Civil and Environmental Engineering

MIT CEE | Visual Identity Standards

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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.

Civil and
Environmental
Engineering

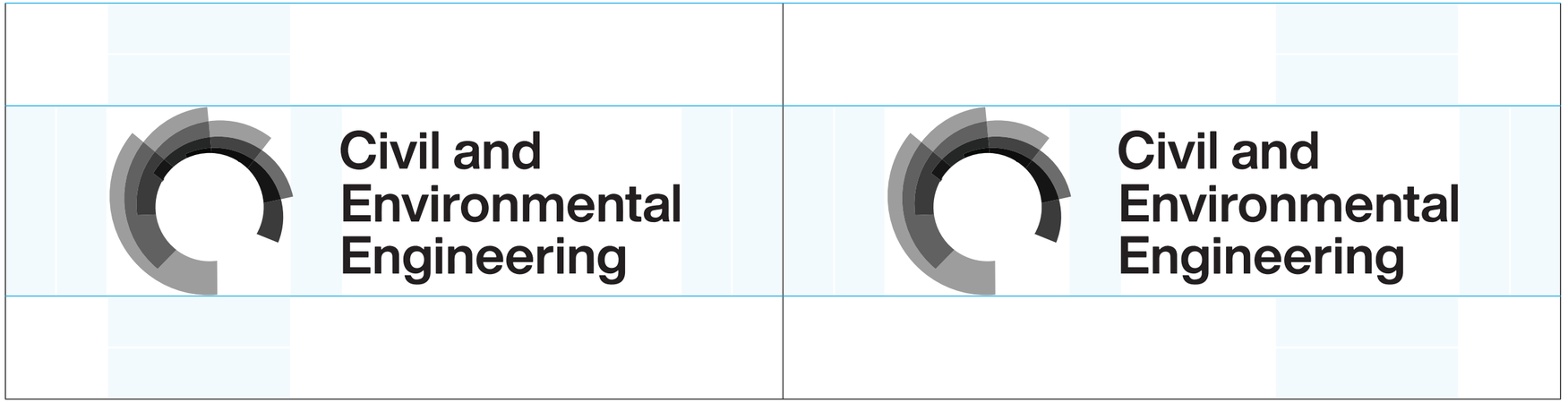
Civil and
Environmental
Engineering

Civil and
Environmental
Engineering

Civil and
Environmental
Engineering

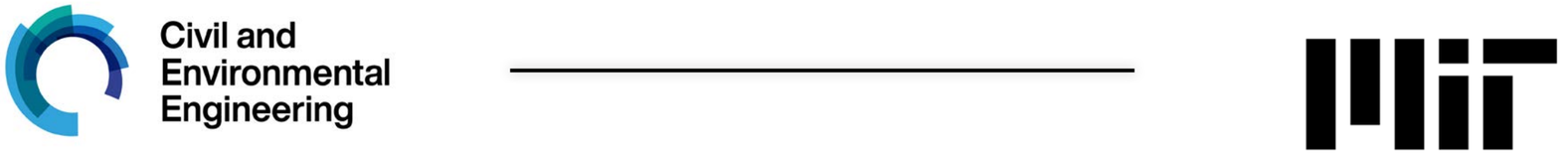
Logo Positioning

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.



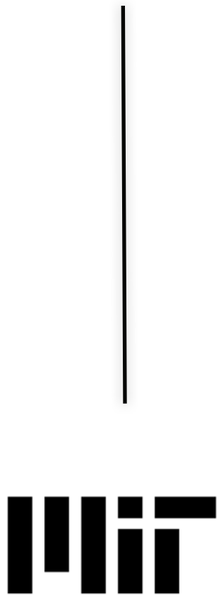
MIT Endorsed Branding

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 MIT logo must be within the same visual field as CEE logo. Visit MIT's Brand Website for more details: https://brand.mit.edu



MIT Endorsed Branding (continued)

When pairing the MIT logo with the departments's logo doesn't fit horizontally, you can add the logo vertically at the bottom of the page. The MIT logo must be in the same visual field as the CEE logo. Visit the MIT Brand Website for more details: https://brand.mit.edu



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.

Web Typography	Header Tags	
Size: 60px; Weight: Medium	H1	Heading
Size: 36px; Weight: Bold	H2	Heading
Size: 24px; Weight: Bold	H3	Subheading
Size: 20px; Weight: Regular	H4	Body Text
Size: 16px; Weight: Regular	H5	Caption Text
Size: 12px; Weight: Regular	H6	Detail Text

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.

