



Graduate Student Council

of the Massachusetts Institute of Technology

GSC Logo Policy

The Executive Committee of the Graduate Student Council of the Massachusetts Institute of Technology (MIT GSC), taking into consideration Section II.G.1 of the GSC Bylaws, and Council Resolution 56.gsc.12.1 decides the following:

Section 1: The GSC Primary Logo

- a. The GSC Primary Logo represents the GSC to third parties and is an integral part of its graphic identity.
- b. The GSC Primary Logo consists of:
 - i. The pictograph: a stylized ionic column (part of the capital and shaft) inside a circle, or more infrequently a square, of a different color. In its most prevalent variation, the column is white and the circle is black (see Appendix)
 - ii. The text: The largest version of the logo contains two lines of text set to the right of the pictograph. The first line consists of the words “Graduate Student Council” whereas the second line consists of the words “of the Massachusetts Institute of Technology” (Style 1 in the Appendix). Other variants of the logo can either include the words “Graduate Student Council”, each in its own line (Style 2) or the words “MIT GSC”, rotated 90° counter-clockwise (Styles 3 & 4 in the Appendix).

Section 2: Logos used by GSC entities

- a. GSC Entities are defined as the constitutional officers, committees (standing and ad-hoc) and subcommittees of the GSC as well as task forces and other entities created by a decision of the Council or the Executive Committee to be a part of the GSC.
- b. GSC Entities may freely use Styles 1-4 of the GSC Primary Logo for any official GSC business. GSC entities may also use variants of each style in colors other than black and white, provided that the GSC Primary Logo remains identifiable.
- c. GSC Entities can create their own Entity-Specific Logos and use them for official GSC business, under certain limitations:
 - i. GSC Entities may create and use Entity-Specific Logos that use the GSC Primary Logo as their basis and only introduce small variations upon it. In such cases, the main elements of the GSC Primary Logo must be preserved, so as to obviously identify such logos with the GSC
 - ii. GSC Entities may create and use Entity-Specific Logos that are visually distinct from the GSC Primary Logo. In this case, said logos must incorporate the words “MIT GSC”, “GSC” or “Graduate Student Council” in a legible font or script of sufficient size as part of their design, preferably in the top-left part of the logo. Also, it is suggested that they also include the name of the GSC entity, e.g. “Orientation Committee”.
 - iii. The Executive Committee is identified by the GSC Primary Logo and may not use any other logo.

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Section 3: Use of the GSC Logo in publicity materials

- a. Events or initiatives that are sponsored or funded by the Funding Board, the Initiatives Fund or by funds authorized directly by the General Council or the Executive Committee must use the GSC Primary Logo when acknowledging such a contribution in publicity materials.
 - i. Preferably, variants of Style 2 should be used, such as Styles 5 or 6 (in Appendix).
- b. Subject to the limitations set forth in the following paragraph, contributions, financial or otherwise, by other GSC Entities must be acknowledged in publicity materials through:
 - i. The use of the GSC Primary Logo (Styles 1-6, as appropriate), and/or
 - ii. The use of the relevant Entity-Specific Logo(s)
- c. If contributions, financial or otherwise, have originated from multiple GSC Entities, then conflicts on which logo(s) to use in publicity materials are resolved as follows:
 - i. If multiple logos can be used, then all appropriate logos will be used, if possible. If the GSC Primary Logo is included in the list of appropriate logos (e.g. by virtue of the event/initiative in question being funded by the Funding Board and another GSC Entity which uses its own Entity-Specific Logo), the GSC Primary Logo has to be used and cannot be omitted in favor of another Entity-Specific Logo.
 - ii. If no more than one logo can be used, the GSC Primary Logo will be used.

Section 4: Policy Implementation & Enforcement

- i. The Publications and Publicity Board (P&P) is charged with implementing this policy and enforcing it. In cases of disagreement, the Executive Committee will decide based on this policy. P&P's decision will stand unless overruled by the Executive Committee.
- ii. GSC Entities wanting to use their own Entity-Specific Logos will need to submit them to P&P for approval, based on Section 2(c).
 - a. Once an Entity-Specific Logo has been approved, assuming the design remains unchanged, only the Executive Committee may change the approval status. If the design of an approved Entity-Specific Logo changes, it will need to be submitted again to P&P for approval.
 - b. If not approved, P&P will create and propose a compliant version of the submitted logo(s).
 - c. P&P will create and maintain a list of all approved Entity-Specific Logos.
- iii. P&P will design and/or assist in (re)designing Entity-Specific Logos upon request.



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Section 5: GWAMIT

- Per General Council Resolution 56.gsc.12.1: "Graduate Women at MIT shall ... retain autonomy in the use of the GWAMIT name." As such, this policy may not be enforced in the case of GWAMIT.
- GWAMIT is nonetheless encouraged to follow this policy, to the extent that it is practicable.

Section 6: Muddy Charles Pub

- The Muddy Charles Pub ("the Pub", as referred to in the GSC Bylaws) is a permanent activity of the Council and will use the logo included in Appendix II or a variant of it.
- The Board of Directors of the Muddy Charles Pub is a GSC Entity and Section 2 applies to it.
- The Muddy Charles Pub is nonetheless encouraged to follow this policy, to the extent that it is practicable.

Section 7: Transitional Provisions

- Electronic publicity/promotional materials created before this policy will be redesigned to comply with this policy.
- Physical publicity/promotional materials created before the passage of this policy are exempt from it. If such materials are not in compliance with this policy, they will have to be redesigned, so that materials produced after the passage of this policy will comply with it.
- There will be a grace period of two months from the passage of this policy to allow time for the proper redesign of logos and publicity/promotional materials.

The above shall take effect immediately. The Secretary of the Graduate Student Council will inform the General Council and all GSC entities of the GSC Logo Policy.

Cambridge, January 31st, 2018

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Appendix – The GSC Logo



GSC Logo Pictograph



Graduate Student Council
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Style 1 – Pictograph in circle and text, full



Graduate Student Council

Style 2 – Pictograph in circle and text, reduced

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MIT GSC

Style 3 – Pictograph in circle and text, compact



Style 4 – Pictograph in square and text, compact

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Event sponsored by



**Graduate
Student
Council**

All graduate students welcome

Style 5 – Pictograph in circle and text, reduced
For use in sponsored events/initiatives

Event funded by



**Graduate
Student
Council**

All graduate students welcome

Style 6 – Pictograph in circle and text, reduced
For use in funded events/initiatives



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Appendix II – The Muddy Charles Pub Logo



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