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INTRODUCTION
The Importance of Graphic Standards

The MIT Department of Civil and Environmental Engineering’s (CEE) graphic identity is a visual representation of the department—its history, culture, and values. Clear, consistent use of its graphic identity system reinforces department’s reputation throughout the institution, and provides cohesiveness across its many communications efforts.

This style guide outlines the graphic identity system for the MIT CEE. The guide draws on the MIT Graphic Identity System with the approval of Communication Production Services and the Vice President of Communications.

It is important for MIT to express a single compelling voice in everything we do. The totality of the graphic elements, visuals, and words we use in our communication materials will enable us to represent the unique character of this department—its mission, culture, values, and vision. Adhering to the principles offered in these guidelines will enable us to establish and maintain a clear, unified identity, both within our community and beyond. This document acknowledges the need to properly represent a variety of messages and styles in a manner that maintains a unified graphic system. The purpose of this document is to provide the tools and direction required to create and design any type of communication materials for the department.
Unity, Variety, and the Unexpected

Most design systems are about UNITY. The MIT CEE design system also encourages great VARIETY. The challenge that comes with variety is that it requires more restraint and more invention. Restraint and invention, because we don’t want to overuse any one design element or layout. Locking down on any one template or layout limits the value of the system. We should never feel like we can “predict” what the next page in a book will look like. For example, not all photos should be put into a circle—especially when it crops poorly. Restraint and invention not only will this keep the design wonderfully unexpected, but circumvents the need to make the content conform to a predetermined design format.
BUILDING BLOCKS
The Sum of the Parts

A circle is a perfect shape. This simple shape holds mathematical, scientific, and cultural significance. It is used to represent universality, infinity, and many other concepts of inclusivity. The circle is a primary shape, and a building block of the department communication system. The five parts together as one form a moving circular shape.
VISUAL IDENTITY
Word Marks

This is the primary department mark and should be considered the first choice in most situations. It suggests the impact that department has on the institution.
Word Marks (continued)

This is the primary department mark and should be considered the first choice in most situations. It suggests the impact that department has on the institution.
Logo Positioning

The department must stand out. The department logos should always be legible, clear, and noticeable. To maintain full legibility, never reproduce the logo smaller than .25 inches high for print and 30 pixels high for digital. There is no maximum size limit, but use discretion when sizing the logo.
MIT Equal Focus

Pairing the MIT logo with the department's identity increases the meaning and visibility of both organizations, while still clearly giving visibility to your organization's graphic presence. You draw on the considerable brand meaning of MIT, and your successes further build the MIT brand.
MIT Equal Focus (continued)

Pairing the MIT logo with the department's identity increases the meaning and visibility of both organizations, while still clearly giving visibility to your organization’s graphic presence. You draw on the considerable brand meaning of MIT, and your successes further build the MIT brand.
The Sum of the Parts

The sum of the parts can be used as a graphic element in certain layouts without the word mark, as shown below. When used effectively, they can become an extension of the department. However, they should be used on a limited basis so as to not detract from the integrity of the primary lockup.

**Common Usage:** The sum of the parts in color gray-scale, black and knock-out white. These would be the most commonly used colors.

**Minimum Sizes:** To maintain full legibility, never reproduce the parentheses smaller than .25 inches high for print and 30 pixels high for digital. There is no maximum size limit, but use discretion when sizing the parentheses.
TYPOGRAPHY
Working with Type

Font selection is a key component in the creation of successful brand communication and in managing a unified brand. Consistency in the use of the brand-approved fonts reinforces brand recognition, identity, and allows all communication to speak with a common typographic voice. Typography should work in concert with the overall design, photography, information graphics, and writing to help describe and define the department brand identity.

The selection of the “Helvetica” font family supports the brand identity and is consistent with MIT’s rich history, culture, and values. Because MIT will need to convey a broad range of department messages, typographic consistency will help unify all communications. Helvetica letterforms will resonate with all audiences—students, faculty, and staff—and the global community that interacts with MIT. In combination with other design elements such as photography, color, and page design, the Helvetica font family provides unity and variety, and can serve messages that are both simple and complex.
**Primary Typeface**

Monotype’s Helvetica is a contemporary sans serif based on the International Typographic Style that emerged from Swiss designers in the 1950s and 1960s. It comes with a micro, text and display optical sizes that when paired together, will provide the department a broad and intelligent typographic palette.

<table>
<thead>
<tr>
<th>Web Typography</th>
<th>Header Tags</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size: 60px; Weight: Medium</td>
<td>H1 Heading</td>
</tr>
<tr>
<td>Size: 36px; Weight: Bold</td>
<td>H2 Heading</td>
</tr>
<tr>
<td>Size: 24px; Weight: Bold</td>
<td>H3 Subheading</td>
</tr>
<tr>
<td>Size: 20px; Weight: Regular</td>
<td>H4 Body Text</td>
</tr>
<tr>
<td>Size: 16px; Weight: Regular</td>
<td>H5 Caption Text</td>
</tr>
<tr>
<td>Size: 12px; Weight: Regular</td>
<td>H6 Detail Text</td>
</tr>
</tbody>
</table>
Secondary Typefaces

Monotype’s Times New Roman is a contemporary serif based on the eighteenth century printing traditions that emerged from British designers in the 1920s and 1930s. It will provide the department a versatile and easily readable typographic palette that is accessible to most computer users.

