



Logo files are provided in the following formats:

- CMYK (for print): .ai, .jpg
- PMS (exact color match for print): .ai
- RGB (for screen viewing): .png, .svg

These files are provided in MIT's core palette: MIT red, silver gray, bright red, black, and white (for dark backgrounds).

Note that the PMS files for MIT red have two versions: PMS 202 C for printing on coated paper, and PMS 7427 U for printing on uncoated. These two values result in a similar effect when printed. If you're unsure about which one to use, consult with your printer or contact mit-brand@mit.edu.

- 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. Use the .ai files for producing swag.
- For [social media](#), use the MIT logo icon or a photo. Your sub-brand logo may not be used as your social media icon because of legibility.

See the [Brand Guide website](#) for full details. Please contact mit-brand@mit.edu with any questions.