

# ADVANCING SUSTAINABILITY THROUGH BUILDING DESIGN

Sustainability, climate action, and resiliency are embedded into the planning, design, and operation of this building project. Since the project's launch in 2010, the team has used an **integrative process** to identify sustainability opportunities across building systems that would have an early and lasting impact on energy consumption, water usage, and site conditions.

This project encompasses two buildings, **E37 and E38**, which now house the MIT Admissions Office, an extensive innovation and sustainability network, and hundreds of MIT graduate students and their families.

The site is a central part of MIT's **Kendall Square Initiative**, which set out to transform five MIT-owned parking lots into a mix of lively uses—including retail, residential, commercial, and open space—while strengthening the fabric of the **Cambridge community**.

E37 and E38 are designed to meet the requirements for LEED (Leadership in Energy and Environmental Design) v4 **Gold Certification** by the **U.S. Green Building Council**. Learn more about their sustainable design features in the accompanying panels.



Visit [sustainability.mit.edu](http://sustainability.mit.edu) for more information  
Illustrations by Ethic, July '20

## community connection

prioritizing place-making and transportation

### A PLACE TO LIVE, WORK, AND LEARN

E37 and E38 bring together a diverse slice of the MIT community and are adjacent to a vibrant, green, open space. The graphic below illustrates key features of the site.

- 1 Building E37**
  - A residential tower for graduate students and their families
  - A child-care facility serving the MIT community
- 2 Building E38**
  - MIT Welcome Center, a new "front door" to the east end of campus
  - MIT Office of Admissions
  - The Innovation Initiative HQ, a hub for student innovation and entrepreneurial activity
  - A network of sustainability-focused offices spanning education, research, and operations
  - Active street-level retail space
- 3 Open Space**
  - Publicly-accessible green space providing active programming and recreation for the community



### A COMMITMENT TO SUSTAINABLE TRANSPORTATION

The buildings' location and design encourage occupants and visitors to use multimodal transit through access to nearby bus, shuttle, subway, and bicycle networks, which all help to reduce the emissions associated with driving single-occupancy vehicles.



Just north of E37 and E38, you will find almost two acres of green space, which includes an outdoor movie screen and a stage for performances. MIT's Open Space Programming works with local collaborators to produce free public programs that engage the MIT, Kendall Square, and Cambridge communities.

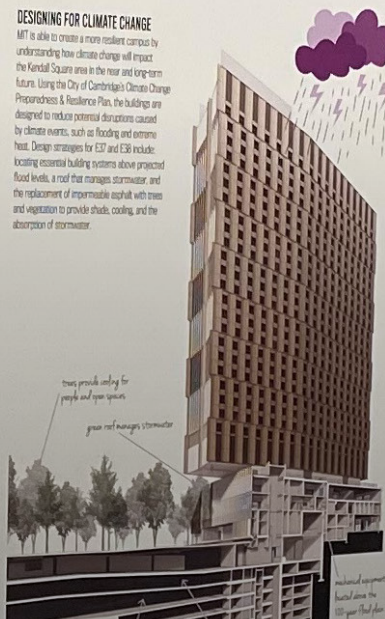


## resilience & restoration

promoting sustainable sites in a changing climate

### DESIGNING FOR CLIMATE CHANGE

MIT is able to create a more resilient campus by understanding how climate change will impact the Kendall Square area in the near and long-term future. Using the City of Cambridge's Climate Change Preparedness & Resilience Plan, the buildings are designed to reduce potential disruptions caused by climate events, such as flooding and extreme heat. Design strategies for E37 and E38 include: locating essential building systems above projected flood levels, a road that manages stormwater, and the replacement of impermeable asphalt with trees and vegetation to provide shade, cooling, and the absorption of stormwater.



All site water is filtered and collected in a below-grade cistern for reuse in irrigation and nearby cooling towers.

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Proposed new schools, located three blocks north of the buildings.

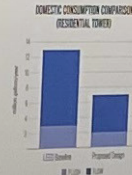


## water systems

designing for efficiency and conservation

### REDUCING CONSUMPTION OF DOMESTIC WATER

Showers are one of the main drivers of domestic water usage on a residential campus. E37 and E38 use efficient 4.0 gpm per minute (GPM) showerheads for the residential and common showers. This, in conjunction with other low-flow fixtures, results in a 43% reduction in water use. The type of showerhead has now become the new standard for the entire campus, sending water savings across the institution.



25% less water, saving more than 10 million gallons.

LEED Gold

Proposed Design

Proposed new schools, located three blocks north of the buildings.

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## energy systems

reducing demand and optimizing performance

### DESIGNING EFFICIENT BUILDING SYSTEMS

E37 and E38 conserve MIT's efficient energy use by conserving the building's energy use through the use of a high-performing envelope, efficient lighting and equipment, energy-efficient HVAC systems, and other measures, and additional energy savings are achieved through the use of a high-performing envelope, efficient lighting and equipment, energy-efficient HVAC systems, and other measures, and additional energy savings are achieved through the use of a high-performing envelope, efficient lighting and equipment, energy-efficient HVAC systems, and other measures.



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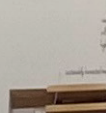
Proposed new schools, located three blocks north of the buildings.

## building materials

understanding the ingredients

### LIFE CYCLE ANALYSIS

The design team implemented a life cycle analysis (LCA) to understand the environmental impacts of the building's materials. The LCA results show that the building's materials have a lower carbon footprint compared to other buildings of similar size and type.



LEED Gold

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## health & well-being

improving health through design

### PROMOTING HEALTH AND WELL-BEING

The design team implemented a variety of strategies to promote health and well-being in the building. These include providing access to natural light, fresh air, and views of the outdoors, as well as providing a variety of spaces for relaxation and recreation.



LEED Gold

Proposed Design

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# MIT Green Building Education

## SIGNAGE DESIGN GUIDELINES AND TEMPLATES

November 2022

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# I. Introduction

## A. PURPOSE

Green Building Education enhances the sustainable design and construction of new spaces, by inviting and empowering building occupants to play a role in meeting the sustainability goals of the MIT campus. The signage is an important reminder of MIT’s commitment to the environment and well-being - as it is seen by MIT students, staff, and faculty, as well as parents, visitors, prospective students, and more every day.