Web Typography	Header Tags	
Size: 60px; Weight: Regular	H1	Heading
Size: 36px; Weight: Bold	**H2**	**Heading**
Size: 24px; Weight: Bold	**H3**	**Subheading**
Size: 20px; Weight: Regular	H4	Body Text
Size: 16px; Weight: Regular	H5	Caption Text
Size: 12px; Weight: Regular	H6	Detail Text

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 Zx 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 Zx
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 Zx
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 Zx
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 Zx
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 Zx
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 Zx
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 Zx
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 Zx 1
2 3 4 5 6 7 8 9 0 !@#$%^&*( ).,;:/?

Times New Roman, 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 Zx
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 Zx
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 Zx
1 2 3 4 5 6 7 8 9 0!@#$%^&*( ).,;:/?

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 acceptible 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 acceptible 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
RBG 0/161/222
HEX #00A1DE

PANTONE Bright Green C
CMYK 78/10/43/0
RBG 10/168/161
HEX #0AA8A1

PANTONE 312 C
CMYK 71/16/0/0
RBG 46/171/224
HEX #22A8E0

PANTONE 7690 C
CMYK 85/50/0/0
RBG 27/117/188
HEX #1B75BC

PANTONE 288 C
CMYK 100/93/7/1
RBG 43/56/143
HEX #2B388F

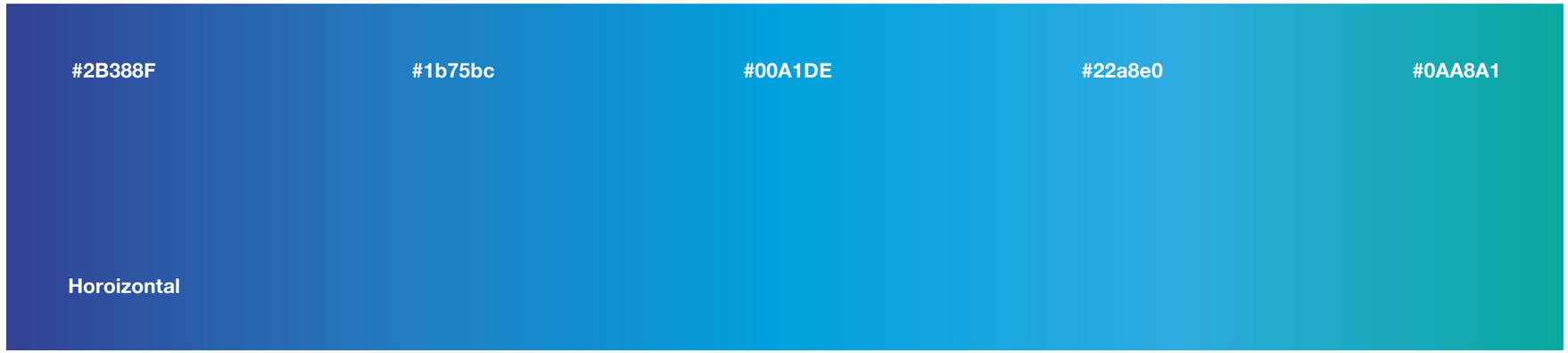
PANTONE Black C
CMYK 60/60/60/100
RBG 0/0/0
HEX #000000

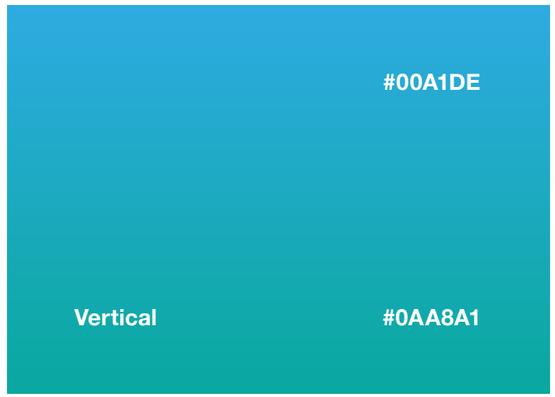
PANTONE 424
CMYK: 30/22/19/53
RBG: 108/111/112
HEX: #6C6F70

