

Our Branding

The Short Guide

Our Branding

- 4 What is CSAIL?
- 5 Our Home is Our Inspiration
- 6 Clarity and Consistency
- 7 Basic Elements of Design
- 8 Our Logo
- 9 Logo Family Tree
- 10 Monochrome Logo Family
- 11 Protecting the Logo
- 12 Minimum Size Usage
- 13 CSAIL Primary Logo and MIT Schwarzman College of Computing Logo
- 15 Dual Branding Lock-ups
- 16 Maintaining Integrity (Do/don't)

Basic Elements

- 17 Typography: CSAIL Ebony
- 20 Color
- 23 When to Use Secondary Colors
- 24 Photography
- 25 Patterns
- 26 Putting It All Together

Templates

- 27 Stationery
- 28 Business Cards
- 29 Letterhead
- 30 Email signature
- 31 Presentation Slides
- 32 Research Poster
- 33 Headers
- 34 Pop-up Banner
- 35 Folder
- 36 Notional Examples

Contact Us

- 37 Contact Us

What is CSAIL?

Mission

MIT CSAIL pioneers research in computing that improves the way people work, play, and learn.

Purpose / Who Is Served?

- The MIT Community
Advances in computing elevate everything at MIT, enhancing the potential for discovery, engineering, and modeling across the university.
- The U.S.
CSAIL—its discoveries and its entrepreneurial members—has an enormous impact on the nation's economy, its academic reputation, and its culture.
- The Human Community
Computing improves the quality of our lives. It opens up new opportunities and can ease geographic and cultural barriers.

MIT CSAIL pioneers research in computing that improves the way people work, play, and learn.

Values

- Fearlessness + Enthusiasm
We are not afraid to imagine the impossible. Passion drives us to find the right solutions to tough challenges.
- Creativity + Intelligence
We are not tethered to dogma or convention. We celebrate original solutions that work well in the real world and are inspired, bold, surprising, and elegant.
- Diversity + Collaboration
CSAIL is the largest lab at MIT, enabling collaboration among students and faculty with a multitude of interests, opinions, and backgrounds. We emphasize service, collegiality, mentorship, and self-improvement over competitiveness.
- Confidence + Openness
We are proud of what we have accomplished. At the same time, we understand that progress is impossible without an open mind: the willingness to ask questions and seek help, the desire to listen, and the confidence to celebrate the successes of others.
- Optimism
We're excited about what the future holds, whether in 5 years or 50 years. We know that our faculty and students will continue to push the boundary of what's possible, developing innovations that improve the way we live and inspiring as-yet-unborn generations of scientists and technologists.

Our Home is Our Inspiration

The Ray and Maria Stata Center's interplay of polygons, angles, volumes, colors, and materials were our building blocks. The Stata Center is built on the site of MIT's legendary Building 20, a "temporary" timber-framed building constructed during World War II that served as a breeding ground for many of the great ideas that were born at MIT. Designed by renowned architect Frank O. Gehry, the Stata Center is meant to carry on Building 20's innovative and serendipitous spirit, and to foster interaction and collaboration across many disciplines. Pulitzer Prize-winning critic Robert Campbell wrote that the building is "a work of architecture that embodies serious thinking about how people live and work, and at the same time shouts the joy of invention."

A brand is not a logo.

A brand is the emotion behind what somebody feels, sees and learns about CSAIL through every interaction with our organization.



Clarity and Consistency
 Use these identity guidelines to help make the right choices when creating communications – what to do and what not to do with our logo, type, color and photography.



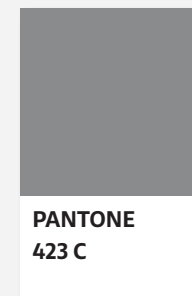
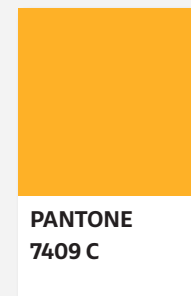
We use the forms and colors of the building to create a memorable image that is immediately associated with the laboratory.

Basic Elements of Design

The CSAIL brand identity consists of a logotype, a tagline, a color palette and a typographic system. All of these elements, when used together properly, embody the character, values, beliefs and goals of CSAIL. Always keep in mind what is unique to our lab, our foundational messages, and the audience you are speaking to. We want to develop a constant and recognizable voice that resonates with people, both internally and externally.



compute. collaborate. create.



Our Logo

Our brand is more than our logo, but the logo is the cornerstone of the brand. Use the logo prominently on all CSAIL communication materials.

It can appear on its own, or in combination with the tagline, "Computer Science & Artificial Intelligence Laboratory". You will find several variations of the logo that are designed for specific situations. Choose the correct one depending on the size that it will be shown, the color scheme and the overall composition. Never modify the logotype in any way.

We included the MIT initials in our primary logo, this means that in many circumstances we don't need to duplicate the MIT name or logo in our communications.



Logo Family Tree

The primary logo can appear without the lab name, or with the name below or to the right.

The tag logo also has a tall and a wide version that you can choose to best fit your situation.

The secondary logos are used for research areas and lab-specific programs.

It is not necessary to include the MIT logo or the primary logo when you use the secondary or tertiary logo.

There are many situations when we want to use our logo, and there is no one version that will work in every situation. Choose the correct version for your situation.

PRIMARY



Computer Science &
Artificial Intelligence
Laboratory

Computer Science &
Artificial Intelligence
Laboratory

TAG



compute. collaborate. create.



compute.
collaborate.
create.

SECONDARY



Alliances



Alliances

TERTIARY



Advanced Network
Architecture Group



Advanced Network
Architecture Group

Monochrome Logo Family

The monochrome version has been particularly drawn considering optical adjustments.

PRIMARY



Computer Science & Artificial Intelligence Laboratory

Computer Science & Artificial Intelligence Laboratory

TAG



compute. collaborate. create.



compute. collaborate. create.

SECONDARY



Alliances



Alliances

TERTIARY



Advanced Network Architecture Group



Advanced Network Architecture Group

Please use this artwork when working in monochrome, it is not the same as taking the full color logo and changing it into the black.