The purpose of this document is to provide clear guidelines for project teams to implement consistent and flexible educational signage that meets the requirements of building certifications, such as LEED and Fitwel. These signage guidelines are flexible enough to allow for different spatial constraints and unique qualities of each project, and are consistent enough to be recognizable across MIT buildings as a “common language.”

These guidelines were developed collaboratively by MIT’s System Performance and Turnover (Campus Construction) and Office of Sustainability teams and have been tested in several pilot projects across campus, to help ensure an efficient design and installation process.

## B. GREEN BUILDING EDUCATION REQUIREMENTS FOR LEED & FITWEL

<i>Certification</i>	<i>Credit Requirements</i>
<p><b>LEED BD+C: New Construction v4</b>  <a href="https://www.usgbc.org/credits/new-construction-core-and-shell-schools-new-construction-retail-new-construction-healthca-57">https://www.usgbc.org/credits/new-construction-core-and-shell-schools-new-construction-retail-new-construction-healthca-57</a></p>	<p>Green Building Education appears in LEED’s Innovation Catalog and can earn 1 point. To earn the credit using these guidelines, teams must produce:</p> <ol style="list-style-type: none"> <li>1. A comprehensive signage program built into the building’s spaces to educate the occupants and visitors of the benefits of green buildings. Signage must address at least one credit or prerequisite in each category applied to the project.</li> <li>2. The development of a manual, guideline or case study to inform the design of other buildings based on the successes of this. project.</li> </ol>
<p><b>Fitwel</b>  <a href="https://www.fitwel.org/certification/">https://www.fitwel.org/certification/</a></p>	<p>Fitwel awards projects points for including the following behavior signs, which are included in the “Behavior Panel Guidelines” in this document.</p> <ol style="list-style-type: none"> <li>1. Stair Signage – Place point-of-decision signs promoting stair use at elevator call areas.</li> <li>2. Hand washing Signage – Provide permanent educational signs promoting hand-washing in bathrooms.</li> <li>3. Food Service Choice – Create a display highlighting healthy food and beverage options for break areas, and health-promoting signage.</li> </ol>

## I. Introduction

### C. ROLES AND RESPONSIBILITIES

Refer to the chart below to understand the roles of responsibilities involved in implementing this Green Building Education program.

<b>Group</b>	<b>Role</b>
<b>Design Team</b>	<ul style="list-style-type: none"><li>• Review these guidelines.</li><li>• Create content: Collect relevant photos, renderings; Draft, and text for each section; Produce energy and water graphs.</li><li>• Develop signage: Populate templates with content, Provide draft and final signage for review to MIT Client team, Facilities and Sustainability; Edit contents based on feedback from MIT client team, Facilities and Sustainability</li><li>• Identify location for signage</li><li>• Issue signage as part of design document signage package</li><li>• Confirm proper installation</li></ul>
<b>MIT Client Team</b>	Review, provide comments and approve draft and final signage content, quantities and locations
<b>MIT Systems Performance and Turnover (Campus Construction) and Office of Sustainability</b>	Review and provide comments for draft and final signage content, quantities and locations

II.  
**Lobby  
Panel  
Guidelines**

## II. Lobby Panel Guidelines

The purpose of the “Lobby Panel” signage is to educate the community about the overall sustainable design features of the project using clear, friendly language and visuals. There are two sizes to select from, depending on available wall space: Lobby Panel A and Lobby Panel B.

The Lobby Panel signage is intended to be installed in a building lobby, or other publicly-accessible and visible area. Specifications are detailed in the sections below. The project team may opt to use digital signage (See Section III).

**Note on the design:** The layout for the Lobby Panel (for both A and B sizes) is split into six sections, with space for a very short and compelling overview of the project. The six sections align with the six LEED categories, but project teams can opt for more descriptive section titles, see examples below. As noted earlier, the sign must highlight at least one credit or prerequisite in each LEED category applied to the project.

<i>LEED Category</i>	<i>Example of Alternative Section Title</i>
<b>1. Location and Transport</b>	Community Connections
<b>2. Sustainable Sites</b>	Reuse and Reimagination
<b>3. Water Efficiency</b>	Water Systems
<b>4. Energy and Atmosphere</b>	Energy Efficient Design
<b>5. Materials and Resources</b>	Healthy Materials
<b>6. Indoor Environmental Quality</b>	Indoor and Outdoor Spaces