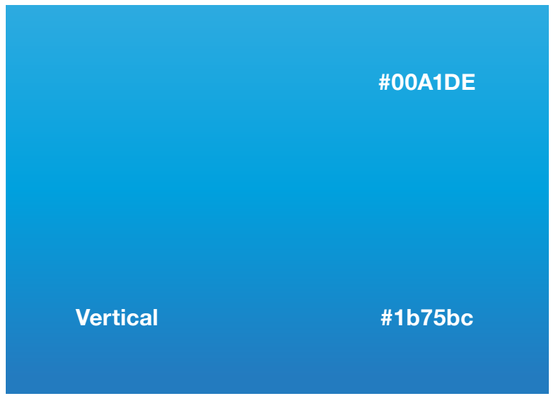
PANTONE 420
CMYK: 6/4/7/11
RBG: 206/205/203
HEX: #CECFCB

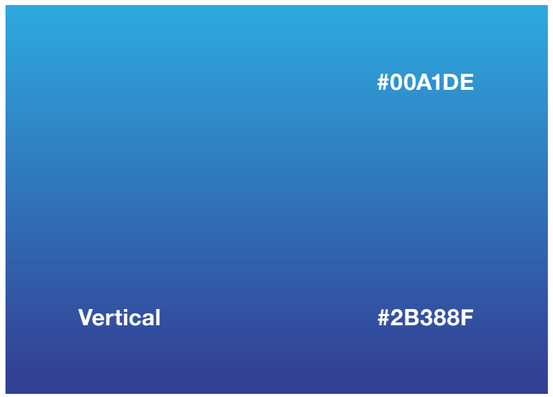
Working with Gradients

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.





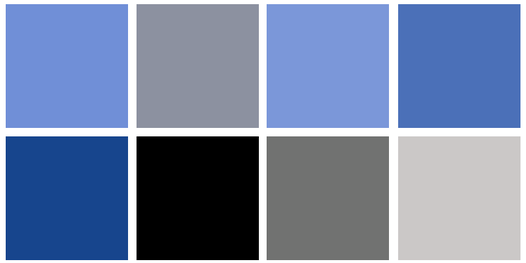




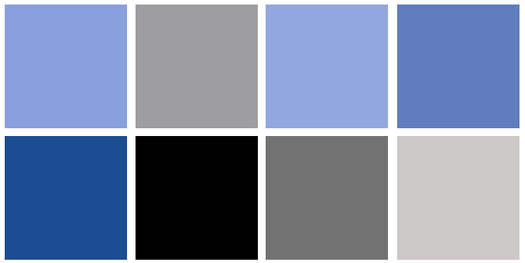
Color Legibility

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.

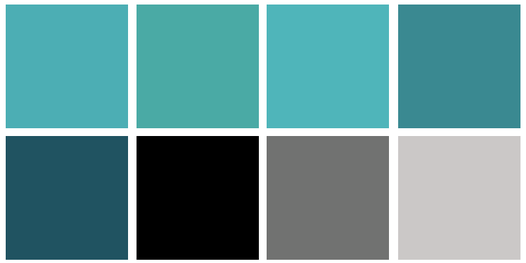
Colors under normal vision



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 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.

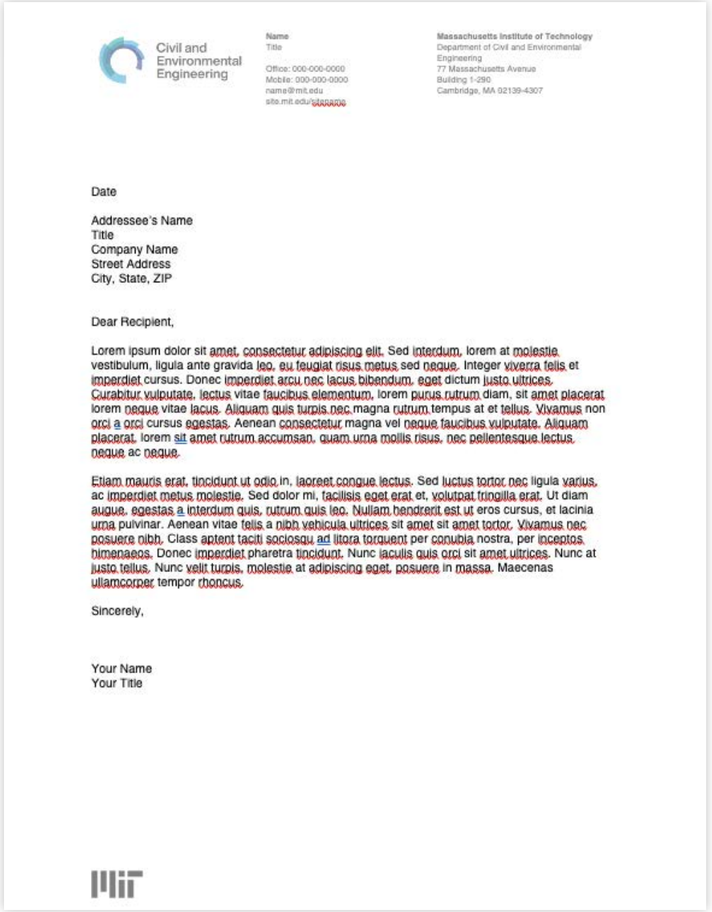
Proximity: Try the extremes— either really close or really far can be unusual and wonderful.

