



Civil and Environmental Engineering

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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.

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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.

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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.



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Word Marks

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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
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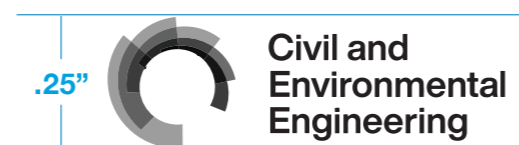
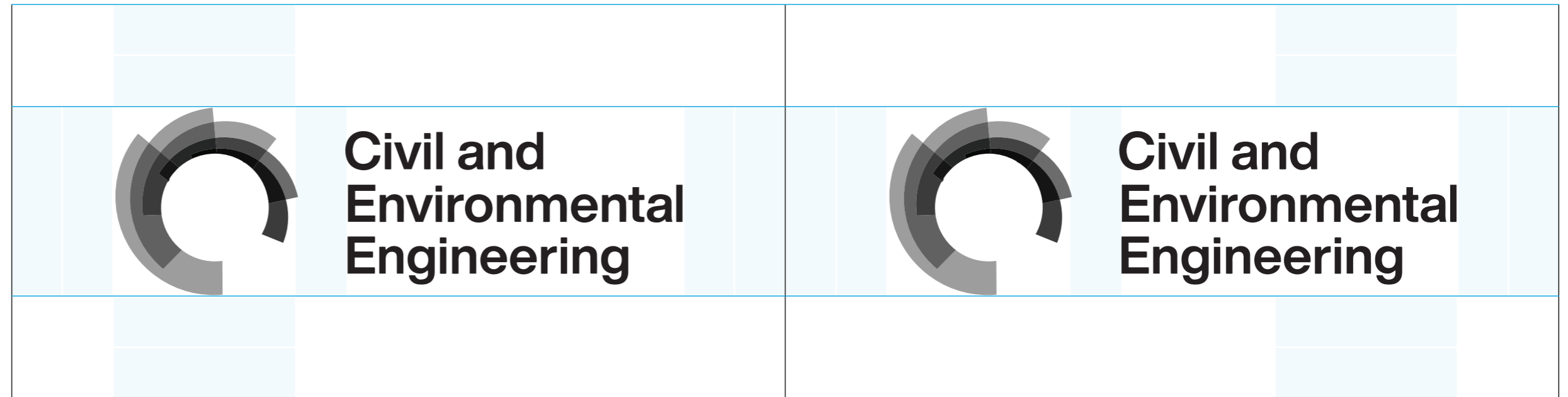
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Logo Positioning

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.



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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>



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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>



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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.



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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.

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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

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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

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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 !@#\$%^&* ().,;:/?***

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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, 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, 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 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 !@#\$%^&* ().,;:/?

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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.

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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

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- Palettes and Color Formulas
- Working with Gradients
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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



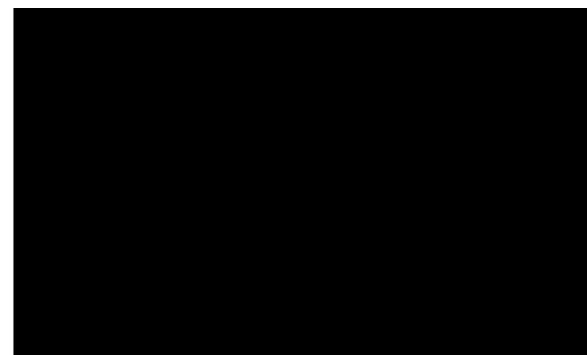
PANTONE 312 C
CMYK 71/16/0/0
RBG 46/171/224
HEX #22A8E0



