




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

<i>Pantone Ink</i>	<i>Process Ink</i>	<i>Web and RGB</i>
 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)



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



C)



D) Club name can go underneath “MIT” in “FlatIron” font



E) Club name can go underneath “MIT” in “FlatIron” font



4) Ordering Apparel/Uniforms

a) *Select a Vendor:* Recommended vendors include CustomInk and Champion’s Choice

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 Miles Roberts (mhrob@mit.edu) so that we can confirm the company is licensed to use the logo. Miles 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 Miles (mhrob@mit.edu) for approval.

5) Arrange Payment with vendor through Student Activities Office