



Language  
Technologies  
Institute

**INSTITUTE STACKED**



**ICON**



**INSTITUTE HORIZONTAL**



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**Logo Configurations**

**STACKED**

**Carnegie  
Mellon  
University**



**HORIZONTAL**

**Carnegie Mellon University**



**Displaying with CMU logotype**

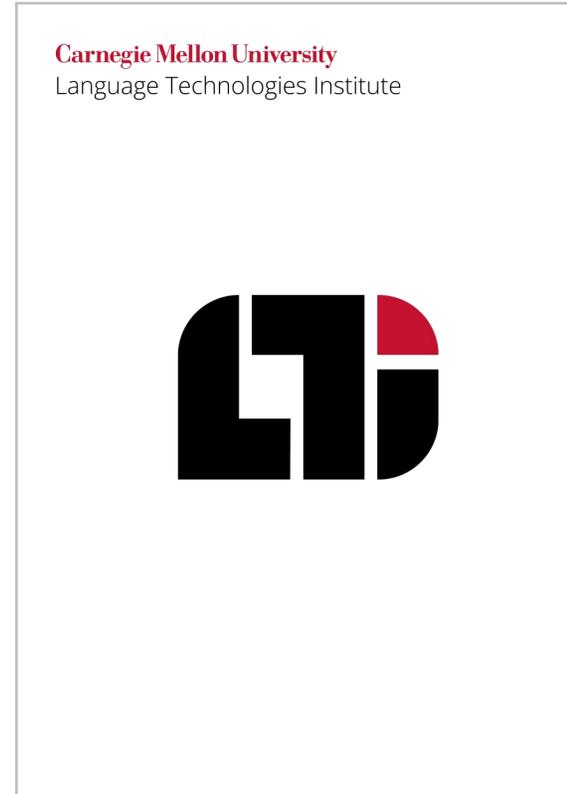
In most cases, the Carnegie Mellon University logotype should be displayed along with the LTI logo. However the LTI logo should not be directly locked-up with the Carnegie Mellon University logotype, but separated in a similar manner as the suggested layouts.



Never place the CMU logotype directly adjacent to the LTI logo, as this is a violation of CMU guidelines on departmental logos. Instead, either use the approved LTI unitmark, or position the LTI logo and CMU logotype separately with enough space that they are clearly distinct from each other.

**CMU AND DEPARTMENT UNITMARK**

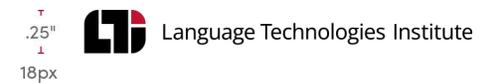
**Carnegie Mellon University**  
Language Technologies Institute



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**Displaying the CMU and Department Unitmark**

The CMU and Department Unitmark should be used when displaying the LTI Icon version of the logo. This helps to identify the department while allowing the Icon to be more prominent. Shown in this exhibit is an example layout using these two logo versions together.