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: #CECF CB

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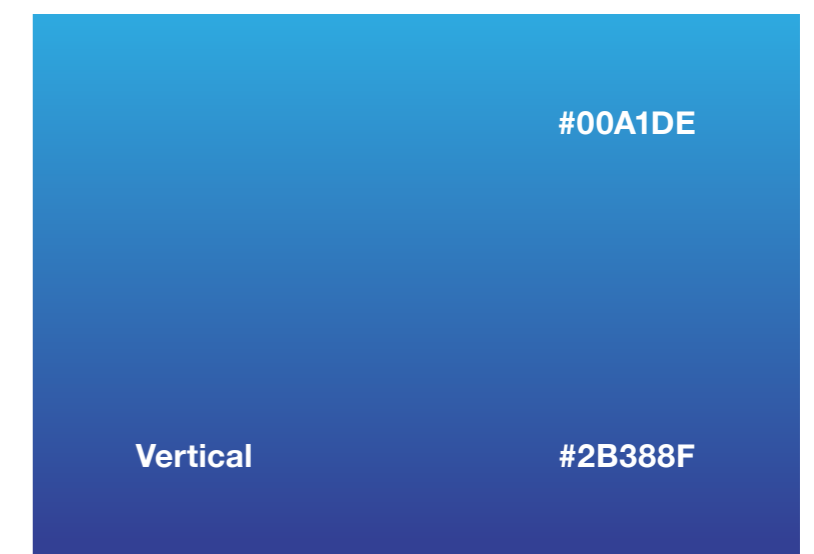
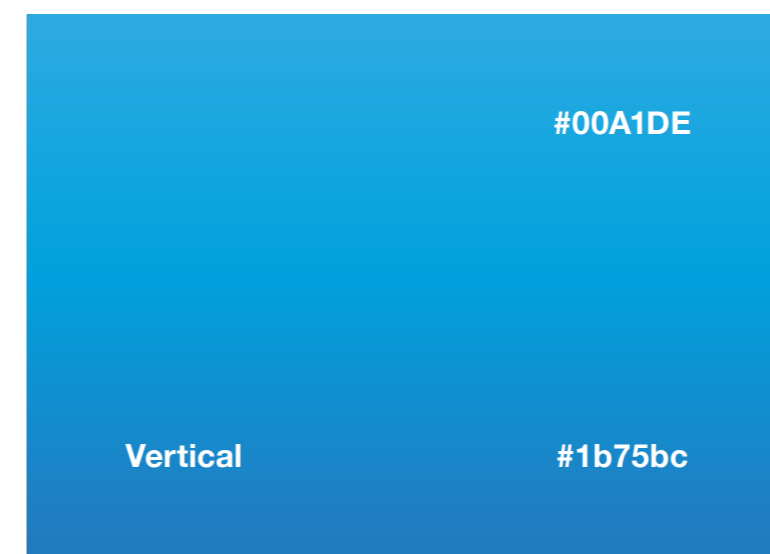
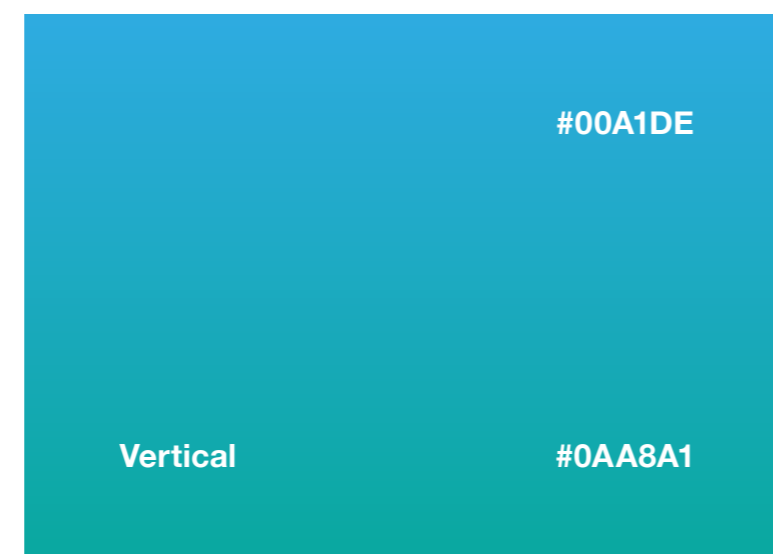
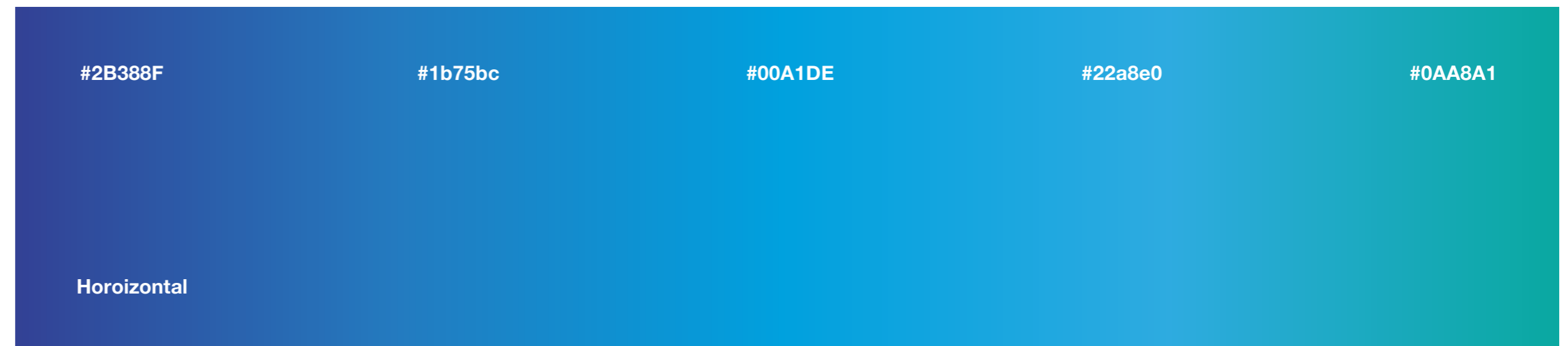
COLOR