# A. Lobby Panel A

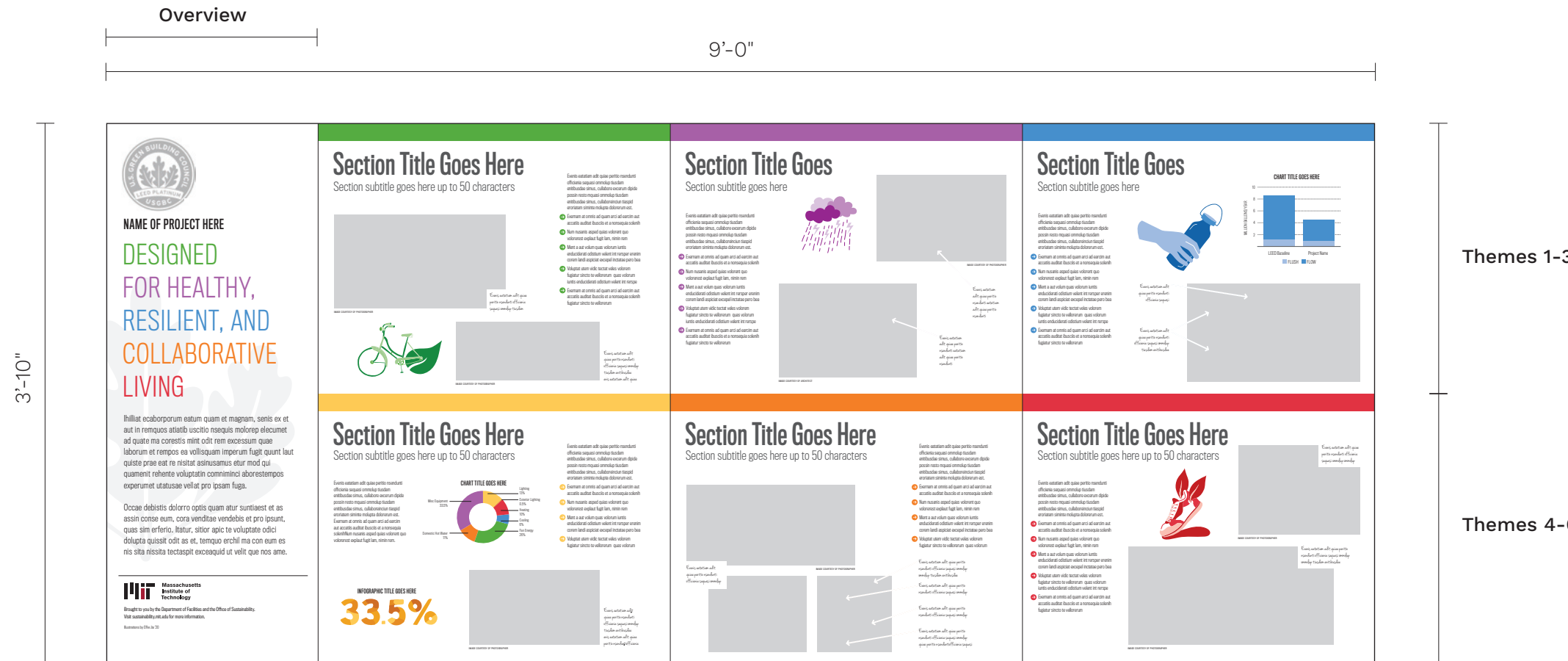
“Lobby Panel A” is 9 feet wide by 3 feet, 10 inches high. It is available as an InDesign Template file. Guidelines for design and installation are detailed in the following pages.

# A. Lobby Panel A: Composite Content Overview

This diagram illustrates various layout examples for the themes. These examples show the various content components (section title, section subtitle, story title, story text, bullet list, image caption, image photo credit, images and illustration) in different configurations to accommodate a wide range of content. Please note that these examples show the ideal balance of text, images and white space. See examples on pages 9-15.



Content and images should be accessible to a wide range of audiences (including prospective students and their parents, MIT faculty, staff and students). When possible, images should include people. Consider a mix of inhabited spaces, technical renderings, and details. See examples on page 19.

See color, typeface and illustration specifications on pages 57-60.





## A. Lobby Panel A: Overview

<p>LEED Leaf Background Lightest Grey 5%K</p>	<p>3'-10"</p>	<div style="text-align: center;">  <p><b>NAME OF PROJECT HERE</b></p> <p><b>DESIGNED FOR HEALTHY, RESILIENT, AND COLLABORATIVE LIVING</b></p> <p>Ihiliat ecaborporum eatum quam et magnam, senis ex et aut in remquos atiatib uscitio nsequis molorep elecumet ad quate ma corestis mint odit rem excessum quae laborum et rempos ea vallisquam imperum fugit quunt laut quiste prae eat re nisitat asinusamus etur mod qui quamenit rehente voluptatin comnincipi aborestempos experumet utatusae vellat pro ipsam fuga.</p> <p>Occae debistis dolorro optis quam atur suntiaest et as assin conse eum, cora venditae vendebis et pro ipsunt, quas sim erferio. Itatur, sitior apic te voluptate odici dolupta quissit odit as et, temquo erchil ma con eum es nis sita nissita tectaspit exceaquid ut velit que nos ame.</p>  <p><small>Brought to you by the Department of Facilities and the Office of Sustainability. Visit <a href="http://sustainability.mit.edu">sustainability.mit.edu</a> for more information.</small></p> <p><small>Illustrations by Effie Ju '20</small></p> </div>	<p>Area for applicable logos: LEED, Fitwell, etc</p>
			<p><b>Project Title</b> maximum 34 characters character style: Project title Titling Gothic FB Compressed Standard 80 pt / ALL CAPS / 100% black</p>
			<p><b>Project Subtitle</b> maximum 80 characters character style: Project subtitle Titling Gothic FB Condensed Light 160/203 pt / ALL CAPS Each line should be a different main color: purple, orange, red, green, or blue</p>
			<p><b>Project Description</b> maximum 640 characters character style: Project description Titling Gothic FB Condensed Light 51/68 pt / 100% black</p>
			<p>MIT logo</p>
			<p><b>Project Credits</b> maximum 100 characters character style: Project credits Titling Gothic FB Condensed Light 24/35 pt / 100% black</p>

Scale: 2"=1'-0"

## A. Lobby Panel A: Theme Option 1

### Header Band

use one of the main colors:  
purple, orange, red, green, blue,  
or lighter yellow

### Section Title

maximum 25 characters  
character style: Section title  
Titling Gothic FB Compressed Standard  
176 pt / 80% black

### Section Subtitle

maximum 50 characters  
character style: Section subtitle  
Titling Gothic FB Condensed Light  
72 pt / 80% black

