

Our Branding

Our Branding

Brand Guidelines for the MIT
Computer Science & Artificial Intelligence
Laboratory

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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.

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.

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

Our Home is Our Inspiration

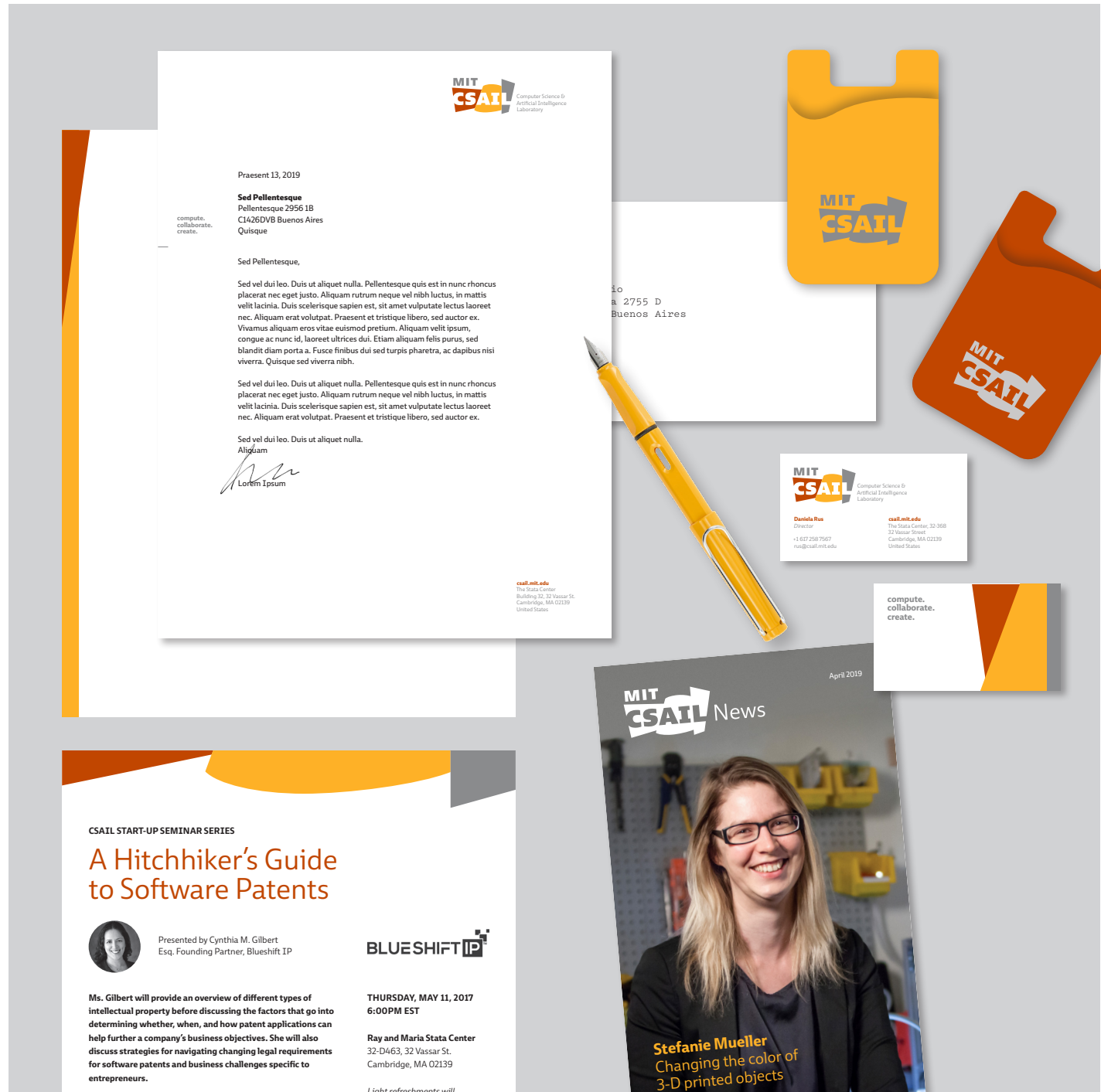
The Ray and Maria Stata Center's interplay of polygons, angles, volumes, colors, and materials were our building blocks. The Stata Center is built on the site of MIT's legendary Building 20, a "temporary" timber-framed building constructed during World War II that served as a breeding ground for many 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.



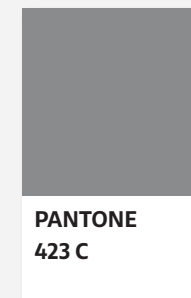
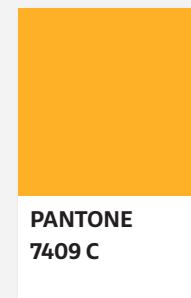
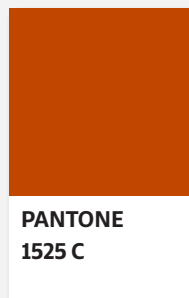
We use the forms and colors of the building to create a memorable image that is immediately associated with the laboratory.

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

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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.



Proportion and Legibility

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

Each letter has been spaced for ease of legibility for use on various applications. It should never be re-created or modified.



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

Logo Primary Pantone



**Logo Primary Pantone
Vertical and Horizontal**

Please use this logo when we are communicating with people who are not familiar with our solo logo or in an international context.



Computer Science &
Artificial Intelligence
Laboratory



Computer Science &
Artificial Intelligence
Laboratory

**Tagline Logo Pantone
Vertical and Horizontal**

When we want to emphasize our spirit and values, please use the logo with the tagline.

You should never use the tagline logo together with other CSAIL logo versions, you should choose one.



compute. collaborate. create.



**Secondary Logo Pantone
Vertical and Horizontal**

When you are speaking not for CSAIL broadly but only for a group use the secondary logo.

You should never use the primary or secondary logo together with the secondary one, you should choose using one or the other.



**Tertiary Logo Pantone
Vertical and Horizontal**

When you are speaking not for CSAIL broadly but are representing work of your group, use the tertiary logo.

You should never use the primary or secondary logo together with the tertiary one, you should choose using one or the other.



Advanced Network
Architecture Group



Advanced Network
Architecture Group

Protecting the Logo

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

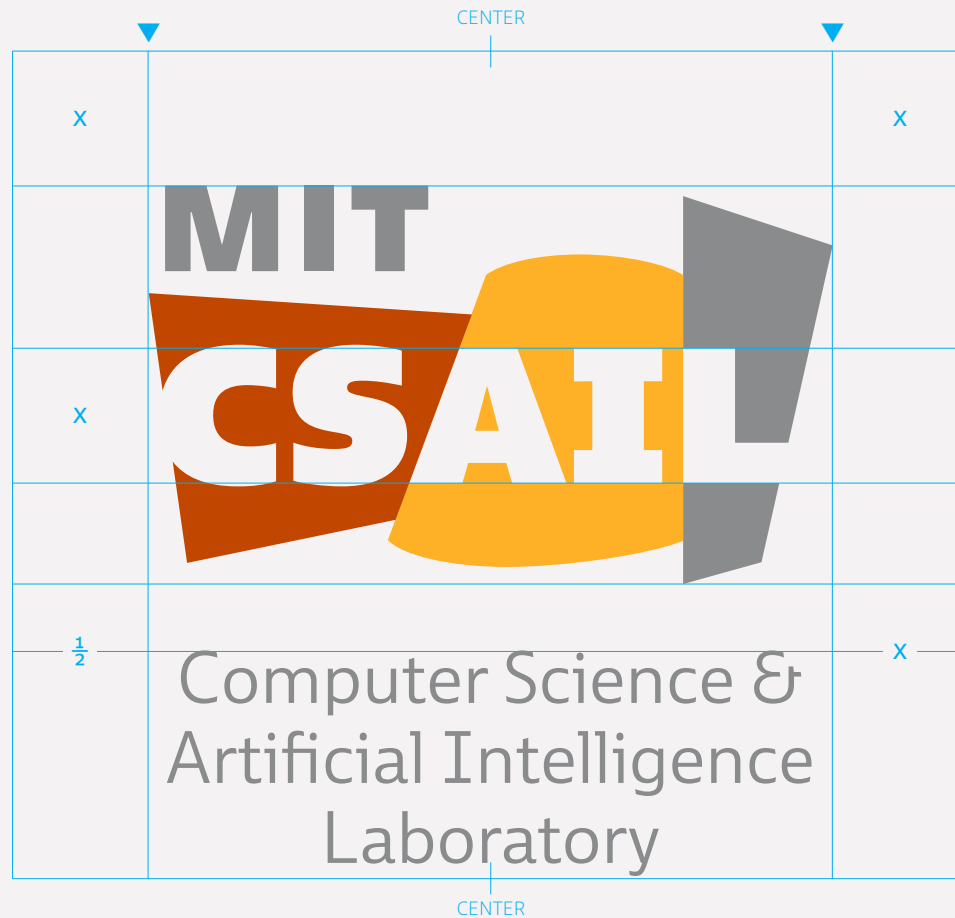
This is known as the exclusion zone. The CSAIL logo exclusion zone is determined by using the height of the uppercase I and applying it as a border measurement.



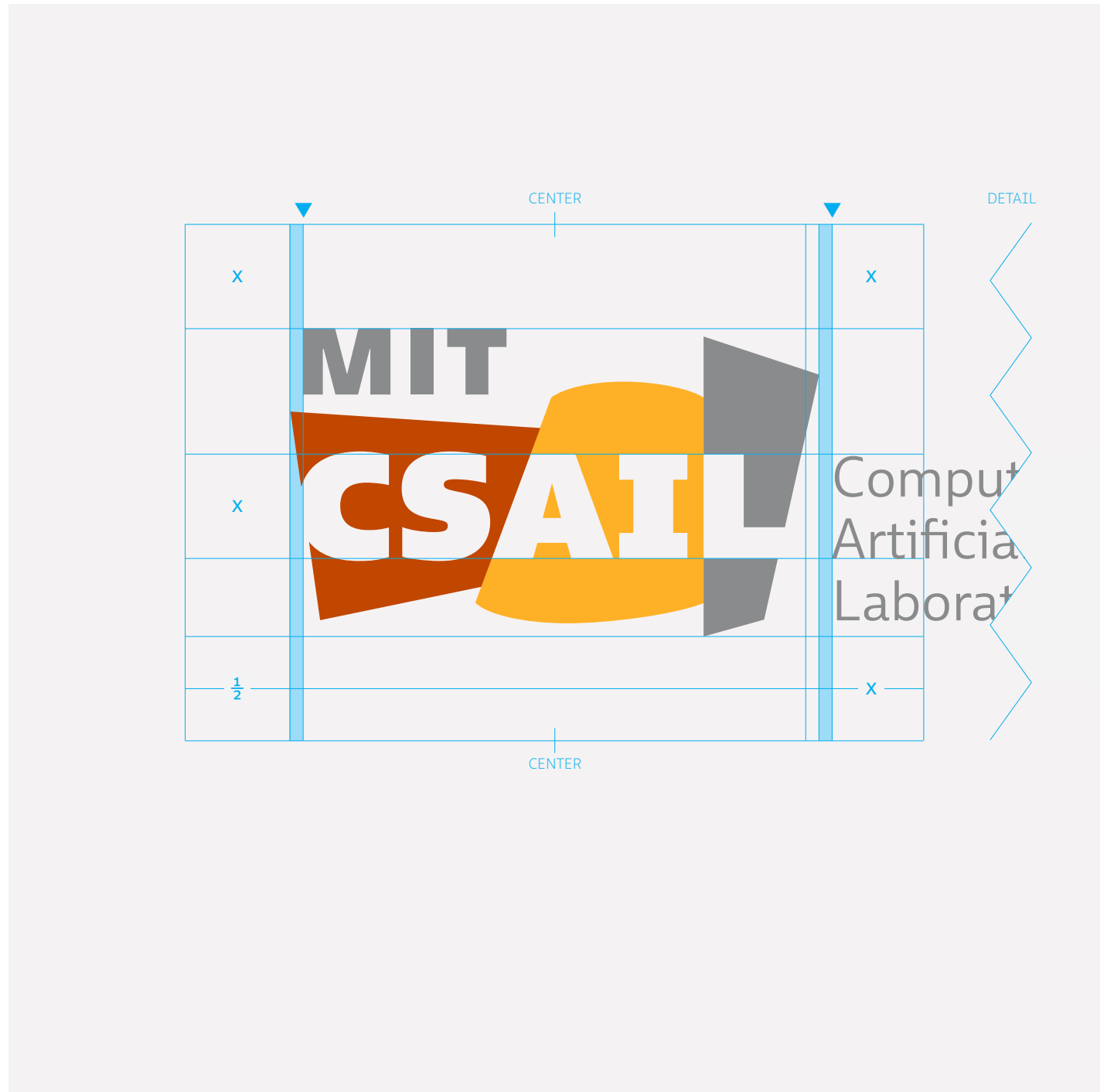
Construction and Lock-ups Primary Logo Vertical