Protecting the Logo

In order to maintain the visual integrity of the master logo, there are rules outlining the amount of clear space surrounding the logo.

This is known as the exclusion zone. The CSAIL logo exclusion zone is determined by using the height of the uppercase I and applying it as a border measurement.



Minimum Size Usage

We created two drawings for the optimum performance of the logo at different sizes: regular and large. Please follow the rules indicated in these examples to make the right selection.

To achieve good legibility it is essential that the logo should never be used below 1.25 inches or 90 points in width on any printed applications.

When using the logo for web applications please always use the regular size.

Use the large logo from 3.5 inches onwards.

For some applications the logo can be reduced to 85 points in width, for these specific cases you should request the final artwork.



90 pt or 1.25 in

Regular



255 points or 3.5 inches

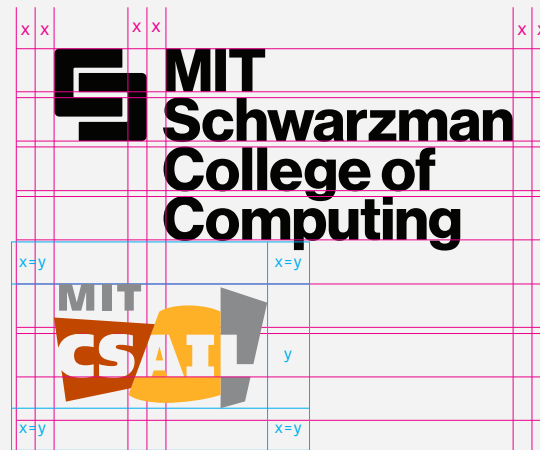
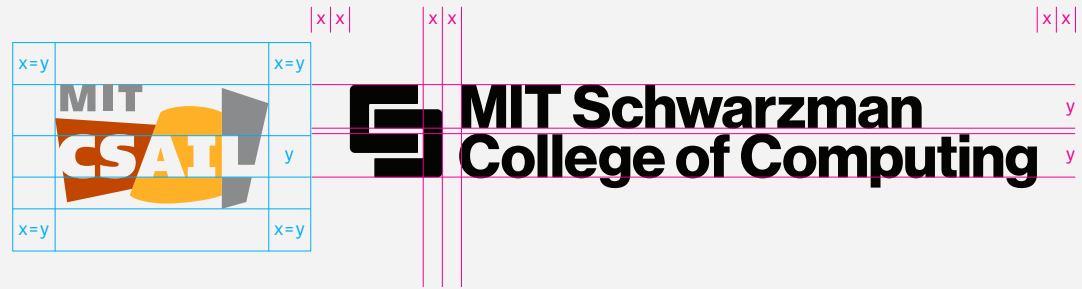
Large

CSAIL Primary Logo and MIT Schwarzman College of Computing Logo

When applying the CSAIL Primary logo and the MIT Schwarzman College of Computing (SCC) logo together, we should consider the minimum distance between them. If we respect the CSAIL exclusion zone, which is slightly larger than the SCC logo's (shown in magenta), we are respecting both logos safety areas as indicated in their respective guidelines.

Spacing guidelines are in place for the minimum amount of space between the two logos.

The size of the CSAIL logo should match, as closely as possible, the height of the SCC symbol. We recommend matching the baseline of the initials in the CSAIL logo with the baseline of the initials in the SCC symbol. By following this arrangement, the size of the capital letters almost matches in both logos.



CSAIL Primary Logo and MIT Schwarzman College of Computing Logo

The primary version of the logo should always be used when paired with the SCC logo. This is so the legibility of the CSAIL logo is maintained.

The SCC logo has horizontal and vertical orientations. The CSAIL logo can be placed to the left, right or below the SCC logo, never above. The orientation used will depend on the application.

The logos can be shown further apart depending on the application.

CSAIL logo can be shown in the 3-color version of the logo or in any of the approved CSAIL colors as long as legibility is retained. The SCC logo and logo mark should always remain in black when paired with the CSAIL logo.

For more information on use guidelines for the SCC logo, please review the MIT Schwarzman College of Computing Identity Guidelines.



Dual Branding Lock-ups

Lock-up means the relative size and the relative spatial position of two or more logos.

