



**MIT PROFESSIONAL EDUCATION  
SHORT PROGRAMS**  
**Using Course Templates & Logos**

# Course Templates

Effective for Summer 2012, we are requesting all courses begin using newly-designed MIT PE templates for their courses. Our goal is to offer our participants professional-looking materials that are consistent with the MIT Professional Education brand.

**Any changes to these templates need advance approval from MIT Professional Education. Please email [pemarketing@mit.edu](mailto:pemarketing@mit.edu) with your request.**

## **Templates include:**

- Material Binder - front & back covers and binder spine
- Schedules for 1 to 5 day programs
- Name tags for staff
- Name tents
- Handouts
- PowerPoint template for presentations
- Sign-in sheet

Use the branded templates and follow the logo instructions for a consistent look and feel. You can find these materials on the Information for Faculty website under “COURSE TEMPLATES AND LOGOS”:

- <https://web.mit.edu/professional/summer/faculty/private/index.html>

## **Important note about PowerPoint Templates**

Please do not remove the MIT Professional Education Short Programs logo from these templates. If you need to, you may move the logo from side to side along the bottom if it conflicts with other imagery.

Do not distort or edit the logo in any way from its original perspective. If other logos are used alongside it, please make sure they are the same relative size.

## **Important note about Binder Template Options**

There are two different binder front cover and back cover options for you to choose from. Please do not swap out photos on the binder cover templates.

# LOGOS & USAGE

The MIT Professional Education Short Programs logo comes in two varieties—horizontally oriented and stacked—which can be used interchangeably depending upon the format and available space in any given usage context.

The identity should not be stretched, skewed, or otherwise altered. Neither should any part (institute identity, rule lines, typography, or chevrons) be separated from the whole.

\* NOTE: the PNG logo format, which also has “trans” in the file name, means they include a transparent background so you can place them on a color background properly. These are best used in word & powerpoint documents.

## COLOR LOGOS



## B/W LOGOS





# LOGOS & USAGE

There should be about a quarter inch of empty space around the logo so it does not get visually crowded.

## GOOD





## BAD

 <p><b>THIS COPY IS AN APPROPRIATE DISTANCE FROM THE LOGO</b></p>	 <p><b>THIS COPY IS TOO CLOSE TO THE LOGO.</b></p>
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# IDENTITY AND COLOR

The MIT Professional Education Short Programs logo may be placed on any color background as long as there is sufficient contrast between the logo and the background. All words/marks must be easily discernable.

## COLOR BACKGROUNDS - Appropriate Usage

## COLOR BACKGROUNDS - Inappropriate Usage

The logo should not have a white border around it when it is placed on top of a color background.

\* NOTE: the PNG logo format, which also has “trans” in the file name, means they include a transparent background so you can place them on a color background properly. These are best used in word & powerpoint documents.



## PHOTO BACKGROUNDS

Where appropriate, the identity may also be used on top of a photographic background. When using the logo over images the relative contrast between the logo elements and the background image must allow for clear legibility of all the logo elements (institute identity, rule lines, typography, and chevrons).

### GOOD



inappropriate  
usage

### BAD



appropriate  
usage

**PLEASE CONTACT [PEMARKETING@MIT.EDU](mailto:PEMARKETING@MIT.EDU)  
IF YOU HAVE ANY QUESTIONS ABOUT HOW TO USE  
THE MIT PROFESSIONAL EDUCATION SHORT PROGRAMS LOGOS.**