

A GUIDE TO USING SEAIV 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)



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.

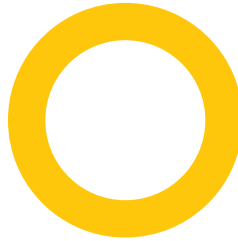
PNG = Portable Network Graphic: works best in digital format, has a transparent background (rather than a white box around it), retains crispness better than a JPG.

SOUTHEAST ASIAN COLOR PALETTE & PATTERN



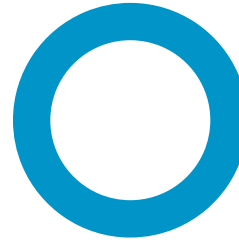
MANUSCRIPT
PINK SHADE

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



FIYA GOLD

Pantone 7548
C0 M23 Y100 K0
R255 G198 B11
HEX FFC60B



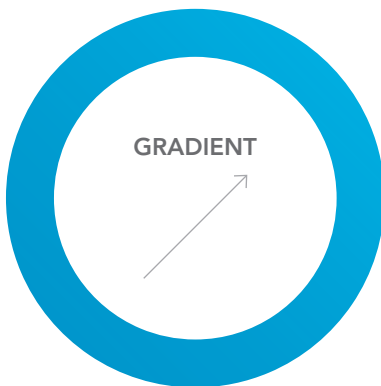
HOPEFUL BLUE
SHADE

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



MANUSCRIPT PINK

Pantone 214
C13 M100 Y36 K0
R212 G23 B105
HEX 48C1E1



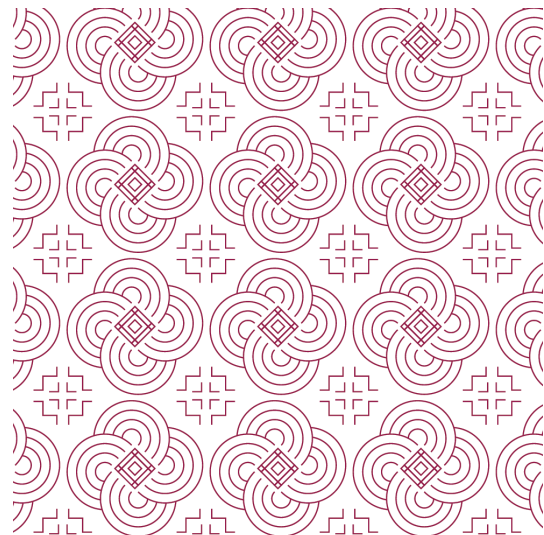
GRADIENT

C100 M20 Y10 K0
R0 G148 B201
HEX 0094C9



C73 M0 Y0 K5
R0 G181 B231
HEX 00B5E7

Example of color palette used in pattern



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