



# Brand Guidelines

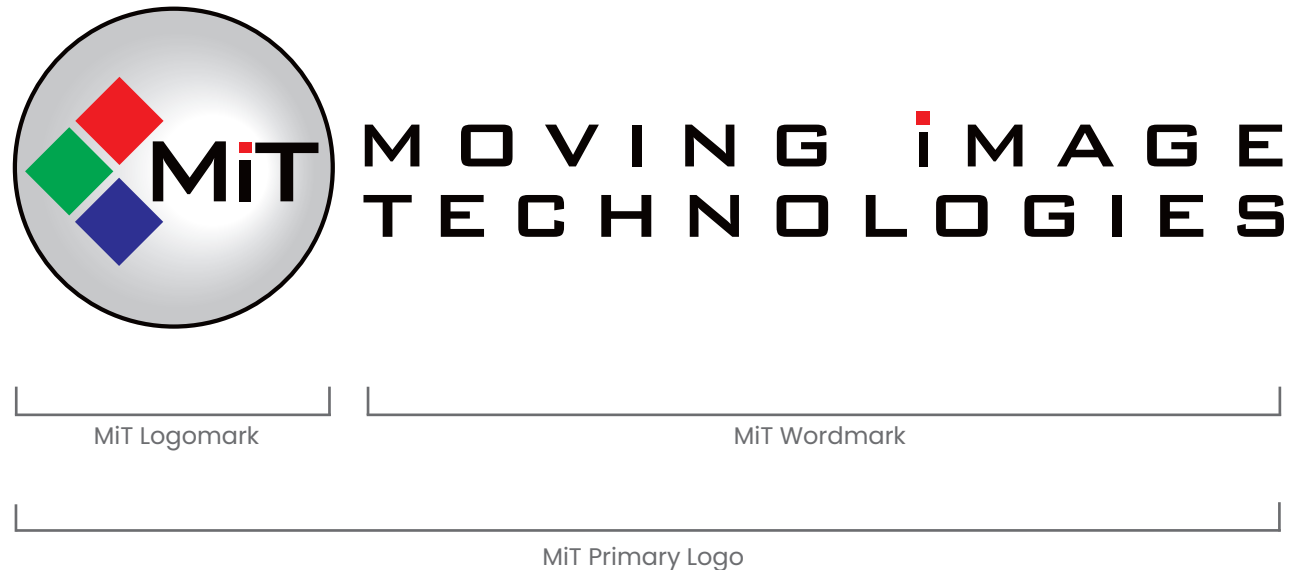
2023 . version 1





# OUR LOGO

The MiT logo is the cornerstone of our visual identity. The MiT logo is the most visible representation of our brand and the unifying visual element that appears across all communications and channels. Consistent application of our entire logo is vital to reinforcing a cohesive brand and building equity.



The “Reel Pixels” MiT logomark with the RGB pixels used in conjunction with the “Moving iMage Technologies” wordmark constitute the “MiT logo” and should not be separated or used individually apart from the whole.

## Digital Files

The logo artwork seen in this Guide is for demonstration purposes only. Do not scan or screenshot this or any other document to reproduce any MiT brand artwork. Do not extract the logo artwork from this or any other PDF file. Use only the original digital files for document creation, printing, or display

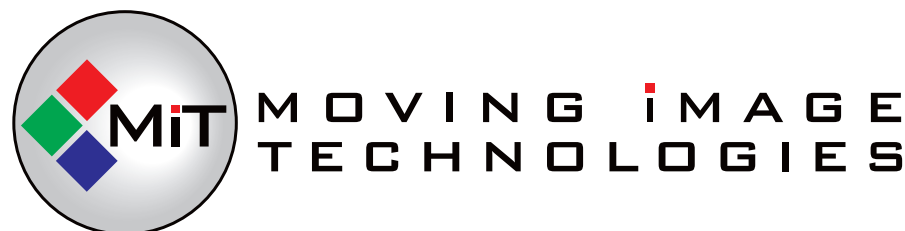


# LOGO

Using the proper logo for the right application is key. The full-color logos should be used whenever possible. All logos have specific sizing rules that help maintain readability. Please familiarize yourself with each version.

## Horizontal

The horizontal logo is our primary “Hero” logo. It works best in small sizes for maximum legibility and performance. The horizontal logo is the primary logo and should be used in most instances.



## Stacked

The stacked logo may be used when space calls for compositionally centered artwork. The stacked logo is for large-scale use. Avoid using small sizes, as it can become illegible.



## Brand Logo

The Reel Pixels brand logo may be used to promote the MiT iconic brand when space is limited. Examples are PC boards, product faces, and small promotional items where the entire brand is not able to be supported.



