Process

The MIT Technology Licensing Office (TLO) and the MIT Publishing Services Bureau (PSB) work together to review and approve designs for MIT-branded merchandise. Licensees are required to provide a PDF of proposed designs for new items and for items being reordered to mitmerch@mit.edu.

According to your trademark license agreement, MIT has 14 days to respond to your design submission. We will, however, make our best effort to respond within 3-5 business days.

Upon design approval, we may request a production sample using the actual manufacturing process and materials to review the production quality.

Original, high-resolution files of the MIT logo and seal should be downloaded from:

http://web.mit.edu/graphicidentity/

Please do not extract logo files from this document.

Contact information

MIT Merchandise Team
mitmerch@mit.edu

Contact the MIT Merchandise Team:
- to review proposed designs for MIT-branded merchandise
- for permission to use an MIT mark
- for licensing information
- with questions about the appropriate placement of the ® or TM symbols
- with questions about the design guidelines outlined in this document
- for assistance with logo file formats
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Introduction

This style guide includes two sections to assist you with creating MIT-branded merchandise. The first section offers guidelines on proper use of the MIT logo, seal and acronym, and the second section includes the list of approved Institute marks and how they are used with the registered or trademark symbols.

The MIT logo is the Institute’s official mark and should be used for the majority of MIT-branded merchandise.

The MIT logo is meant to be a visual representation of the Institute as a whole. This style guide provides a framework for the creation of merchandise that represents the Institute in a manner consistent with its values of excellence and quality. MIT reserves the right to reject any submitted design but will offer a reason and/or a suggested revision to make the design compliant.

We look forward to collaborating with you on this effort.
Design Guidelines:

Proper usage of the MIT logo

■ The MIT logo is the Institute’s primary mark and must be considered first when creating new merchandise.

■ “Massachusetts Institute of Technology” is part of the MIT logo system.

❖ The full name must be on the same line or in three lines: “Massachusetts” on the first line, “Institute of” on the second line and “Technology” on the third line. The logo and full name must be proportional in size to one another. Use the files at http://web.mit.edu/graphicidentity/logo/forprint.html. (see Example F, page 7)

❖ In cases where space for “Massachusetts Institute of Technology” is limited, you may display the name on the same line or in two lines: “Massachusetts Institute” on the first line and “of Technology” on the second line. Only in cases where including the spell-out would be difficult due to the production method or location of the graphic, you may omit this.

❖ Do not place “Massachusetts Institute of Technology” on top of or behind any graphic elements. (see Example B, page 6)

❖ When spelling out “Massachusetts Institute of Technology,” we recommend using the files at http://web.mit.edu/graphicidentity/logo/forprint.html. You may also use basic modern fonts such as Univers, Helvetica or Arial. The only acceptable serif fonts are Times Roman or Collegiate Style/Athletic Block. Do not use highly stylized, script or italicized fonts.

■ The logo may be shown with a vintage effect.

■ Do not use an outline treatment on the logo.

■ Do not pair the logo with the MIT seal. (see Example B, page 6)

■ Do not allow a zipper or buttons to interfere with the MIT logo or Massachusetts Institute of Technology.

■ Any design that resembles or that could be construed as an official or unofficial mark of the Institute will not be allowed.

Colors

PMS 201 red (equivalents: RGB 177-0-33; CMYK 0-100-63-29)  PMS 424 gray or 50% black (equivalents: RGB 130-127-119; CMYK 0-0-0-61)

The logo should be produced in two colors with similar weight. The primary colors are PMS 201 and 424 or 50% of black, though other color combinations are also permitted. The MIT logo may be created in one color, though, if the production method (foil stamping, embossing, etc.) would prohibit a two-color design. (see Example A, page 6)
Scale and spacing

- When applying the logo to apparel, the size of the logo should be no larger than 10" wide on zippered sweatshirts and no larger than 8" wide on all other garments. [see Example D, page 7]
- Do not distort the properties or the proportion of the logo. [see Example G, page 8]

Artwork

To download high-resolution files of the MIT logo, please go to http://web.mit.edu/graphicidentity/logo/forprint.html.

