

MITALUMNI

VISUAL IDENTITY GUIDELINES
FOR VOLUNTEERS

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Visual Identity

Introduction

Our visual identity promotes the history and breadth of MIT as expressed by its schools, college, DLCs (departments, labs, and centers), students, faculty, alumni, and staff.

These guidelines bring together all the various ingredients necessary to communicate the MIT Alumni Association (MITAA) identity.

They establish a guiding visual tone for both nuance and a cohesive brand experience across all aspects of the MITAA.

Wordmark Introduction

Our wordmark serves as one of the signifiers of the MITAA identity.

Our wordmark is typeset in Neue Haas Grotesk. When used as a logo (and not embedded within text), the official vector artwork should be used.

The wordmark has been set with particular letterspacing and should not be recreated by simply typing it out.

However, our name—the MIT Alumni Association—should be typed out when first used in a paragraph of text.

The image shows the MITALUMNI wordmark logo. The word "MIT" is in a bold, red, sans-serif font, and the word "ALUMNI" is in a bold, black, sans-serif font. The two words are joined together without a space.

Wordmark Clear Space

To ensure maximum legibility, a clear space should be observed around any variation of the wordmark. This space is determined by the wordmark's cap-height, indicated by 'x'.

The wordmark clear space is built into all of our digital assets.



Wordmark Size

In order to ensure legibility of the logo, always follow the sizing regulations with a minimum wordmark height of 0.25 inches or 18 pixels.

MITALUMNI

Wordmark

Colorways

The following combinations are approved uses for applying color to our wordmark. The primary red/black combination is available to all MITAA staff members and volunteers. For alternative versions of the wordmark (e.g., on different background colors other than white), please contact your staff liaison.

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Wordmark Misuses

It is important that the wordmark appears in a consistent manner.

We ask that you use only the final, approved vector artwork. **Please do not try to recreate the wordmark or otherwise alter it.**

DO NOT TRY TO RECREATE THE WORDMARK

MITALUMNI

DO NOT DISTORT THE WORDMARK

MITALUMNI

DO NOT ROTATE THE WORDMARK

MITALUMNI

DO NOT USE UNAPPROVED COLORS

MITALUMNI

DO NOT APPLY EFFECTS TO THE WORDMARK

MITALUMNI

DO NOT APPLY PATTERNS TO THE WORDMARK

MITALUMNI

DO NOT CHANGE THE TYPEFACE OF THE WORDMARK

MITALUMNI

DO NOT CHANGE THE OPACITY OF THE WORDMARK

MITALUMNI

DO NOT TURN THE WORDMARK INTO AN OUTLINE

MITALUMNI

DO NOT ADJUST THE SPACING OF THE LETTERS

MITALUMNI

DO NOT COMBINE WITH ANOTHER GRAPHIC

MITALUMNI

DO NOT MANIPULATE THE ORIENTATION OF THE WORDMARK

MIT
ALUMNI

Neue Haas Grotesk & Corridor GG

Overview

The MITAA has two official typefaces associated with the identity—Neue Haas Grotesk (NHG) and Corridor GG.

Both NHG and Corridor GG have extensive visual histories at MIT.

Instructions on how to use them follow on subsequent pages.

Hello

Hello

Neue Haas Grotesk (NHG)

Introduction

NHG has a long legacy of being used in visual graphics at MIT, dating back to the 1960s.

NHG was designed by Max Miedinger in 1957 and was revitalized and restored by Christian Schwartz in 2010.

There are two cuts of the typeface—
a display version and a text version.

If NHG isn't available for online use or in other cases, substitute Helvetica or Arial in the corresponding weights and styles.

Instructions on how to use the correct cut and weights follow on subsequent pages.



Neue Haas Grotesk Text

Weight & Style

The MITAA visual identity uses the weights of Neue Haas Grotesk Text shown here — Roman, Medium, and Bold. Take care to download the “TEXT” version and not the version with “DISPLAY” in the name.

This font is available to license from Adobe Fonts here:

fonts.adobe.com/fonts/neue-haas-grotesk

NEUE HAAS GROTESK TEXT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789.!&?,',;

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789.!&?,',;

NEUE HAAS GROTESK TEXT MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789.!&?,',;

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789.!&?,',;

NEUE HAAS GROTESK TEXT ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789.!&?,',;

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789.!&?,',;

Corridor GG Introduction

Corridor GG is a typeface based on the Infinite Corridor GG door signs, most recently painted by Glenn Silva after the established style of his predecessor, the late Gifford Hudson. The name, Corridor GG, references these two campus sign painters.

Corridor GG has been refined and digitized by Timothy Ripper of Commercial Type.

Corridor

Corridor GG Weight & Style

Corridor GG comes in one weight and style, as illustrated here.

Corridor GG should only be used in limited application and primarily as a display font for communicating a core message (such as a headline).

