LOGO REFERENCE GUIDE

Our Brand’s Visual Identity

Bringing the MIT Sloan brand to life in a consistent way across all of our communications channels will raise the profile of the school in the world and build people’s understanding of what makes MIT Sloan a special place. We hope this logo reference guide will help you as you work to support the MIT Sloan brand identity in your visual communications.

Our Logo

This logo is only intended for use by the MIT community. It may not be used on non-MIT communications or on items for sale without exclusive permission from MIT. The master logo should never be altered.

Only official logo files should be used in communications. Always use master artwork when reproducing any logo design. Always ensure you are using the correct artwork for the application. For questions on usage, contact logouse@sloan.mit.edu.

Reversed Logo

The new MIT Sloan logo is preferred on a white background, but there may be cases when the logo needs to be presented on a dark background.
Single Color Logo

The single color logo – in either black or white – can be used only when full color logo cannot be reproduced. It’s ideal for single-color printing, etching, stamping, engraving, and embossing.

Horizontal Logo

The horizontal logo is available in full color, reverse, black and white. It is an excellent option for items like pens where the vertical logo doesn’t fit as well.

Logo Colors

![Logo Colors](image)
Scaling and Minimum Size

The minimum size for the MIT Sloan Logo is ½”. Always maintain the logo’s aspect ratio and the proportions of text elements when scaling. The minimum size for digital is 120px.

MIT Sloan Dome

The MIT Sloan dome is an important part of our visual identity. Please continue to use it as appropriate, particularly with the on-campus and alumni communities.