Guidelines for DAPER Logo Use

MIT logos are trademarked property owned by the Institute. DAPER has been granted use of certain logos which are therefore available to recognized club sports. In order for the logos to be used, the group/company must be licensed to use the logo.

1) Basic Info

- The logos can be printed on white, black, gray, or red backgrounds.
- The logos cannot be altered or added to in any way, including additional features, colors, rotation, or fonts.
- They must always be used to represent MIT, DAPER, and your individual club in the best light possible.

2) Color Info

Pantone Ink	Process Ink	Web and RGB
⬤ PMS 210C or 201U	C:24 M:100 Y:70 K:10	Hex: #993333, R:157 G:27 B:52
⬤ Pantone Black C or Black U	C:0 M:0 Y:0 K:100	Hex: #000000, R:0 G:0 B:0
⬤ PMS 7543C or 7543U	C:0 M:0 Y:0 K:36	Hex: #CCCCCC, R:163 G:173 B:184

3) Logo Options

A) Can add your sport's name underneath logo in "FlatIron" font in same sizing to "Engineers"

B) Can add your sport's name underneath the Beaver face in "FlatIron" font in same sizing to "Engineers"

C)

D) Club name can go underneath "MIT" in "FlatIron" font. Size of club name must be 30% height of "MIT"

E) Club name can go underneath "MIT" in "FlatIron" font. Size of club name must be 30% height of "MIT"

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4) Ordering Apparel/Uniforms

a) Select a Vendor: Recommended vendors include
　　　　CustomInk, http://www.customink.com/
　　　　Champion's Choice, Kristie Crampton KristieC@chchne.com

b) Contact Vendor for Pricing: Email or call them to get information about prices to see if it fits your budget

c) Describe Design to Vendor

d) Have Vendor contact DAPER to obtain logo: Have a representative from the company email Nick Jewell (njewell2@mit.edu) and Ken Johnson (krjjr38@mit.edu) so that we can confirm the company is licensed to use the logo. Ken will be the person who can provide the electronic version of the logo to the company.

e) Proof Approval: Have vendor send electronic proof to Nick Jewell (njewell2@mit.edu) and Ken Johnson (krjjr38@mit.edu) for approval.

5) Arrange Payment with vendor through Student Activities Office