It is not to be used in prose or in business communications. In those instances, NHG is recommended.

We have a limited number of licenses for Corridor GG that are **restricted to trained creative professionals within the MIT Alumni Association**. If you require artwork using Corridor GG, please contact your staff liaison at the MITAA.

ABCDEFGH
 IJKLMNOP
 QRSTUVWXYZ
 abcdefghijklm
 nopqrstuvwxyz
 123456789
 !&?,',:;←↑→↓

Digital Typography

To make a web page more accessible, it is important to have enough contrast between the text and the background.

The following examples show approved contrast combinations and others that should be avoided.

When in doubt, use the Contrast Checker:
webaim.org/resources/contrastchecker/

Not enough
contrast.

This works.

This works.

This works.

This works.

Not enough
contrast.

Not enough
contrast.

Not enough
contrast.

Not enough
contrast.

Not enough
contrast.

Wordmark & Full Name Relationship

Our official name is MIT Alumni Association. However, the MIT Alumni wordmark is the official visual marker of the MITAA identity.

When our communications require the use of our official name, it should always appear as part of our copy or messaging, and it should never be treated in such a way that it could be read as a logo or lockup of any kind.

DO NOT CREATE A NEW WORDMARK

MITALUMNI ASSOCIATION

DO NOT CREATE A NEW LOCKUP

**MITALUMNI
ASSOCIATION**

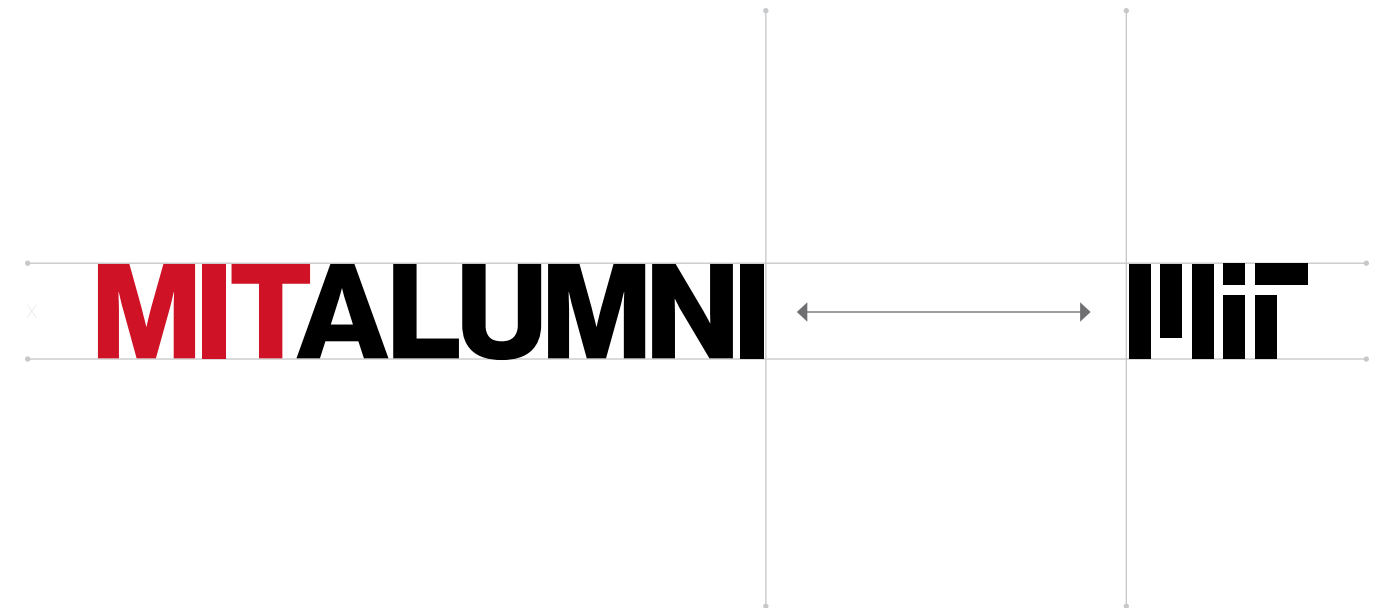
DO NOT CREATE A NEW LOCKUP

**MIT
ALUMNI
ASSOCIATION**

Wordmark & MIT Logo Relationship

We use the “Endorsed Branding” structure in compliance with the MIT Brand Architecture [<https://brand.mit.edu/brand-architecture>], which outlines scale and positioning guidelines to effectively represent both brands when the MITAA or another program logo are used with the MIT logo.

The MIT and MITAA wordmarks must be separated so that they do not appear visually connected, and the scale must be similar for visual balance.



Sub-Brands Wordmarks

There is one sub-brand under the MIT Alumni Association that receives its own wordmark for MIT Annual Giving, as seen here.

