BRAND GUIDELINES

Our Logo

The new MIT Sloan logo is the visual expression of our brand. As such, it showcases key elements of the school’s unique personality.

The logo is modern and forward-leaning. It emphasizes the value of interconnectedness in a nod to our relationships with each other, around the world, across campus, and across disciplines. Where the logo’s letters intersect, they create something new—surprising, vibrant colors and interesting linkages.

The new logo also places strong emphasis on the MIT in MIT Sloan, highlighting our role as the management school of an internationally renowned research institution. Bringing the words “MIT” and “Management” closer together invites the viewer to consider what is unique and special about being MIT’s management school.

In true MIT fashion, we developed our new logo after more than two years of research and analysis of our identity and MIT Sloan’s place in the world. We are eager to share the logo with you here so that you can begin to use it in your communications. Over the course of the school year, the Office of Communications will be developing a more robust brand guideline site, which will include messaging suggestions, style guides, and email and PowerPoint templates that will help you integrate the new brand into your communications.

Usage Fundamentals

To effectively share the MIT Sloan brand with the world, we aim for consistent and appropriate usage of the logo.

We’ve created this guide to provide the specifications you need to maintain the visual integrity of the brand. By following these guidelines, the materials you create will represent MIT Sloan effectively to the outside world.

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.

**Fonts and Colors**

The new palette and font were chosen as part of the new visual expression of MIT Sloan's identity. Consistently using the appropriate typography and color palette help us best showcase that unique identity and reinforce the brand through our communications. We will continue to provide additional color options in the coming months.

**PRIMARY COLOR PALETTE**

<table>
<thead>
<tr>
<th>Primary Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>194C</td>
<td>21, 100, 68, 11</td>
<td>178, 12, 66</td>
<td>B20C42</td>
</tr>
<tr>
<td>432C</td>
<td>31, 63, 55, 46</td>
<td>44, 61, 68</td>
<td>2CD4C1</td>
</tr>
<tr>
<td>499C</td>
<td>44, 29, 25, 0</td>
<td>151, 164, 174</td>
<td>97A4AE</td>
</tr>
<tr>
<td>695C</td>
<td>8, 60, 21, 24</td>
<td>183, 107, 122</td>
<td>B46B7A</td>
</tr>
<tr>
<td>431C</td>
<td>49, 25, 16, 59</td>
<td>91, 103, 112</td>
<td>5B6770</td>
</tr>
</tbody>
</table>

**SECONDARY COLOR PALETTE**

<table>
<thead>
<tr>
<th>Secondary Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>299C</td>
<td>76, 28, 0, 0</td>
<td>150, 219</td>
<td>0096DB</td>
</tr>
<tr>
<td>375C</td>
<td>49, 0, 100, 0</td>
<td>140, 221, 44</td>
<td>BCDD2C</td>
</tr>
</tbody>
</table>

The primary typeface is Futura. This font has been selected to best represent the brand image and must be used to retain consistency. Please do not replace this font with alternatives.

**FUTURA**

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ABCDEF
```

```
ABCD
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```
EFGHI
```

```
JKLMNOPQRST
```

```
UVWXYZ
```

```
a b c d e f g h i j k l m n o p q r s t u v w x y z
```

```
0123456789
```

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

```
abcdefghijklmnopqrstuvwxyz
```

```
0123456789
```

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.

Single Color Logo

The single color logo can be used only when full color logo cannot be reproduced. It's ideal for single color printing, etching, stamping, engraving, and embossing. This logo is available by request only, please contact logouse@sloan.mit.edu.
Reversed Logo

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

MIT Sloan Dome

The MIT Sloan dome is an important part of our visual identity. Please continue to use it at appropriate times and places.

Downloading the Logo

When downloading the logo please select the appropriate EPS format based on your logo use.

For Print:
As print inks are created using a combination of cyan, magenta, yellow, and black (CMYK), this file is offered in CMYK.

For Web
This format is appropriate for digital use including online, mobile, and screen (PowerPoint).

For Premium production:
Items such as gifts and textiles are often printed in solid colors. This EPS format is made with separate Pantone colors (not CMYK) for premium production.
Flexibility for Personalization of Club Logos

The new MIT Sloan logo is a visual expression of our brand. Just like our community, it allows for individuality and flexibility. Modern brands such as Google, Apple, and Nike encourage creativity. Likewise the MIT Sloan logo was designed to allow clubs the opportunity to personalize the MIT Sloan logo to fit their need.

The updated MIT Sloan dome (below) can be combined with club names and used with the MIT Sloan logo.
Former Logo

The former MIT Sloan logo was introduced more than ten years ago and features the MIT dome and the school name within a black or red box. As we move to adopt our new visual identity, this logo will be retired. We aim to complete a full rollout of the new logo and color palette by June 30, 2016.