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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.



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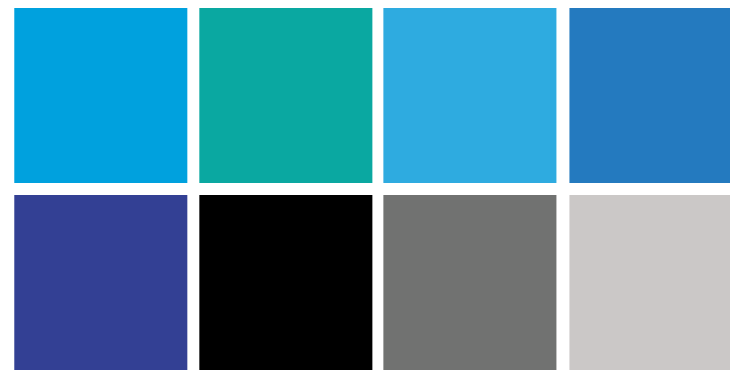
COLOR

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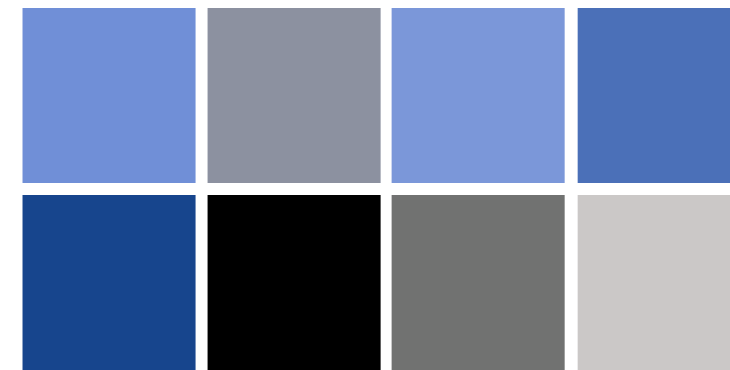
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Color Legibility

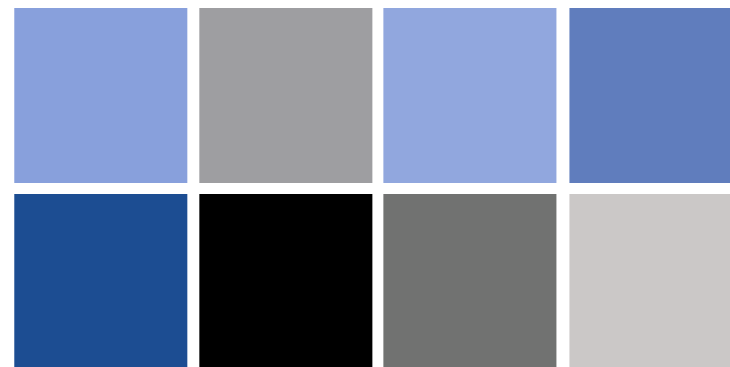
We suggest viewing your design through color blindness simulation software to confirm typographic legibility for the visually impaired. Color Oracle is a free color blindness simulator for Window, Mac, and Linux. It shows you in real time what people with common color vision impairments will see. Most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



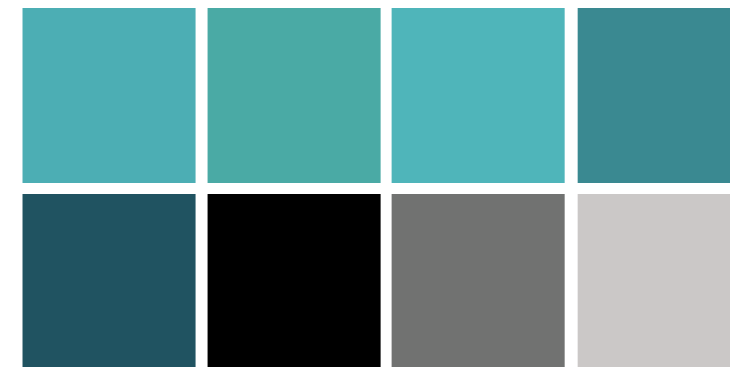
Colors under normal vision



Deuteranopia (common, 8% of all males)



Protanopia (rare, 2.5% of all males)



Tritanopia (very rare, 0.3% of women and men)

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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.

