Logo files are provided in the following formats:

- RGB (for digital designs intended for screens): .png, .svg
- CMYK (for print): .ai, .jpg
- PMS (exact color match for print): .ai

These files are provided in MIT’s core palette: MIT red, silver gray, bright red, black, and white (for dark backgrounds). Use the files as provided, in 1-color only.

For communications collateral, your sub-brand logo must be used in the core colors. For swag only, you can use your logo in any color, but please consider using the core palette first.

Please contact mit-brand@mit.edu with any questions.