Sub-brands lock-up is related to multiple logos called "logo lockup". If we have a logo and a sub-logo that are printed together, you may have a standard way of these logos appearing together. For example, the full name version of the laboratory may always be smaller and below the CSAIL logo. This format is referred to as a "logo lockup". In the process of designing the logo, lockup is used as one unit.

In order to maintain the visual integrity of the logotype with full name or sub-brand lock-up, there are rules outlining the level of clear space surrounding it. This is known as the exclusion zone.



Construction and Lock-ups
Primary Logo Horizontal



**Construction and Lock-ups
Tagline Logo Vertical**



**Construction and Lock-ups
Tagline Logo Horizontal**



Construction and Lock-ups Secondary Logo Vertical

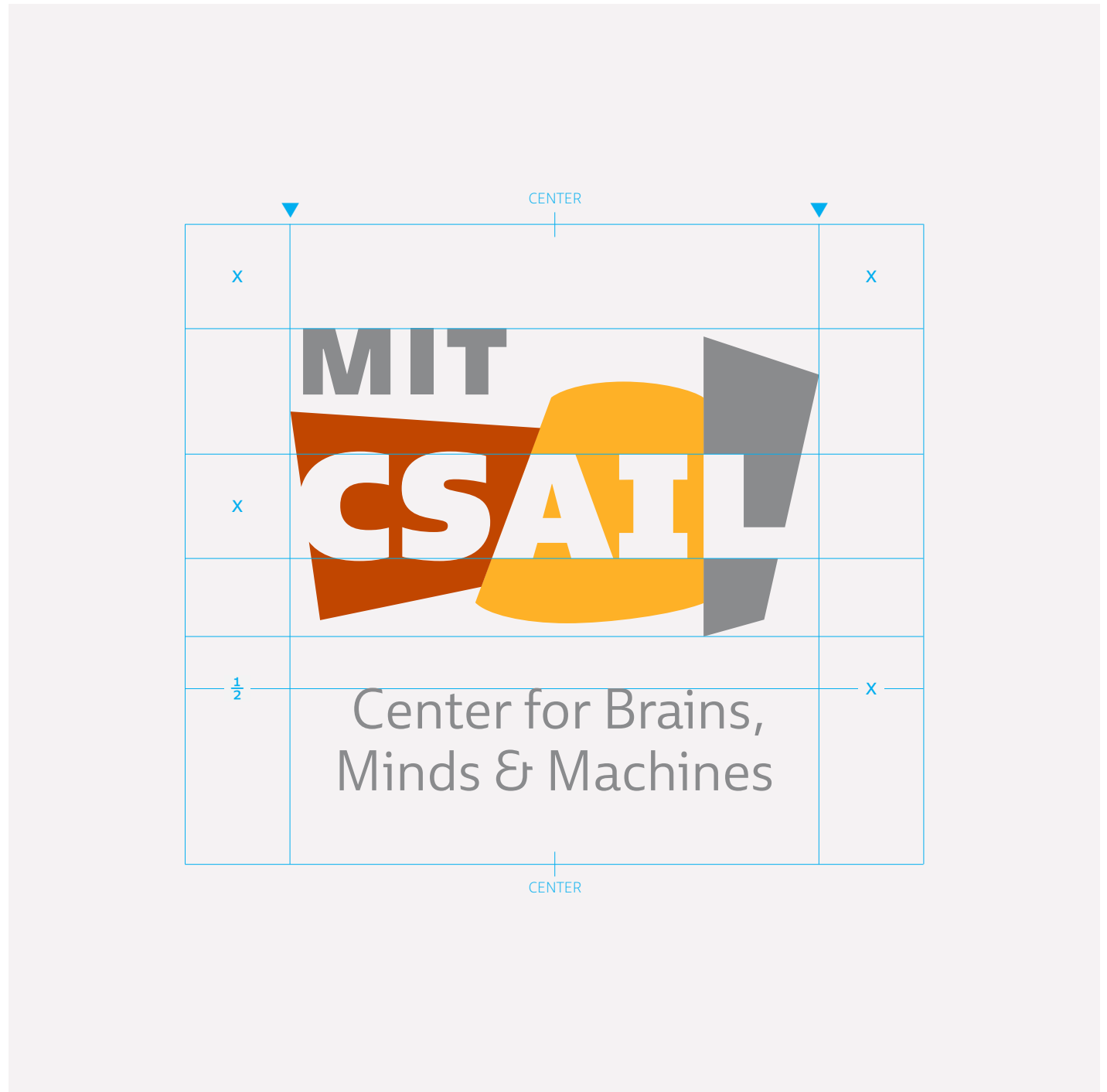
The Secondary brands have been drawn on the same grid as the primary one. We use CSAIL Ebony Light for the variable names. The font is 4% smaller than the height of CSAIL to balance optically both sizes.



Construction and Lock-ups
Secondary Logo Horizontal



Construction and Lock-ups
Tertiary Logo Vertical



**Construction and Lock-ups
Tertiary Logo Horizontal**



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

Two Different Drawings

We created two drawings for the optimum performance of the logo at different sizes: regular and large. In the regular version, the letter M contains ink-traps and the letter-spacing is more open than in the large version in order to achieve better legibility.

Please follow the rules indicated in these examples to make the right selection.

Regular logo outlined in Cyan



Monochrome Drawing

The monochrome version has been particularly drawn considering optical adjustments. 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.



Monochrome Logo Family

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 Usage

The CSAIL logo must be rendered in the primary brand colors.

For certain applications, such as invitations, the CSAIL logo can be embossed, debossed, varnished or foiled.

On occasions the CSAIL logo will be applied on top of imagery. In such circumstances, the CSAIL logo must be clearly legible.

On occasions the CSAIL logo will be applied on top of gradients. Please ensure maximum contrast between the logo and background is maintained.



File Nomenclatures

Here are the file nomenclatures, which are to be used for print and web.

When using the logo for print applications it is essential that the supplied logo master Adobe Illustrator files are always used and delivered in the color setting appropriate to your application.

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

It is important to convert the color mode to RGB and to outline any type before exporting from Adobe Illustrator to other formats, such as SVG.

Please note that .AI files can be either Pantone or Monochrome, while SVG files are always RGB color format.

<https://www.pantone.com/color-finder#/>

Here is how we created the names of the files.

The regular size of the CSAIL logo is the right drawing to use for screen performance. Please do not use the large size for any screen application.

CSAIL File Nomenclatures

Type	Size	Color	Text Position	File Format
Primary	Regular	Pantone	[blank]	.AI
Tagline	Large	Monochrome	Horizontal	.SVG
Secondary		RGB	Vertical	
Tertiary				



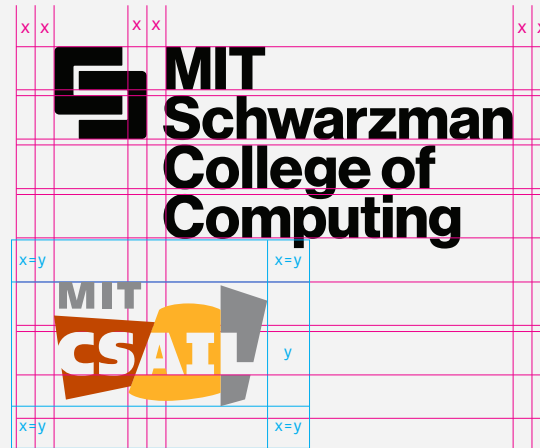
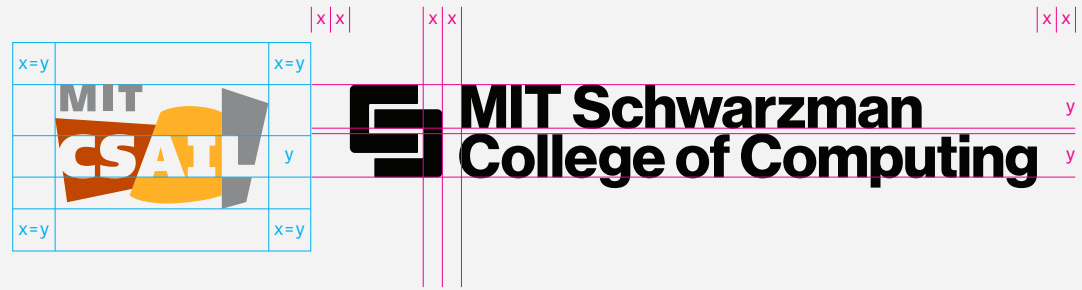
CSAIL_Type_Size_Color_TextPositon.FileFormat

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.