All other programs, events, and initiatives within the MIT Alumni Association will be expressed visually utilizing approved font treatments and application of the color palette.

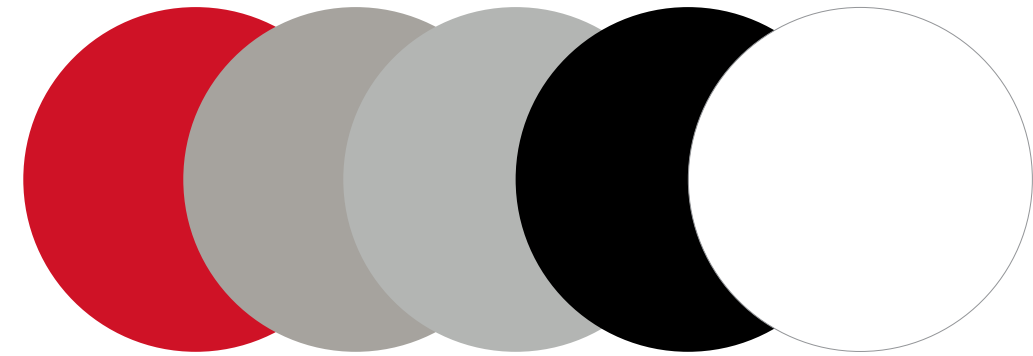
MITANNUAL GIVING

Color Palette Overview

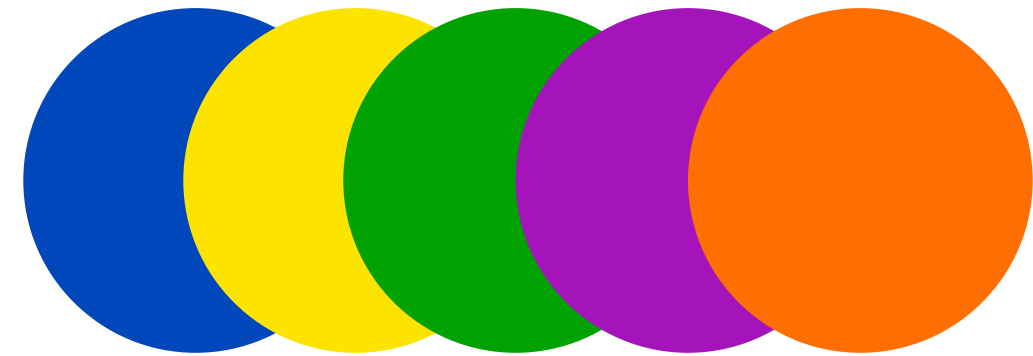
Color is an important element of our visual language. It should always be applied with consideration to legibility, contrast, and contextual appropriateness.

Whenever possible, it is highly recommended to print using Pantone colors for the best and most consistent color reproduction.