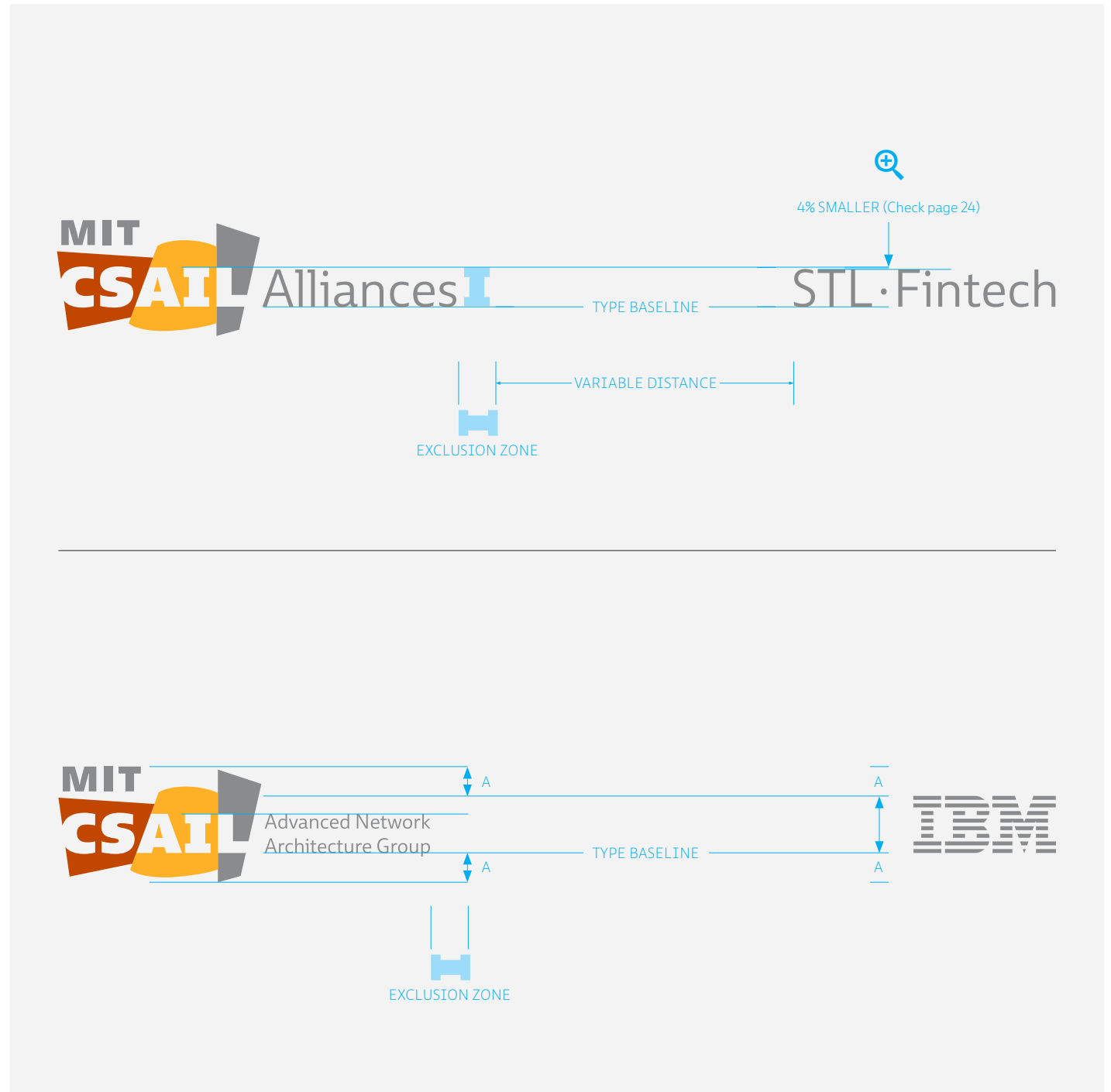
The MIT CSAIL logotype has been designed with precision and proportion in mind.

Each MIT CSAIL logotype with sub-brands name lock-up has been specially created for consistency and legibility.

At times our logotype will be used alongside the logos of other organisations. There is a fixed relationship which applies to MIT CSAIL dual-branded material:

- baseline
- suggested area
- total height

The minimum distance between logos is determined by the exclusion zone, determined by using the height of the uppercase I and applying it as a border measurement.



Maintaining Integrity (Do/don't)

The CSAIL logo is the official mark of the lab. It should never be tweaked, stretched, or otherwise manipulated, but reproduced with consistency and integrity.

Failure to use the logo according to these guidelines may hinder CSAIL's ability to maintain its trademark and other intellectual property claims with respect to the mark.

Always ensure the proportions of the logo are locked when scaling.

Tip: Hold shift and pull from the corners to maintain the aspect ratio.

It should never be distorted, shown at an angle, or filled with pattern, texture, or photographic imagery.

1. Do not condense.



2. Do not stretch.



3. Do not re-arrange or re-position.



4. Do not extract graphic elements.



5. Do not extract graphic elements.



6. Do not rotate.



7. Do not distort the shapes.



8. Do not decorate the logo.



9. Do not change color.



10. Do not insert images in letter-forms.



11. Do not compromise legibility.



12. Do not compromise legibility.



Typography: CSAIL Ebony

This typeface has various weights and styles. Careful use of the range is part of our voice. Ebony is a type family that cleverly seeks a balance between the openness and legibility of humanist sans serifs and the striking and more regularized character of grotesques. Designed by Veronika Burian and José Scaglione under the name Ebony, CSAIL Ebony has several unique glyphs that work with our brand. Ebony's range of dark weights with taut and powerful curves can boost any headline, while the lighter weights create an approachable and clean feel in blocks of continuous text.

imagine the impossible!

Bold

**compute.
collaborate.
create.**

"We love what we do"

explore new ideas

foundations of computing

Mind & Hand

ELEGANT

corageous reserach

openness

Tip: When CSAIL Ebony is not available use Arial Regular or Bold instead.

Typography: CSAIL Ebony

The CSAIL Ebony family was selected because it is expressive, open and legible at all sizes. Flexibility comes from using one type family that contains all necessary styles.

Here we give you some handy tips for its use.

Heavy-weights for emphasis in titles

Use Thin for lighten a long heading

Use italics for emphasis rather than all caps

Oldstyle numbers I23456789 blend better with text settings

Two weight-pairs can do the job

Thin **Semibold**
Light **Bold**
Regular **Extrabold**

Auto justified text often causes unsightly rivers in a block of text. Try flush right text instead.

- When setting lists use bullets rather than dashes.
- Bullets are part of the standard character set.

Google Documents

Where a user does not have the CSAIL Ebony typeface family installed on their computer, Arial Regular and Bold may be used instead. All users may use Arial for standard internal needs such as Google Documents and all email applications.

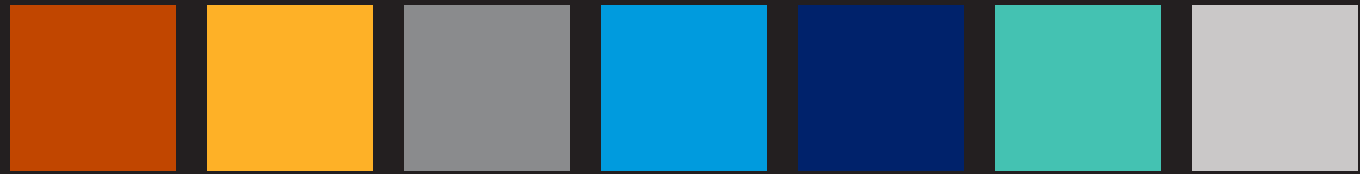
When we have long blocks of text we recommend the serif type Georgia.