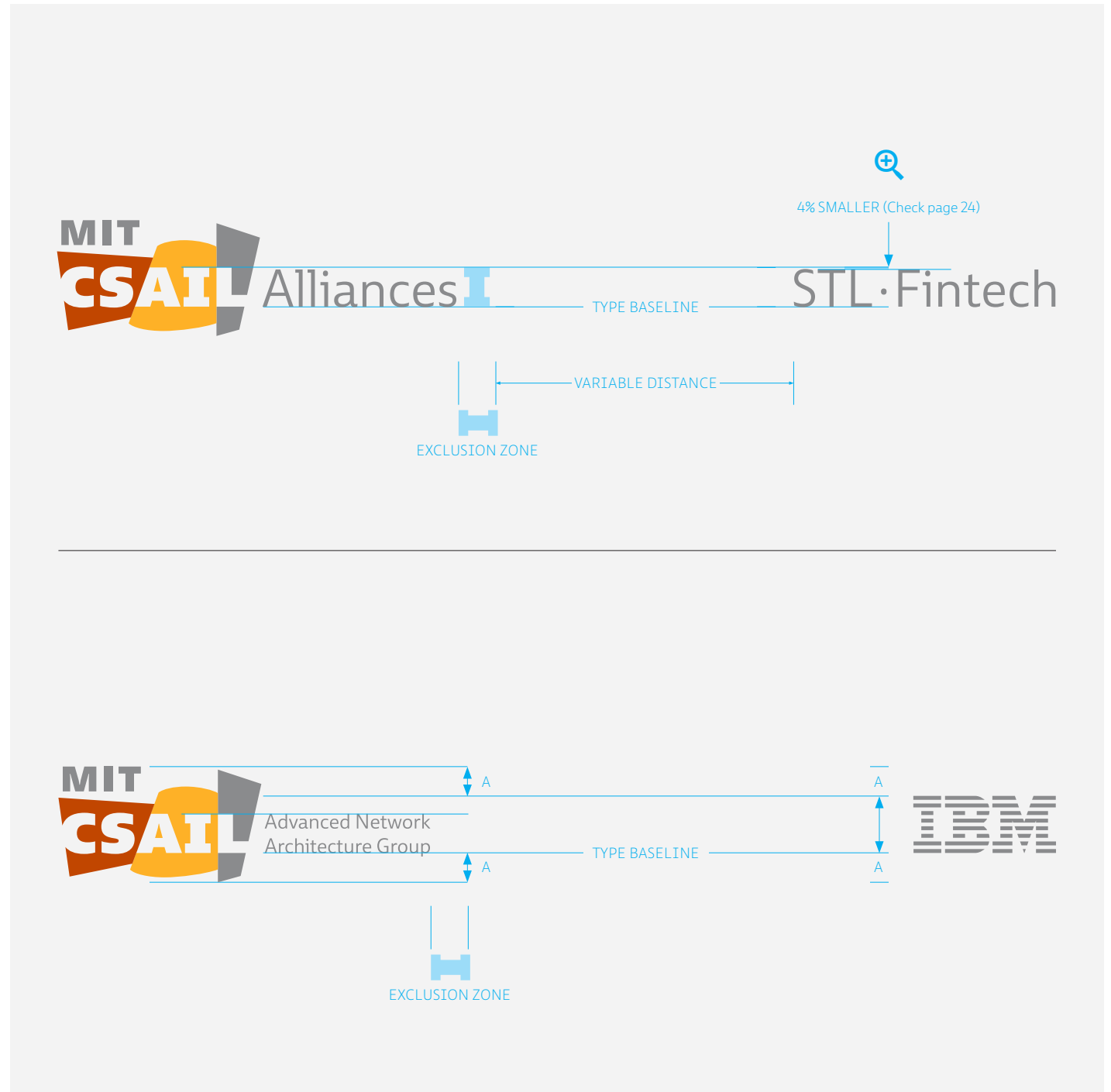
The MIT CSAIL logotype has been designed with precision and proportion in mind.

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.



Basic Elements

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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

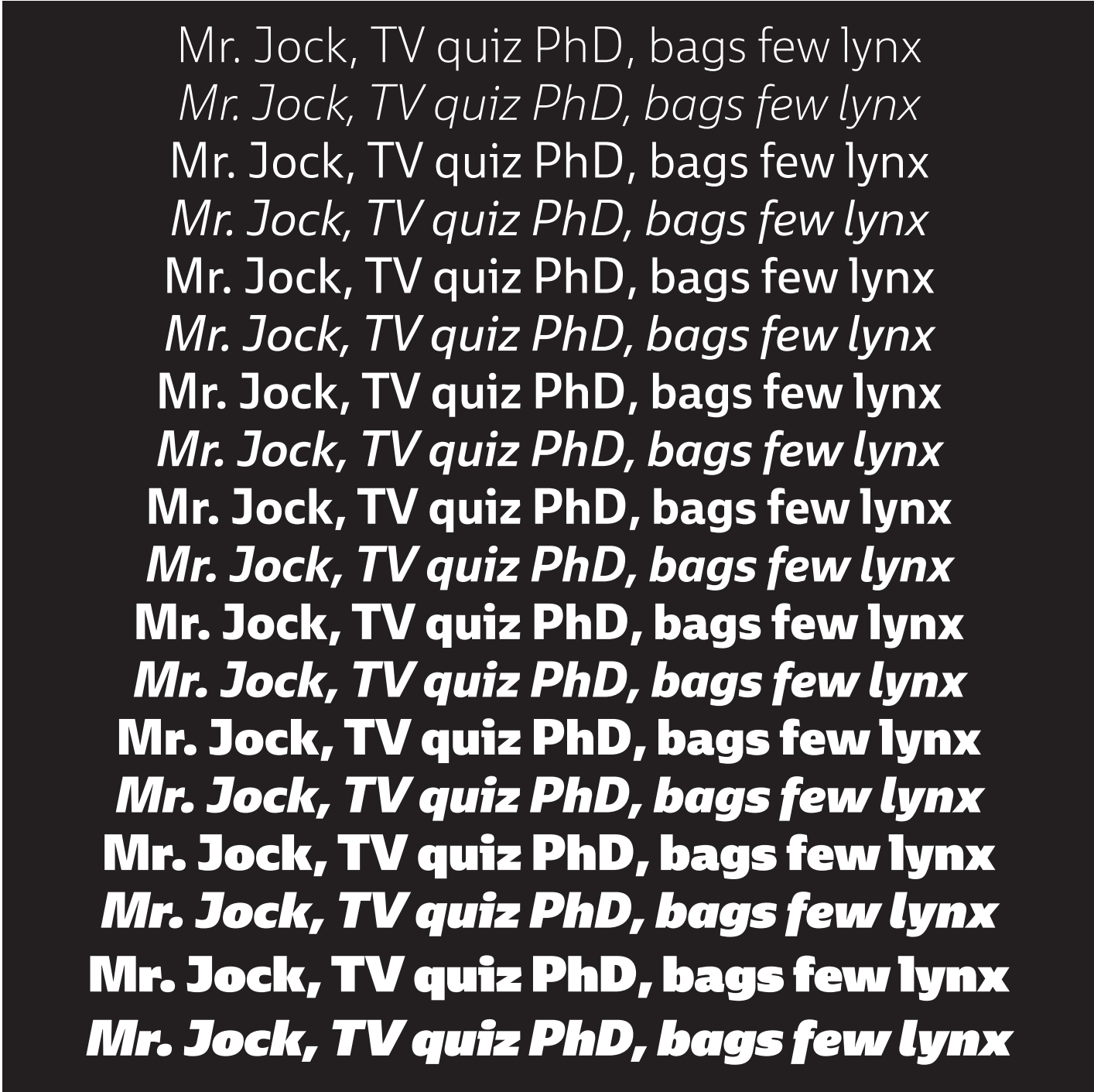
Tip: When CSAIL Ebony is not available use Arial Regular or Bold instead.

Typography: CSAIL Ebony CSAIL 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.

CSAIL Ebony does not fall short in aiding legibility either. Letterforms have a distinct direction of ductus, a wide overall stance, and features like the top serif on the lowercase 'i, j and l' help make glyphs clearly distinguishable from each other.

The lettershapes feature generous counters and open terminals with crisp angles, both of which daringly grow in color and width as the typeface increases in weight.

The predominantly slanted style of the italics is broken up by some letters that are more in line with the classic cursive appearance, such as 'a', 'e', 'f', and 'l'. This, together with a forceful italic angle, ensure a change in texture within a block of text, despite sharing the same weight and width as the upright letters.



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

C2 M77 Y100 K9

R185 G71 B0

HTML B94700



PANTONE 7409 C

C0 M31 Y100 K0

R240 G179 B35

HTML F0B323

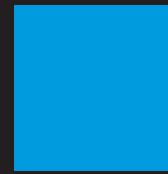


PANTONE 423 C

C22 M14 Y18 K45

R137 G141 B141

HTML 898D8D



PANTONE 2925

C85 M21 Y0 K0

RO G156 B222

HTML 009CDE

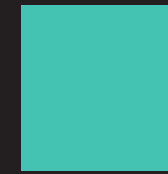


PANTONE 2756

C100 M98 Y0 K15

R21 G31 B109

HTML 151F6D



PANTONE 3258

C59 M0 Y30 K0

R73 G197 B177

HTML 49C5B1



PANTONE 420

C6 M4 Y7 K13

R199 G201 B199

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>

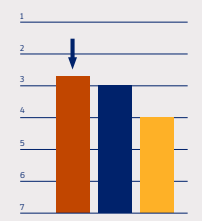
Re-figure your figures

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.

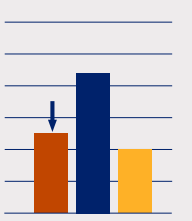
Considering re-labelling your images with more general descriptions so that colleagues from outside your specific field will still get the basic of the given experiment. And finally use summary statistics, these are used to summarize a set of observations, in order to communicate the largest amount of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

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

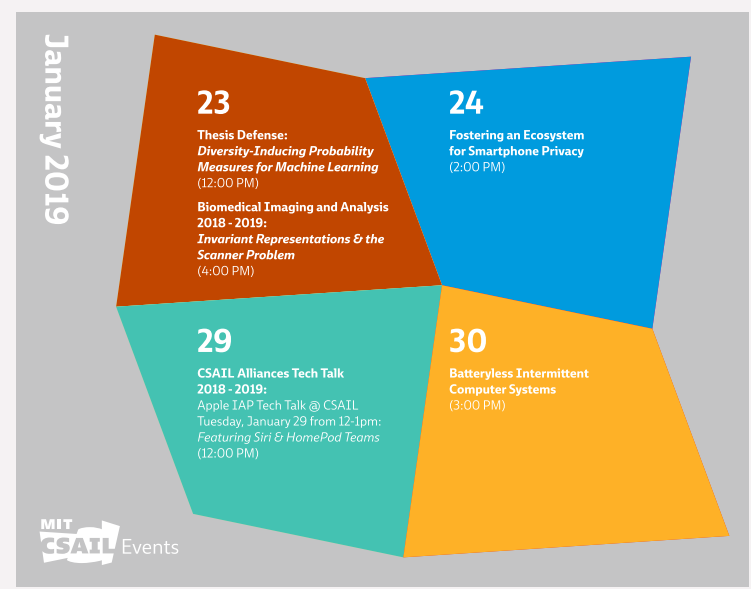
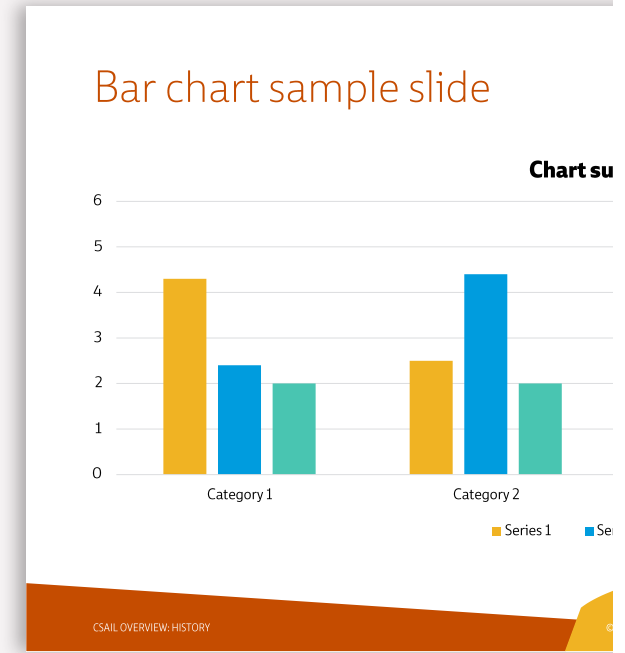
LABEL THIS IMAGE



LABEL THIS IMAGE



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



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.