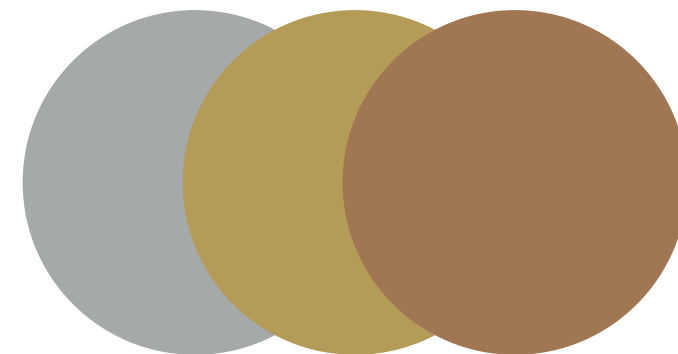
PRIMARY COLOR PALETTE



SECONDARY COLOR PALETTE



TERTIARY COLOR PALETTE



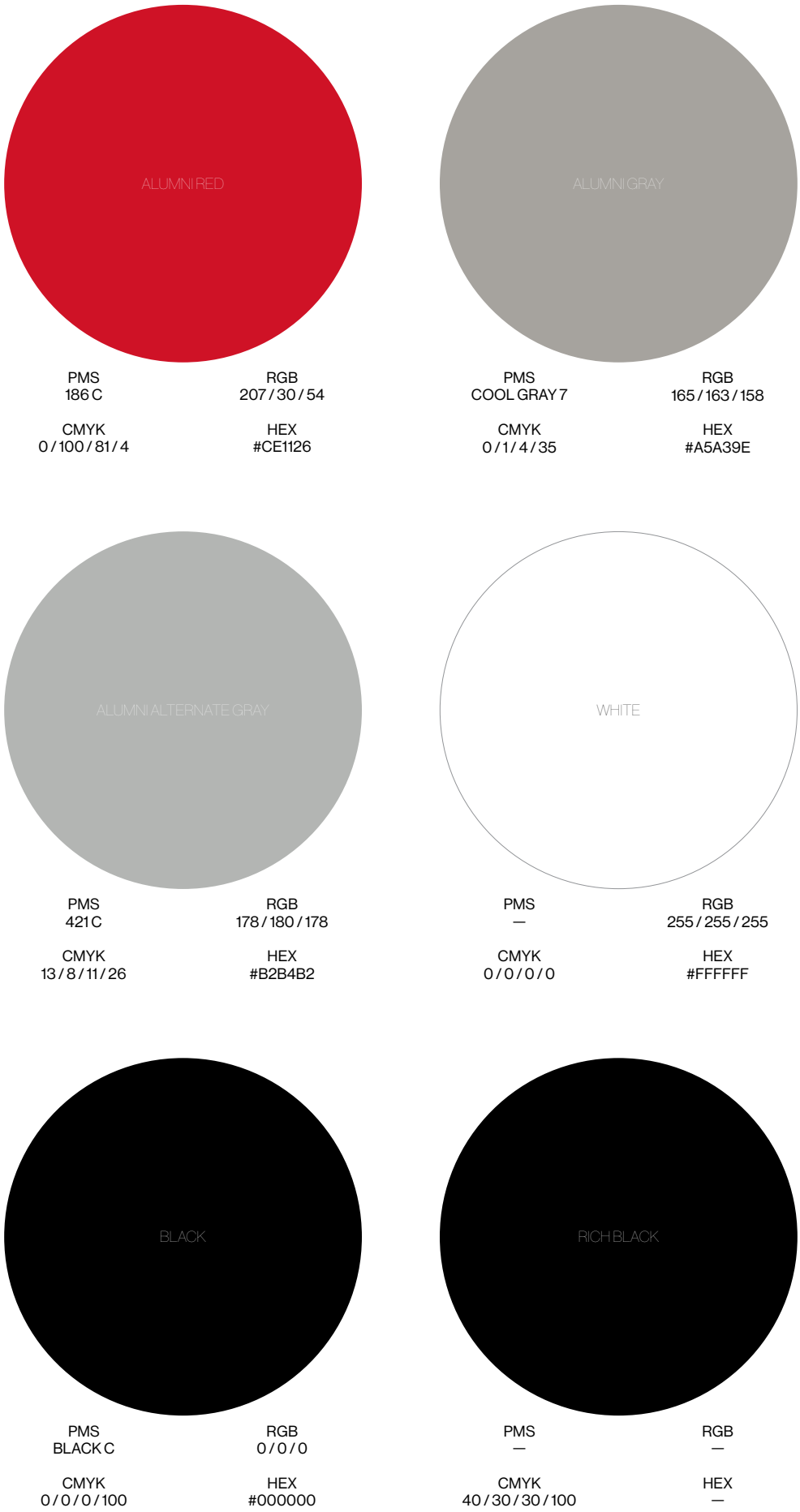
Primary Colors Color Palette

The primary colors are indicated here for both print applications (PMS and CMYK) and digital applications (RGB and HEX).

The color palette has two black colors: black and rich black. They serve different purposes when it comes to printing.

Rich black should be used when there will be large solid black areas, large type, or when using black over other colors.

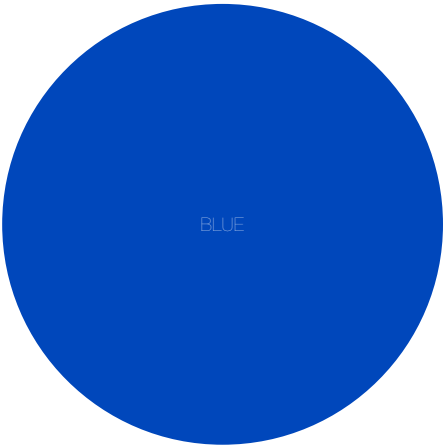
Black should be used in text-only documents, especially documents with text in smaller sizes, and in documents that will be printed in black and white.



Secondary Colors Color Palette

The secondary colors are indicated here for both print applications (PMS and CMYK) and digital applications (RGB and HEX).

