

A GUIDE TO USING LAFe 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



formal



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 t-shirts) will ask for either of these types of files.

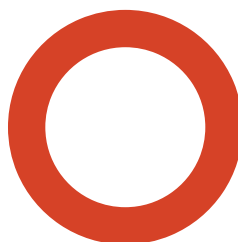
PNG = Portable Network Graphic: works best in digital format, has a transparent background (rather than a white box around it), retains crispness better than a JPG.

LAFE COLOR PALETTE



**REVIVAL
ORANGE
TINT**

Pantone 1375
C0 M45 Y97 K0
R249 G157 B34
HEX F99D22



**REVIVAL ORANGE
SHADE**

Pantone 7597
C10 M90 Y100 K0
R220 G65 B40
HEX DC4128



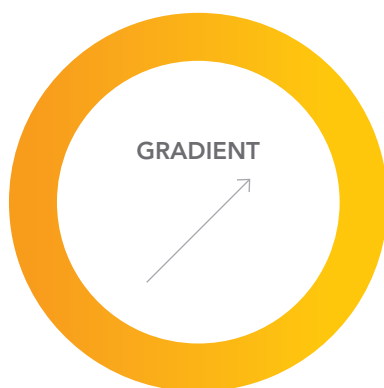
**NEW LIFE
GREEN**

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



**MISSIONAL
BLUE TINT**

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



GRADIENT

C0 M45 Y97 K0
R249 G157 B34
HEX F99D22



C0 M23 Y100 K0
R255 G198 B11
HEX FFC60B

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