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.

Photography

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

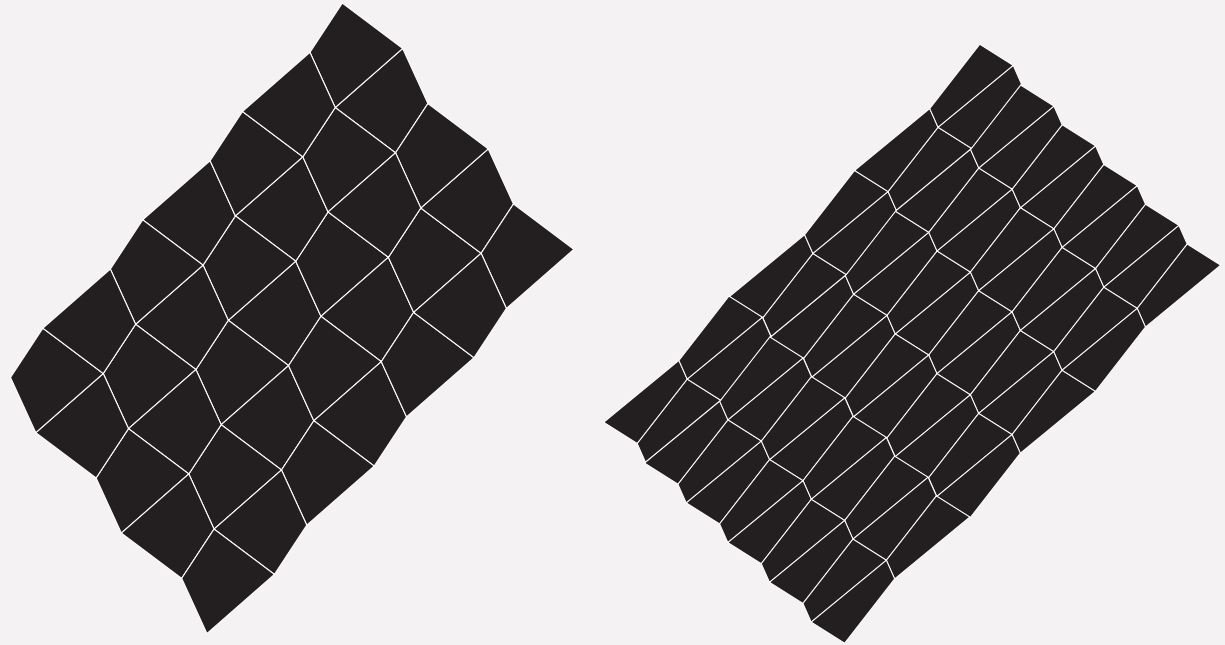
Neutral backgrounds can help to cut and paste elements in order to re-organize them towards a convenient composition between images and typography.

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



Patterns

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.

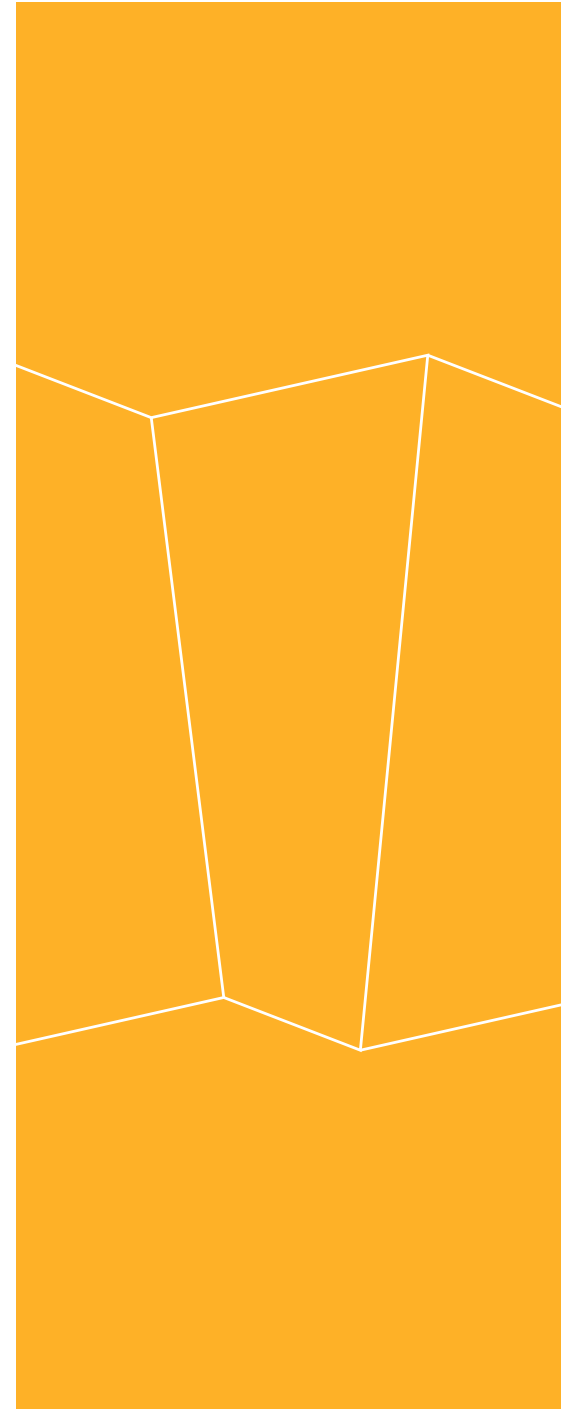
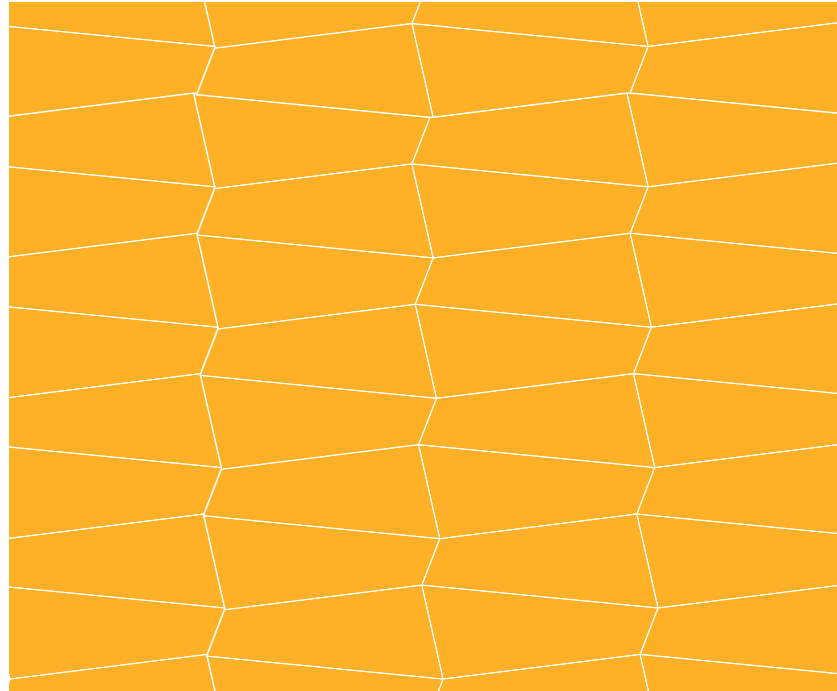


Patterns

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

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.

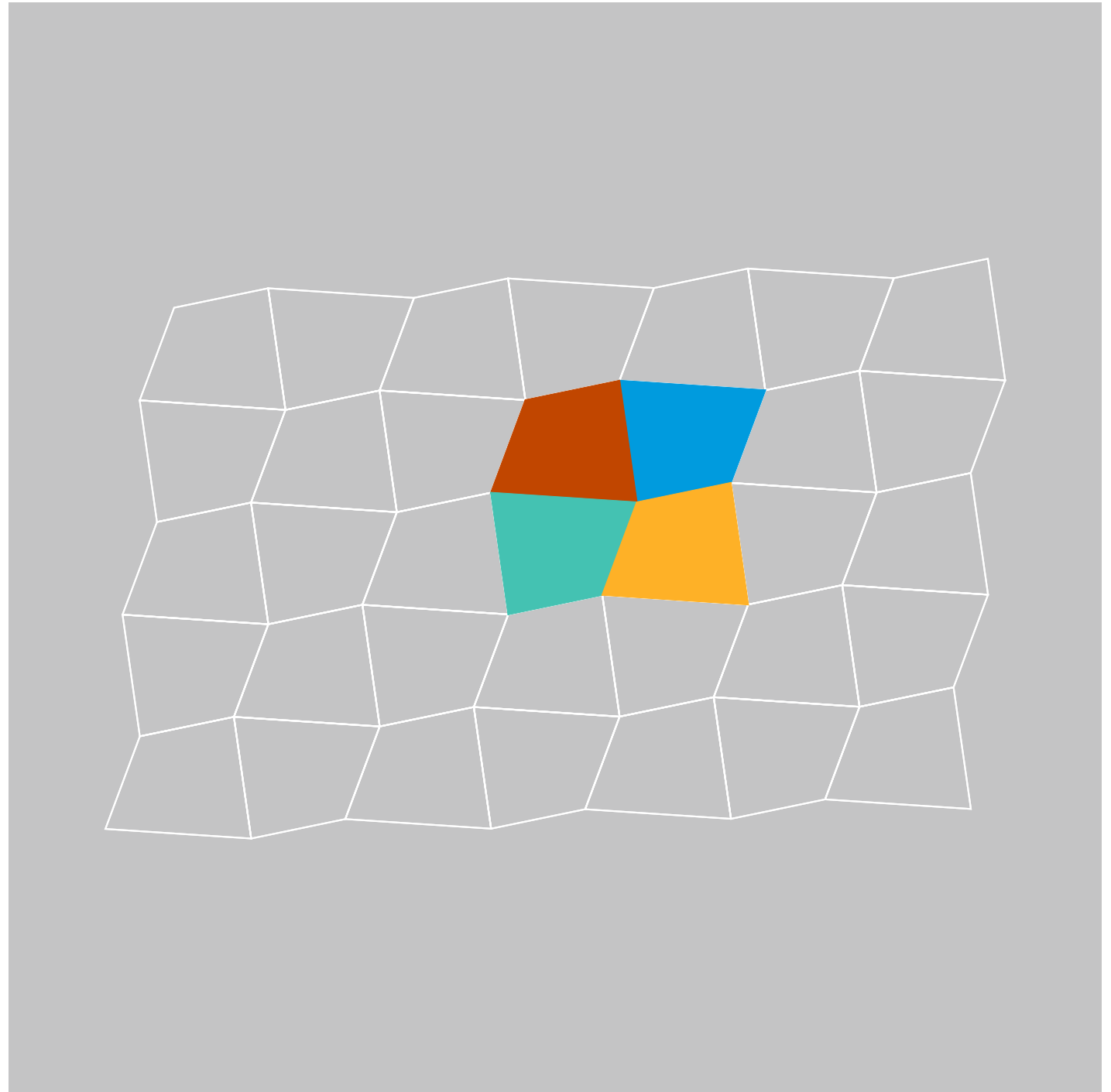
See example of application on page Pop-up Banner.