SECONDARY COLOR PALETTE

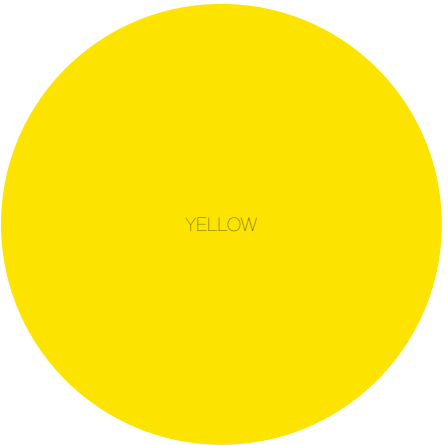


PMS
2728 C

RGB
0 / 71 / 187

CMYK
93 / 78 / 0 / 0

HEX
#0047BB

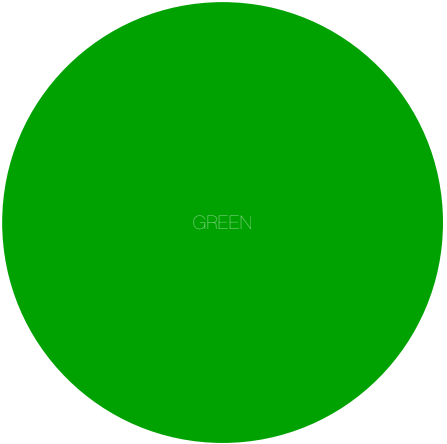


PMS
102 C

RGB
252 / 227 / 0

CMYK
3 / 5 / 100 / 0

HEX
#FCE300

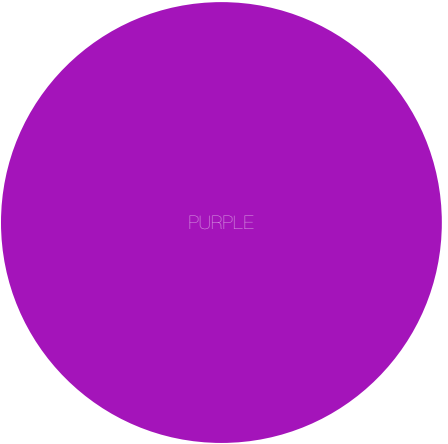


PMS
2423 C

RGB
0 / 162 / 2

CMYK
83 / 8 / 100 / 1

HEX
#00A202

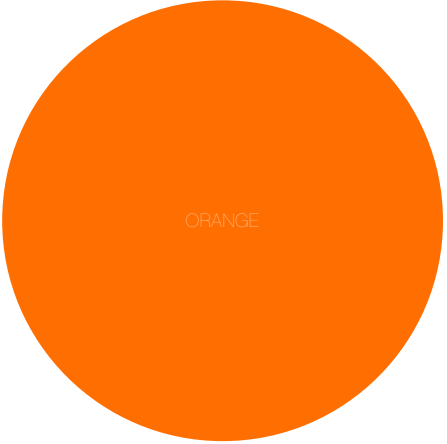


PMS
253 C

RGB
164 / 20 / 186

CMYK
46 / 90 / 0 / 0

HEX
#A414BA



PMS
1505 C

RGB
255 / 110 / 0

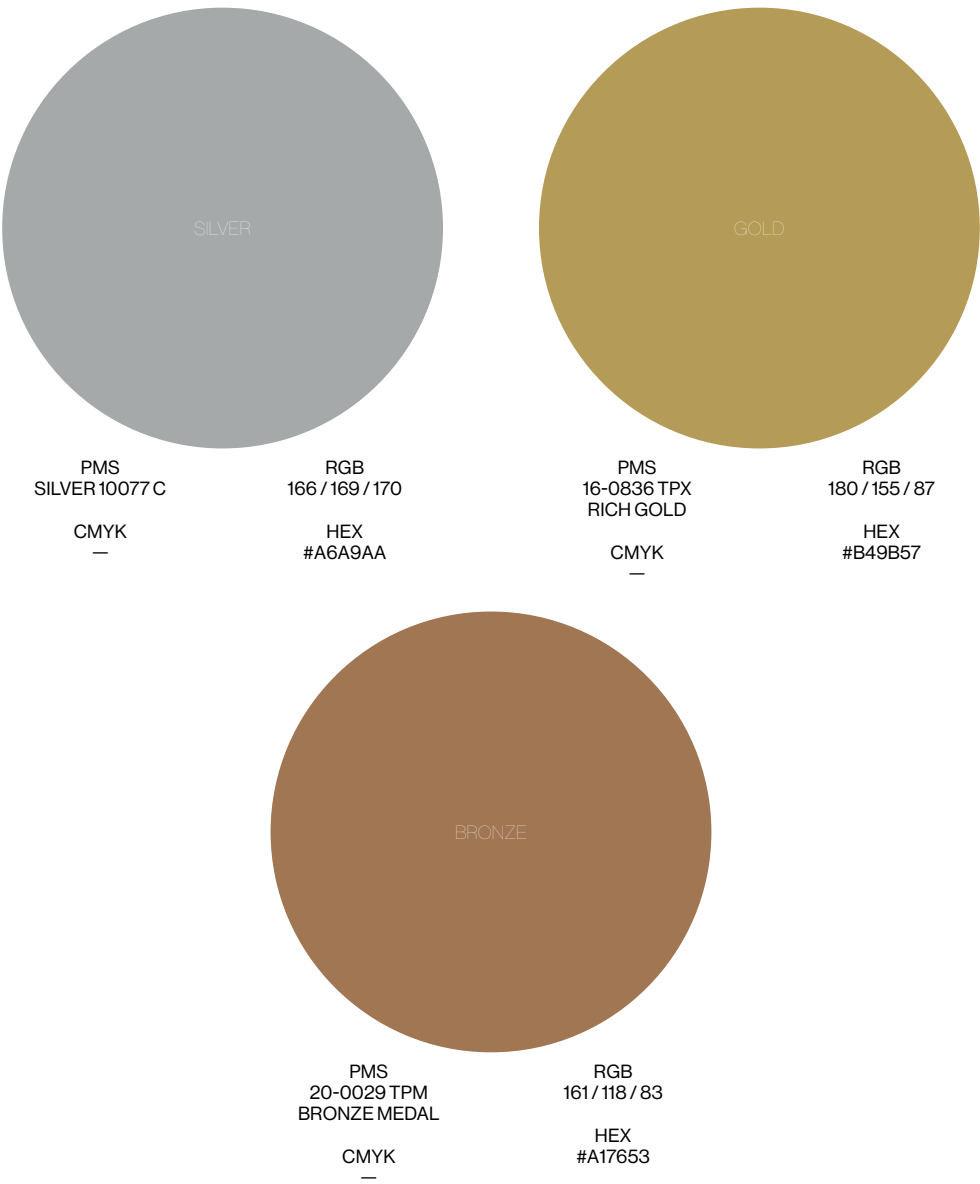
CMYK
0 / 70 / 100 / 0

HEX
#FF6E00

Tertiary Colors Color Palette

The tertiary colors are indicated here for both print applications (PMS and CMYK) and digital applications (RGB and HEX).

When printing, the PMS value must be used, if there are no CMYK values.



One Color Printing

In rare cases, the MIT Alumni wordmark might need to be printed in one tone.

In order to maintain contrast between the two words, it is recommended to print the wordmark's two words in:

CMYK
0 / 0 / 0 / 100

&

CMYK
0 / 0 / 0 / 50

MITALUMNI

MITALUMNI

Iconography

In any cases that icons must be used, in print or digitally, the MIT Alumni identity should use the open source icons from Google Fonts.

Additional icons should be designed to closely match this style and work within this system.

The following are just a few examples of the icons that may be used.