Color

The colors of the logo were inspired by the materials used in the construction of the Stata Center. These shades of brick red, glossy yellow and metallic grey are carefully balanced and instantly recognizable.

You will sometimes need to use other colors to complement and enhance these three primary colors. The four secondary colors fulfill that purpose. In addition, tints and shades are useful in a wide variety of situations.



PANTONE 1525 C	PANTONE 7409 C	PANTONE 423 C	PANTONE 2925	PANTONE 2756	PANTONE 3258	PANTONE 420
C2 M77 Y100 K9	C0 M31 Y100 K0	C22 M14 Y18 K45	C85 M21 Y0 K0	C100 M98 Y0 K15	C59 M0 Y30 K0	C6 M4 Y7 K13
R185 G71 B0	R240 G179 B35	R137 G141 B141	RO G156 B222	R21 G31 B109	R73 G197 B177	R199 G201 B199
HTML B94700	HTML F0B323	HTML 898D8D	HTML 009CDE	HTML 151F6D	HTML 49C5B1	HTML C7C9C7



Tints and Shades

A *tint* is the *hue* plus white,
and a *shade* is the *hue* plus black

Color

When designing for the web or any screen application, use the HTML colors shown here, in HEX. For print applications, or any physical design, always reference the Pantone for reliable color reproduction. If there is any doubt, a color chip from Pantone (available from the Logo Committee) is the correct color.

Source: **PANTONE® Color Finder**
<https://www.pantone.com/color-finder#/>

The two shades we suggest are around 25% and a 50% addition of black to our hue colors. We also recommend to use three tints of 75%, 50% and 25%.



Shades of each color can be obtained with the Color Guide tool provided by Adobe Illustrator. Other applications like PowerPoint automatically generate these options.

Source
<https://highintegritydesign.com/tools/tinter-shader/>

#6D2B00	#906B13	#515555	#0D1341	#005C86	#2D7569	#777977
#933900	#C08F1B	#6D7171	#111957	#007CB2	#3B9D8D	#9FA19F
#B94700	#F0B323	#898D8D	#151F6D	#009CDE	#49C5B1	#C7C9C7
#CE7D4E	#F6CB65	#ADAEAE	#5A619A	#4EBAE7	#7FD7C9	#D9D8D9
#DCA182	#FADB91	#C5C4C4	#888DB8	#82CEED	#A3E3D9	#E5E2E5
#EAC5B6	#FEEBBD	#DDDADA	#B6B9D6	#B6E2F3	#C7EFE9	#F1ECF1

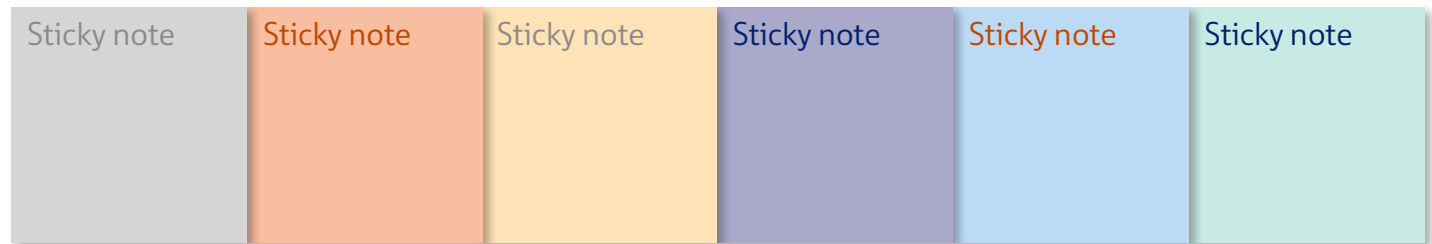
Color

Beyond our logo, color is a highly recognizable element of our visual identity. Our brand colors reflect our bold, diverse community. Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive CSAIL brand.

It is essential that the secondary palette colors are never applied to the CSAIL logos either primary, tagline, secondary or tertiary.



Contrast between the foreground and background is one of the most important factors for the ease of reading. Always use darker colors for small text on white background.



When to Use Secondary Colors

It is essential that the secondary palette colors below are never applied to the CSAIL primary logo, Tagline logo, Secondary logos or Tertiary logos.

The secondary color palette should only be used sparingly as highlight or background colors for applications.

While the secondary color palette can also be used for body copy and titles, it is essential to maintain legibility. The range of colors in our secondary palette has been chosen for flexibility; these colors are not assigned to a particular Group or category.

Examples in this page include: Research Poster, Presentation Templates and Events Screen.


column of a satisfactory text size. The y regarded as

tion easier to

Let your poster breathe


Designing your poster, don't be afraid of white or negative space, if you fill every inch your poster will look clutter and will be hard for viewers to take in. In fact as much of 40% of your poster should be blank. Use this space strategically to draw attention to your messages.

40%



ayout

into three clear to readers



6

7

Size matters

Even if your poster looks great and includes the right level of information if the text is too small will annoy visitors and drive away your audience. A good rule of thumb is to have everything visible from 6 feet away and nothing smaller than 24 points. This is 36 pt on 48 pt.

84 points	Title
60 points	Sub-Titles
36 points	Intro / Pull Quote
<small>24 points</small>	<small>Body Copy</small>

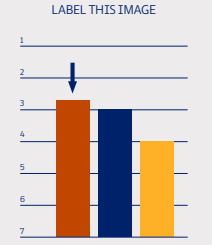
Re-figure your figures

Don't assume that a standard figure can be simply be slapped onto your poster, simplify your graphs and provide titles and even arrows to help your fellow readers along.

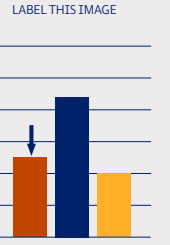
Considering re-labelling your images with more general descriptions so that colleagues from outside your specific field will still get the basic of the given experiment. And finally use summary statistics, these are used to summarize a set of observations, in order to communicate the largest amount of information as simply as possible.

