

A GUIDE TO USING INTERVARSITY ISM 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?
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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.

ISM COLOR PALETTE



Pantone 315
C100 M46 Y38 K13
R0 G104 B128
HEX 006880



REVIVAL ORANGE

Pantone 165
C0 M75 Y95 K0
R231 G97 B39
HEX E76127



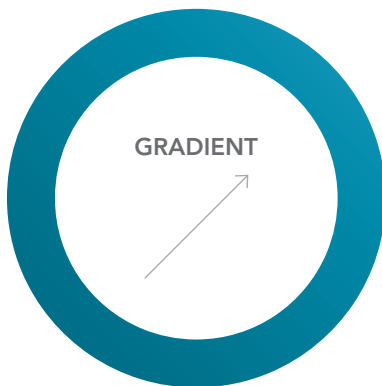
NEW LIFE GREEN

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



MANUSCRIPT PINK SHADE

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



C100 M46 Y38 K13
R0 G104 B128
HEX 006880



C82 M21 Y17 K0
R0 G155 B191
HEX 009BBF

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

Example of color palette used in pattern