Proper usage of the MIT seal

- When using the seal, spelling out “Massachusetts Institute of Technology” is optional. The “Massachusetts Institute of Technology” on the seal itself must be legible.
- Do not use a distressed or vintage treatment on the seal.
- Do not pair the MIT seal with the MIT logo. [see Example B, page 6]
- Do not fill the seal with a background color.

Colors

- The seal must be reproduced in one color only. Multiple colors diminish the quality and integrity of the seal. [see Example E, page 7]

Scale and spacing

- When applying the seal to apparel, the size of the seal should be no wider than 5.5", based on a size medium garment. [see Example D, page 7]
- Carefully consider the manufacturing process when using the seal, since it does not reproduce well when scaled down to less than 2.5" in diameter. The “Massachusetts Institute of Technology” on the seal itself must be legible.

Artwork

To download the high-resolution file of the MIT seal, please go to http://web.mit.edu/graphicidentity/seal/index.html.
Proper usage of the MIT acronym

■ When using the “MIT” acronym, the only acceptable font is Collegiate Style/Athletic Block. Highly stylized, script or italicized fonts are not permitted. [see Example H, page 8]

■ The MIT acronym cannot be used with periods between the letters.

■ When using both the seal and the Collegiate Style/Athletic Block letters on one product, be sure to place the seal under the acronym and scale the seal 30% to 40% smaller than the letters. [see Example C, page 6]

■ When spelling the acronym vertically, the letters should be rotated as a unit and should not be stacked on top of one another. [see Example K, page 9]

Proper usage with co-branding

■ Be cautious of the space between the MIT logo and the logo of a clothing manufacturing company. They must not be paired or placed closely together. [see Example J, page 9]

■ When using the MIT logo or the seal in conjunction with the logo of an MIT department, give each logo its own distinct space.

■ MIT will consider all requests for co-branding merchandise but may approve or deny on a case-by-case basis.

Proper usage of 1861

■ Do not stylize 1861 because this takes on the look of another logo. [see Example L, page 9]

Kids’ apparel

■ Kids’ apparel may use the following fonts in addition to Collegiate Style: Curlz, Drawzing, Kids Pro, Sorbet, Suzie Q and Toy Box Blocks. Other fonts in this spirit may be submitted for consideration.

- Curlz: Future MIT alum
- Drawzing: Future MIT alum
- Kids Pro: Future MIT alum
- Sorbet: Future MIT alum
- Suzie Q: Future MIT alum
- Toy Box Blocks
- Future MIT alum

■ A slogan such as “Future MIT alum” can be entirely in one of these fonts, but “MIT” used alone would need to be in Collegiate Style, or use the MIT logo. [see Example M, page 10]

■ Animals that could be perceived as a mascot (e.g., beavers, bears, tigers, etc.) may not be used. A butterfly is an example that would be permitted.

■ Copyrighted cartoon characters may not be paired with an MIT mark.
Do’s and Don’ts

A

Do choose a second color that keeps the stem of the “I” visually secondary to the rest of the logo.

Don’t choose a second color that makes the stem of the “I” the most prominent part of the logo or disappear into the background.

B

Do use the logo or the seal individually.

Don’t use the logo and the seal together or print type over the logo or seal.

C

Do use the Collegiate Style/Athletic Block font and the seal. The letters should be placed above the seal and 30% to 40% larger than the seal.

Don’t make the seal larger than or equal in size to the letters.
Do use the logo or seal between the minimum and maximum sizes, based on a size medium garment. The logo and seal may need to be used below the minimum sizes on gift items.

Don’t print the MIT logo or the seal larger or smaller than the specified sizes.

Do use one color for the seal.

Don’t use multiple colors for the seal.

Do use one or three lines to spell out the name.

Don’t use a script font or curve the name.
Do use the MIT logo and the Collegiate Style/Athletic Block font in their original form.

Don’t distort or apply a stroke to the MIT logo. Don’t scale the size of the letters within the acronym.

Do use the Collegiate Style/Athletic Block font for the MIT acronym.

Don’t use any fonts for the MIT acronym other than Collegiate Style/Athletic Block.

Do place the © or the ™ mark to the top or bottom right of the logo. The size of the © or the ™ should be no larger than 3% of the logo.