Patterns

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.

See example of application on page 49.





Patterns

Patterns can also help us to resolve very simple yet recognizable backgrounds.

This is the case of framing in different part of a picture representing somehow the reflective surfaces of materials in the building. The photograph of the sky is a monochrome image colored in PANTONE 2925, one of our secondary colors.



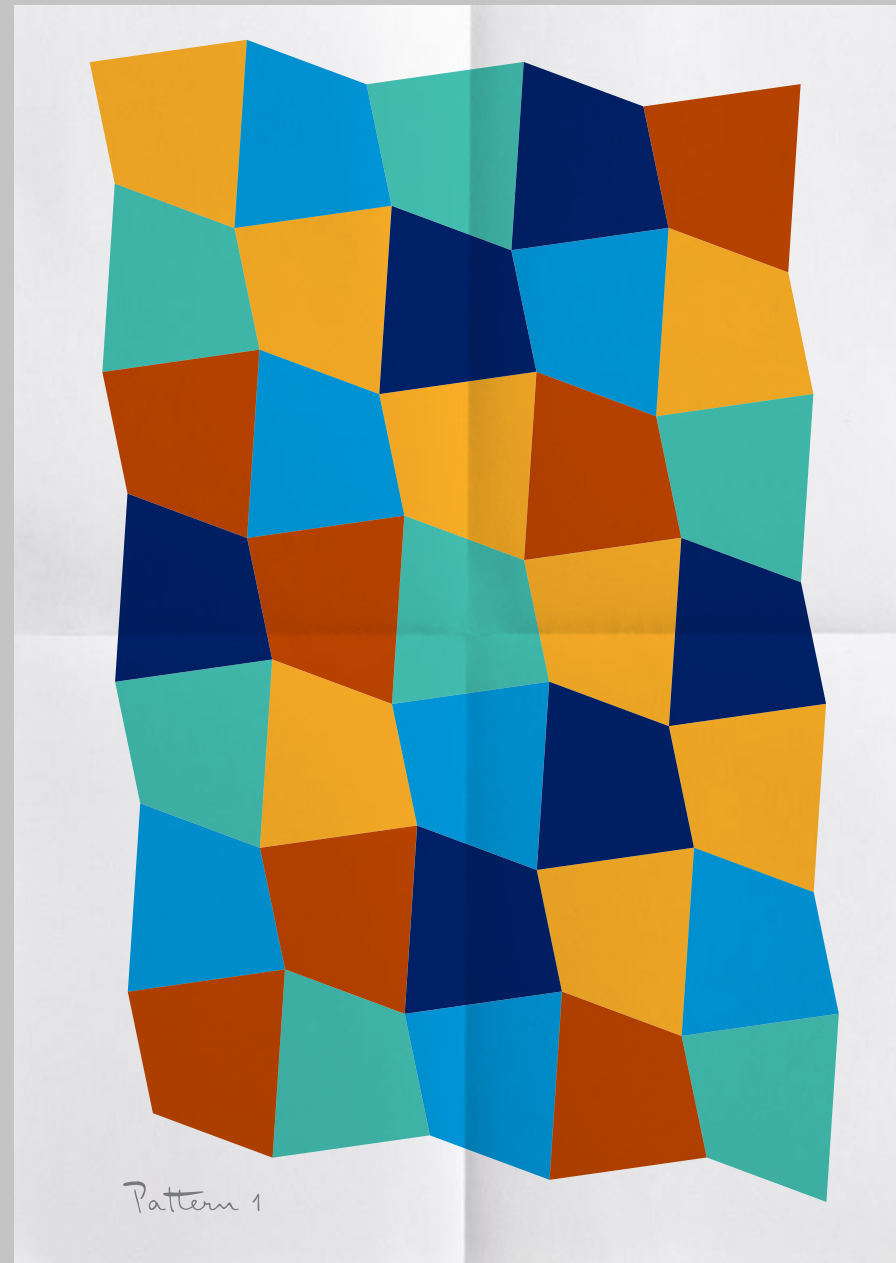
Patterns

We can also achieve interesting patterns and backgrounds by imitating, for example, the skin of the different volumes part of the group of buildings.



Patterns

The combination of parts of the logo mark and our color palette, can provide us with a distinguishable motive that could be easily used to resolve any graphic situation.



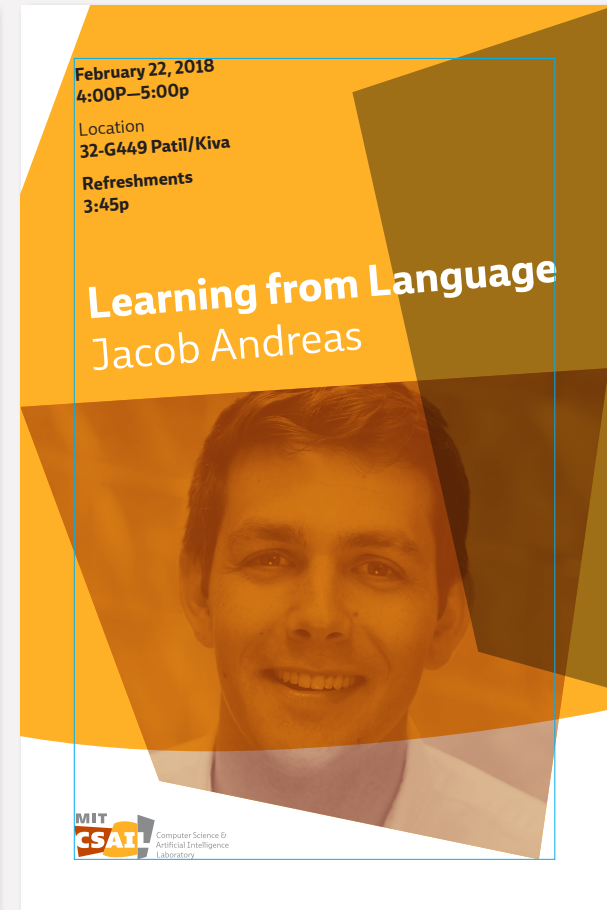
Putting It All Together

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.



Guidelines for Written Communications

57 Introduction

What Is CSAIL?

- *Mission + Purpose*
- *Values*
- *Attributes*
- *Vision*

Our Audiences

- *Who They Are*
- *Our Constellation of Communications*

Our Style

- *Our Voice*
- *Grammatical Specifics*

INTRODUCTION

When thinking of best brand practices, we typically focus on the aesthetics, issues such as proper use of the logo and color palette. However, the brand encompasses all aspects of our communications—our words as well as our look. The way CSAIL comes across in printed documents, social media, our website, and even in our videos (verbal communication) should reflect the values and attributes of our brand. The message that we deliver should be clear regardless of our intended audience.

This document, then, serves as an overview of CSAIL's brand guidelines for written communications: articulating the lab's mission, values, attributes, and vision; exploring the various audiences for our communications; describing the voice that we should strive for; and noting a few grammatical specifics that apply to our in-house style. The way we write—our voice—should come across as enthusiastic, confident, and optimistic to reflect the lab's value and our goal of conveying the message that "computing starts here."

That said, of course we will adjust our language as needed. For example, we might simplify or explain unfamiliar terms for public-facing communications but embrace depth and complexity for communications aimed at a more academic audience. The medium also makes a difference. A formal brochure will employ different language than a post on Twitter. These differences are simply facets of the same style. Overall, our communications should feel cohesive and on brand.

WHAT IS CSAIL?

MISSION

A mission statement identifies what CSAIL does, why, and for whom.

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

Purpose / Who Is Served?

Who—or what—ultimately benefits from the CSAIL's work?

- 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.

VALUES

Values are at the foundation of CSAIL's culture and determine its priorities.

- 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.

ATTRIBUTES

One organization cannot be everything to everyone. What does CSAIL do really well? What sets it apart from other organizations?

- We are part of MIT. MIT attracts the brightest minds in the fields of science, engineering, and technology—an interdisciplinary community of inventive problem solvers. CSAIL is a vibrant community within the MIT community, with 700 students and faculty representing 11 different academic departments.
- MIT is located in the Greater Boston area, a hub of higher education. The metropolitan region is home to 35 colleges, universities, and community colleges, as well as numerous hospitals, tech companies, and cultural institutions. The city is a natural fit for those who are intellectually curious and technologically inclined.
- We are leaders in the field of computing. Discoveries by MIT CSAIL and its predecessor labs have had world-changing impact—in addition to the specific innovations, the lab’s spirit of entrepreneurship has led to the creation of many pioneering businesses. We are continuing to push the boundaries of what’s possible, exploring new ways for computing to improve people’s lives.
- Our scholarship is characterized by rigor and integrity. Our solutions have been reviewed, refined, and pressure-tested in the real world. We don’t chase fads. We aren’t into quick fixes. We believe in doing things right.
- We recognize excellence ... everywhere. We celebrate our own achievements but are unafraid to praise others. We believe in giving credit where credit is due.
- We balance theory and practicality. CSAIL embodies MIT’s motto of mens et manus—mind and hand. We value the interplay between foundational theory and functional solutions.
- We encourage our faculty and students to pursue their passions.

CSAIL is currently engaged in 900 research initiatives—there are literally more projects than CSAIL researchers.

- The CSAIL culture is a joyous one. We love having the freedom to explore new ideas. We love collaborating with and learning from our colleagues. We love what we do. Pure and simple.

VISION

A vision statement describes where CSAIL wants to be in the future.

Computing will become more and more integrated into human experience over the next 50 years. MIT CSAIL will be a driver of this change, attracting brilliant, original thinkers who imagine and build the technological advances that will improve our world.

How We Will Achieve Our Vision?

By Strengthening Our Community

- Foster **an environment that continues to attract students, faculty, and staff** who are committed to an agenda of imaginative and courageous research.
- Maximize collaboration by **enhancing partnerships** with other labs, departments, and organizations.
- **Expand our outreach.** Share our research with peers and the public.