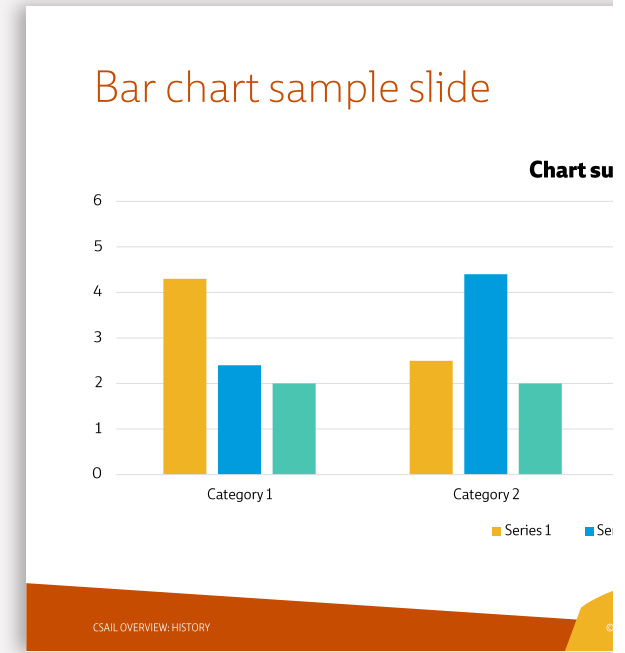
Note: For multiple column work, a better average per line is 40 to 50 characters.

LABEL THIS IMAGE



LABEL THIS IMAGE





We understand that choosing a color palette can be tricky sometimes. Keep graphics as simple as possible, always prioritizing legibility.

January 2019

23

Thesis Defense: Diversity-Inducing Probability Measures for Machine Learning
(12:00 PM)

Biomedical Imaging and Analysis 2018 - 2019: Invariant Representations & the Scanner Problem
(4:00 PM)

24

Fostering an Ecosystem for Smartphone Privacy
(2:00 PM)

29

CSAIL Alliances Tech Talk 2018 - 2019: Apple TAP Tech Talk @ CSAIL
Tuesday, January 29 from 12-1pm:
Featuring Siri & HomePod Teams
(12:00 PM)

30

Batteryless Intermittent Computer Systems
(3:00 PM)

MIT CSAIL Events

Photography

These are some examples of working with existing photography and some key tips for future shots.

Keep images as simple as possible. Maintain focus on one single element or situation and leave breathing space for possible typographic applications.

When photographic backgrounds don't provide enough legibility, additional color/gradient or *vignetting* treatments might be necessary.

Neutral backgrounds can help to cut and paste elements in order to re-organize them towards a convenient composition between images and typography.

Duotone images can also help to unify photographs when coming from varied sources without and ideal color coordination.

Do you need high quality photos to use in your materials? CSAIL has a photo gallery available to members of the lab.

You can access it at <http://media.csail.mit.edu/>

Please credit the images to: Jason Dorfman CSAIL/MIT.



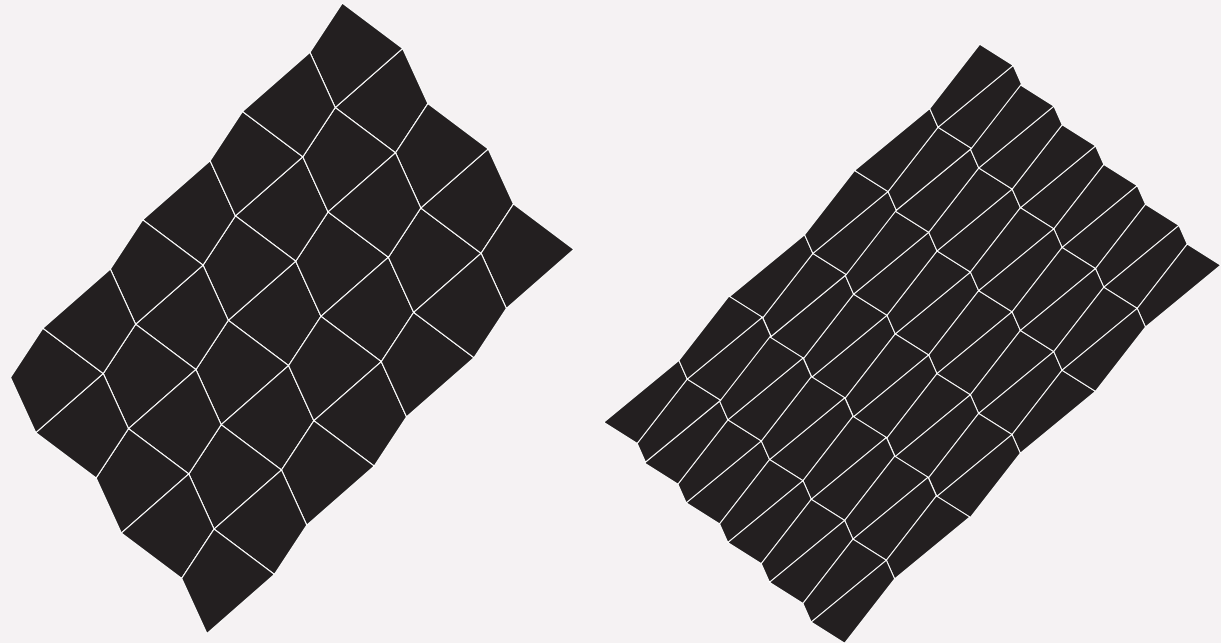
Patterns

We have a variety of graphic tools that create a unique look and make our communications recognizable.

Two basic patterns have been created from the logo's geometry. These patterns can help in many graphic situations: headers, footers, posters, flyers or any piece of communication that can be enhanced by these devices.

We can achieve different results by manipulating the patterns at various scales. This is a good way to kickoff a design piece for achieving unexpected results and dynamic compositions.

Patterns can provide us interesting solutions for specific cases, working together with color we can create graphic elements to help us resolve design pieces in an integrated and coherent manner.