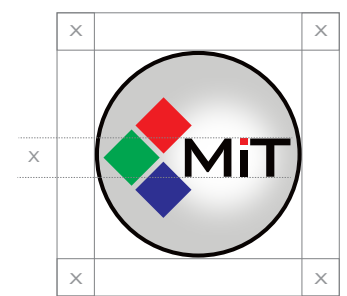
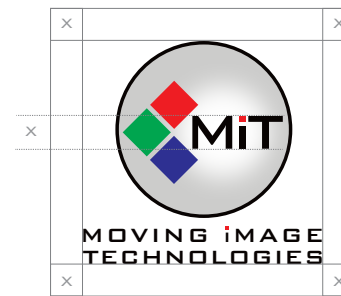


# LOGO

Clear space and minimum size are tools used to protect the power of our brand. They work by ensuring the logo is always clearly visible as a separate and special representation of our company.

## Clear Space

Clear space is the minimum “breathing room” maintained around our logo. It also defines the minimum distance between the logo and the edge of a printed piece. Ensuring that the logo is easily visible and legible is an important component of communications. Clear space protects the logo to ensure that it is always easily identifiable. Our logo must be kept free of graphics, text, and other marks. The clear space around our logo is equal to the height of the “MiT” in the logomark.



## Minimum Size

Minimum size refers to the smallest allowable logo size. The logo is available in one size that can be scaled down to a minimum size of 1.50" (38.1 mm) width for the horizontal logo and .75" (19.05 mm) width for the stacked logo and .375" (9.525 mm) for the brand logo. Always maintain the logo's aspect ratio when scaling.



