

# Koch Institute at MIT • Visual Branding Guide

## Logos (required)

### Horizontal



### Stacked



### Single Line



## How to use logos

- The **horizontal** and **single line** logos should be used in most cases. You can use either, depending on which version looks better with your design. The **stacked** logo should only be used when there are space limitations that you cannot change.
- For Adobe and other design programs, .EPS files are available in RGB (digital) and CMYK (print) formats. Use .PNG files for email, web, word processing, and slide deck programs.
- There are four color variations of each logo: full color, grey, white, and black.
  - Use the **full color** logo whenever possible.
  - Use the **white** logo only when applying it to a dark background.
  - The **grey** logo is for use on lab websites.
  - Only use the **black** logo when requested by a vendor.
- For rules about MIT branding and logos, please visit <http://web.mit.edu/graphicidentity>.

## Fonts (optional)

### KI main, Image Awards Archive, and SBC websites

- All fonts are **Barlow** (available as a free Google font: <https://fonts.google.com/specimen/Barlow>).

### Documents and graphics produced by the external relations group

- Use **Gotham** or **DIN** or **DIN PRO** for titles, headers, and short graphic text.
- Use **Minion Pro** (used in print bios) or **Warnock Pro** (used in templated articles) for long text.

## Colors (optional)

### Main blue for headings and graphics

HEX: #206390  
R:32 G:99 B:144

### Secondary teal for design and print bio heading font

HEX: #00a4c4  
R:0 G:164 B:196

### Secondary light blue for design

HEX: #6facd7  
R:111 G:172 B:215

### Secondary light blue/gray for design

HEX: #e0e6ef  
R:224 G:231 B:239

### Main gray for headings and graphics

HEX: #969696  
R:150 G:150 B:150

### Secondary light gray for design

HEX: #bcbcbc  
R:188 G:188 B:188

### Dark gray for long text

HEX: #565656  
R:238 G:121 B:52

### Main orange for headings and graphics

HEX: #ef7934  
R:238 G:121 B:52

## Have questions?

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