

A GUIDE TO USING ACCESS INTERVARSITY 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.

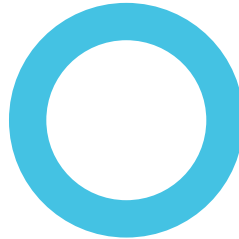
PNG = Portable Network Graphic: works best in digital format, has a transparent background (rather than a white box around it), retains crispness better than a JPG.

ACCESS COLOR PALETTE



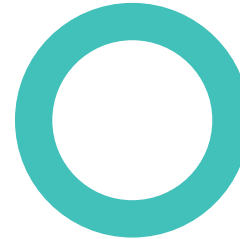
**NEW LIFE
GREEN**

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



HOPEFUL BLUE

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



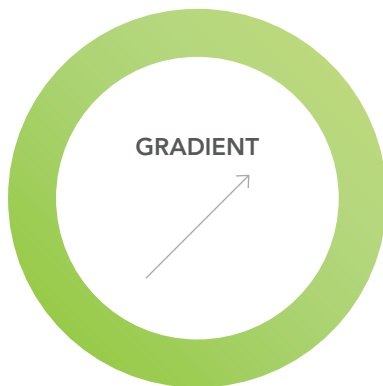
MISSIONAL BLUE TINT

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



**REVIVAL
ORANGE TINT**

Pantone 1375
 C0 M45 Y97 K0
 R249 G157 B34
 HEX F99D22



GRADIENT

C47 M0 Y100 K0
 R149 G201 B61
 HEX 95C93D



C27 M0 Y73 K0
 R195 G219 B110
 HEX C3DB6E

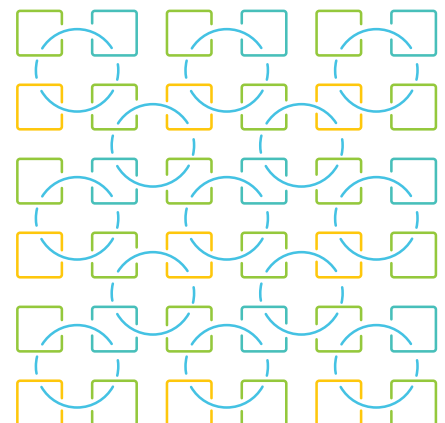
**FOR HEADERS &
EMPHASIZED TEXT**



**NEW LIFE
GREEN SHADE**

Pantone 363
 C75 M24 Y100 K8
 R74 G140 B64
 HEX 4A8C40

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.