

A GUIDE TO USING INTERVARSITY AAM 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

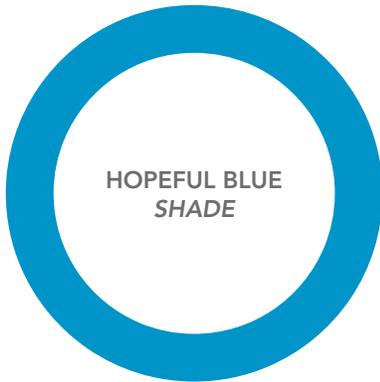


Questions?
brand@intervarsity.org

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.

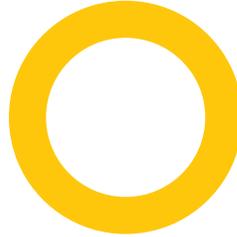
PNG = Portable Network Graphic: works best in digital format, has a transparent background (rather than a white box around it), retains crispness better than a JPG.

AAM COLOR PALETTE



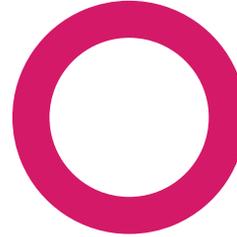
HOPEFUL BLUE
SHADE

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



FIYA GOLD

Pantone 7548
C0 M23 Y100 K0
R255 G201 B61
HEX FFC60B



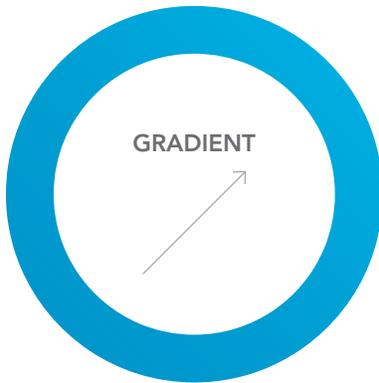
MANUSCRIPT PINK

Pantone 214
C13 M100 Y136 K0
R212 G26 B105
HEX D41A69



FAITHFUL NAVY

Pantone 2955
C100 M78 Y35 K28
R11 G60 B97
HEX 0B3C61



GRADIENT

C100 M20 Y10 K0
R0 G148 B201
HEX 0094C9



C73 M0 Y0 K5
R0 G181 B231
HEX 00B5E7

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

Extra Accent Colors for Ethnic Specific Ministries
(See separate Read Me files for more details)

PILIPINO
AMERICAN



REVIVAL
ORANGE
SHADE

Pantone 7597
C10 M90 Y100 K0
R220 G65 B40
HEX DC4128

SOUTH
ASIAN



FIYA GOLD
SHADE

Pantone 1375
C0 M45 Y97 K0
R249 G157 B34
HEX F99D22

SOUTHEAST
ASIAN



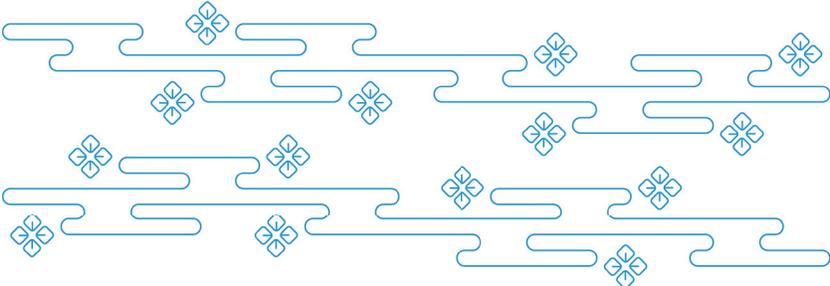
MANUSCRIPT
PINK SHADE

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

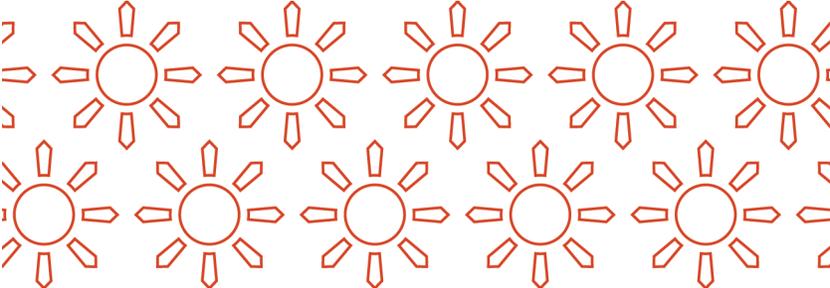
AAM PATTERNS

Patterns have been designed as an additional visual asset to add contextualization to communication pieces. Due to the multi-ethnic audiences within AAM, there are four patterns specifically designed to communicate for and to specific audiences. These files are packaged along with logo files and available in multiple colors and file formats.

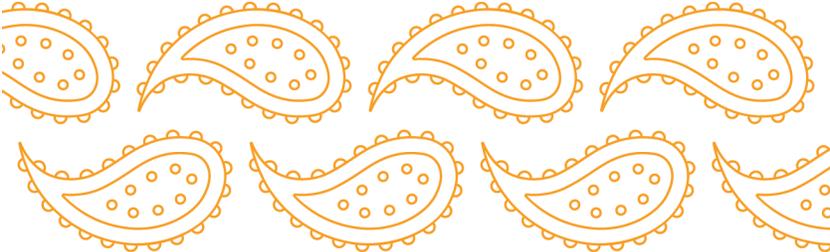
EAST ASIAN



PILIPINO AMERICAN



SOUTH ASIAN



SOUTHEAST ASIAN