Putting It All Together

A set of brand guidelines can at first feel restricting (all those rules!). But, you will often find that within a set of constraints, your creativity is channeled and enhanced. Set up a grid when creating any visual communication.

Generous margins allow the eye to settle. Columns help organize type and image, while creating rhythm and balance. Use distinctive type sizes for clear categorization of information.

Once we have our grid set up we can compose our content freely and even break the structure following other compositional lines like the angles of our logo.

Try always to place the logo on the left hand side of any poster, flyer or publication. The hierarchy of MIT, CSAIL and groups within CSAIL are read from left to right.



Stationery
 Buisness cards
 Letterhead
 Envelope
 Flyer
 Agenda

MIT CSAIL Computer Science & Artificial Intelligence Laboratory

compute. collaborate. create.


Praesent 13, 2019

Sed Pellentesque
 Pellentesque 2956 1B
 C1426DVB Buenos Aires
 Quisque

Sed Pellentesque,

Sed vel dui leo. Duis ut aliquet nulla. Pellentesque quis est in nunc rhoncus placerat nec eget justo. Aliquam rutrum neque vel nibh luctus, in mattis velit lacinia. Duis scelerisque sapien est, sit amet vulputate lectus laoreet nec. Aliquam erat volutpat. Praesent et tristique libero, sed auctor ex. Vivamus aliquam eros vitae euismod pretium. Aliquam velit ipsum, congue ac nunc id. laoreet ultrices dui. Etiam aliquam felis purus, sed blandit diam porta a. Fusce finibus dui sed turpis pharetra, ac dapibus nisi viverra. Quisque sed viverra nibh.

Sed vel dui leo. Duis ut aliquet nulla. Pellentesque quis est in nunc rhoncus placerat nec eget justo. Aliquam rutrum neque vel nibh luctus, in mattis velit lacinia. Duis scelerisque sapien est, sit amet vulputate lectus laoreet nec. Aliquam erat volutpat. Praesent et tristique libero, sed auctor ex.

Sed vel dui leo. Duis ut aliquet nulla.
 Aliquam

 Lorem Ipsum


csail.mit.edu
 The Stata Center
 Building 32, 32 Vassar St.
 Cambridge, MA 02139
 United States

MIT CSAIL Computer Science & Artificial Intelligence Laboratory

Daniela Rus
 Director
 +1 617 258 7567
 rus@csail.mit.edu

csail.mit.edu
 The Stata Center, 32-368
 32 Vassar Street
 Cambridge, MA 02139
 United States

compute. collaborate. create.



MIT CSAIL Computer Science & Artificial Intelligence Laboratory

Agenda

December 15, 2017
 STL@CSAIL Annual Meeting:
 MIT Stata Center
 Building 32-G449
 32 Vassar Street
 Cambridge, MA 02139

8:30am–9:30am Executive Board Meeting - 32-G882

STL ANNUAL MEETING - 32-G449 (Kiva Conference Room)

9:30 am **Welcome**
 Lori Glover, *Executive Director*, STL@CSAIL

9:40 am **Transforming Medicine**
 Professor John Guttag, CSAIL

10:20 am **Funded Project Overview**

10:20–10:40 am **Deep Learning Architectures that Enable Interpretable and Informative Classification** Aleksander Madry and Bruce Tidor

10:40–11:00 am **A Hardware and Software Architecture for Scalable Machine Learning and Big-Data Analytics** Daniel Sanchez


11:00–11:20 am **Partially Opening the Black Box: Robustness and Stability for Complex Machine Learning Models** Stefanie Jegelka

11:20–11:40 am **Robust Automated Intelligence for Health Data via Bayesian Model Discovery** Vikash Mansinghka (co-PI), Josh Tenenbaum (co-PI), David Sonntag, Tamara Broderick

11:40 am **Q&A- small group meetings with researchers on projects**

CSAIL START-UP SEMINAR SERIES

A Hitchhiker's Guide to Software Patents

 Presented by Cynthia M. Gilbert
 Esq. Founding Partner, Blueshift IP

BLUESHIFT IP

Ms. Gilbert will provide an overview of different types of intellectual property before discussing the factors that go into determining whether, when, and how patent applications can help further a company's business objectives. She will also discuss strategies for navigating changing legal requirements for software patents and business challenges specific to entrepreneurs.

**THURSDAY, MAY 11, 2017
 6:00PM EST**

**Ray and Maria Stata Center
 32-D463, 32 Vassar St.
 Cambridge, MA 02139**

Light refreshments will

Computer Science & Artificial Intelligence Laboratory
 The Stata Center, Building 32
 32 Vassar Street
 Cambridge, MA 02139 United States

César Sesio
 Echeverría 2755 D
 C1428DRW Buenos Aires
 Argentina

MIT CSAIL compute. collaborate. create.

Business Cards

Redesigned CSAIL stationery extends our visual brand into personal communications.

Business cards and letterheads are available in styles ranging from primary to secondary groups, both as printed versions and for letterheads as Word documents for desktop use.



Computer Science &
Artificial Intelligence
Laboratory

Daniela Rus
Director

+1 617 258 7567
rus@csail.mit.edu

csail.mit.edu
The Stata Center, 32-368
32 Vassar Street
Cambridge, MA 02139
United States

Professor Daniela Rus

Director
CSAIL

Andrew (1956) and Erna Viterbi
Professor EECS, MIT

Director
Toyota-CSAIL
Research Institute

Associate Director
MIT Quest for Intelligence



Lori Glover, J. D.
Managing Director

+1 617 715 2460
loriglover@csail.mit.edu

cap.csail.mit.edu
The Stata Center, 32-362
32 Vassar Street
Cambridge, MA 02139
United States

Lori Glover, J. D.

Managing Director
Alliances

Executive Director
CyberSecurity@CSAIL

Executive Director
SystemsThatLearn@CSAIL

Executive Director
FinTech@CSAIL



Jessica Gibson
Marketing, Media
& Events Manager

cap.csail.mit.edu
The Stata Center, 32-363C
32 Vassar Street

compute.
collaborate.
create.

