ServLife

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ServLife International, Inc. is a nonprofit that propels reconciliation and justice by building global community to plant churches, care for children and fight poverty.

Restoration and transformation of the body and soul are not possible outside of Jesus Christ. He is the source of life and light, and his sacrifice on the cross reconciles people and God. His resurrection from the grave empowers mankind to reconcile person to person.

The light of Christ is represented through the sun rays in the logo as a reminder that people are not able to illuminate God's light and love apart from the Source. The shade of red in the logo alludes to the empowerment through the blood of the cross as well as the geography of where ServLife began. Both the Nepali national flag and the Indian bindi (forehead dot decoration) are a similar red.

Service and love are simple. Treating someone like you would like to be treated is elemental. This simplicity is represented visually by the clean lines and efficient typography.

Primary Colors

	SPOT	CMYK	RGB	HEX
	Red: Pantone 484	C: 0, M: 95, Y: 100, K: 29	R: 179, G: 35, B: 23	B32317
	Yellow: Pantone 116	C: 0, M: 16, Y: 100, K: 0	R: 255, G: 210, B: 0	FFD200
	White	C: 0, M: 0, Y: 0, K: 0	R: 255, G: 255, B: 255	FFFFFF

Secondary Colors

	SPOT	CMYK	RGB	HEX
	Black	C: 0, M: 0, Y: 0, K: 100	R: 0, G: 0, B: 0	000000
	80% Black	C: 0, M: 0, Y: 0, K: 80	R: 89, G: 89, B: 89	595959
	50% Black	C: 0, M: 0, Y: 0, K: 50	R: 149, G: 149, B: 149	959595

A clear space equal to the value of X should always surround logo. X is equal to the height of the "e" character from the logo.

Don't change the color
of the logo elements

Don't use the logo
without the word mark

Don't distort the
logo horizontally

Don't distort the
logo vertically

Don't rotate

Don't skew

Don't re-arrange or
change the proportion
of the logo elements

Don't outline

Don't change the font
used in the word mark

Don't place the logo on
a background that will
make the logo unreadable

Don't obstruct the logo

Don't violate
the clear space

Helvetica Neue LT Std 95 Black should be used for headlines and impact statements only.

Helvetica Neue LT Std 95 Black:
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica should be used for body copy.

Helvetica Light:
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica:
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ServLife International, Inc.
PO Box 20596
Indianapolis, IN 46220
317.544.0484
servlife.org

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