By Emphasizing Certain Areas of Exploration

- Pervasive computing: **technology that takes over routine tasks** in a way that is transparent and unobtrusive.
- **New approaches to software and hardware** that can dramatically improve computing capabilities over the next 50 years.
- Comprehensive **understanding of human intelligence.**
- Vigorous exploration of the **foundations of computing.**

OUR AUDIENCES

Academic

Who?

- Current CSAIL students, faculty, staff
- MIT community as a whole
- Peers and prospective students and faculty

The members of this audience group are familiar (or part of) CSAIL—they don't need the basic grounding of what CSAIL is.

What interests them? How does CSAIL benefit them?

- Cool/interesting/groundbreaking research happening at CSAIL.
- Potential collaborations or connection to their own work.

Message for this group:

The Computer Science and Artificial Intelligence Laboratory is an incubator for research that improves the way people work, play, and learn—and you can be part of it.

CSAIL goals for communicating with this group:

- Foster pride and attract the best and brightest.
- Spur collaboration.
- Strengthen role as go-to resource on campus.

Non-Academic

Who?

- Industry and government members/partners/donors
- The press
- The general public.

Some members of this audience group are quite familiar with CSAIL (i.e., longtime industry collaborators). Others (i.e., general public) will need context. The MIT part of the equation is vitally important for this latter group.

What interests them? How does CSAIL benefit them?

- General public: research that has direct impact on their lives or is simply “wow/cool.”
- Industry and government: research that could improve business or operations.
- Fans of technology or MIT: access to cutting-edge info (the cool factor).

What preconceptions do we want to dispel? What concerns might the members of these audiences have?

- Computers are not “taking over” your job / mind—they are helping you.
- CSAIL is only working on projects that benefit the 1%.
- The research here is not just in the realm of fantasy—a lot of it has real-world applications.

Message for this group:

The Computer Science and Artificial Intelligence Laboratory is an incubator for research that improves the way people work, play, and learn—our work has a direct impact on you.

CSAIL goals for communicating with this group:

- Inspire engagement and collaborations.
- Strengthen reputation for being an incubator of great ideas.
- Raise awareness of CSAIL.

Communications Constellation

Type	Audience
Printed Flyers Brochures	Potential students, faculty, donors Potential students, faculty, donors
Environmental Event banners Campus posters Wayfinding system (signs, maps) Lobby Corridors/directional signs Posters Conference podium	MIT, current CSAIL MIT, current CSAIL Current CSAIL, visitors MIT, current CSAIL Current CSAIL MIT, current CSAIL Peers, general public (if in press)
Digital/Dynamic Website members Social media (Twitter, FB, Instagram) Video (on Youtube, on social media, news) News (on our website and at MIT) Press releases	Potential students, faculty, donors and current industry General public, peers, current students, industry General public, potential funders Everyone General public

User Scenarios

- Current students / faculty: See communications when accessing website for practical reasons.
- General public: See an article (in a mainstream newspaper?) that interests them, either because they are technology/MIT fans or because the purpose of the technology directly impacts them.
- MIT community member: See a poster advertising a forum/event sponsored by CSAIL.
- CEO of a company: See a tweet or article about research relevant to their organization. Attend a conference with a CSAIL speaker.

OUR VOICE

How do we make our messages compelling?

The CSAIL voice is that of a smart technology enthusiast—an egalitarian enthusiast. We're proud of the breakthroughs made here at the Stata Center, but we also take joy in the innovations of others (i.e., a discovery made anywhere that benefits the greater world of computing).

As enthusiastic as we are, we eschew flowery or overly technical language. Less is more. Keep it informal, stick to plain English, and get to the point. When we include academic or technical terms, we define them as simply as possible. Analogies can help get across complex ideas. SHOWING something—as a diagram, animation, video—is even better. The informality of our style includes addressing readers directly, asking questions and using second person. We also use first person plural (“we”) when talking about CSAIL.

We humanize the CSAIL story as much as we can. When we discuss a new technology, we try to explain it in terms of its potential real-world impact. We also “populate” our communications by featuring students and faculty, often in their own words.

Finally, MIT is known for its quirky humor, and CSAIL is no exception. Our communications should contain a dash of irreverence, a knowing wink at our own geekdom.

Grammatical Specifics

Active voice—Use most of the time. Active voice makes text more interesting and saves words.

Acronyms—Use periods in most two-letter acronyms: U.S., U.N., B.C. Two important exceptions: the times of day should be written as “am” and “pm” (no periods, all lower case).

In acronyms of three or more letters, omit periods unless the result would spell an unrelated word: USA, MIT, NYU.

Commas—Use the last comma in a series.

Example:

“Areas of research include computational biology, computer architecture, and robots.”

Contractions—Since the text will be relatively informal, contractions (haven’t, don’t, can’t, etc.) will be used where appropriate and grammatically correct.

Cultural communities—Be aware of how communities refer to themselves, and avoid generalizations based in race or ethnicity.

Some specifics:

- Culture or culture group, not tribe
- African-American not Afro-American
- Asian-American
- Native American or American Indian, not Indian. Note: many Native American communities prefer to be identified by their specific cultural identity, e.g. Tuscarora, Oglala Sioux, Ojibwa, etc.
- Remember to mention the race or color of Caucasian or white people as well
- “Black” and “white” do not name races. If used to describe color, they are lowercase.

Avoid references to “poor,” “underprivileged,” or “inner-city” communities. Opt for the terms “underserved” or “under resourced.”

When describing people with disabilities, be sure to put the person before the disability. A disability describes what a person

has, not who a person is. The term “mentally retarded” has been removed from federal health, education, and labor policy and is replaced with “individual with an intellectual disability.”

Some specific examples:

- “Students with disabilities” not “handicapped or disabled people”
- “A student who uses a wheelchair” not “wheelchair bound student”
- “A visitor with visual/hearing impairments” not “a blind/deaf visitor”

Dates/dating conventions

- In run of text describe 250+ years in the past: 500 years ago, not 1500s; 5000 years ago, not 3000 B.C.
- Use numbers rather than ##th century: 1800s, not 19th century or nineteenth century; 1850s, not mid-19th century or mid-nineteenth century,
- Use “around” rather than “circa:” around 1850, not circa 1850

Ellipses—Use ellipses as a way of adding a little drama or for shortening quotes. Note: Note spaces around the ellipses.

Example:

“Daniela Rus has a vision for the future ... of robots.”

Exclamation points—Use very sparingly. Exclamation points shout at people. The language should convey the surprise or excitement you want to elicit.

Foreign terms—Avoid foreign words and phrases as much as possible. If they do appear, they should be italicized.

First-person usage—CSAIL communications can use first-person plural (“we” and “our”) when it is clear that CSAIL is “talking about itself.”

Gender and sexual identity—Only use gendered language when referring to a known individual. Otherwise avoid he/she and him/her by pluralizing subjects or rewriting to avoid altogether.

- Person replaces man.

- People replaces men.
- Humankind or humanity replaces mankind.

Avoid terms that denote gender inferiority. Examples: “cleaner,” “police officer,” “chair” (Not: “cleaning lady,” “policeman,” “chairman”).

When appropriate use terms such as gay, lesbian, or bisexual to refer to specific sexual identities. Use LGBTQI (lesbian, gay, bisexual, transgender, queer, intersex) to refer to broader identity communities. Use “sexual orientation” or “sexual identity,” not “sexual preference” or “lifestyle choice.” Do not use “homosexual” unless appropriate for a specific technical or historical context. As a general term of reference this clinical label is outdated and often experienced as derogatory.

Hyphens and dashes—A hyphen connects two words to form a compound word. This happens most commonly when two nouns or adjectives combine to make a single adjective. Examples: “the blue-gray sky,” “cutting-edge research,” “full-size paper.”

Exceptions: There are many weird hyphen rules. Two relevant exceptions: do not use hyphens after modifiers (e.g., “most”). Do not use hyphens after adverbs (e.g., wildly). Exception examples: “most visited museum,” “the wildly successful novel.”

An en dash denotes a span of time or length. Here is an en dash: – (it is the length of the letter n). To make an en dash in Word, type two hyphens immediately followed by a letter and a space. The hyphens must be preceded by a space, not another letter.

Examples:

- The exhibit is for children ages 3–8.
- The lecture will run from 6:00–8:00 pm.

Leave no spaces on either side of the dash.

An em dash is a pause, sometimes used in place of parentheses or parenthetical commas, in a sentence. An em dash helps add emphasis to a key point. To make an em dash in Word, type a word and without inserting spaces, type two hyphens and another word. The em dash will appear after the next space or carriage return. Leave no spaces on either side of the dash.

Here is an em dash: — (It is the length of the letter m.)

Example:

“MOCAS, a contract-management system developed by the Department of the Defense, is the old computer program still in use—it launched back in 1958.”

Italics—Put whole entities (books, movies, television shows) in italics and their parts in quotations marks. For example, italicize the title of a book and put chapter titles quotations marks.

Money—Use the dollar sign directly followed by the numbers: \$15.25. For dollar amounts beyond thousands, use the dollar sign, number, and appropriate word: “The MIT operating budget for 2016 was about \$3.4 billion.”

Numbers—Spell out a number if it begins a sentence, except if that number is a date:

Correct usage:

“Three is a magic number.”

“1776 was a good year for independence.”

Spell out the numbers one through nine, use numeric figures for 10 and above: “There are three species of loons, but 110 species of pigeons.” Same with ordinals: “first, second, third...” then “10th,” “112nd,” etc.

A couple of exceptions to this rule:

- When a numeral is part of a proper name, include it: “1st Amendment.”
- Ages of people and animals: always use numerals (“2-year-old turtle”). Inanimate objects have their ages written out: “The law is eight years old.”
- Any academic conventions that apply to specific coding or equations.

Large numbers: Use numerals for items in the hundreds and thousands (“351” or “44,500”). For larger numbers, adapt the following approach: “7.5 million” or “105 billion.”

Never go beyond two decimal places: 4.86, 132.75.

Exponential notation: would be written like 10^5

CSAIL-specific terms—Some usages specific to the lab: CSAIL

In longer communications pieces (e.g., brochures, news articles) write out full name (MIT’s Computer Science & Artificial Intelligence Laboratory) the first time the lab is mentioned. Otherwise, stick to the acronym (MIT CSAIL) or referring to it as “the lab” (not “the Lab” or “The Lab”).

Rooms should be referred to with the building name and then the number (32-G376). Rooms that are known by other proper names should include both distinctions, i.e. “32-449” (Kiva).

Passive voice—Use strategically and rarely. Sometimes sentences flow more naturally in the passive. Test by reading aloud.

Place names—Some places are readily recognizable and do not need additional geographical identifiers. For example, “Cambridge” NOT “Cambridge, Massachusetts.” “Paris” NOT “Paris, France.”

However, if a location is not well known or may be confused with another location, then additional information may be beneficial. All place names should be written out. For example, “Berlin, New Hampshire” or “Niagara Falls, Ontario” or “Niagara Falls, New York.” Also: “Los Angeles” NOT “LA.” “New York City” NOT “NYC.”

Quotation marks—Put all punctuation inside the quotation marks. When using quotation marks, all concluding punctuation marks (i.e., periods, semicolons) should be nestled inside the second set of quotation marks.

