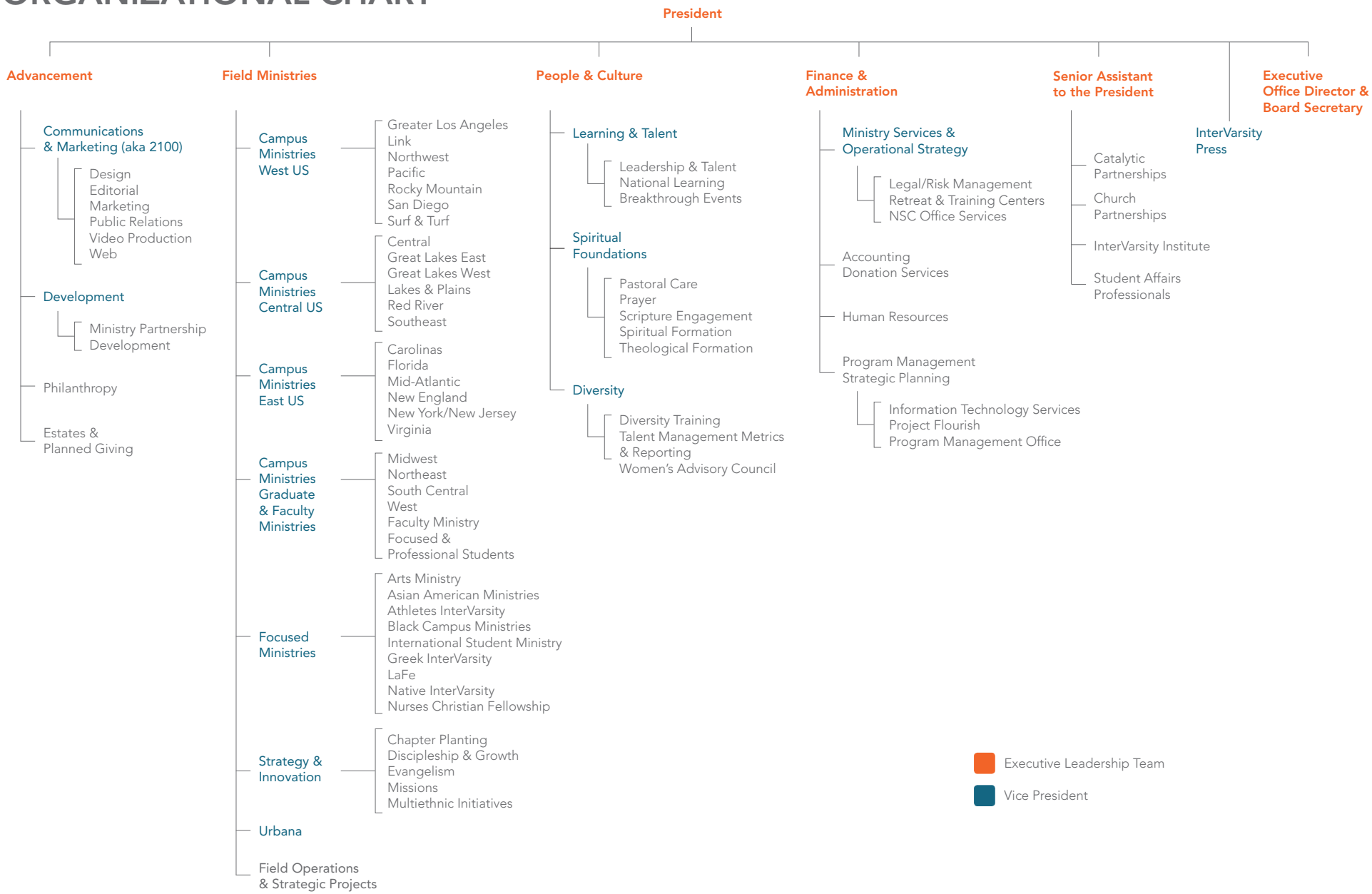
FOR FRIENDS & COMMUNITY MEMBERS WHO AREN'T PART OF THE CHURCH

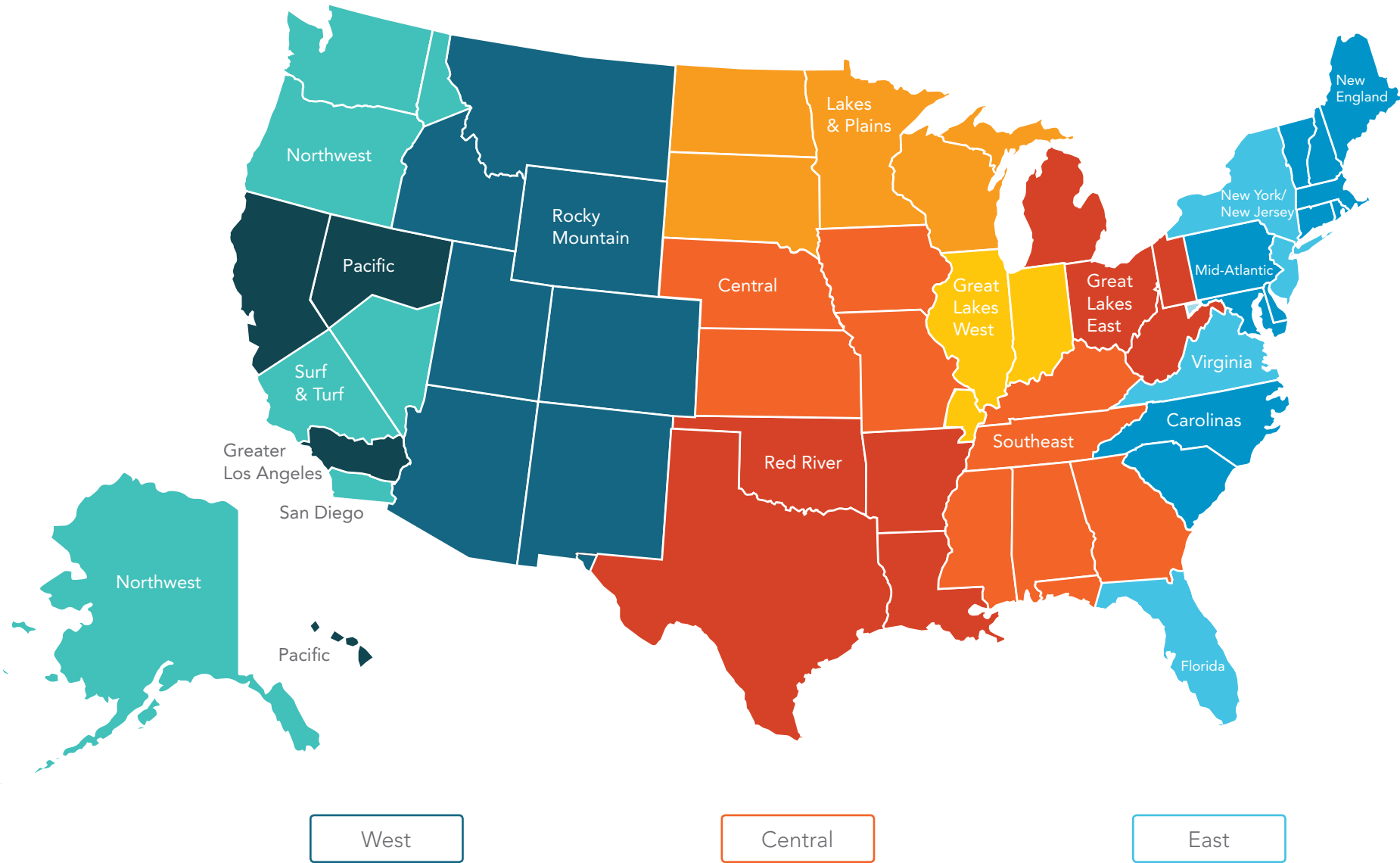
InterVarsity is a nonprofit serving on college and university campuses across the country. We help students ask the big questions of life, get to know Jesus for themselves, and apply the Bible to issues we all face. We also develop critical thinking, leadership skills, strong character and integrity,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

BOILERPLATE LANGUAGE | OUR HISTORY

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.

ORGANIZATIONAL CHART





WHERE TO FIND STUFF

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

MPD RESOURCES

- letterhead
- #10 envelopes
- BREs
- note cards
- brochures
- partner intent cards
- customizable MPD case, print
- folders
- email headers
- customizable MPD case, PowerPoint
- MailChimp templates

CAMPUS RESOURCES

- banners
- Proxe Stations, pocket and full size
- NSO posters/flyers
- Approaching Differences bookmark
- Bible Study bookmark
- 2+ Prayer cards
- Discipleship Cycle cards
- ministry-specific resources
- manuscript pages, printed
- Bible study resources

GENERAL RESOURCES

- business cards
- nametags
- Word templates
- PowerPoint templates
- videos
- photo collections
- icons (coming soon)

- store.intervarsity.org
- 2100.intervarsity.org
- mpd.intervarsity.org
- howto.bible

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.

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