### Image

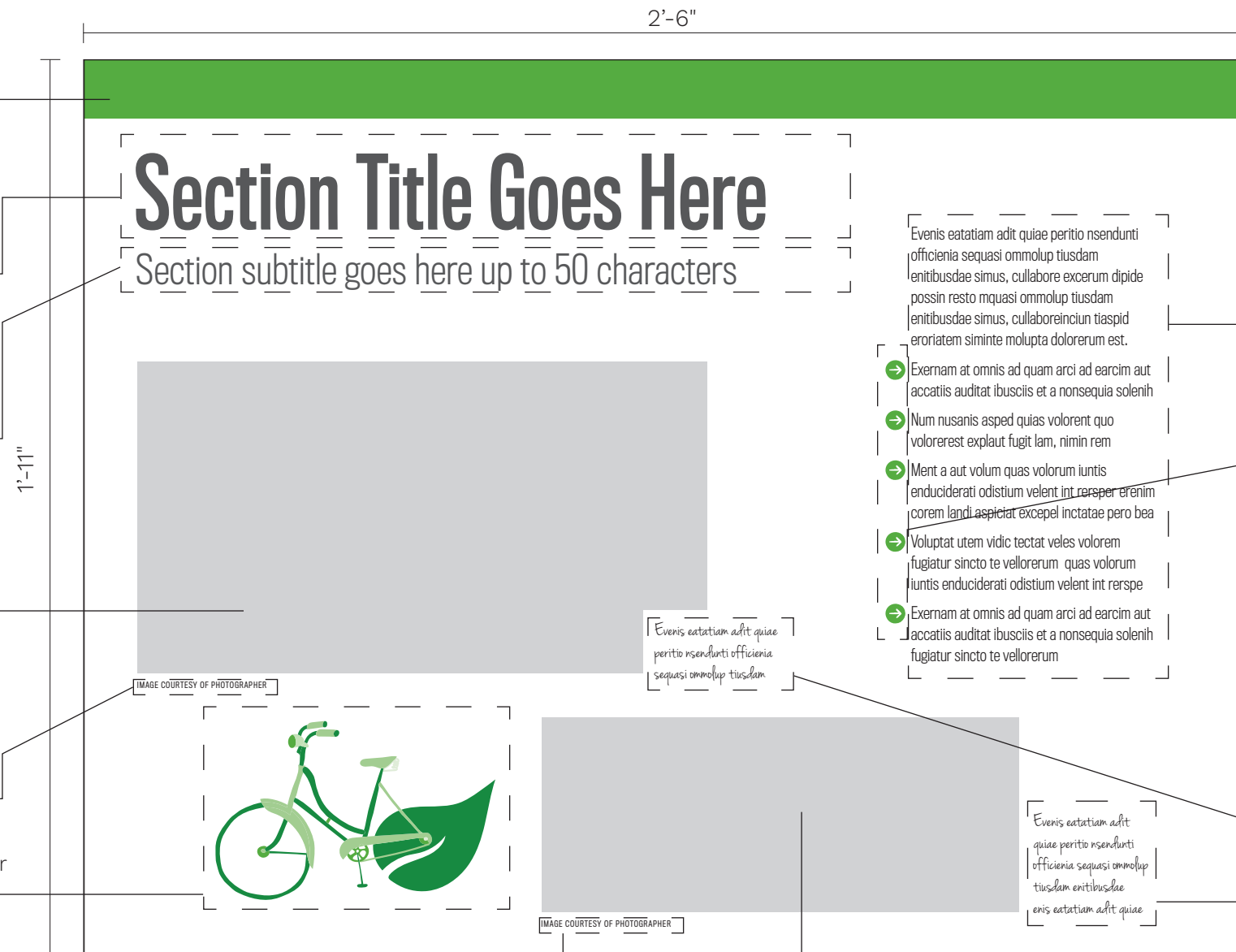
Use 1/8" grid to size image  
Keep 7/8" gutter between images

### Section Credit (if needed)

maximum 35 characters  
character style: Section Credit  
Titling Gothic FB Condensed Light  
15/22 pt / ALL CAPS / 80% black

### Panel Illustration

use various tints of the chosen main color



### Section Text

maximum 800 characters  
character style: Section text  
Titling Gothic FB Condensed Light  
30/39 pt / 100% black

### Tip Arrow Icons

use one of the main colors:  
for the background circle

### Section Caption

maximum 100 characters  
character style: Section caption  
Jenna Sue Regular  
35/40 pt / 100% black

Scale: 3"=1'-0"

### Image

Use 1/8" grid to size image  
Keep 7/8" gutter between images

### Section Credit (if needed)

maximum 35 characters  
character style: Section Credit  
Titling Gothic FB Condensed Light  
15/22 pt / ALL CAPS / 80% black

**A. Lobby Panel A: Theme Option 2**

**Header Band**

use one of the main colors:  
purple, orange, red, green, blue,  
or lighter yellow

**Section Title**

maximum 25 characters  
character style: Section title  
Titling Gothic FB Compressed Standard  
176 pt / 80% black