• Example:

“In considering the possibilities of AI, Alan Turing once wrote, ‘May not machines carry out something which ought to be described as thinking but which is very different from what a man does?’”

Titles—Do not capitalize formal titles unless they directly precede a person's name.

Examples:

- President Obama; "the president will address the nation today"
- Director Daniela Rus; Daniela Rus, director of the lab
- Always lowercase "former": "Speaking this evening, former president Bill Clinton...."

Units of measurement-- (temperature, distance, volume, etc.) Use English measurements. Write out the units the first time they are used in a piece of text, followed by the standard abbreviation in parentheses. Then use the abbreviations for all subsequent references in the text.

Examples:

- First use: "50 miles (mi)."
- Second use: "30 mi."

If it is important to also include metric measurements, follow the English measurements with metric units in parentheses. (Forgo the abbreviations in this case.)

Example:

"43 miles (69.2 kilometers)."

When discussing temperature, generally use the ° symbol, followed by F for Fahrenheit. ("It was 50 °F.")

Templates

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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

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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.

Our Branding



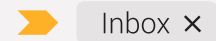
Email Signature

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

It is good practice to use the branded presentation templates provided whenever speaking as a member of CSAIL. With many pages to choose from, these templates are flexible while maintaining consistency and clarity. They will help make your proposals more impactful and your meetings more effective (and hopefully save you time).



Presentation Templates

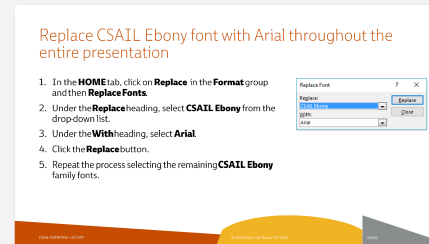
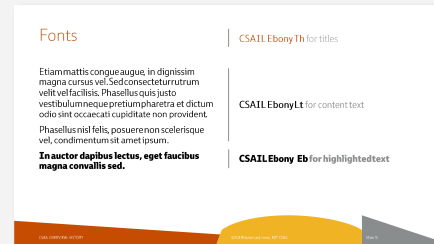
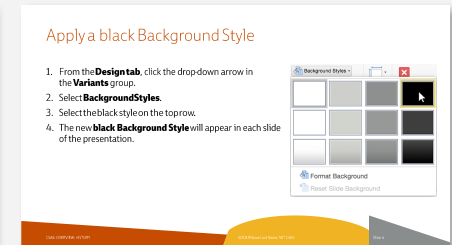
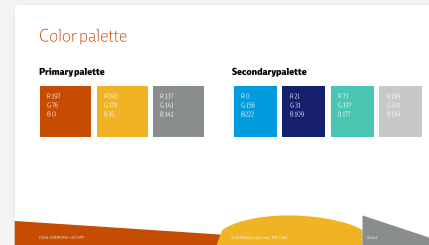
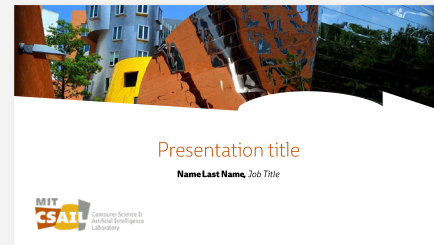
Please use the provided templates when creating slides for any presentation.

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

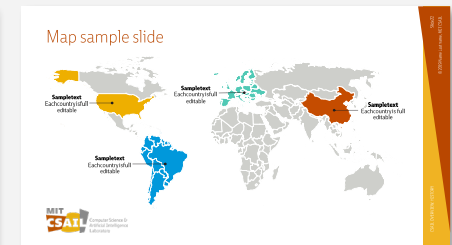
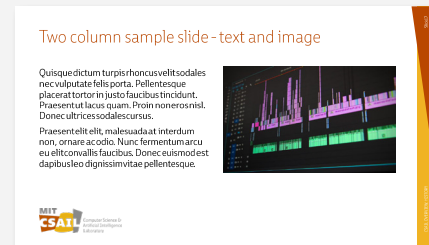
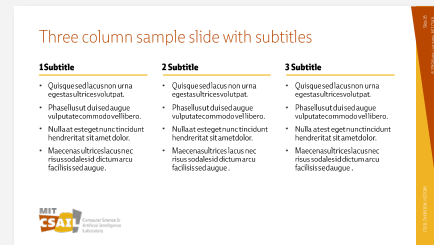
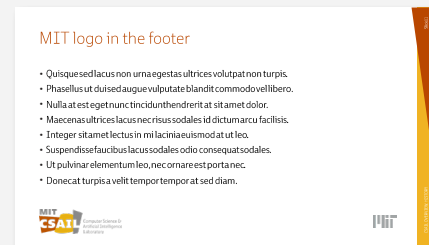
We recommend the vertical side bar template for dual branding presentations. This composition allows us to insert the CSAIL logo on the bottom left corner of the screen and include any second logo on the right hand side.

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.

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

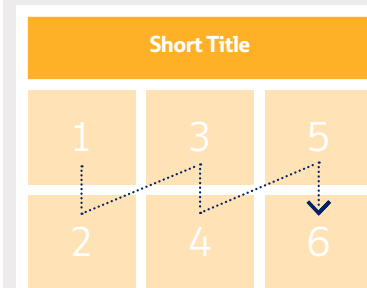
Intro / Pull Quote

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.

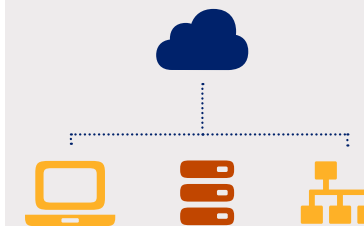


Choose the right color palette

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.

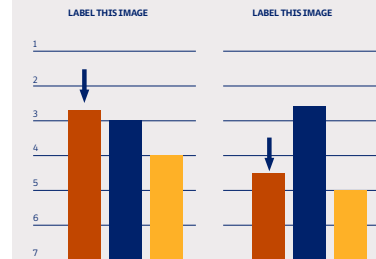


Re-figure your figures

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.



Research Posters

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
- Use a concise, interesting title
- Figures are the most effective element of your poster

Short Title

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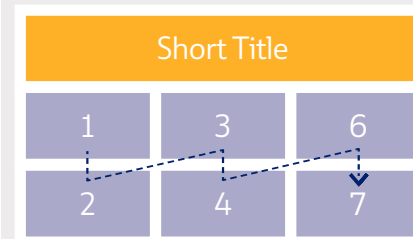
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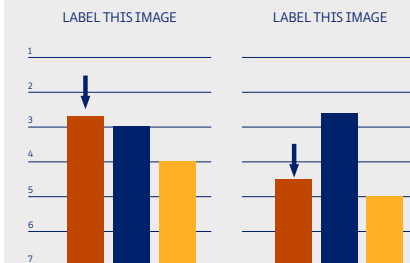
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to communicate the largest amount of information as simply as possible.

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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.




Magazine



Promotional Posters

Printing chairs

An original new take on 3D printing may open up new avenues in design and production.



MIT CSAIL Computer Science & Artificial Intelligence Laboratory MIT

February 22, 2018
4:00P–5:00p
Location
32-G449 Patil/Kiva
Refreshments
3:45p

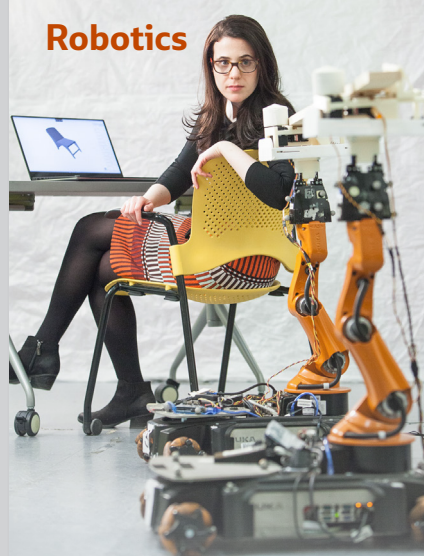
Learning from Language

Jacob Andreas



MIT CSAIL Computer Science & Artificial Intelligence Laboratory

Robotics



MIT CSAIL News The future of work

Working in the intersection of fabrication and robotics.
These days we are creating tools to enable users to quickly design, program, and easily fabricate their own personal robots using data-driven tools.

three crabs



MIT CSAIL Computer Science & Artificial Intelligence Laboratory MIT

Promotional Posters



Leadership at CSAIL

Tom Leighton, CSAIL principal investigator and founder of Akamai Technologies, is the recipient of the 2018 Marconi Prize, the most prestigious honor in the field of communications technology.

MIT CSAIL News

MIT CSAIL Alliances
Your organizations pathway to CSAIL connections.



MIT CSAIL Alliances

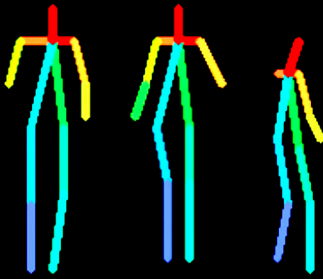
Fingertips
Minority Report



MIT CSAIL Computer Science & Artificial Intelligence Laboratory **MIT**

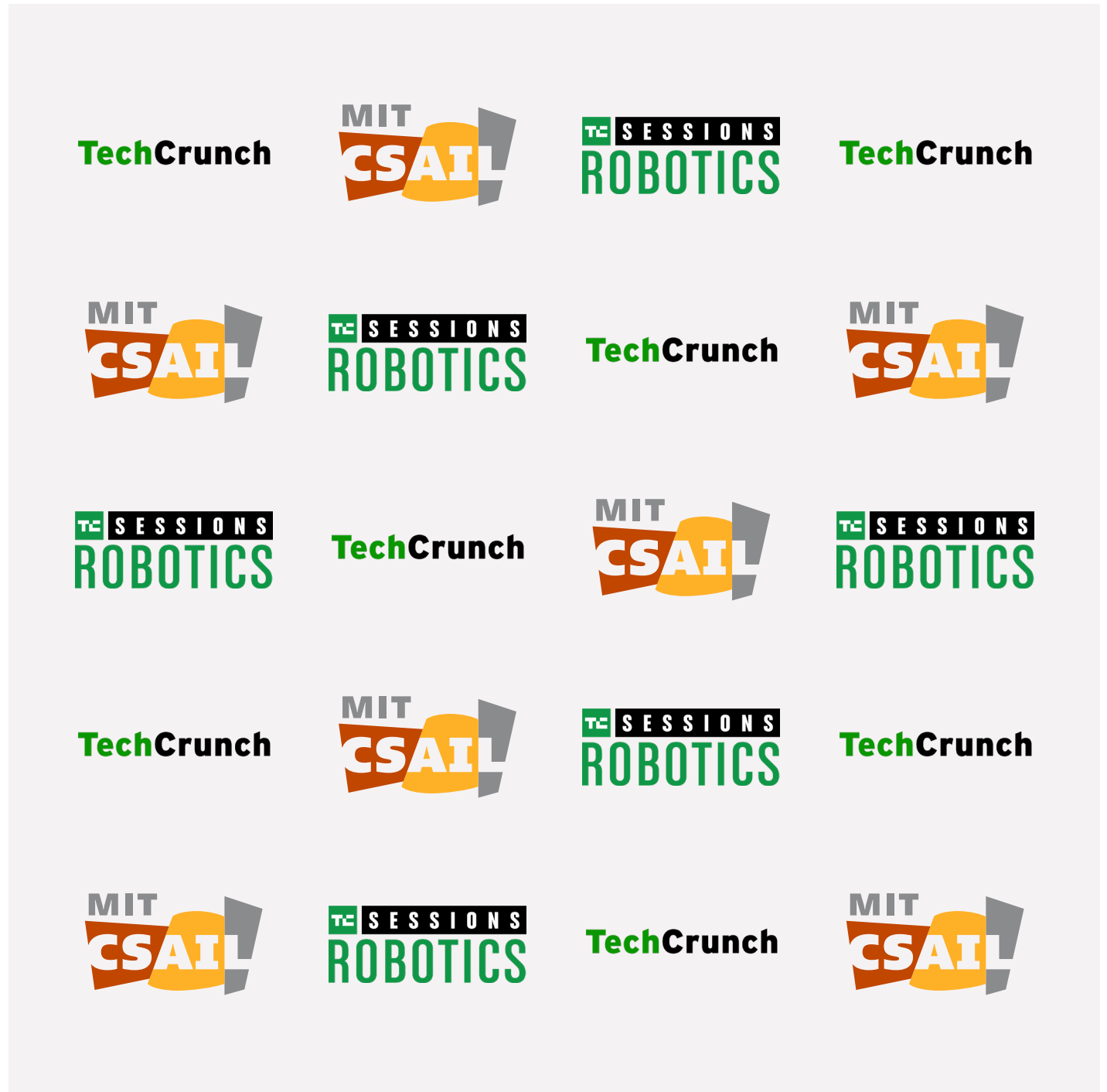
MIT Device Uses Wi-Fi to 'See' Through Walls and Track Your Movements