Style and Tone

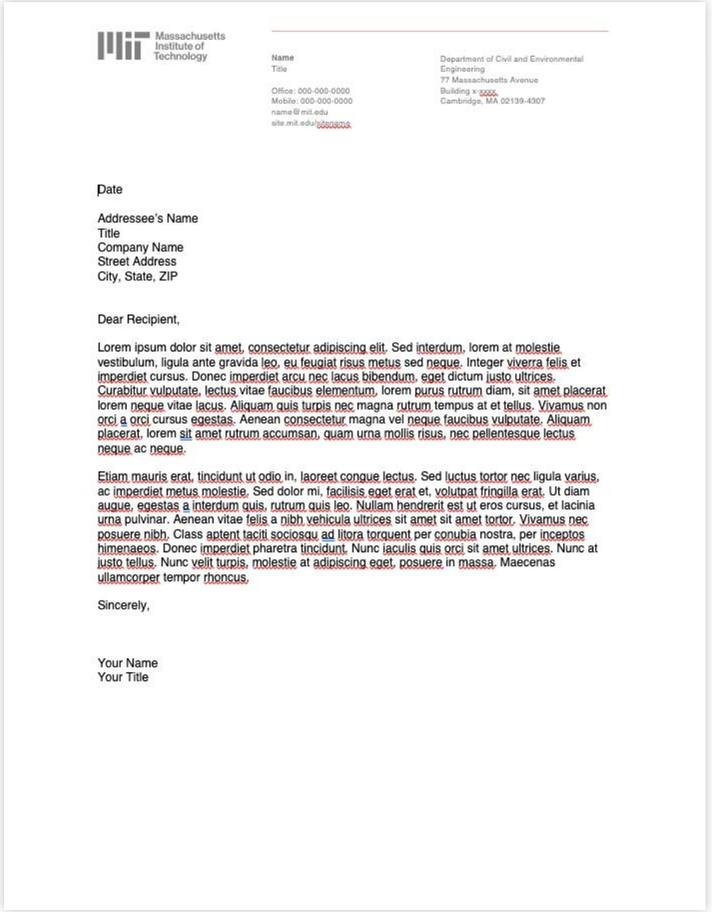
Portraits are in context, with the human subject as the hero, and with a thoughtful but unstaged composition. The commitment and enthusiasm of the subject can be captured by depicting their environment or by highlighting their behind-the-scenes work.

