

LOGO



The most common presentation of the Urbana 18 logo is as shown on the left with the InterVarsity logo present on the top right of the page, and often in a block with its description.

Over an image or color background, "Urbana 18" should most often appear in white. On most other color backgrounds the logo should appear in white. The "full color 18" version of the logo (above-right) is primarily for video or web logo usage, where it is brighter. Also even in video and web usage this version is for use when Urbana 18 is the main focus of the communication of the page, otherwise if the logo is playing a supporting role the all white version should be used. **Any questions or concerns, please consult Urbana Communications or a 2100 designer.**



Here is a visual guideline for the rare situations where the Urbana 18 logo must appear with the InterVarsity Logo.



The square format for the Urbana 18 logo is ONLY to be used on social media (Facebook profile picture, Twitter profile picture) and other instances where a square format MUST be used for displaying the logo, i.e. a newsletter thumbnail.







Please consult a 2100 designer first if you are looking to use this square format Urbana 18 logo for something other than social media.




The square format for the Urbana 18 logo over a light background is ONLY to be used on Urbana's own facebook page, this is to differentiate it from the social profile pic that we provide to individuals.

SOCIAL MEDIA SQUARE



COLORS

<p>Sub-Accent Tints</p>  <p>Pantone 2602 C68 M100 Y0 K0 R115 G43 B144 HEX 732B90</p>	<p>Main Colors</p>  <p>Shade of Pantone 2602 C68 M100 Y0 K35 R82 G17 B104   HEX 521168</p>	<p>Sub-Accent Shades</p>  <p>C75 M100 Y0 K60 R50 G0 B75 HEX 32004B</p>
 <p>C50 M0 Y25 K0 R122 G204 B200 HEX 7ACCC8</p>	 <p>Pantone 3275 C100 M0 Y50 K0 R0 G169 B157   HEX 00A99D</p>	 <p>C100 M0 Y50 K30 R0 G129 B119 HEX 008177</p>

<p>C0 M100 Y0 K20 R196 G0 B117 HEX C40075</p>	<p>Main Accent Colors</p>  <p>shade of Pantone 226 C0 M100 Y0 K30 R177 G0 B105   HEX B10069</p>	<p>C0 M100 Y0 K50 R140 G0 B82 HEX 8C0052</p>
<p>C0 M20 Y74 K0 R255 G205 B93 HEX FFCC5D</p>	 <p>Pantone 13 0 C0 M30 Y100 K0 R253 G185 B19   HEX FDB913</p>	<p>Pantone 151 C0 M55 Y100 K0 R246 G139 B31 HEX F68B1F</p>
<p>Pantone 299 C100 M28 Y0 K12 R0 G162 B125 HEX 00A2E1</p>	 <p>Pantone 300 C100 M50 Y0 K27 R0 G88 B147   HEX 005893</p>	<p>Pantone 300 shade C100 M46 Y0 K47 R0 G74 B136 HEX 004A88</p>

Additional Color Direction: Redish (for use in video or social media when illustrating by the blood of the lamb and the word of their testimony)

<p>Pantone 186 C2 M100 Y85 K6 R200 G16 B46 HEX C8102E</p>	 <p>Pantone 187 C7 M100 Y82 K26 R166 G25 B46   HEX A6192E</p>	<p>Pantone 187 Shade C26 M100 Y71 K50 R111 G5 B36 HEX 6F0524</p>
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MAIN FONT

Avenir  
abcdefghijklmnopqrstuvwxyz 12345

BODY TEXT/ AND SUBHEADS

Avenir 35 Light

65 Medium (for light text on dark backgrounds)

HEADLINES/ AND SOME TITLES

Dosis Medium

FREE ALTERNATIVES

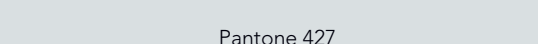
Tahoma (used for email)

Century Gothic Regular & **BOLD**


Dosis is a free Google font

Urbana's typography guidelines are purposefully limited to a couple fonts (with a couple free alternatives) to keep things simple. Avenir is the current standard body text font for all of InterVarsity's communications, and it also works well in different weights for titles.

Neutral Accent Colors



Pantone 427  
C7 M3 Y4 K8  
R126 G220 B221 | HEX D8DCDD



Pantone 430  
C33 M18 Y13 K37  
R118 G132 B142 | HEX 76848F



Big



Multiethnic & Diverse



Worshipful



For Students



Exciting & Fun



A place for Discernment



A place for Learning



Biblical



Global



Transformative

1. **Big** – lots of people, lots of opportunities, crowds, lines, wide shots, being a community together

2. **Multiethnic & Diverse** – people of different ethnic backgrounds (also ages, genders, vocations) interacting and experiencing the conference together

3. **Worshipful** – capturing the experience of worshipping in the dome with 15,000 people.

(groups of people worshipping together, but also intimate moments encountering God, prayer rooms and roommate huddles)

4. **For students** – main focus should be on the participants rather than just who is up front

5. **Exciting/fun** – smiles, laughter, happy, fun, joy

6. **A place for discernment** – people listening, praying, interacting, journaling, talking

7. **A place for learning** – people listening, engaging with speakers and Bible studies, going to Exhibit Hall/Bookstore, seminars

8. **Biblical** – we take God’s Word seriously, people teaching, using their Urbana Bible or manuscript, discussing and participating in morning Bible study

9. **Global** - speakers from all over the world, missions organizations, God is at work all over the world

10. **Transformative** – God speaks, people’s lives are changed, challenging, convicting, eye-opening, “Aha” moments