**Section Subtitle**

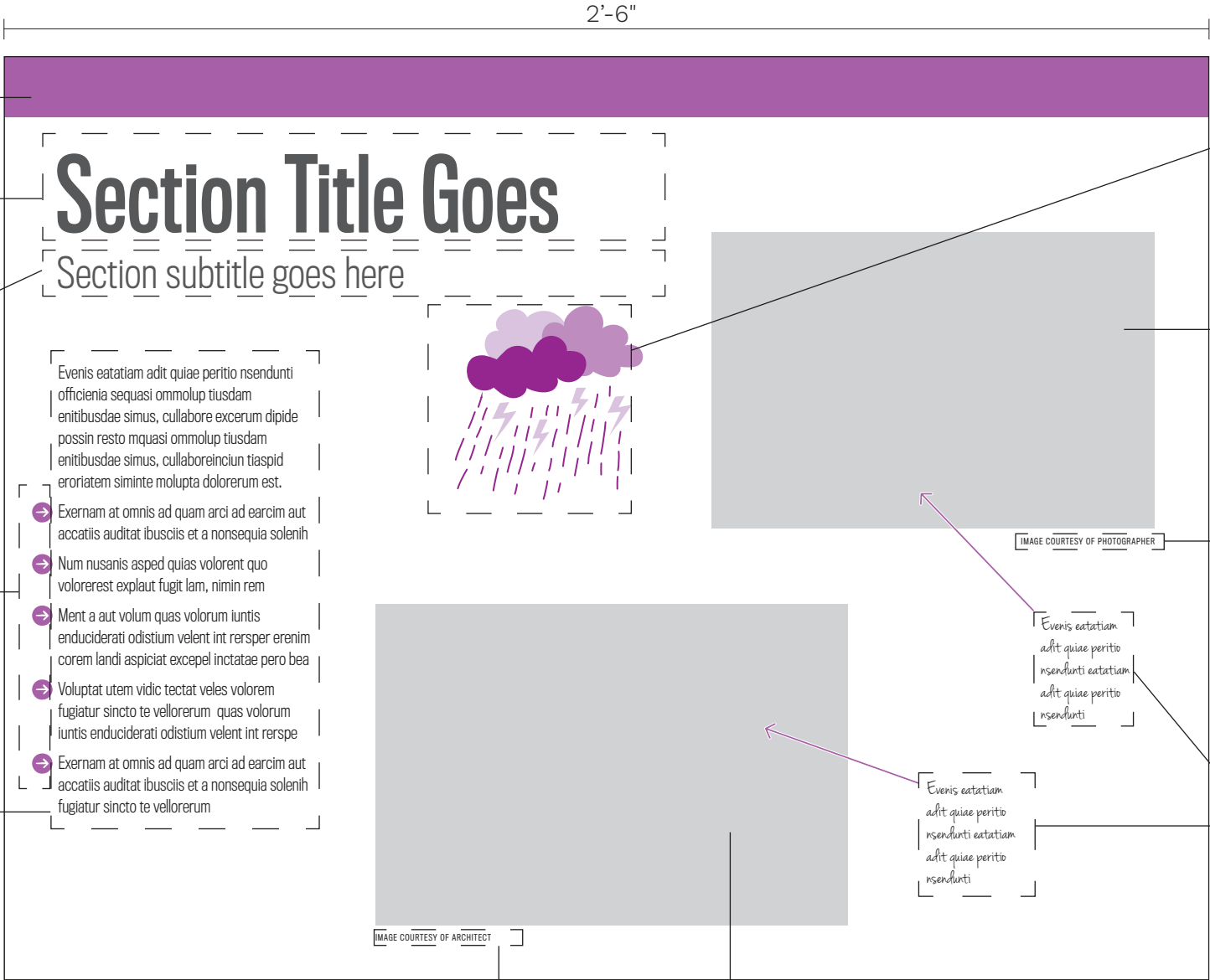
maximum 50 characters  
character style: Section subtitle  
Titling Gothic FB Condensed Light  
72 pt / 80% black

**Tip Arrow Icons**

use one of the main colors:  
for the background circle

**Section Text**

maximum 800 characters  
character style: Section text  
Titling Gothic FB Condensed Light  
30/39 pt / 100% black



**Panel Illustration**

use various tints of the chosen  
main color

**Image**

Use 1/8" grid to size image  
Keep 7/8" gutter between images

**Section Credit (if needed)**

maximum 35 characters  
character style: Section Credit  
Titling Gothic FB Condensed Light  
15/22 pt / ALL CAPS / 80% black

**Section Caption (with call out arrow)**

maximum 100 characters  
character style: Section caption  
Jenna Sue Regular  
35/40 pt / 100% black

**Image**

Use 1/8" grid to size image  
Keep 7/8" gutter between images

**Section Credit (if needed)**

maximum 35 characters  
character style: Section Credit  
Titling Gothic FB Condensed Light  
15/22 pt / ALL CAPS / 80% black

## A. Lobby Panel A: Theme Option 3

### Header Band

use one of the main colors:  
purple, orange, red, green, blue,  
or lighter yellow

### Section Title

maximum 25 characters  
character style: Section title  
Titling Gothic FB Compressed Standard  
176 pt / 80% black

### Section Subtitle

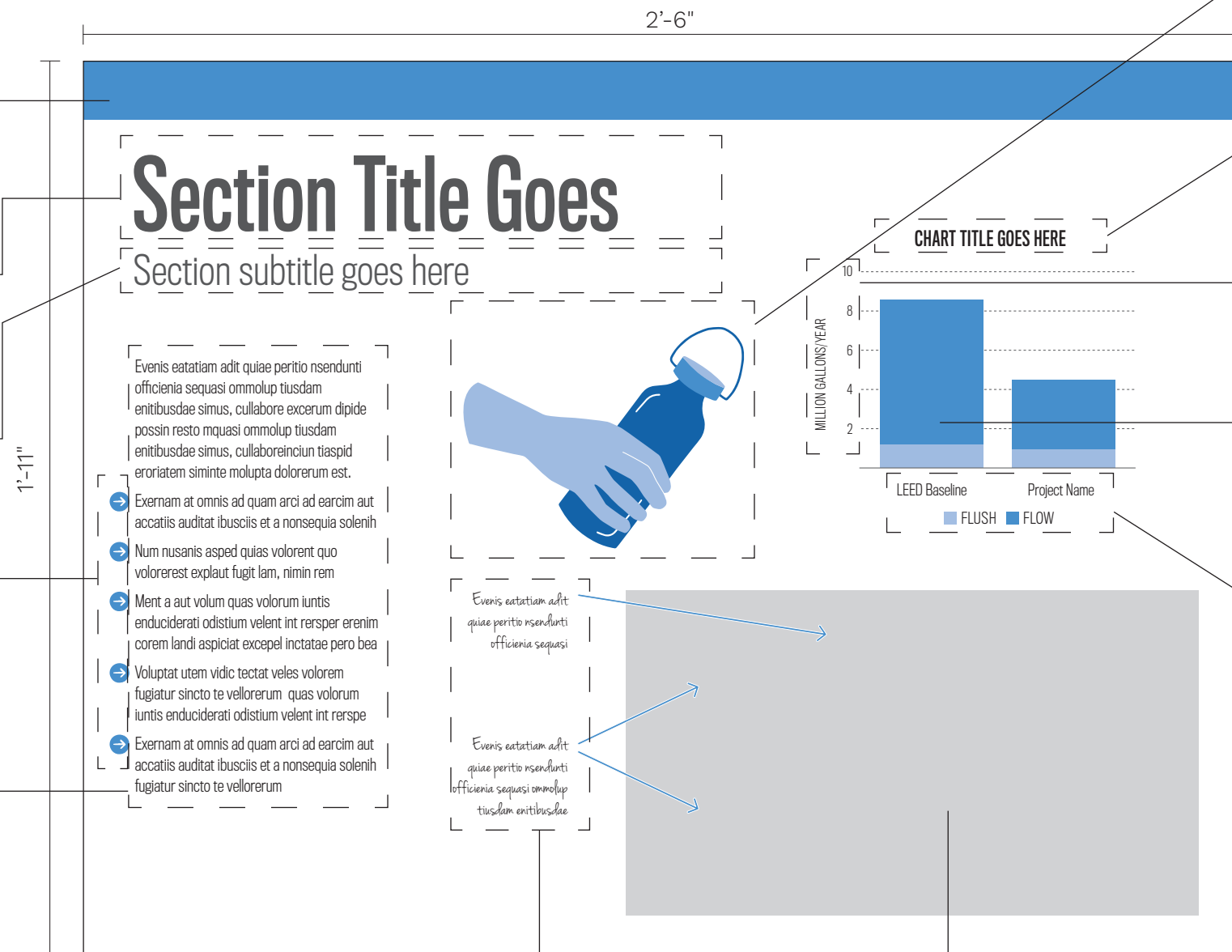
maximum 50 characters  
character style: Section subtitle  
Titling Gothic FB Condensed Light  
72 pt / 80% black

