

A GUIDE TO USING ARTS MINISTRY 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.

		Horizontal	Vertical	Usage	White/Dark Background?
Full Color	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	
1-color	EPS	✓	✓	when printing can only be in one color	white
	AI	✓	✓		
	PNG				
Grayscale	EPS	✓	✓	in Word docs or other printed pieces that can't be printed in color	
	AI	✓	✓		
	PNG	✓	✓		

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.

Horizontal



Vertical



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.

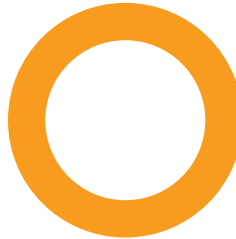
PNG = Portable Network Graphic: works best in digital format, has a transparent background (rather than a white box around it), retains crispness better than a JPG.

ARTS MINISTRY COLOR PALETTE



**FIYA GOLD
TINT**

Pantone 114
C2 M10 Y86 K0
R253 G220 B63
HEX FDDC3F



**REVIVAL
ORANGE TINT**

Pantone 1375
C0 M45 Y97 K0
R249 G157 B34
HEX F99D22



REVIVAL ORANGE

Pantone 165
C0 M75 Y95 K0
R231 G97 B39
HEX E76127



**TEXT GRAY
TINT**

50% Gray
C0 M0 Y0 K50
R128 G128 B128
HEX 808080



TEXT GRAY

80% Gray
C0 M0 Y0 K80
R51 G51 B51
HEX 333333

Use this gray instead
of black for text on
white backgrounds.

Use either of these colors for titles
or headers instead of the Fiya
Gold Tint for better legibility.