

Master branding for the Office of the Vice Chancellor



standard



gray



rollover for both



reverse



reverse rollover



Use the .png files for Office documents (Word or PowerPoint).

Use the .eps files for print or signage.

Use the .svg files for web and mobile.

Use the square .png file for social media.

The dark backgrounds and the rule around the square are not part of the files.

On the web, the MIT logo on the left must link to web.mit.edu, and the type on the right must link to the Office of the Vice Chancellor home page. Each element must have its own rollover state. The 1-pixel vertical divider should be built with CSS.

See <http://web.mit.edu/graphicidentity/logos/logo-guide-master-branding.html>



black RGB: 0; 0; 0; Hex: #FFFFFF	red RGB: 163; 31; 52; Hex: #A31F34	gray RGB: 138; 139; 140; Hex: #8A8B8C	light gray RGB: 194; 192; 191; Hex: #C2C0BF	pale gray RGB: 206; 206; 206; Hex: #CECECE	faint gray RGB: 237; 237; 237; Hex: #EDED	white RGB: 255; 255; 255; Hex: #000000
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square for social media