The icons can be found here:
fonts.google.com/icons

A useful resource for icon reference and image research:
thenounproject.com

SAMPLE ICONS



SEARCH



CHAT



CHECK



EVENT



FAVORITE



ACCESSIBILITY



PEOPLE



GROUPS



IMAGE



INFO



MENU



HOME



NOTIFICATION



EMAIL



SETTING



EDIT



ATTACH FILE



LINK



VIDEO



CANCEL



PHONE



ELEVATOR



SOCIAL DISTANCING



NO FOOD



STAIRS



WORK



ENGINEERING



PALETTE



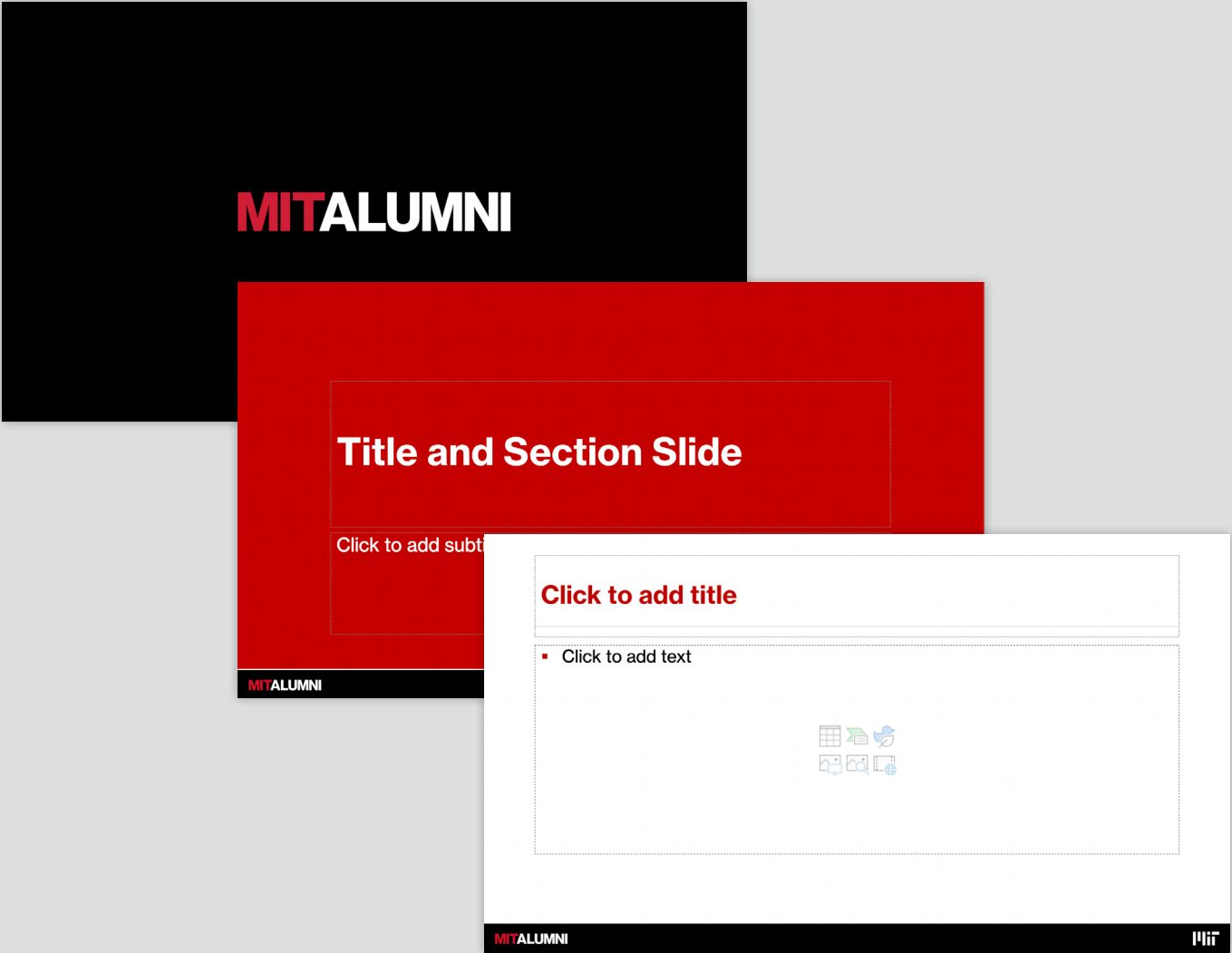
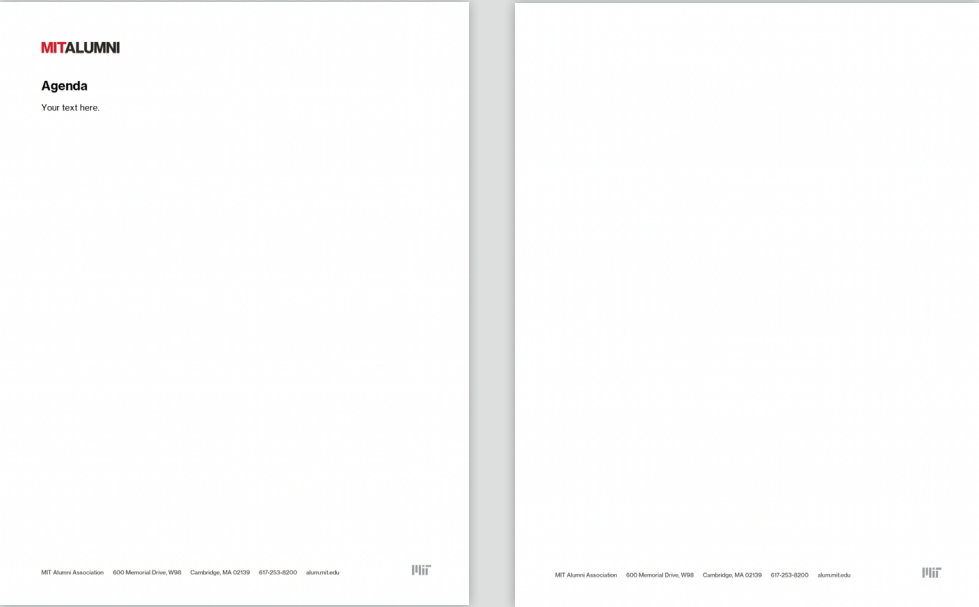
POLL



SCHOOL

Branded Templates

Microsoft Word and PowerPoint templates are available in the volunteer toolkit in the [MITAA Volunteer Knowledge Base](#).



Email Templates

Templates for volunteer emails and sub-community emails can be found under the Communications tab of your group’s admin panel in the Hivebrite platform supporting the MIT Alumni Online Community. These templates are designed to align with MITAA branding standards and email best practices.

