



Arts at MIT

Logo Usage Guidelines

THE LOGO

The Arts at MIT logo uses perspective to create a dynamic mark that reflects the constant motion inherent in the arts at MIT. One one plane stands the word "ARTS" while "at MIT" becomes it's shadow. The typeface used to create the mark is Trade Gothic Bold Condensed.



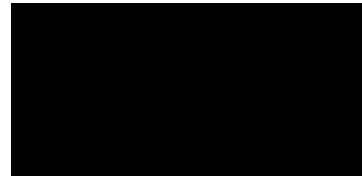
COLOR

The Arts at MIT logo uses red as its primary color, with black as an alternate. The logo may also appear in white when being knocked out of a field of color, or photograph.

**Primary: Red**

Pantone 201 HEX: #D2232A

| | |
|-------|-------|
| C 15 | R 210 |
| M 100 | G 35 |
| Y 100 | B 42 |
| K 0 | |

**Alternate: Black**

Pantone Black HEX: #000000

| | |
|-------|---------------------|
| C 70 | 1 Color: 100% Black |
| M 50 | R 0 |
| Y 30 | G 0 |
| K 100 | B 0 |

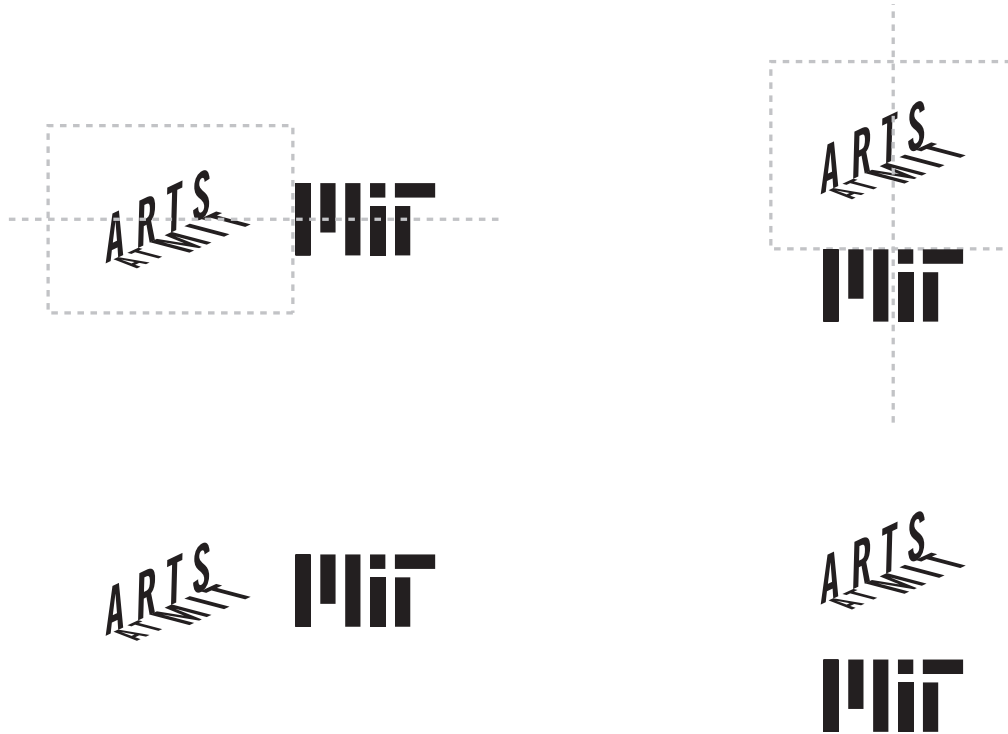
COLOR USAGE

Whether you are using red, or black as the primary color, the logo may appear in white, knocked out of a field of color, or as a solid object on white.



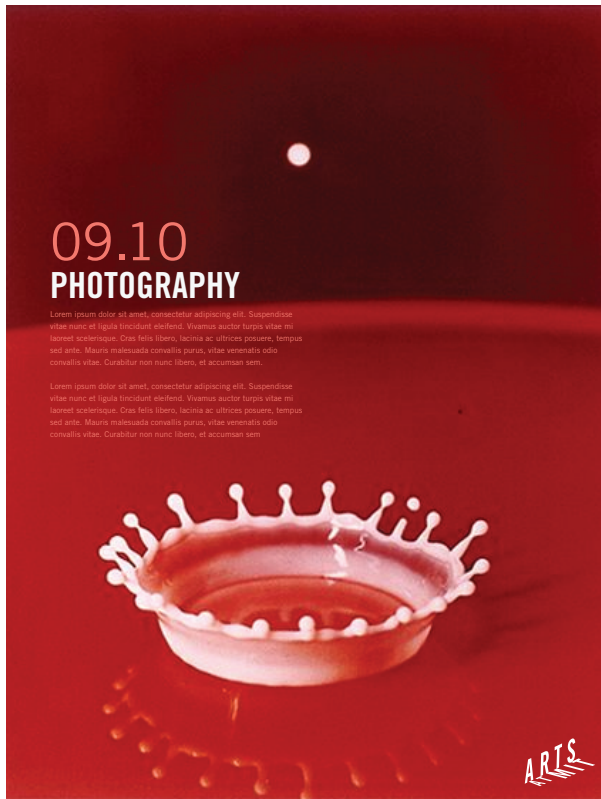
SPACING

There should always be an equal amount of space surrounding the logo. When pairing the logo with other logos, either vertically or horizontally, they should be center aligned, with equal spacing on all sides.



LOGO PLACEMENT

The preferred placement of the logo is in the lower right hand corner of a layout, or the upper left hand corner of a layout.



LOGO DON'Ts

The guidelines within this document should provide you enough information on how to use the logo. Below are a few main points illustrating how NOT to use the logo.



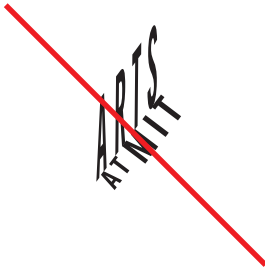
Do NOT alter the character placement or font within the logo.



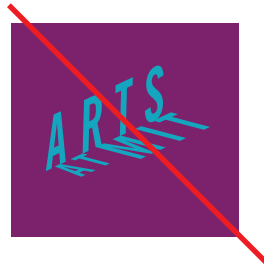
Do NOT use different colors within the logo.



Do NOT warp or distort the logo.



Do NOT warp or distort the logo.



Do NOT use color combinations that are not outlined within these guidelines.



Do NOT separate or alter the configuration of elements within the logo.