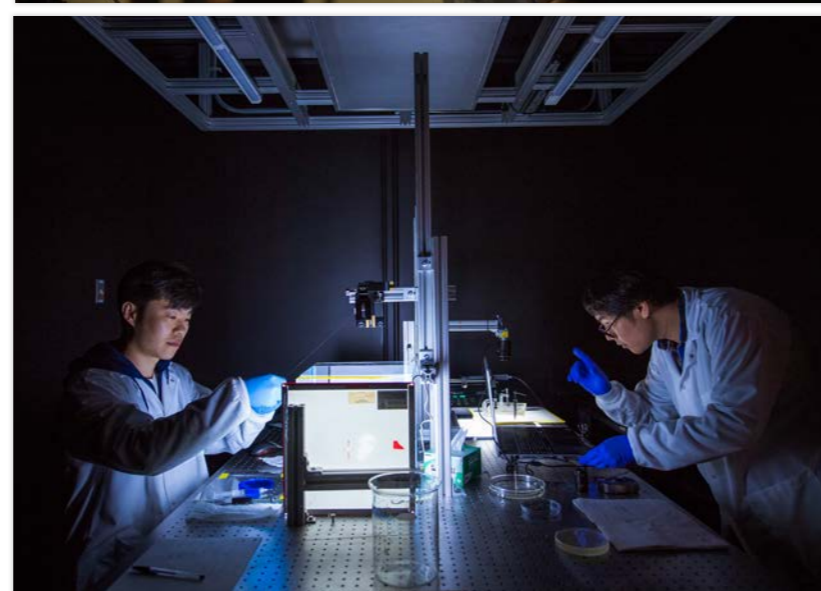
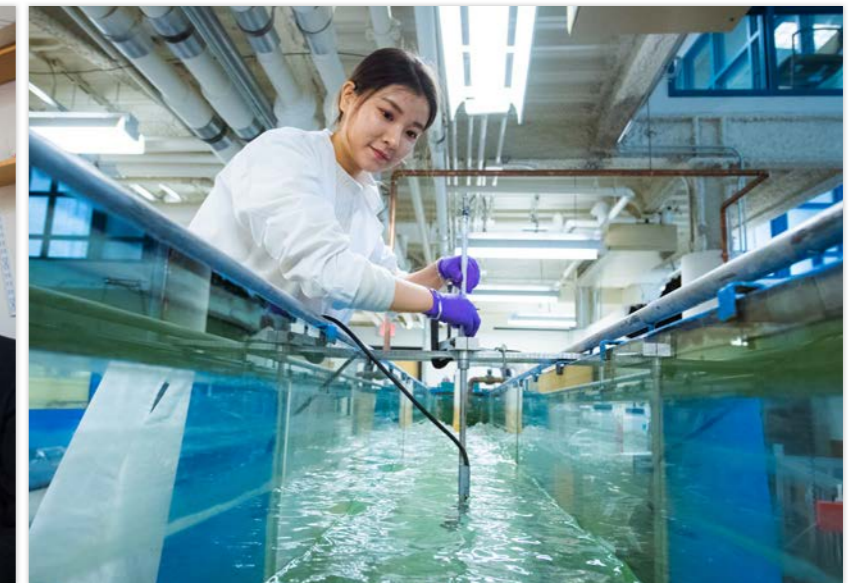
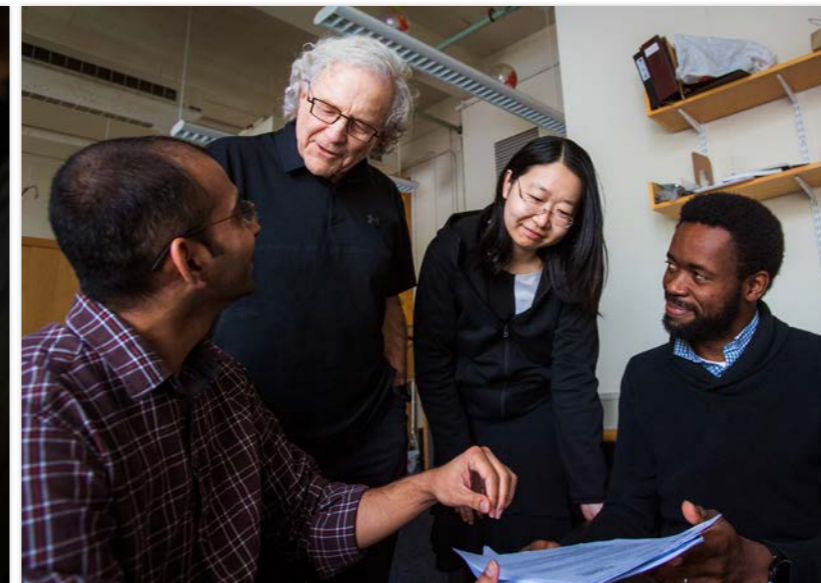
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Style and Tone

