A GUIDE TO USING SAIV LOGO FILES

South Asian InterVarsity

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)

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.

SOUTH ASIAN COLOR PALETTE & PATTERN

SOUTH ASIAN InterVarsity

FIYA GOLD *SHADE*

Pantone 1375
C10 M45 Y97 K0
R249 G157 B34
HEX F99D22

MANUSCRIPT PINK

Pantone 214
C13 M100 Y36 K0
R212 G23 B105
HEX 48C1E1
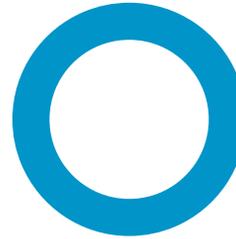
HOPEFUL BLUE *SHADE*

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

FAITHFUL NAVY

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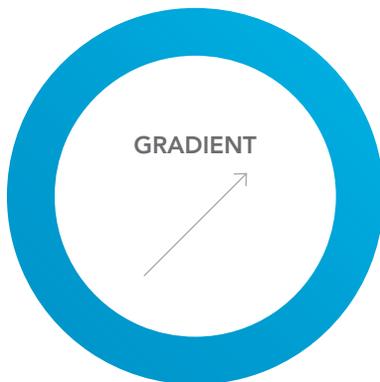
GRADIENT

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.

Example of color palette used in pattern

CMYK = cyan, magenta, yellow, black. Use these color codes for print pieces.

RGB = red, green, blue. Use these color codes for the digital/screen context.

HEX = 6-digit code for web colors. Use for websites.