<table>
<thead>
<tr>
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<th>Header Tags</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size: 60px; Weight: Regular</td>
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<td>Size: 20px; Weight: Regular</td>
<td>H4 Body Text</td>
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<td>Size: 16px; Weight: Regular</td>
<td>H5 Caption Text</td>
</tr>
<tr>
<td>Size: 12px; Weight: Regular</td>
<td>H6 Detail Text</td>
</tr>
</tbody>
</table>
Brand Typefaces

Helvetica, Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 !@#$%^&*(- ).,;:/?

Helvetica, Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 !@#$%^&*(- ).,;:/?

Helvetica, Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 !@#$%^&*(- ).,;:/?

Helvetica, Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 !@#$%^&*(- ).,;:/?

Helvetica, Medium Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 !@#$%^&*(- ).,;:/?

Helvetica, Bold Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 !@#$%^&*(- ).,;:/?

Helvetica, Light Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 !@#$%^&*(- ).,;:/?

Helvetica, Regular Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 !@#$%^&*(- ).,;:/?
Brand Typefaces (continued)

Times New Roman, Light
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 !@#$%^&*().,;:/?

Times New Roman, Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 !@#$%^&*().,;:/?

Times New Roman, Bold Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 !@#$%^&*().,;:/?
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Using Type

Body Copy: For all copy, legibility is key; for body copy it is essential. Be sure that all text can be clearly read, no matter where it is placed on the page. Body copy is all about the information the reader needs. Keep it direct with a strong focus on clarity and legibility. As a guide, body copy should be set (at a minimum) at 9.5 pt with 12 pt leading.

Sample Text

In the MIT Department of Civil and Environmental Engineering, we are driven by a simple truth: we only have one Earth to call home. Our intellectual focus is on the human-built environment and the complex infrastructure systems that it entails, as well as the man-made effect on the natural world. We seek to foster an inclusive community that pushes the boundaries of what is possible to shape the future of civil and environmental engineering.

Our goal is to educate and train the next generation of researchers and engineers, driven by a passion to positively impact our society, economy, and our planet. Our faculty and students work in tandem to develop and apply pioneering approaches that range from basic scientific principles to complex engineering design, with a focus on translating fundamental advances to real-world impact. We offer undergraduate and graduate degree programs in the broad areas of infrastructure and environment, in order to advance the frontiers of knowledge for a sustainable civilization.

MIT CEE is creating a new era of sustainable and resilient infrastructure and systems from the nanoscale to the global scale. Grounded in science and engineering, the Department of Civil and Environmental Engineering explores how environment, infrastructure, cyber and human systems can viably work together. We are tackling global sustainability challenges head-on, inventing new solutions through creative design for a sustainable future across scales.

We are pioneering a bold transformation of civil and environmental engineering as a field, fostering collaboration across disciplines to drive meaningful change. Our research and educational programs challenge the status quo, advance the frontier of knowledge and expand the limit of what is possible.
Technical Guidance

**Clear & Legible:** Always ensure that typography is clean and legible. Consider placement of all copy to ensure there is sufficient white space.

**Minimum Type Sizes (Print):** Minimum sizes are subject to the print method chosen for each specific project. As a rule, however, type for print should never go below 9.5 pt.

I am printed at the minimum acceptable type size for printed materials. HELVETICA NOW, REGULAR – 9.5 PT

**Minimum Type Sizes (Web):** Digital applications are not subject to the same restrictions as printed materials which have to be physically printable and legible. But care should be taken to maintain legibility and clarity in all digital forms. Minimum type size for web/digital should never go below 12 px.

I am printed at the minimum acceptable type size for web materials. HELVETICA NOW, REGULAR – 9.5 PT | HELVETICA NOW, REGULAR – 12 PX
COLOR
Palettes and Color Formulas

The department color palette is bright and unexpected. Use the color palette across all media and communications.

- **PANTONE Medium Blue C**
  - CMYK: 80/18/0/0
  - RGB: 0/161/222
  - HEX: #00A1DE

- **PANTONE Bright Green C**
  - CMYK: 78/10/43/0
  - RGB: 10/168/161
  - HEX: #0AA8A1

- **PANTONE 312 C**
  - CMYK: 71/16/0/0
  - RGB: 46/171/224
  - HEX: #22A8E0

- **PANTONE 7690 C**
  - CMYK: 85/50/0/0
  - RGB: 27/117/188
  - HEX: #1B75BC

- **PANTONE Black C**
  - CMYK: 60/60/60/100
  - RGB: 0/0/0
  - HEX: #000000

- **PANTONE 288 C**
  - CMYK: 100/93/7/1
  - RGB: 43/56/143
  - HEX: #2B388F

- **PANTONE 420**
  - CMYK: 6/4/7/11
  - RGB: 206/205/203
  - HEX: #CECFCB

- **PANTONE 424**
  - CMYK: 30/22/19/53
  - RGB: 108/111/112
  - HEX: #6C6F70
Working with Gradients

Gradients should be used sparingly and reduced in colors for certain usages (i.e. photo overlay, digital buttons, and backgrounds). Please use all the colors for wide horizontal space and only two colors for narrow vertical space.