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.

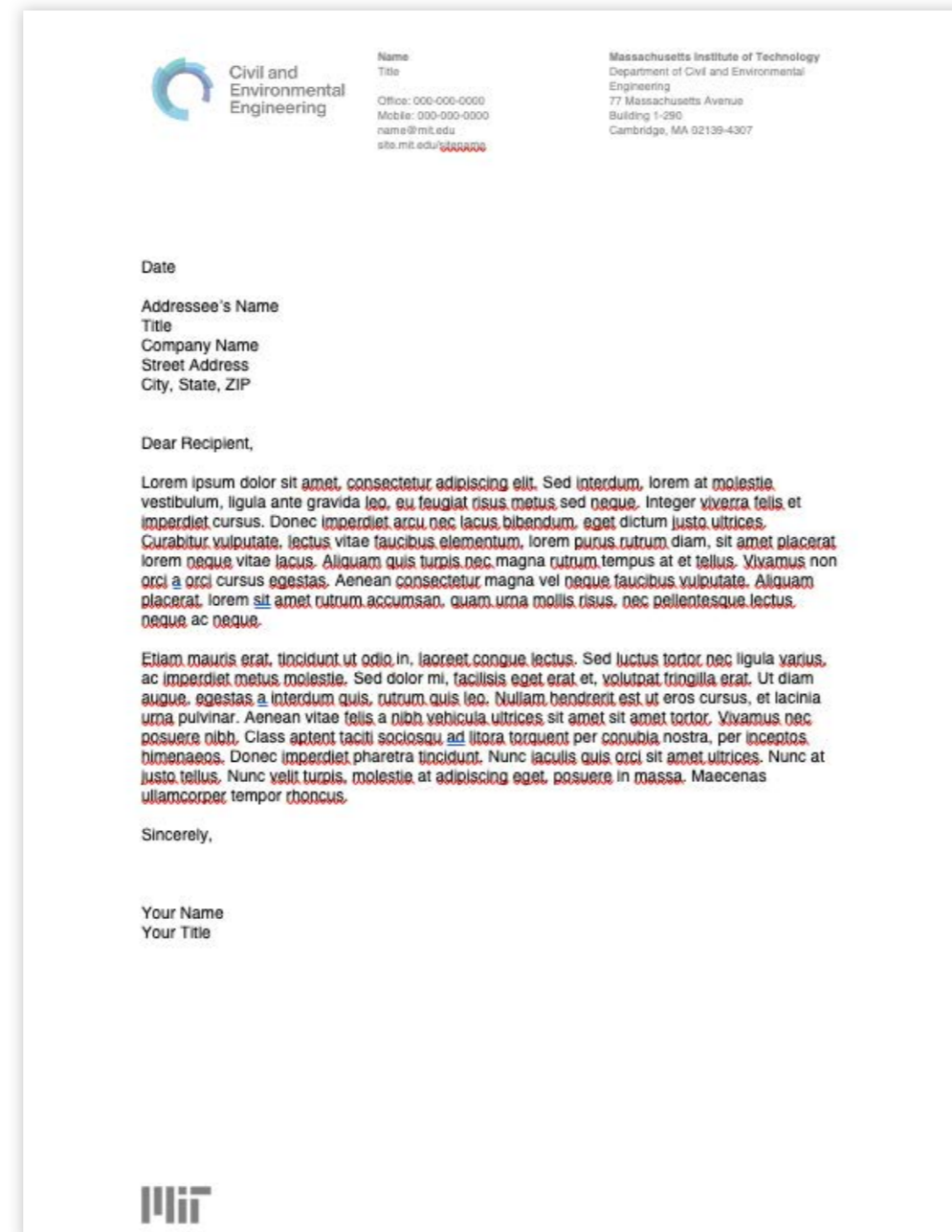


SAMPLE LAYOUTS

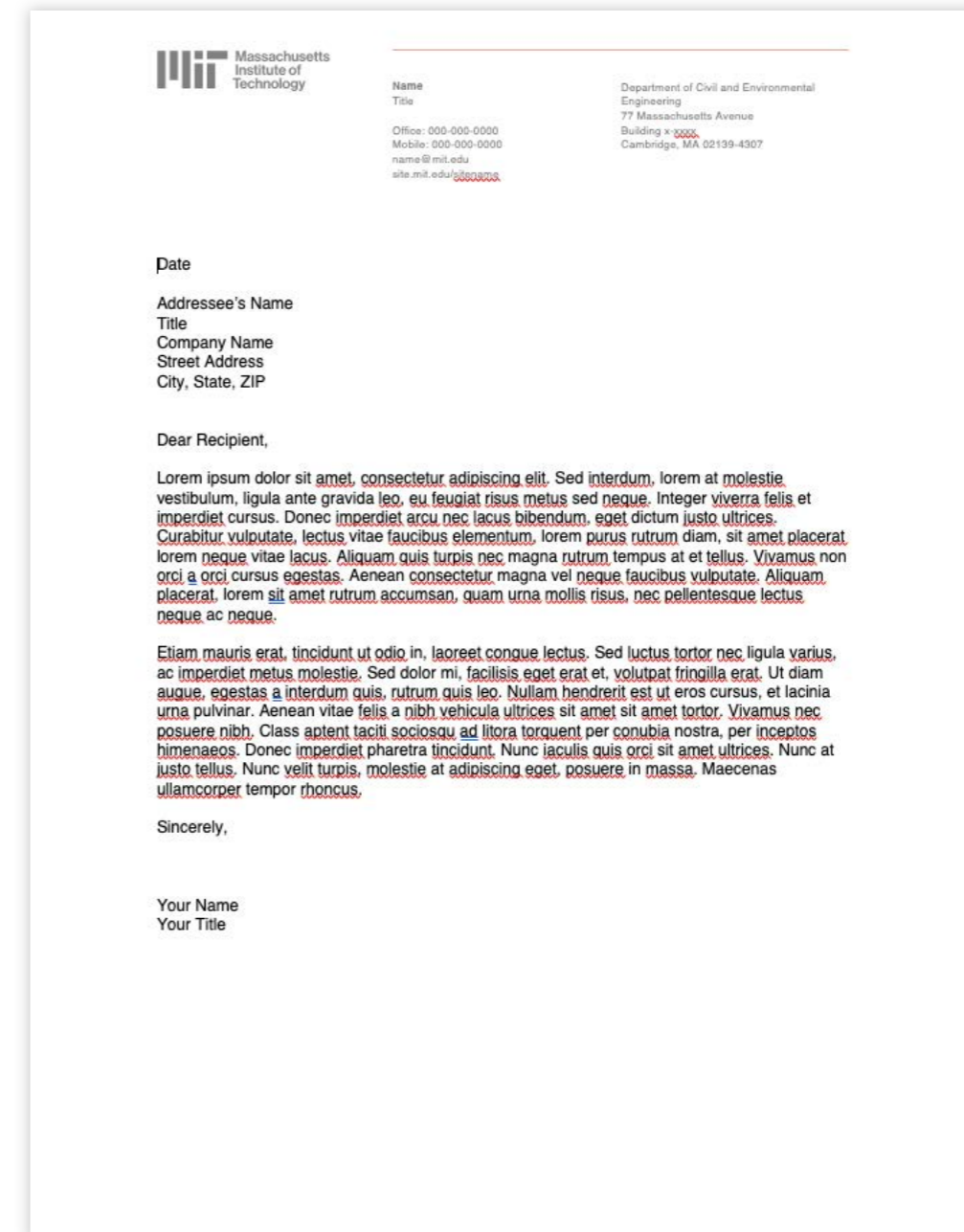
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Stationary



CEE logo Letterhead, 8.5 x 11"



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

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Promotional Signage (Internal)

1.086 / 1.861

Renewable Energy Systems and Computational Analysis

Tuesday & Thursday
3:00 - 4:30 PM

48-308
Instructor
Prof. Michael Howland

Civil and Environmental Engineering

Introduces students to renewable energy generation in the context of the energy system. The course focuses on physics, engineering, and modeling of energy systems. Learn about the electric grid and energy markets, fossil fuel generation, wind, solar, hydroelectric, and ocean energy, and energy storage. Tools, including computational models of wind and solar energy generation and energy forecasting algorithms, will be introduced. Final project focuses on the development of low-carbon, low-cost energy systems. Graduate students complete additional assignments.

