

## A GUIDE TO USING INTERVARSITY AAM 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	Informal			Formal	Usage	For white or dark backgrounds?
		Horizontal	Vertical	Vertical_large	Horizontal		
Full color gradient	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.

informal horizontal



vertical



vertical large (>1.5inches)



formal horizontal



Questions?

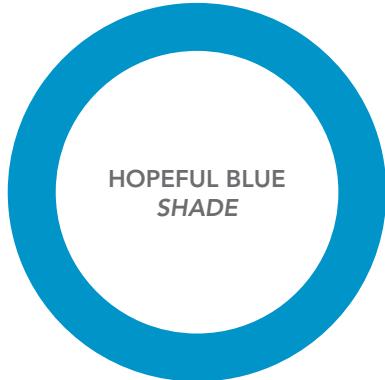
[brand@intervarsity.org](mailto:brand@intervarsity.org)

**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.

## AAM COLOR PALETTE

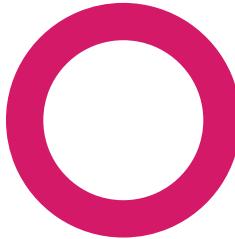


**Pantone 639**  
C100 M20 Y10 K0  
R0 G148 B201  
HEX 0094C9



FIYA GOLD

**Pantone 7548**  
C0 M23 Y100 K0  
R255 G201 B61  
HEX FFC60B



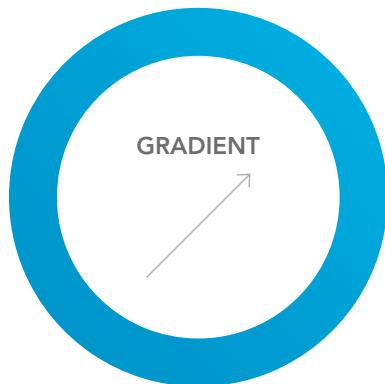
MANUSCRIPT PINK

**Pantone 214**  
C13 M100 Y136 K0  
R212 G26 B105  
HEX D41A69



FAITHFUL NAVY

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



C100 M20 Y10 K0  
R0 G148 B201  
HEX 0094C9



C73 M0 Y0 K5  
R0 G181 B231  
HEX 00B5E7

Gradient should always be used in an upward/right direction—east, north, or northeast. Do not use the gradient in a radial (circular) direction.

Extra Accent Colors for Ethnic Specific Ministries  
(See separate Read Me files for more details)

PILIPINO  
AMERICAN



REVIVAL  
ORANGE  
SHADE

**Pantone 7597**  
C10 M90 Y100 K0  
R220 G65 B40  
HEX DC4128

SOUTH  
ASIAN



FIYA GOLD  
SHADE

**Pantone 1375**  
C0 M45 Y97 K0  
R249 G157 B34  
HEX F99D22

SOUTHEAST  
ASIAN



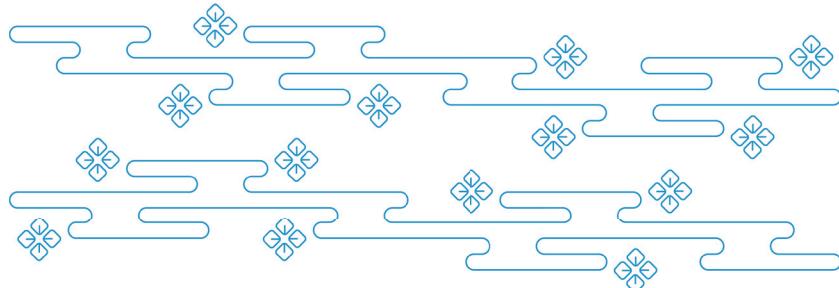
MANUSCRIPT  
PINK SHADE

**Pantone 221**  
C31 M100 Y53 K21  
R149 G26 B74  
HEX 951A4A

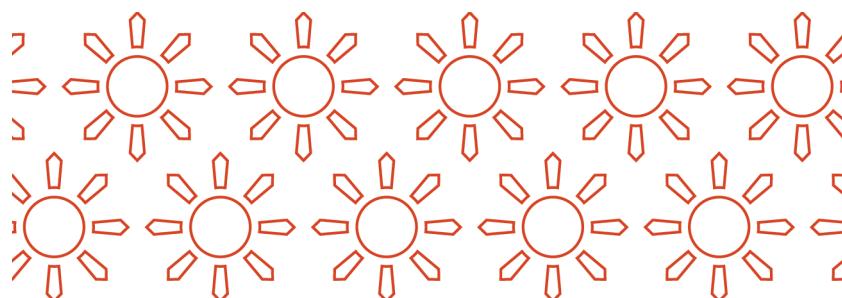
## AAM PATTERNS

Patterns have been designed as an additional visual asset to add contextualization to communication pieces. Due to the multi-ethnic audiences within AAM, there are four patterns specifically designed to communicate for and to specific audiences. These files are packaged along with logo files and available in multiple colors and file formats.

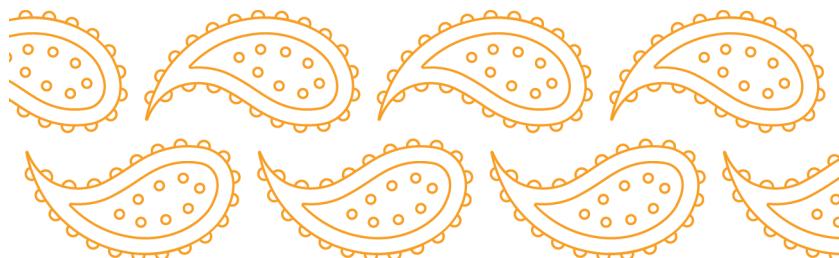
EAST ASIAN



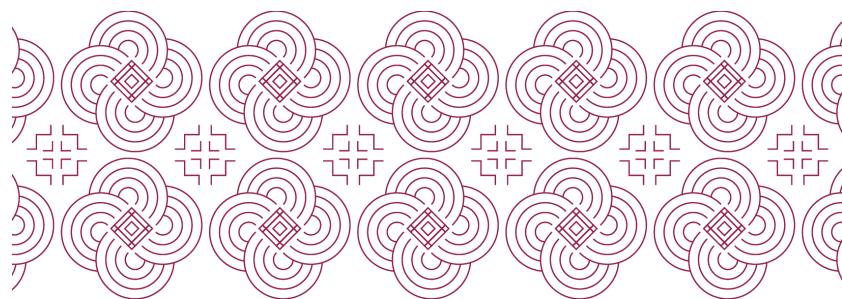
PILIPINO AMERICAN



SOUTH ASIAN



SOUTHEAST ASIAN




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