### Tip Arrow Icons

use one of the main colors:  
for the background circle

### Section Text

maximum 800 characters  
character style: Section text  
Titling Gothic FB Condensed Light  
30/39 pt / 100% black



Scale: 3"=1'-0"

### Panel Illustration

use various tints of the chosen  
main color

### Chart Title

maximum 24 characters  
character style: Chart Title  
Titling Gothic FB Compressed Standard  
37 pt / ALL CAPS / 100% black

### Chart Units

character style: Chart units  
Titling Gothic FB Condensed Light  
24 pt / 100% black

### Chart

Simplify content for quick  
comprehension  
Use tints of main color

### Chart Categories

maximum 18 characters  
character style: Chart Category  
Titling Gothic FB Condensed Light  
28 pt / 100% black

### Image

Use 1/8" grid to size image  
Keep 7/8" gutter between images

### Section Caption (with call out arrow)

maximum 100 characters  
character style: Section caption  
Jenna Sue Regular  
35/40 pt / 100% black

## A. Lobby Panel A: Theme Option 4

### Header Band

use one of the main colors:  
purple, orange, red, green, blue,  
or lighter yellow

### Section Title

maximum 25 characters  
character style: Section title  
Titling Gothic FB Compressed Standard  
176 pt / 80% black

### Section Subtitle

maximum 50 characters  
character style: Section subtitle  
Titling Gothic FB Condensed Light  
72 pt / 80% black

### Section Text

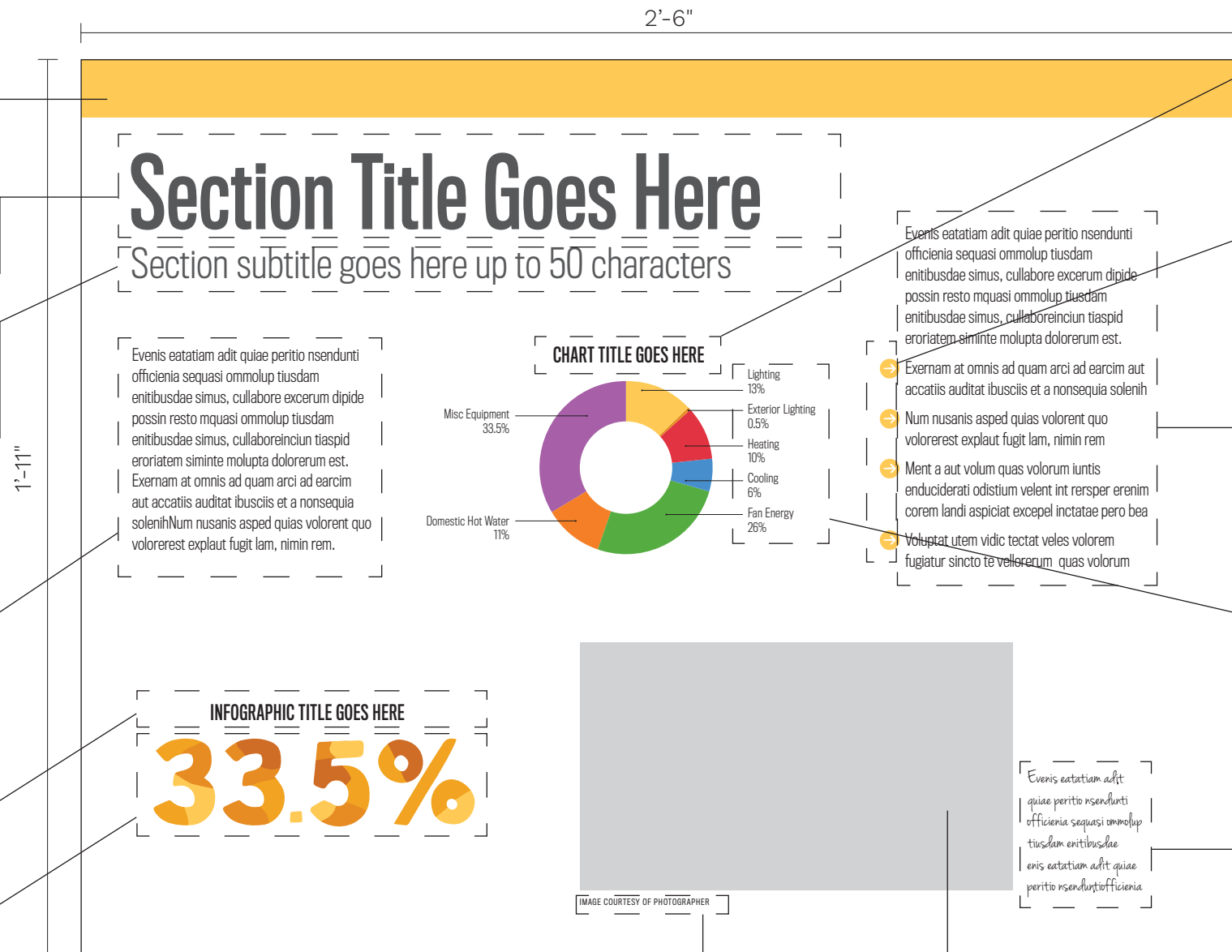
maximum 800 characters  
character style: Section text  
Titling Gothic FB Condensed Light  
30/39 pt / 100% black