Sustainability starts with Course 1

Tabloid Print, 11 x 17"

1.086/1.861

Renewable Energy Systems and Computational Analysis

Tuesday & Thursday
3:00 - 4:30 PM

48-308
Instructor
Prof. Michael Howland

Civil and Environmental Engineering

Introduces students to renewable energy generation in the context of the energy system. The course focuses on physics, engineering, and modeling of energy systems. Learn about the electric grid and energy markets, fossil fuel generation, wind, solar, hydroelectric, and ocean energy, and energy storage. Tools, including computational models of wind and solar energy generation and energy forecasting algorithms, will be introduced.

Sustainability starts with Course 1

cee.mit.edu

Digital Screen, 4:3 ratio

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Digital and Print Marketing (External)



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Course One eNews | December 2023


Dear CEE Community and Friends,

As the fall term comes to an end, I would like to wish you all an enjoyable winter break and Happy New Year.

In this month's newsletter we share an MIT News profile on Prof. Benedetto Marelli, an article by Prof. Saurabh Amin highlighting 5 priorities for developing resilient infrastructure, and a video from the MIT Climate & Sustainability Consortium featuring Prof. Michael Howland. New research from Cathy Wu and colleagues uses AI to solve optimization problems in complex scenarios, and Prof. Charles Harvey and researchers at the Singapore-MIT Alliance for Research and Technology developed a satellite-based method that measures carbon in peat bogs. Lastly, we highlight graduate student Zane Schemmer, whose research focuses on topology optimization and share photos from our Holiday Party.

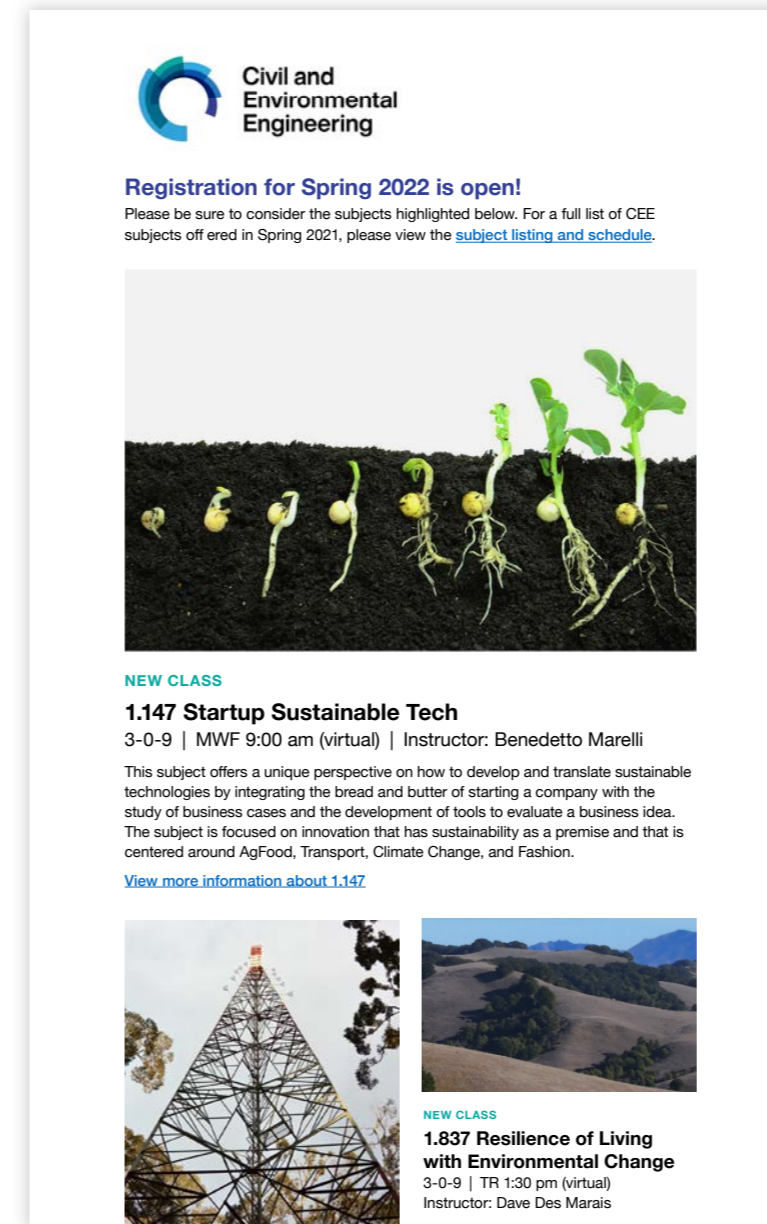
Sincerely,

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




MIT
Massachusetts Institute of Technology
Department of Civil and Environmental Engineering
77 Massachusetts Avenue, Room 1-290
Cambridge, MA 02139-4307
(617) 253-7101
CEE.MIT.EDU

E-mail Newsletter, 600 px width



Civil and Environmental Engineering

Registration for Spring 2022 is open!
Please be sure to consider the subjects highlighted below. For a full list of CEE subjects offered in Spring 2021, please view the [subject listing and schedule](#).