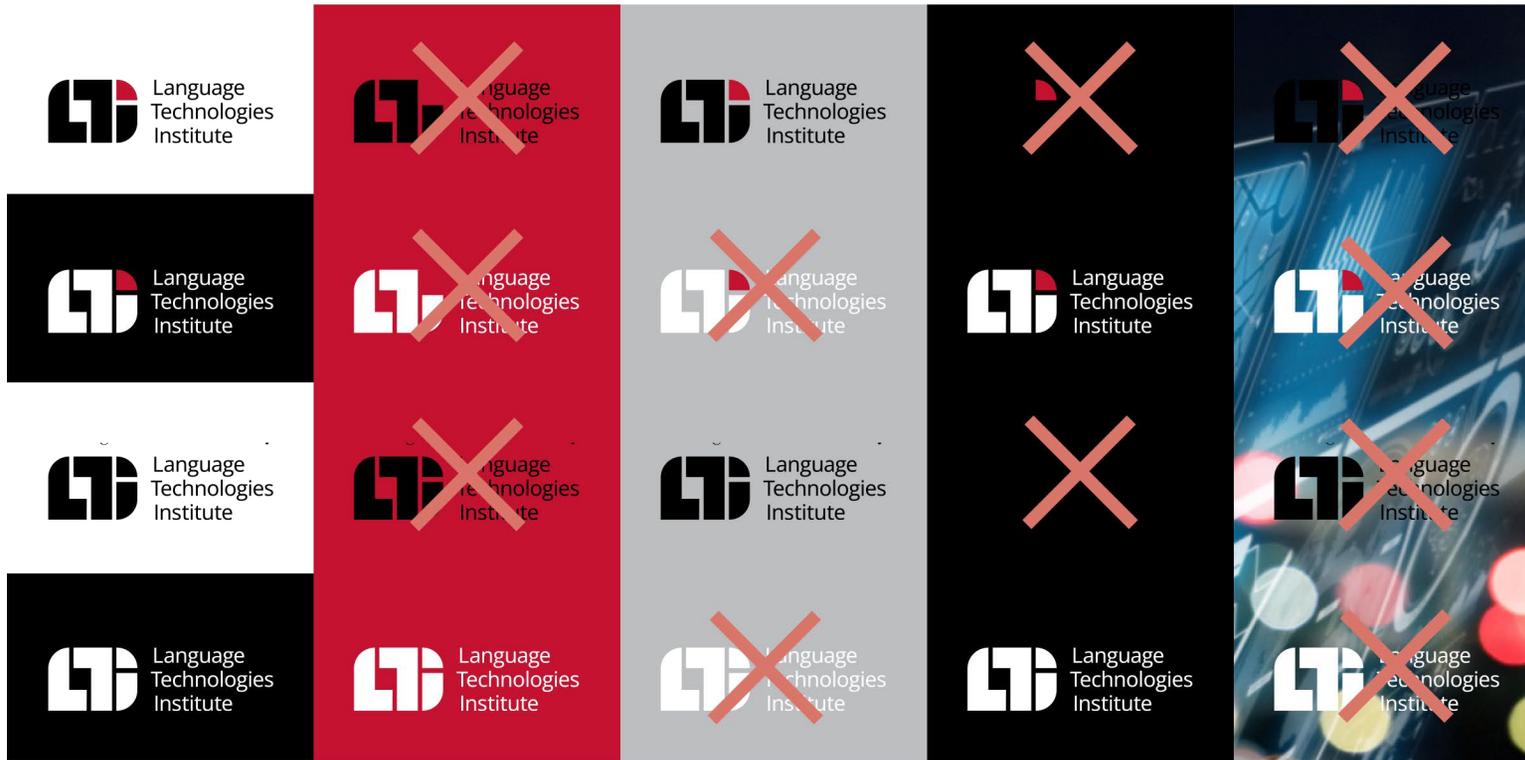
## Clear Space

The LTI logo should always be surrounded by a generous field of clear space to ensure its legibility and impact. This protects the logo from competing visual elements such as text and supporting graphics.

As shown in the exhibit, the minimum amount of clear space that surrounds the logo in any application is equal to a factor of X, with X being equal to the height of the LTI logo icon.

## Minimum Size

The LTI logo can be scaled to a variety of sizes. However, at extremely small sizes, the readability may become compromised. To ensure that each configuration of the logo is always legible, please follow the recommended minimum sizes shown above.



## Background Control

The logo was designed to be adaptable to a range of background requirements. However, it is essential that the logo is always highly legible in every application. As a rule of thumb, a dark logo should not be used on a dark background, nor should a light logo be used on a light background.



Never re-arrange the elements of the logo.



Never distort the logo.



Never re-typeset the logo.



Never apply the logo to a background that does not provide sufficient contrast.



Never outline the logo.



Never apply a color outside of The LTI palette to the logo.



Never re-arrange colors within the logo.



Never stylize the logo in any way.

## Misuse

Any misuse of the logo artwork diminishes its integrity and that of the LTI brand as a whole. The exhibits featured here represent some common misuses that must be avoided whenever designing with the logo. Remember that the logo must never, under any circumstances, be altered or re-created. Only use approved files when reproducing these marks.