

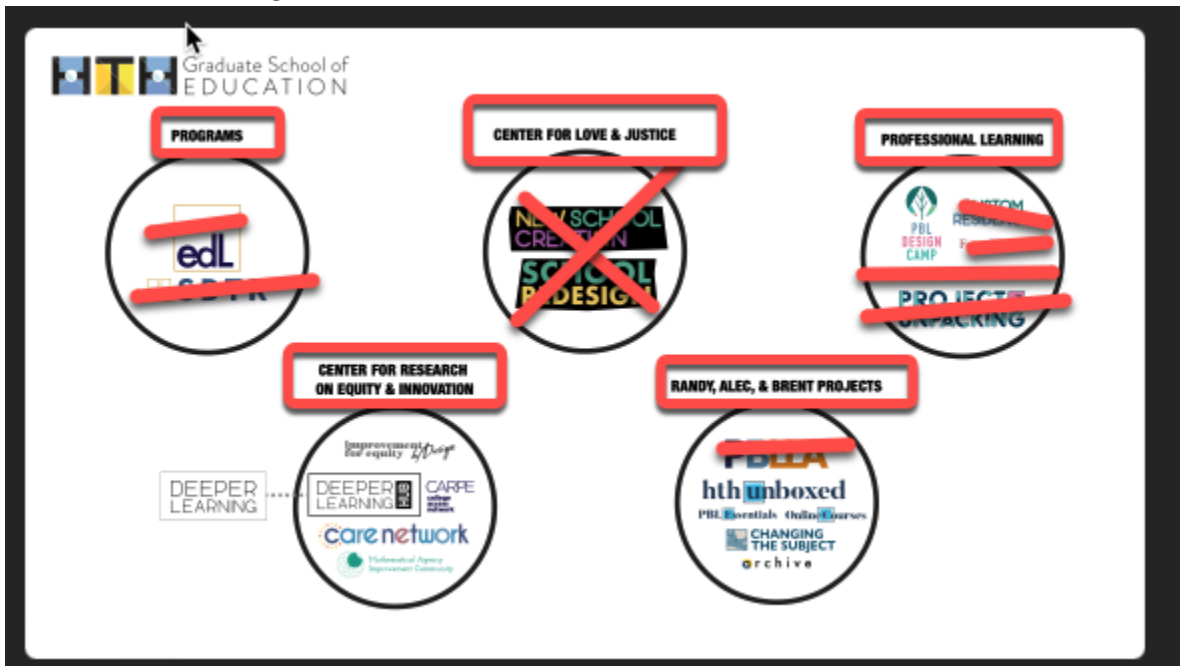
Style Guide 1/11/23

- <https://web.mit.edu/graphicidentity/logo.html>
 - Use as skeleton
- First sentence summarizes why you should pay attention to everything on this site. Makes it feel the branding officials and the backing of the GSE
- Not us enforcing rules
 - Its to help the organization be cohesive and strong

Spreadsheet that has every logo.

LOGOs live [HERE](#)

- Each logo has X amount of versions (each logo below needs: 2 color black and white, 2 color white and black, full color.) (each logo needs to be saved for print=high def JPG, for screen/web=SVG, laser printing=SVG, ai file, attaching to emails=PNG,)
 - Favicon
 - Stacked
 - Horizontal
 - Mobile
- Which logos do we have?
- What needs logos?



?’s to answer

- When does the GSE logo appear in color or BW?
- When do we have equal focus branding?
- How do staff go about getting logo created?

COPY DECK

URL	Main Section	Heading	Copy

PLAN

1. Content DP
 - a. <https://docs.google.com/document/d/1GbVAqPymGl5UKvhhaRHu9Jk2aFhGcg0pd8qRFc2G-1l/edit#heading=h.dbl5oomchqar>
2. Infrastructure LP
 - a. Remap hthgse.dev to the new branding page
3. Design CR
 - a. Images for branding rules

Hours (Might need more hours)

- LP
 - 8 hours
 - build/manage
- DP
 - 15
 - Content writing
- RG
 - 4
 - input
- CR
 - 30
 - mockups

Writing

- **Logo**
 - **Placement**
 - **Download Logos**
 - **Outside GSE**
 - **Do/Don't**
 - **Applications**
 - **Print**
 - **Catalog**
 - **pamphlets**
 - **Web and Mobile**
 - **Merchandise**
 - **Do/Don'ts**
 - **License Guidelines**
- **Colors**
- **Fonts**
- **Branding Options**
 - **Equal focus Branding (with orgs outside the GSE)**

- **Organization Focus Branding**
 - **DL?**
 - **Med/SDTR/CFLJ/PBLLA/PBLDC**
 - **Examples**
- **History**