

A GUIDE TO USING GREEK INTERVARSITY LOGO FILES

Here's what is included in this logo zip file and a guide to which file to use for what. Instructions about size, alignment, clearspace, etc. from the Brand Book also apply to the Greek InterVarsity logo.

Color	File type	Horizontal	Vertical	Usage	For white or dark backgrounds?
Full color	EPS	✗	✗	printing at large scale	white
	AI	✗	✗		
	PNG	✗	✗	small print pieces, digital (non-social media)	
	social PNG	✗	✗	social media	
	email sig PNG	✗		for email signatures only	
White	EPS	✗	✗	printing at large scale	dark
	AI	✗	✗		
	PNG	✗	✗	small print pieces, digital (non-social media)	
	social PNG	✗	✗	social media	
1-color	EPS	✗	✗	when printing can only be in one color	white
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.

horizontal



vertical



horizontal social media



vertical social media



The crest mark should never be used without the Greek InterVarsity wordmark. They must always appear together in either of these two lockups.

GREEK COLOR PALETTE



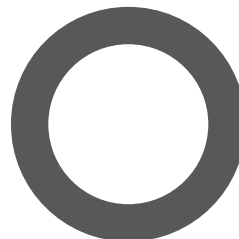
FAITHFUL NAVY

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



REVIVAL ORANGE

Pantone 165
C0 M75 Y95 K0
R231 G97 B39
HEX E76127



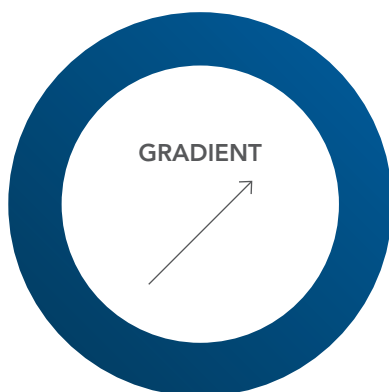
TEXT GRAY

C0 M0 Y0 K80
R51 G51 B51
HEX 333333



NEW LIFE
GREEN

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



GRADIENT

C100 M78 Y35 K28
R11 G60 B97
HEX 0B3C61



C100 M56 Y0 K15
R0 G93 B160
HEX 005DA0

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