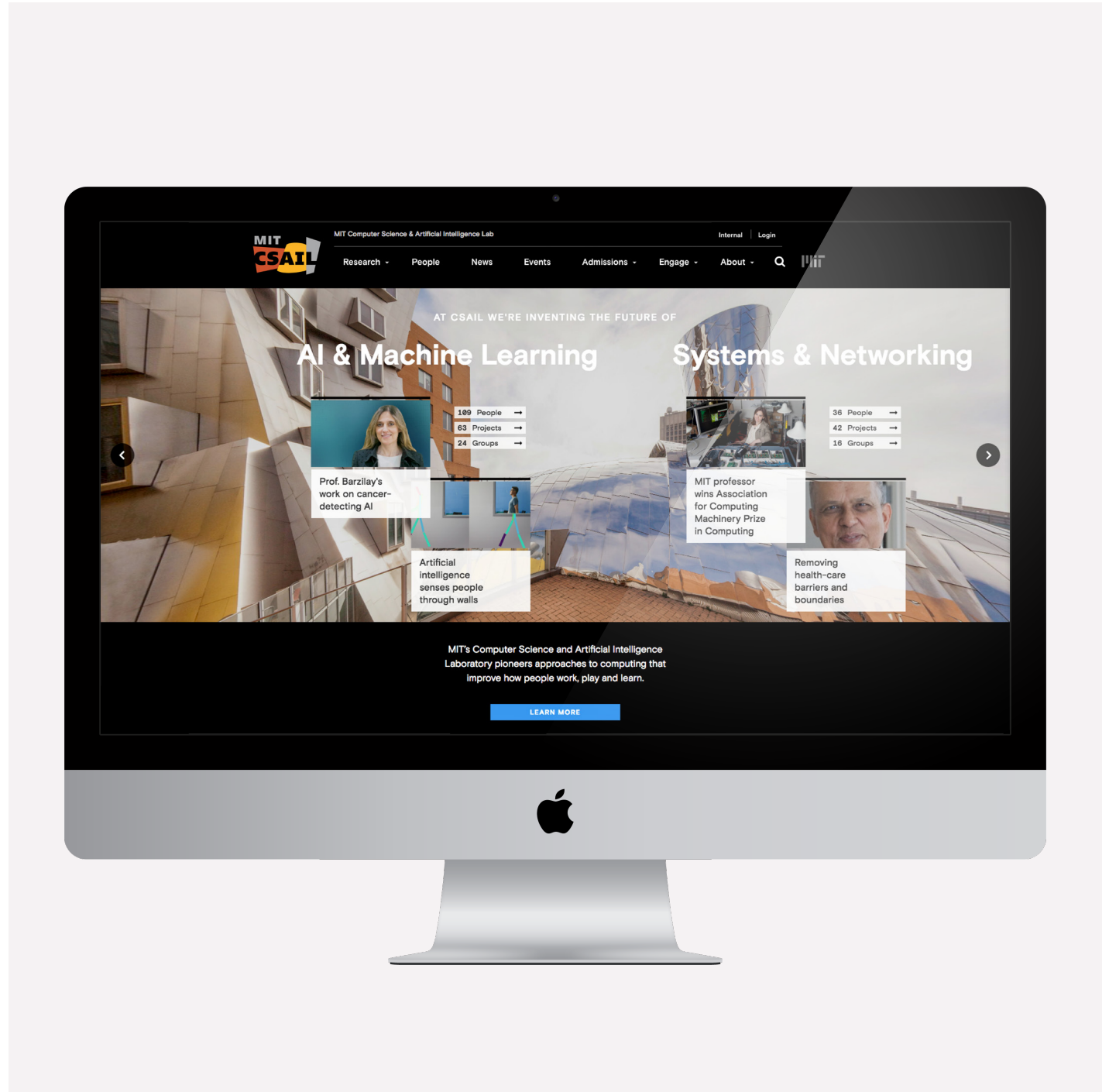
Researchers have been working on this technology since the 70s, and it's getting more precise.



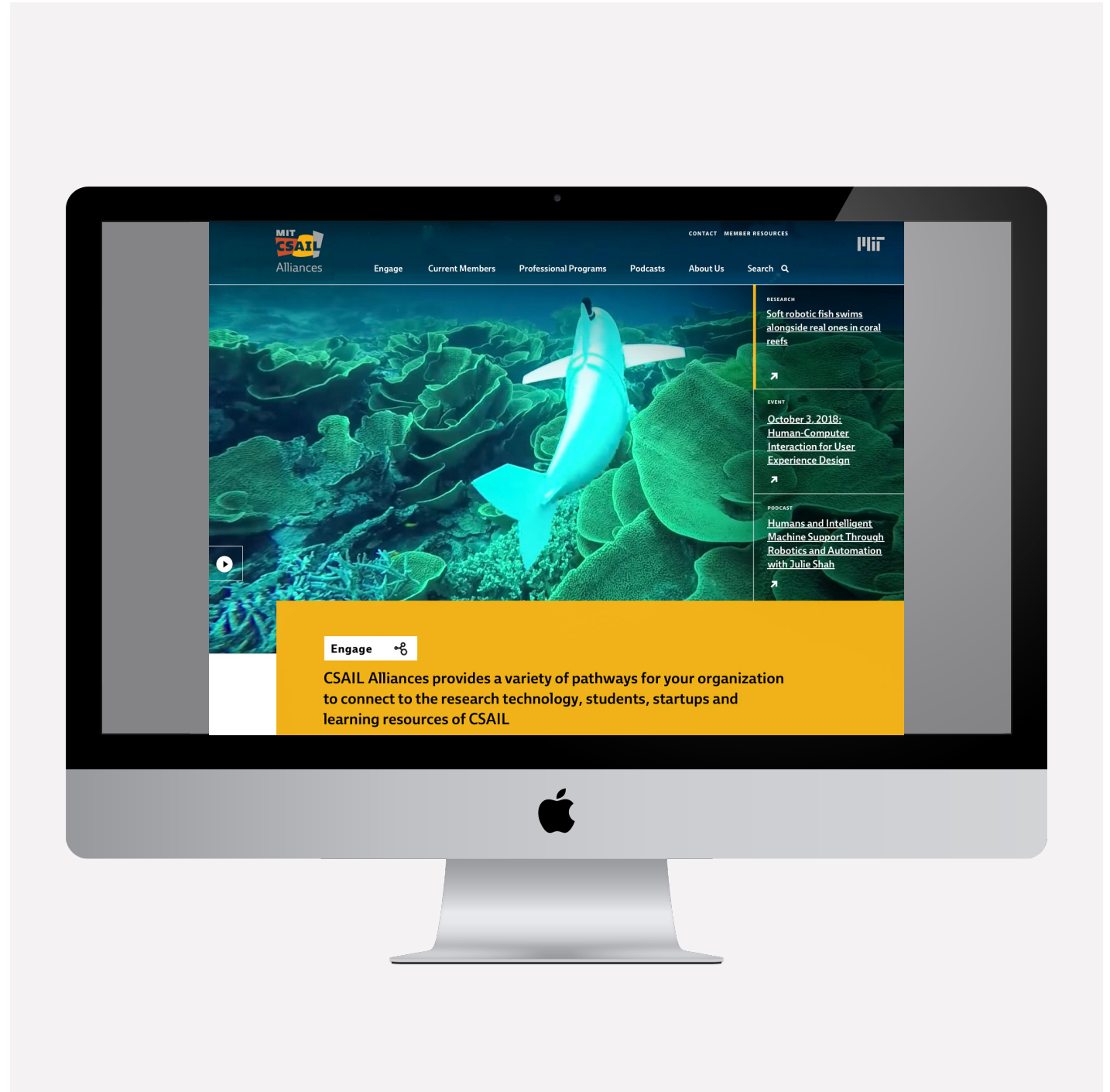
MIT CSAIL Computer Science & Artificial Intelligence Laboratory **MIT**

Backdrop





Alliances Website



Social Networks

The image displays four social media profiles for MIT CSAIL:

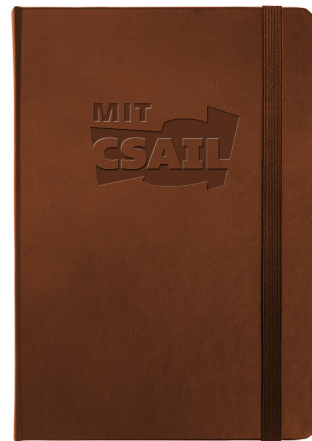
- LinkedIn:** Shows the profile header with the MIT CSAIL logo, a search bar, and a bio: "MIT CSAIL pioneers and learn." A blue "+ Follow" button is visible.
- YouTube:** Shows the channel page with the MIT CSAIL logo, the name "MITCSAIL", and "37,117 subscribers". It features a video titled "A Recycling Robot" with "45K views • 4 weeks ago" and another titled "Supervising Robots with Brain and Muscle Signals".
- Facebook:** Shows the page header "CSAIL - MIT" and the profile picture. The bio reads "CSAIL - MIT @MITCSAIL". A navigation menu includes Home, About, Photos, Reviews, Notes, Events, Videos, Posts, Community, Info and Ads, and Instagram. A green "Create a Page" button is at the bottom.
- Instagram:** Shows the profile picture and a grid of photos, including a person working in a lab and a building at night.

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