



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](mailto:mit-brand@mit.edu) with any questions.