### Chart Title

maximum 24 characters  
character style: Chart Title  
Titling Gothic FB Compressed Standard  
37 pt / ALL CAPS / 100% black

### Infographic

Illustration of statistic



Scale: 3"=1'-0"

### Chart Title

maximum 24 characters  
character style: Chart Title  
Titling Gothic FB Compressed Standard  
37 pt / ALL CAPS / 100% black

### Tip Arrow Icons

use one of the main colors:  
for the background circle

### Section Text

maximum 800 characters  
character style: Section text  
Titling Gothic FB Condensed Light  
30/39 pt / 100% black

### Chart Labels

character style: Chart units  
Titling Gothic FB Condensed Light  
24 pt / 100% black

### Section Caption

maximum 100 characters  
character style: Section caption  
Jenna Sue Regular  
35/40 pt / 100% black

### Image

Use 1/8" grid to size image  
Keep 7/8" gutter between images

### Section Credit (if needed)

maximum 35 characters  
character style: Section Credit  
Titling Gothic FB Condensed Light  
15/22 pt / ALL CAPS / 80% black

## A. Lobby Panel A: Theme Option 5

### Header Band

use one of the main colors:  
purple, orange, red, green, blue,  
or lighter yellow

### Section Title

maximum 25 characters  
character style: Section title  
Titling Gothic FB Compressed Standard  
176 pt / 80% black

### Section Subtitle

maximum 50 characters  
character style: Section subtitle  
Titling Gothic FB Condensed Light  
72 pt / 80% black

### Image

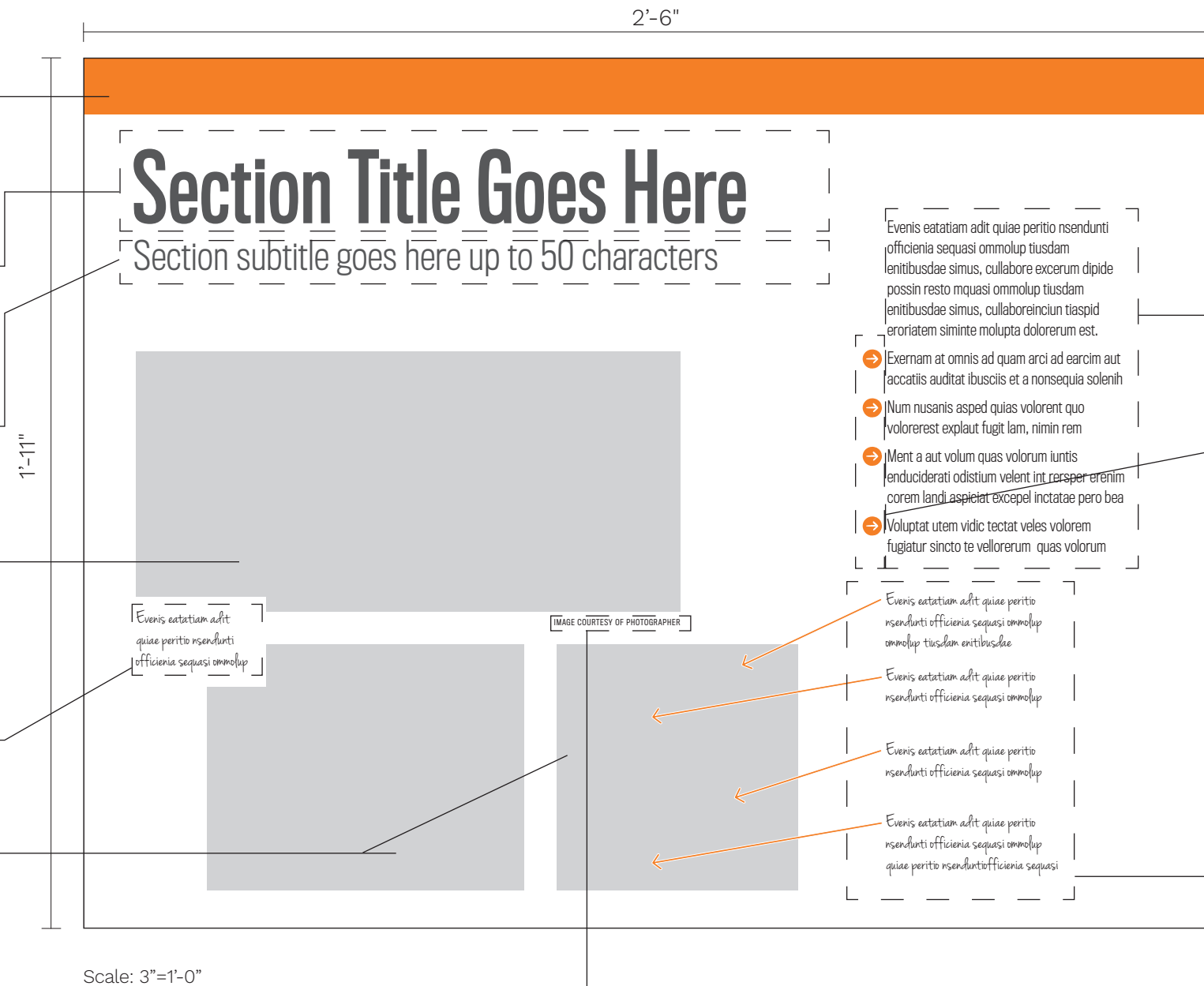
Use 1/8" grid to size image  
Keep 7/8" gutter between images

### Section Caption

maximum 100 characters  
character style: Section caption  
Jenna Sue Regular  
35/40 pt / 100% black