Don’t place the © or the ™ mark in the center or to the left side of the logo. Don’t scale the © or the ™ larger than 3% of the logo.
Do give space to each logo when co-branding with the logo of a clothing manufacturing company.

Don’t place multiple logos in one area.

Do rotate the acronym as a unit.

Don’t stack the letters of the acronym on top of one another.

Do use a normal type treatment for 1861.

Don’t stylize 1861 or ’61.
Future MiT alum

Do use the slogan entirely in one of the recommended kids’ fonts for kids’ apparel only.

Future Engineer

Don’t use MIT alone in one of the recommended kids’ fonts on kids’ apparel. Use the Collegiate Style font or the MIT logo.
License Guidelines

**Mark #1**

MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Use ® for the following goods:
Clocks, watches, tie pins and rings (Class 14); stationery, namely writing paper and envelopes, and for pens, paperweights and decals (Class 16); drinking cups (Class 21); clothing, namely sweatpants, sweatshirts, t-shirts, jackets and shorts (Class 25).

Use ™ for all other goods.

Note: For all registered trademarks of the Institute, the ® symbol must be placed in either the lower right or upper right corner of the registered mark. For all unregistered trademarks of the Institute, the ™ symbol must be placed in either the lower right corner or the upper right corner of the mark.

**Mark #2**

MIT (Do not use the acronym with periods.)

Use ® for the following goods:
Rings (Class 14); pens, pencils, notebooks and decals (Class 16); coffee cups, coffee mugs and glassware (Class 21); clothing, namely sweaters, sweatpants, sweatshirts, jackets, t-shirts, neckties, shorts and shirts (Class 25).

**Mark #3**

The primary color combination of the MIT logo is PMS 201 red and PMS 424 gray. Other color combinations and positioning of the logo and spell-out are also permitted. Please visit [http://web.mit.edu/graphicidentity/logo](http://web.mit.edu/graphicidentity/logo) for corresponding EPS files for download.

Mark #3 continued on next page.
Use ® for the following goods:
Paper goods and printed matter, such as notebooks, appointment books, calendars, pens, pencils, stationery, binders and decals (Class 16); clothing, namely t-shirts, sweatshirts, shorts and caps (Class 25); educational services, namely providing courses for instruction at the college, graduate and Ph.D. level (Class 41).

Use ™ for all other goods.

Please note: The MIT logo is the Institute’s primary mark and must be given precedence over the use of the MIT seal.

**Mark #4** (design)

Use ® for the following goods:
Clocks, watches and tie pins (Class 14); writing paper, paperweights and decals (Class 16); drinking cups (Class 21); clothing, namely sweatpants, sweatshirts and t-shirts (Class 25).

Use ™ for all other goods.

Please note: The MIT logo is the Institute’s primary mark and must be given precedence over the use of the MIT seal.

**Mark #5** (design using only white and black or white and PMS 201)


Use ® for the following goods:
Glassware, drinking cups and mugs (Class 21); clothing, namely t-shirts, sweatshirts, shorts and caps (Class 25).

Use ™ for all other goods.
Mark #6 (text)
MIT Sloan

Use ® for the following goods:
Computer accessories, namely computer mouse pads (Class 09); notebooks, appointment books, calendars, pens, pencils, stationary, binders and decals (Class 16); clothing, namely t-shirts, sweatshirts, shorts and caps (Class 25).

Use ™ for all other goods.

Mark #7 (text)
NERD PRIDE

Use ® for the following goods:
Clothing and children’s clothing such as sweatshirts, sweatpants, t-shirts, jackets and shorts (Class 25); ornamental novelty buttons (Class 20).

The only acceptable fonts are Univers, Collegiate Style/Athletics Block, Helvetica or Arial.

Use ™ for all other goods.

Mark #8 (any MIT Dome graphic)
Use ™ for any rendition of the MIT Dome.

Marks no longer in use
These marks should no longer be used and should be removed from ongoing designs:

• The letter “T”
• M.I.T. (note periods)
• MIT Engineers (text)
• Engineers (text)

Any use of “Engineers” is to be limited to athletic gear and must correspond to Department of Athletics, Physical Education and Recreation (DAPER) guidelines.