<https://alumcommunity.mit.edu/>

Class, Club, or Group Name

DATE

Full width image

Text

Width 150 px

Head

Edit your text with the [toolbar above](#). Does not flow on mobile

Minimum width 320 px

Head

Edit your text with the toolbar above. Does not flow on mobile

Minimum width 320 px


Head

Edit your text with the toolbar above. Does not flow on mobile

Minimum width 320 px

Head

Edit your text with the toolbar above. Does not flow on mobile



Expanding the conversation about aging
Published on Jan 12, 2024
MIT News
Many issues facing older adults intersect with other social inequalities, but experts often fail to...
[Continue reading on the website](#)

Class, Club, or Group Name

DATE

Full width image

Text

Width 150 px

Head

Edit your text with the [toolbar above](#). Does not flow on mobile

Minimum width 320 px

Head

Edit your text with the toolbar above. Does not flow on mobile

Web Page Templates


Templates for web pages can be found under the Group Tabs section of your group’s admin panel in the Hivebrite platform supporting the MIT Alumni Online Community.

<https://alumcommunity.mit.edu/>

MITALUMNI


Alumni GroupsAll EventsAbout


Login





MIT Club of Southwest Florida


HomeEventsMembershipsVolunteerAbout Us















Welcome!

The MIT Club of Southwest Florida serves Massachusetts Institute of Technology alumni and alumnae in Southwest Florida extending from Naples, Marco Island, Bonita Springs, and Fort Myers to Sarasota and Bradenton. We sponsor a wide variety of events, including lectures, seminars, social events, plant tours, and museum trips. Events are open to all MIT alumni/ae and their guests.

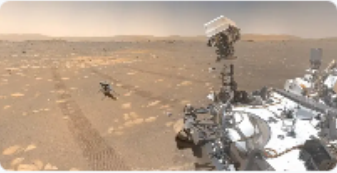


About us

Events

FEB

1



To the Red Planet and Back - The Past, Present, and Future of Mars...

Affiliate Event

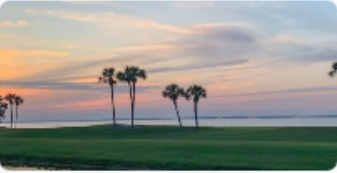
In-Person

Date: February 01, 2024 04:30 PM EST

Location: 2620 Tiburon Dr, Naples, FL 34109, USA

FEB

21



Alan S. Gassman Presentation

In-Person

Date: February 21, 2024 11:30 AM EST

Location: 2700 Gary Player Blvd, Sarasota, FL 34240, USA


Flexibility

The MIT Alumni Online Community allows for greater flexibility and customization in support of Club/Group/Class program web pages, with MITAA branding set at the global level and applied to the many different web components that can be added to a Hivebrite page. For example, Events and News feeds:

<https://alumcommunity.mit.edu/>

Events (3)

See all events




28

Toast to IAP - 2024

Date: January 28, 2024 05:00 PM CST


Location: 938 Wakefield Dr, Houston, TX...




07

Healthcare Trends in America: Thoughts from ...

Date: February 07, 2024 07:00 PM CST

Online event: 




12

Houston Rockets Game Night with GM Rafael...

Date: February 12, 2024 05:30 PM CST

Location: 1510 Polk St, Houston, TX 77002...




+18

In-Person

Social

News (12)


See all news



2023 MITCoSTx Award Winners

Dec 15, 2023


At the annual holiday party on December 10, 2023, Club president David Johnston announced the recipients of the MIT Club of...



Local alums recognized at 2023 ALC

Oct 04, 2023

MIT Club of South Texas members recognized for their contributions to MIT and the Alumni Association during the 2023...



2023 LEAP Recipient on her week at MIT

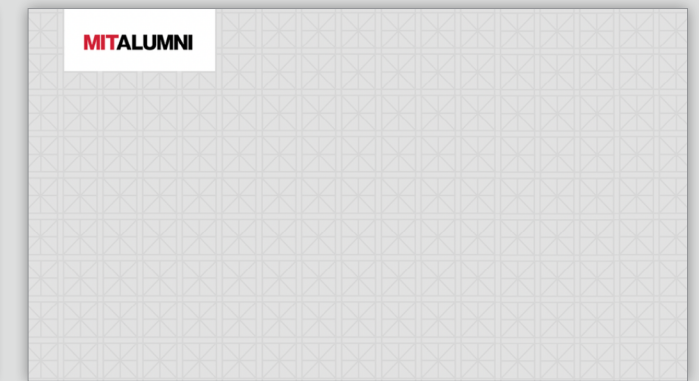
Oct 04, 2023

2023 LEAP winner Sally Woolweaver reports on her week attending the SEPT program at MIT

Virtual Assets

A variety of MIT-themed Zoom backgrounds are available at the link below.

alum.mit.edu/mit-themed-zoom-backgrounds



Questions?

For overall brand-related questions including style, brand assets, photography/illustration, messaging, or any assets not included on the style guide and Knowledge Base site, please contact your staff liaison.

MIT Brand Site:

brand.mit.edu

MIT Alumni Knowledge Base

alum.mit.edu/knowledge-base

MIT Alumni Online Community

alumcommunity.mit.edu/topics/21819/media_center