

MIT Sloan Student Club Branding Guidelines



INTRODUCTION

This document presents guidelines for the development and design of MIT Sloan student club logos and branding.

References: www.99designs.com, www.logomaker.com

LOGO 101

When developing your logo, it is important to consider the following basic elements.

SCALE

The logo needs to work at any size, from a 16 x 16 pixel favicon (icon on a browser tab) to a poster, or larger. Therefore, it is important to avoid including a lot of detail in the design.

APPLICATION

Will your logo be printed, included in a website, embroidered on a jacket or hat? Certain mediums will reproduce your logo better (offset printing) than others (embroidery, screen printing). This is another reason to avoid detail and keep the design lines simple.

COLOR

Color is important for many reasons: visibility, conveying emotion, and psychological interpretation. Consider your club's brand personality and subject matter when selecting colors. Another important component of a good logo is that it works successfully in one color, i.e. all black or all white. Again, this is why simplicity is so important in logo design.

TYPOGRAPHY

For MIT Sloan club logos, it is permissible to depart from the MIT Sloan official font (Futura LT Pro). Your club's subject matter may translate into a brand personality that can guide your font selection. Consider which fonts evoke the ideas and feelings of that brand personality, and which fonts will work with the style of logo you envision or have already designed. There are thousands of fonts—you will probably like more than one—but there should only be a maximum of two fonts in your logo design.

LOGOTYPE VS LOGOMARK

A logotype is a logo centered around a company name or initials, while a logomark is a logo centered around a symbolic image or icon.

Logotypes encompass all logos that involve text or letters. The name can be designed in a stylistic font or with custom modified letterforms, but at its heart it's still just text.

A logomark refers to an image or symbol which represents a brand, and usually does not include the name of that company. Logomarks depict certain concepts or ideals visually.

As a logomark does not have the power of language behind it, it is usually combined with the text of the company name designed and typeset in a specific manner. Combining these elements in a consistent structure is called a lock-up. See the next page for guidance on creating a lock-up for your club.

STUDENT CLUB LOGO GUIDELINES

There are two main requirements for student club logos:

1. "MIT Sloan" must be included, in either the selected font or through the use of the MIT Sloan logo. However, if you do use the MIT Sloan logo, it cannot be altered in any way—including the removal of elements or changing the colors (black, white, or grayscale is permissible).
2. The word "Club" is required.

CREATING A LOCK-UP

It's likely that you have a logomark and selected a font for your club. Using these elements, below are several examples of how to combine them into a lock-up.



logomark

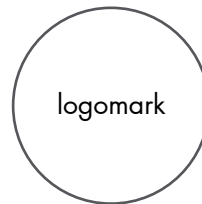
MIT SLOAN BIRDING CLUB

club name in selected font

CENTER ALIGNMENT



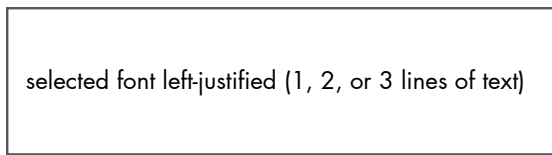
**MIT SLOAN
BIRDING CLUB**



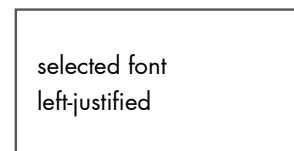
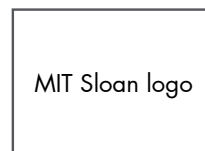
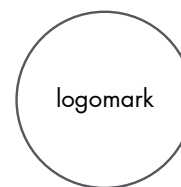
logomark

selected font center-aligned

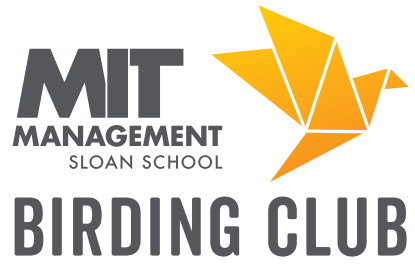
LEFT ALIGNMENT



CENTER ALIGNMENT USING MIT SLOAN LOGO



OTHER EXAMPLES USING MIT SLOAN LOGO



LOGOTYPE / TYPE ONLY

Another option is to create a logo using type only, or a logotype. A maximum of two different fonts can be used: a suggested way to combine two fonts is to use one for "MIT Sloan" and the other for the name of the club.

LOGOTYPE USING ONE FONT

CENTER ALIGNMENT

**MIT SLOAN
BIRDING CLUB**

LEFT-JUSTIFIED

**MIT SLOAN
BIRDING CLUB**

When using one font, a change of scale can be applied to emphasize the club name, as shown below:

**MIT SLOAN
BIRDING
CLUB**

**MIT SLOAN
BIRDING
CLUB**

**MIT SLOAN
BIRDING CLUB**

LOGOTYPE USING TWO FONTS

CENTER ALIGNMENT

MIT SLOAN
birding club

LEFT-JUSTIFIED

MIT SLOAN
birding club

MIT SLOAN
birding
club

MISUSE OF LOGO & GUIDELINES

To maintain the presence of the MIT Sloan brand, student club logos must include “MIT Sloan” or the MIT Sloan logo (unaltered) and the word “Club.” Below are some examples of what to avoid when creating your logo.



DO NOT break the MIT Sloan logo and use only certain parts.

DO NOT omit the word “Club” from the lock-up.



DO NOT apply alternate colors to MIT Sloan logo (except black, white, and grayscale).



DO NOT break the MIT Sloan logo and use only certain parts, even if you add “Sloan” in the selected font.



DO NOT overlap the logomark and the MIT Sloan logo.

For further information or if you have any questions, please contact:

The Student Life Office: slquestions@mit.edu, or

The Office of Communications, Brand Initiatives: brand.mitsloan@mit.edu



MIT Sloan School of Management
100 Main Street
Cambridge, MA 02142

mitsloan.mit.edu
617-253-1000