- Horizontal: #2B388F, #1b75bc, #00A1DE, #22a8e0, #0AA8A1
- Vertical: #00A1DE, #00A1DE, #0AA8A1
Color Legibility

We suggest viewing your design through color blindness simulation software to confirm typographic legibility for the visually impaired. Color Oracle is a free color blindness simulator for Window, Mac, and Linux. It shows you in real time what people with common color vision impairments will see. Most color deficient viewers are seeing more colors than in the extreme cases below.

Colors under normal vision  Deuteranopia (common, 8% of all males)

Protanopia (rare, 2.5% of all males)  Tritanopia (very rare, 0.3% of women and men)
PHOTOGRAPHY
Guidelines

Look for photographers with a style that feels fresh and new. Portraits should have the following attributes:

- Strong composition
- Personal and intimate moments
- The subject can look towards or away from the camera

**Portraits:** For students or alumni, when possible, use interesting backdrops such as artwork to create visual appeal. Choosing compelling angles and tight shots will convey thoughtfulness and introspection.

**Focus:** Create a point of focus such that the background blurs a bit, but avoid the image getting too “soft.”

**Expression:** Can be anything, really. Just try and capture your subject at ease, with their most natural expression.

**Proximity:** Try the extremes—either really close or really far can be unusual and wonderful.
Style and Tone

Portraits are in context, with the human subject as the hero, and with a thoughtful but unstaged composition. The commitment and enthusiasm of the subject can be captured by depicting their environment or by highlighting their behind-the-scenes work.
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PHOTOGRAPHY

SAMPLE LAYOUTS

Stationary

Promotional Signage

Digital Marketing

Stationary

Letterhead, 8.5 x 11"
Promotional Signage

Shape the future of our planet

New Master of Engineering (MEng) in Climate, Environment, and Sustainability

9-month degree program
Application Deadline: December 1, 2022
Learn more and apply at cee.mit.edu

Tabloid Print, 11 x 17"
Dear CEE Community and Friends,

I hope you are taking time out for some joy and relaxation during this home stretch of our academic year and continuously challenging time. I also hope you are feeling optimistic about the future. I know that I can’t wait until we are back together on campus again.

This month’s newsletter shares new research about the microbiome from Professor Eric Alm, and PhD candidate Raj Dandekar is one of the researchers behind a new COVID-19 machine learning module. Congratulations to Professor Josephine Carstensen for receiving the prestigious NSF CAREER award. Learn more about the impactful work of MIT environmental engineer and educator, Susan Murcott in a profile story. If you are curious about what some of our faculty are working on in the lab, we share our new Faculty Seminar Series research talks with you to listen and learn at your own leisure.

Sincerely,

Ali Jadbabaie
JR East Professor of Engineering
Department Head, MIT Civil and Environmental Engineering
Core Faculty, Institute for Data, Systems, and Society

Josephine Carstensen Receives NSF CAREER Award

Assistant Professor Josephine Carstensen received the 2021 National Science Foundation CAREER award for her research on “Integrated Design and Digital Fabrication using Topology Optimization and Material Extrusion 3D Printing.”

Read more

Startup co-founded by Prof. Desirée Plata secures $3.2M in seed funding

Nth Cycle, the maker of recycling technology, receives funding from Clean Energy Ventures to scale technology for battery recycling and sustainable mining.

Read more

News

1.147 Startup Sustainable Tech

3-0-9 | MWF 9:00 am (virtual) | Instructor: Benedetto Marelli

This subject offers a unique perspective on how to develop and translate sustainable technologies by integrating the tools and material of starting a company with the tools and material of developing a business case for sustainability. The subject is focused on innovation that has sustainability as a premise and that is centered around AgFood, Transport, Climate Change, and Fashion.

View more information about 1.147

1.837 Resilience of Living with Environmental Change

3-0-9 | TR 1:30 pm (virtual) | Instructor: Dave Des Marais

This subject takes a multi-scale approach to understanding responses of living systems to perturbation. Mechanisms of stress sensing and response in plants, microbes, and animals from the level of individual cells to whole organisms. Emergent

Important Graduate Admissions Deadlines

Dear Students,

Thank you so much for your interest in the Graduate Programs offered through the Department of Civil and Environmental Engineering at MIT.

As a reminder, the CEE applications portal closes at 11:59 PM EST on Tuesday, December 1.

The Interdepartmental Program in Transportation portal closes at 11:59 PM EST on Monday, January 4.

Answers to frequently asked questions can be found here.

If you are planning ahead with your graduate studies, I encourage you to consider applying to MIT’s Summer Research Program (MSRP).

Best,

Kiley Clapper
Academic Administrator Civil and Environmental Engineering
Academic Administrator Interdepartmental Program in Transportation

E-mail Newsletter, 600 px width

Student E-mails, 600 px width

Admissions E-mails, 600 px width