NEW CLASS

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 bread and butter of starting a company with the study of business cases and the development of tools to evaluate a business idea. The subject is focused on innovation that has sustainability as a premise and that is centered around AgFood, Transport, Climate Change, and Fashion.

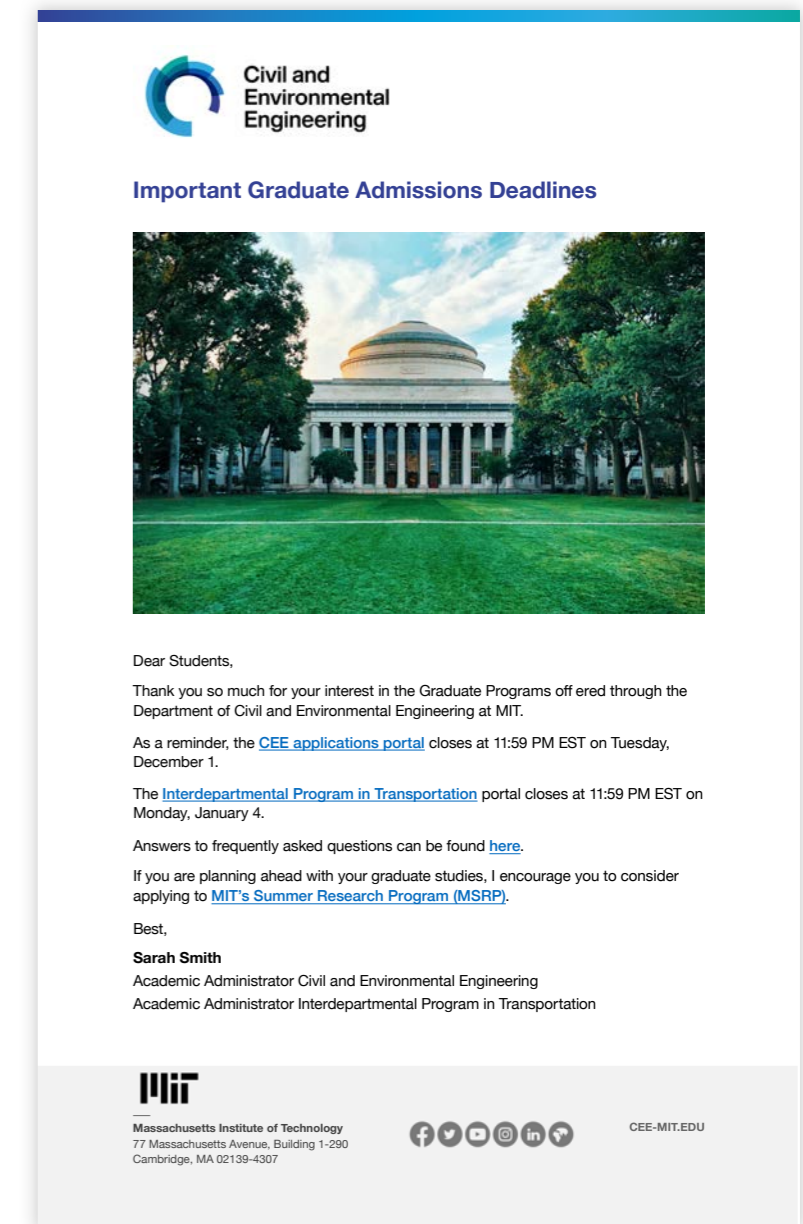
[View more information about 1.147](#)

NEW CLASS


1.837 Resilience of Living with Environmental Change
3-0-9 | TR 1:30 pm (virtual)
Instructor: Dave Des Marais

Student E-mails, 600 px width



Civil and Environmental Engineering

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,

Sarah Smith
Academic Administrator Civil and Environmental Engineering
Academic Administrator Interdepartmental Program in Transportation

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Cambridge, MA 02139-4307

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Admissions E-mails, 600 px width