The logo consists of three elements, the logo mark, logo type, and logo name (as shown on the left). Whenever possible, the name MIT Computer Science and Artificial Intelligence Laboratory should appear with the logo. This will strengthen the relationship between logo mark, logo type and name.

The logo mark with the logo type may be used separately from the name in cases where the logo mark size is 1" in width or smaller. NOTE: although the logo mark will still be legible at a smaller size, the logo will lose definition and impact if it’s reproduced any smaller than .75".
TWO COLOR LOGO

CSAIL
MIT COMPUTER SCIENCE AND ARTIFICIAL INTELLIGENCE LABORATORY

100% PMS 425
100% PMS 145

100% PMS 145
100% PMS 145

TWO COLOR LOGO

PANTONE COLORS
CSAIL orange = Pantone 145
CSAIL gray = Pantone 425

or

PROCESS COLORS (CMYK)
CSAIL CMYK orange = 0% C, 60% M, 100% Y, 20% K
CSAIL CMYK gray = 20% C, 20% M, 20% Y, 60% K

WEB-SAFE
Web-safe CSAIL orange = hex # CC6600
(RGB equivalent = R 204, G 102, B 0)
Web-safe CSAIL gray = hex # 666666
(RGB equivalent = R 102, G 102, B 102)

ONE COLOR LOGO

PANTONE COLORS
CSAIL dark gray = 80% black
CSAIL light gray = 50% black

or

PROCESS COLORS (CMYK)
CSAIL CMYK gray = 20% C, 20% M, 20% Y, 60% K
CSAIL CMYK light gray = 10% C, 10% M, 10% Y, 40% K
The following guidelines ONLY apply when using the logo with the full name. Logo B has the standard proportions and should be used whenever possible. In cases where the logo is used very large and therefore the line length of the logo name is too long, use Logo A. In cases where the logo is used very small and therefore the logo name is difficult to read, use Logo C.
SPACING + PLACEMENT
Balancing is an essential feature of good design. Graphics, imagery, and text must all be balanced on the page so that each element is able to speak clearly. If you give the logo a distinct presence in the design, it will have greater impact and won’t distract from other messages you wish to communicate. A zone of .25 around the logo will give it the room it needs.

DON’T DISTORT
When you crop, trim, stretch, or condense the logo, you modify its properties. Similarly, if you change its proportions.

DON’T CHANGE THE FONT STYLE OR SIZE
There are many fonts that look similar or “close enough” to the chosen font. Bailey (see the following page) should always be used. The font is as important to the logo as the logo mark. The scale relationship between the logo mark, logo type and the name has been carefully chosen. Do not change the proportions between these elements.

PLACEMENT
The CSAIL logo has its own distinct identity. When you use the logo, be sure to give it its own space.
LETTERHEAD

SPECs:
Letterhead
Colors: 2pms/0
Bleeds: Full bleeds
Paper: Fox River, Starwhite Sirrius, 100lb. text, Vellum
2ND SHEET

SPECS:

2nd Sheet
Colors: 1pms/0
Bleeds: Full bleeds
Paper: Fox River, Starwhite Sirrius, 100lb. text, Vellum
BUSINESS CARDS AND ENVELOPE

MIT COMPUTER SCIENCE AND ARTIFICIAL INTELLIGENCE LABORATORY
32 Vassar Street, Building 32-237
Cambridge, Massachusetts 02139 USA
PHONE 000.000.0000  FAX 000.000.0000
EMAIL name@csail.mit.edu

CSAIL

NAME
TITLE

BAILEY BOLD 7/9
100% PMS 145

BAILEY BOLD 10pt
ALL CAPS

WWW.CSAIL.MIT.EDU

SPECS:
Business Cards
Colors: 2pms/1pms
Bleeds: Full bleeds
Paper: Fox River, Starwhite Sirrius, 110lb. cover, Vellum

BUSINESS CARDS AND ENVELOPE
CSAIL GRAPHIC STANDARDS PROGRAM

STATIONERY GUIDELINES

SPECS:

#10 Envelopes
Colors: 2pms/0
Bleeds: no bleeds
Paper: Fox River, Starwhite Sirrius, 100lb. text

Labels
Colors: 2pms/0
Bleeds: no bleeds
Paper: Fox River, Starwhite Sirrius, 70lb. text label stock