Letterhead

These examples show a few variables available in the Word Template. On the top left is the generic letterhead and below it a continuation page with a horizontal footer.

On the top right you can see a personalized first page showing how the text fits within the margins and below it, a continuation page with the vertical footer.

Auto justified text often causes unsightly rivers in a block of text. Try flush right text instead.



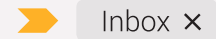
Email Signature

The CSAIL logo represents us at the very highest level and is vitally important to our brand. It acts as a signature, an identifier and a stamp of quality. It is, and should always be, the most consistent component in our communications.

Leaving a lasting impression is hard. Doing it at the end of an email is even harder.

A strong email signature is attention-getting, but professional. It's not flashy, but it's not bland either.

Email Signature



Name Lastname <name@csail.mit.edu>
to David, me, Jessica ..

Hi David and Cesar

Here is a signature that has the most information we can think lab members will want.
Many thanks.

Title. Name Lastname (pronoun/s)
Job Title / Academic Degree
Group, Individual You Work For
MIT Computer Science and Artificial Intelligence Laboratory
website address

name@csail.mit.edu
Office +1 234 567 8900 · Cell +1 234 567 8900
Twitter @MIT_CSAIL

The Stata Center, Room Number/s
32 Vassar Street
Cambridge, MA 02139 United States



Presentation Templates

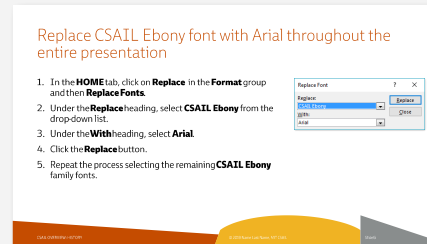
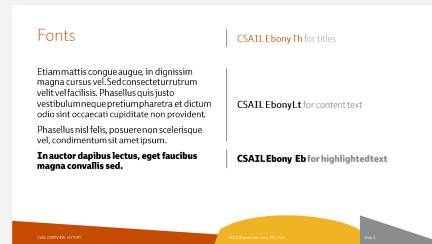
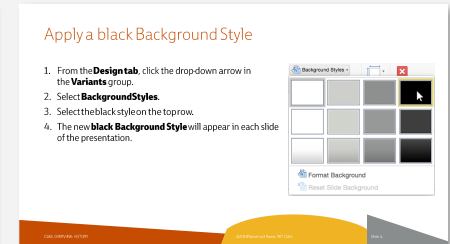
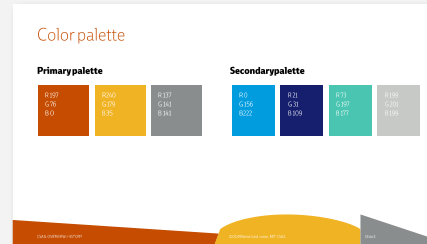
Please use the provided templates when creating slides for any presentation.

Two templates are provided depending on your preference for horizontal footer or a vertical side bar. Do not mix one with the other.

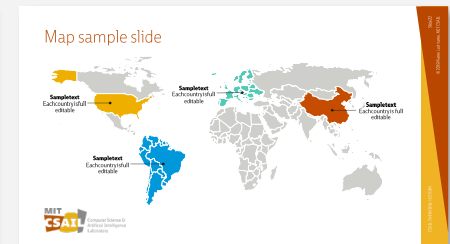
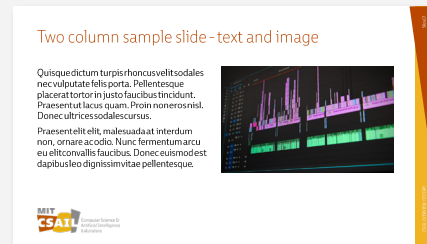
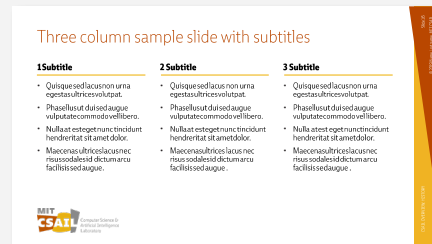
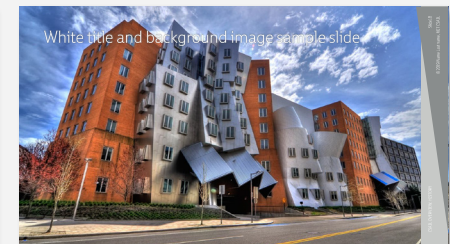
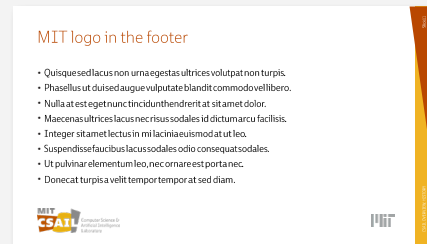
We recommend the vertical side bar template for dual branding presentations. This composition allows us to insert the CSAIL logo on the bottom left corner of the screen and include any second logo on the right hand side.

In case you prefer a more subtle background, because it is projected to a big audience or perhaps because your presentation contains lots of photographs, you may apply a black background. Please find the instructions on page 4 of the template.

HORIZONTAL FOOTER



VERTICAL SIDE BAR



Research Posters

Posters should be considered a snapshot of your work intended to engage colleagues in a dialog about the work.

We have created two templates as jumping off points - you will need to rearrange the elements depending on your specific content. These are few tips for making a better research poster:

- Cut down on text
- Tell a story
- Let your poster breathe
- Work within our CSAIL color palette
- Have everything visible from 6 feet away
- Don't use too many fonts, two weight-pairs can do the job
- Think of a concise, interesting short title
- Figures are the most effective element of your poster

Use a concise, interesting title

Many conference attendees scan the poster's section title to find the presentations they don't want to miss.

Cut down on text

You don't need to include all information.

Choose a comfortable measure.

The measure is the number of characters in a single line of a column of text. Anything from 45 to 75 characters is widely regarded as a satisfactory length of line for a single-column page set in a text face in a text size. The 66-character line (counting both letters and spaces) is widely regarded as ideal. For multiple column work, a better average is 40 to 50 characters.