SAMPLE LAYOUTS

Stationary

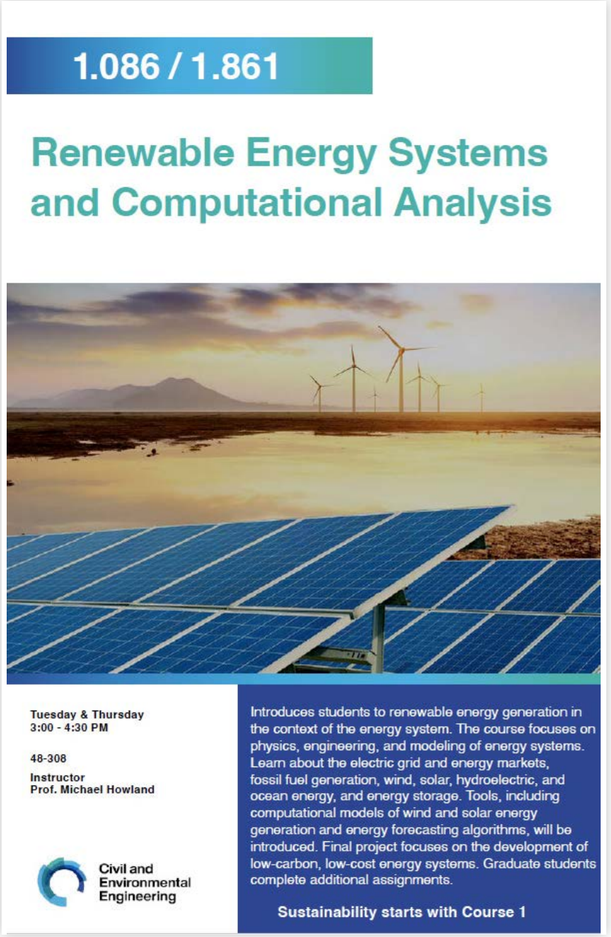


CEE logo Letterhead, 8.5 x 11”

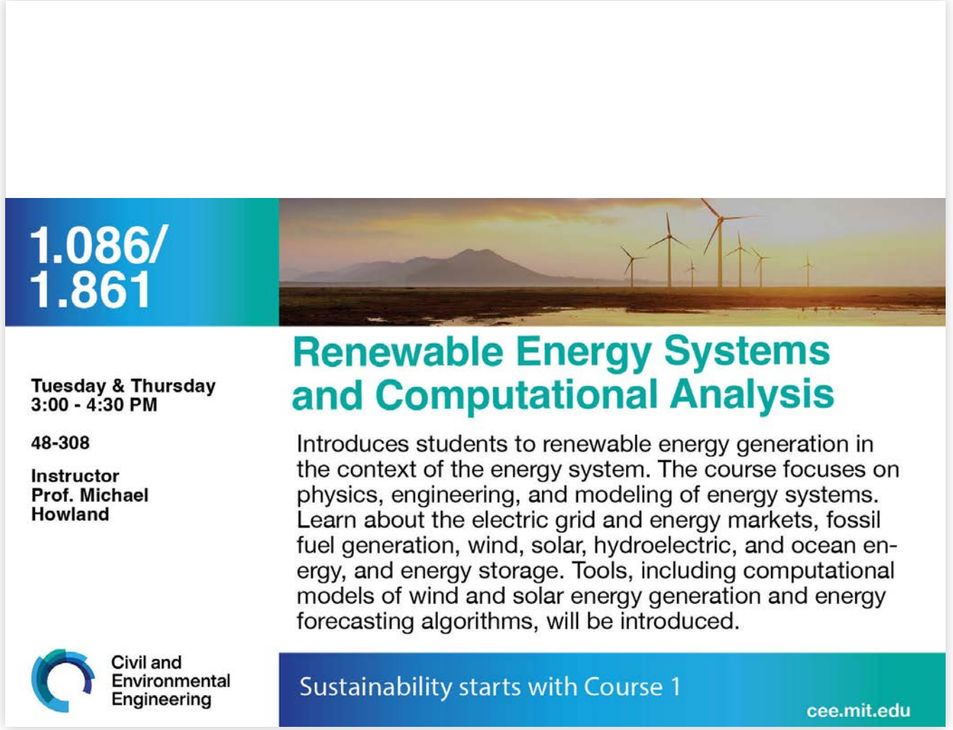


MIT Logo w/Department Name Letterhead, 8.5 x 11”

Promotional Signage (Internal)