Minimum width for horizontal logo is 1.50 inches or 108 pixels



Minimum width for stacked logo is .75 inches or 54 pixels



Minimum width for brand logo is .375 inches or 27 pixels



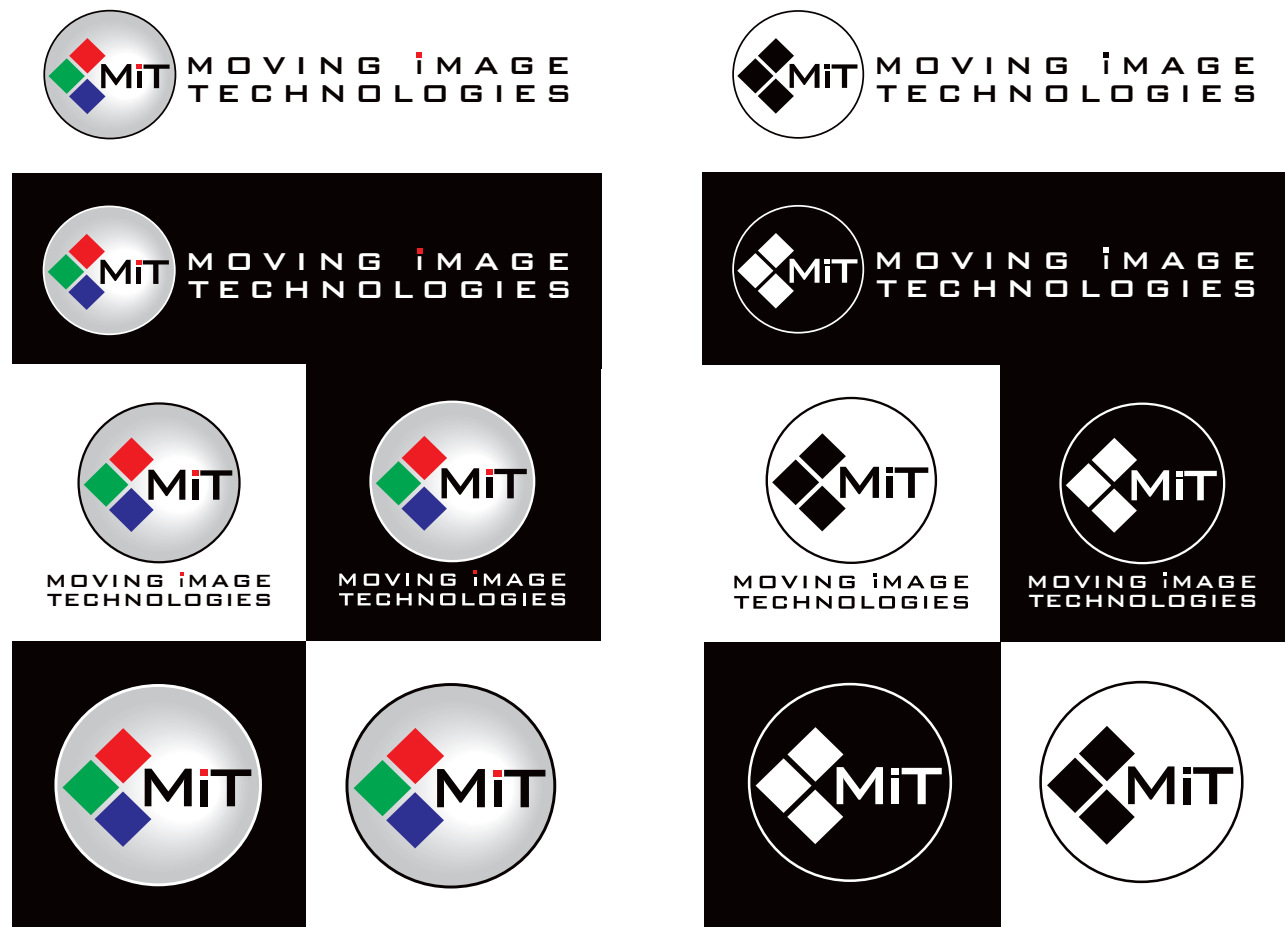
# COLOR MODES

Using the proper logo for the right application is key. We have a number of possible color modes for our logo. The first preference is for full-color logos to be used on white or black background whenever possible.

Avoid using full-color logos on photographs unless the logo sits on a black or white area of the image.

The following are our color modes:

- Full Color Positive: White or Light Background
- Full Color Reverse: Black or Dark Background
- One Color Black: White or Light Background
- One Color White: Black or Dark Background





# COLOR PALETTE

We use color in an organized way to support or emphasize key messages across all our communications.

The color white is also an important part of the palette. The use of “white space” or “negative space” helps emphasize the logo, text, or other messaging on the page. Design collateral to include the use of “white” space to ensure effective communications.

## Note:

For materials that are professionally printed, always strive to match colors to the PMS colors listed here, using PANTONE professional reference color chips and formula guides.

## Color Space

Use process, CMYK, Pantone colors for professionally printed materials.

Use RGB in all Web, PowerPoint, Word documents and templates, and for all on-screen uses.

<b>RED</b>  RGB 237/28/36 HEX# ED1C24 CMYK 0/100/100/0  PANTONE 485C	<b>GREEN</b>  RGB 0/166/81 HEX# 00A651 CMYK 100/0/100/0  PANTONE 7482C
<b>WHITE</b>  RGB 255/255/255 HEX# FFFFFFFF CMYK 0/0/0/0	<b>BLUE</b>  RGB 46/49/146 HEX# 2E3192 CMYK 100/100/0/0  PANTONE 286C
<b>RICH BLACK</b>  RGB 0/0/0 HEX# 000000 CMYK 30/30/30/100	



# FILE NOMENCLATURE

For ease of access, all logo artwork files use the naming convention shown here. **Please do not rename files.**

- MiT Logo\_Horizontal\_Full Color
- MiT Logo\_Stacked\_
- MiT Brand Logo\_Circle\_



## Amount of Color & Color Format

**Full Color\_Positive:** Logo designed for use on white or light background

**Full Color\_Reverse:** Logo designed for use on black or dark background

**One Color\_White:** Logo designed for use on black or dark background

**One Color\_Black:** Logo designed for use on white or light background

## Color Space

Use the CMYK process for printed materials.

Use RGB in all Web, PowerPoint, Word documents and templates, and for all on-screen uses.

## File Format

**EPS (vector):** Use for highest quality reproduction in offset and digital print, and special applications.

**JPG (raster):** High compression with no transparency support; for web and on-screen use, also an alternative for PowerPoint and Word.

**PNG (raster):** RGB color space only. Little to no compression with transparency support; best used for PowerPoint, Word and on-screen.



# UNACCEPTABLE USAGE

## Digital Files

The logo artwork seen in this Guide is for demonstration purposes only. Do not scan or screenshot this or any other document to reproduce any MIT brand artwork. Do not extract the logo artwork from this or any other PDF file. Use only the original digital files for document creation, printing, or display.

## Incorrect Usage

Ensure that our logo is clearly visible by using it on the proper background for the logo version. Avoiding these mistakes will help build consistency and recognizability for the brand. Always use approved artwork in correct colors when working with the logo.

### **Do not alter the logo in any way. Examples of Unacceptable Usage:**

- Do not use the MIT symbol alone without the entire logo, including the wordmark. Other than on products
- Do not use old logos
- Do not use the MIT Reel Pixels logomark alone without the entire logo, including the wordmark.
- The MIT Reel Pixels logomark may be applied on products without the wordmark.
- Do not use the wordmark alone
- Do not scale the logo without maintaining its proportions.
- Do not add drop shadows or distracting effects.
- Do not alter the colors of the logo.
- Do not alter the size or proportion of the MIT Reel Pixels logomark in relation to the wordmark.
- Do not place the logo over a busy or uneven background.
- Do not group the logo too closely with other brands or messages. Follow the clear space guidelines.
- Do not re-create the logo in any other font.
- Don't change the alignment (vertical or horizontal) of the logo and wordmark.