Justifying your text on the left-hand side makes the information easier to read.

Let your poster breathe

Designing your poster, don't be afraid of white or negative space, if you fill every inch your poster will look clutter and will be hard for viewers to take in. In fact as much of 40% of your poster should be blank. Use this space strategically to draw attention to your messages.



Size matters

Even if your poster looks great and includes the right level of information if the text is too small will annoy visitors and drive away your audience. A good rule of thumb is to have everything visible from 6 feet away and nothing smaller than 24 points. This is 36 pt on 48 pt.

84 points

60 points

36 points

24 points

Title

Sub-Titles

Intro / Pull Quote

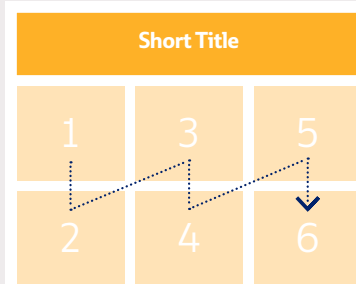
Body Copy

Tell a story

Structure is so important to a poster as it is to a paper.

Present your ideas with a logical order with your poster layout facilitating this organizations.

One popular option is to split a horizontally oriented poster into three columns, regardless of the pattern you choose, make sure is clear to readers where the start and end.



Choose the right color palette

Color can really liven up your poster but please be selective.

- Only use three defined colors
- Avoid those that are too bright or print poorly
- Don't use patterns
- Don't use dark colors for the background

These could be distracting, hard on eye and they could make your figures look bad. Keep it simple, while it is the easiest to work with and the cheapest to print.

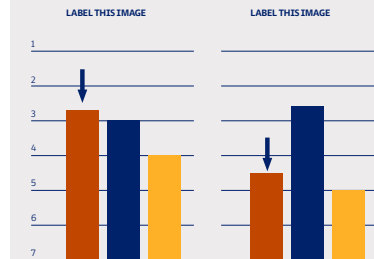


Re-figure your figures

Don't assume that a standard figure can be simply be slapped onto your poster, simplify your graphs and provide titles and even arrows to help your fellow readers along.

Considering re-labeling your images with more general descriptions so that colleagues from outside your specific field will still get the basic of the given experiment. And finally use summary statistics, these are used to summarize a set of

observations, in order to communicate the largest amount of information as simply as possible. Note: For multiple column work, a better average per line is 40 to 50 characters.



Headers

Headers can help differentiate projects and groups.

Headers are used in printed promotional materials for seminars and initiatives or for websites. Customize the image to represent your event, group, or research.



Pop-up Banner

Here is an example of a creative application of our brand in a banner.

Pop-up banners are used to promote the lab at events highlighting lab members and research.

If you would like to use a pop-up banner for one of your events, reach out to the CSAIL Director's Office.



Folder

Pocket folders are a good choice when your documents need to be easily accessible, secure and ready to go at a moment's notice.

Our folder showcases current lab research. Pictures and text are updated as projects and research change.

If you would like to see your research featured, please contact the CSAIL Logo Committee.

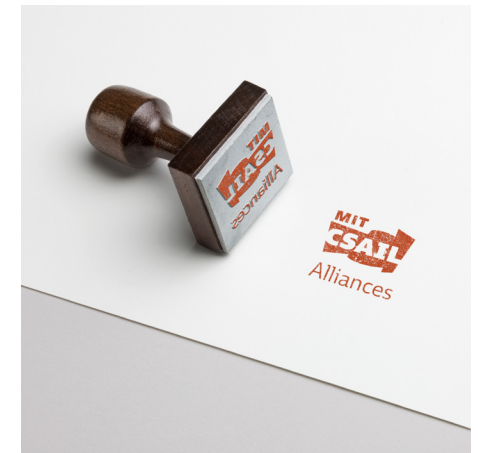
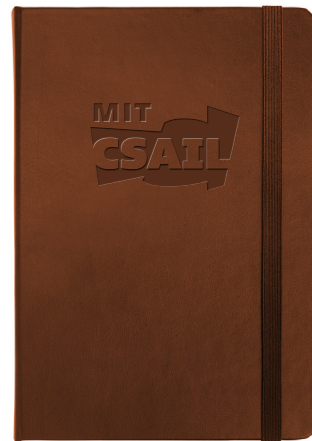


Notional Examples

Be creative! Use the CSAIL brand to express our values in everything you make.

Enthusiasm, intelligence, diversity, openness and optimism are the hallmarks of the laboratory.

Your participation is vital to the success of this project. We hope that you keep these guidelines handy and refer to them often. Our goal is to increase recognition worldwide for all of the amazing work that CSAIL does every day.



Contact Us

Contact us with questions, comments, suggestions or to learn how we can help your group or department develop its visual expression.

CSAIL Logo Committee:

csail-logo@lists.csail.mit.edu

**Visual Communications
System Renewal Effort
Acknowledgements**

Mission, values, tagline development committee

Srini Devadas (Chair), Patrick Winston, Justin Solomon,
Adam Conner-Simons, Stefanie Mueller, Ankur Moitra, Charles Leiserson,
Una-May O'Reilly, Lori Glover, Jessica Gibson

Logotype committee

Una-May O'Reilly (Chair), Charles Leiserson, Lori Glover, Jessica Gibson,
Adam Conner-Simons, Nicole Hoffman, Vicki Palay, Tom Buehler

Visual communications system committee

Una-May O'Reilly (Chair), Charles Leiserson, Daniel Jackson, Jack Costanza,
Jessica Gibson, Nicole Hoffman, Lauralyn Smith

Visual communications implementation committee

Una-May O'Reilly (Chair), Jessica Gibson, Nicole Hoffman

Supporting organizations

David Small (Small Design Firm): Project Director

César Sesio: Graphic Designer

Sarah Morris: "Guidelines for Written Communications" Editor

BlueBird Graphics

Proun Design

TIG

CSAIL Pretty Committee