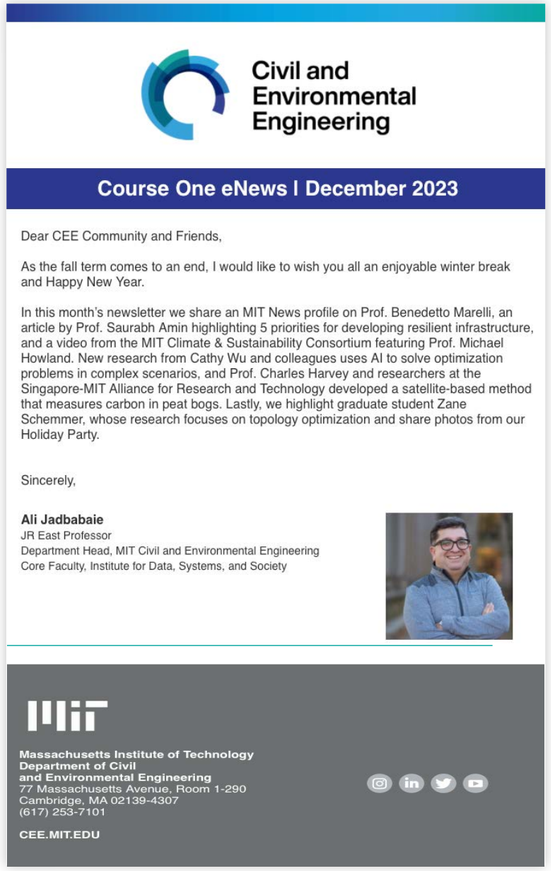


Tabloid Print, 11 x 17”

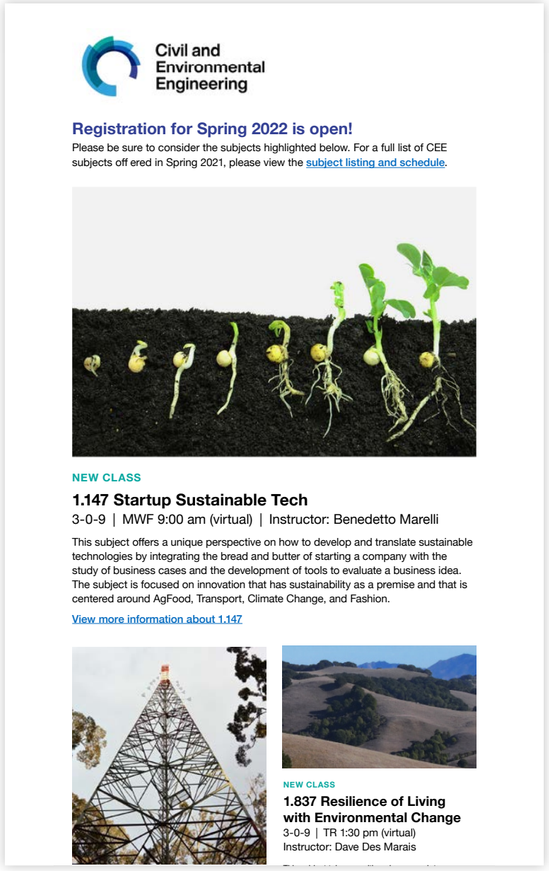


Digital Screen, 4:3 ratio

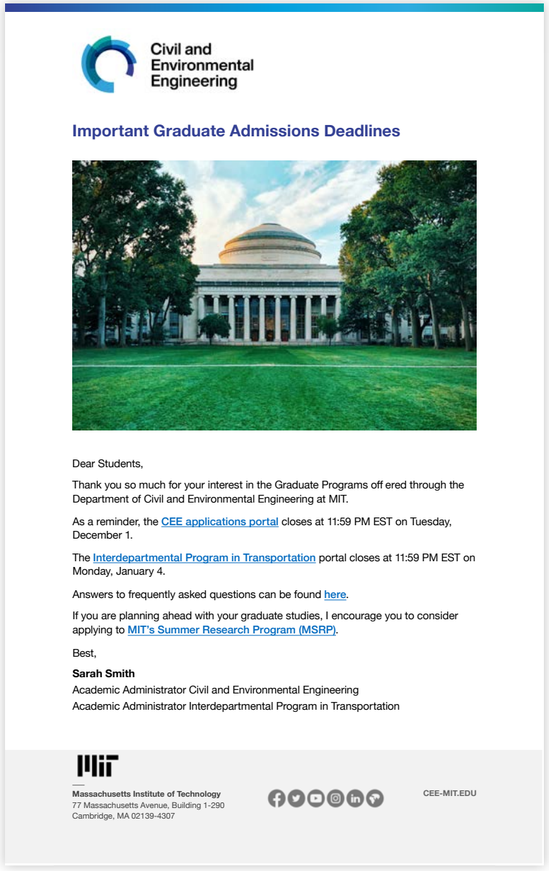
Digital and Print Marketing (External)



E-mail Newsletter, 600 px width



Student E-mails, 600 px width



Admissions E-mails, 600 px width