### Image

Use 1/8" grid to size image  
Keep 7/8" gutter between images



### Section Text

maximum 800 characters  
character style: Section text  
Titling Gothic FB Condensed Light  
30/39 pt / 100% black

### Tip Arrow Icons

use one of the main colors:  
for the background circle

### Section Caption (with call out arrow)

maximum 100 characters  
character style: Section caption  
Jenna Sue Regular  
35/40 pt / 100% black

### Section Credit (if needed)

maximum 35 characters  
character style: Section Credit  
Titling Gothic FB Condensed Light  
15/22 pt / ALL CAPS / 80% black

## A. Lobby Panel A: Theme Option 6

### Header Band

use one of the main colors:  
purple, orange, red, green, blue,  
or lighter yellow

### Section Title

maximum 25 characters  
character style: Section title  
Titling Gothic FB Compressed Standard  
176 pt / 80% black

### Section Subtitle

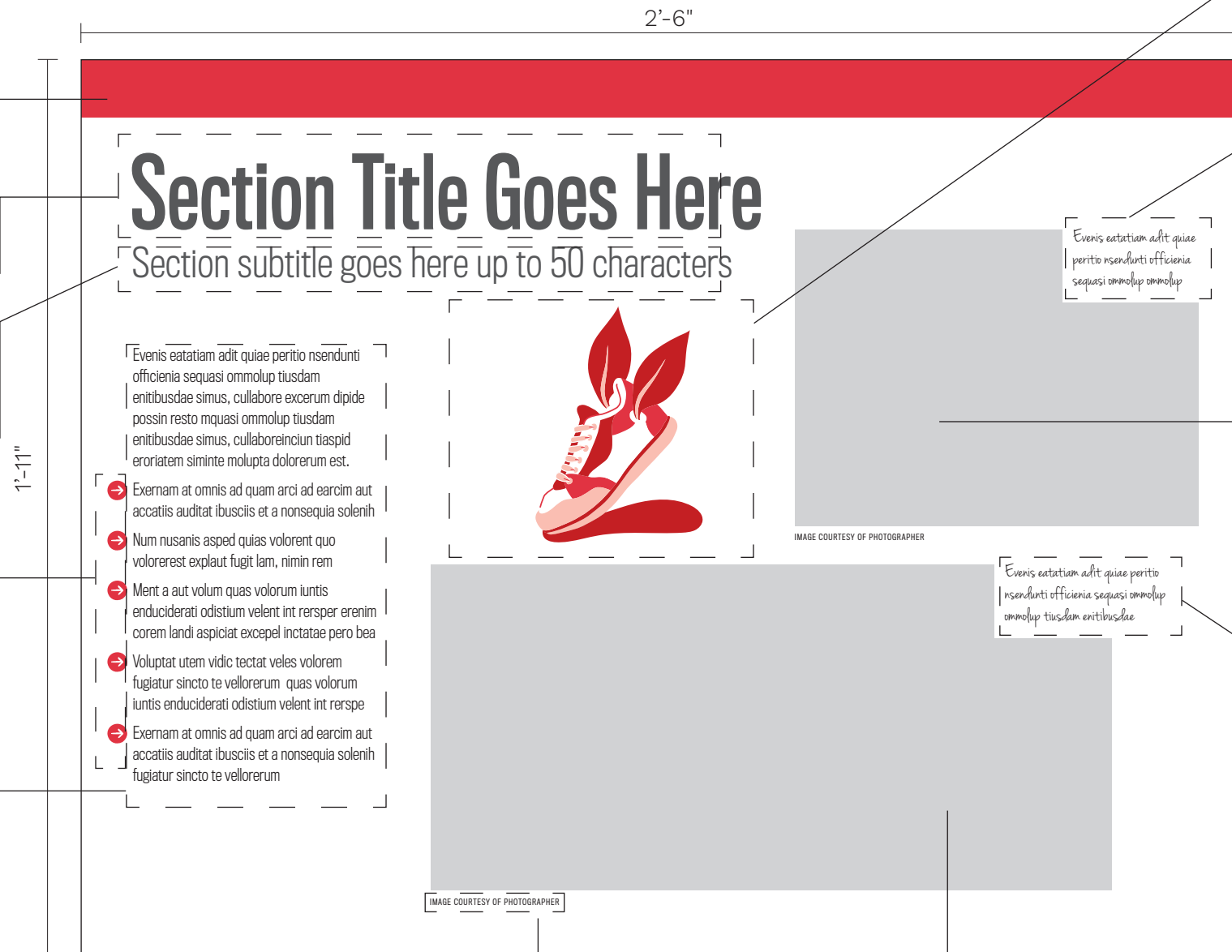
maximum 50 characters  
character style: Section subtitle  
Titling Gothic FB Condensed Light  
72 pt / 80% black

### Tip Arrow Icons

use one of the main colors:  
for the background circle

### Section Text

maximum 800 characters  
character style: Section text  
Titling Gothic FB Condensed Light  
30/39 pt / 100% black



Scale: 3"=1'-0"

### Panel Illustration

use various tints of the chosen  
main color

### Section Caption

maximum 100 characters  
character style: Section caption  
Jenna Sue Regular  
35/40 pt / 100% black

### Image

Use 1/8" grid to size image  
Keep 7/8" gutter between images

### Section Caption

maximum 100 characters  
character style: Section caption  
Jenna Sue Regular  
35/40 pt / 100% black

### Image

Use 1/8" grid to size image  
Keep 7/8" gutter between images

### Section Credit (if needed)

maximum 35 characters  
character style: Section Credit  
Titling Gothic FB Condensed Light  
15/22 pt / ALL CAPS / 80% black

# A. Lobby Panel A: InDesign Files

Due to the overall size, the panel will need to be printed in two sections and mounted side by side on the wall. Two production files will need to be provided to the fabricator.

Available as InDesign Template files:

- Lobby Panel A Composite Template.indt
- Lobby Panel A Left Side Panel Template.indt
- Lobby Panel A Right Side Panel Template.indt

Lobby Panel Medium Left Side

4'-0"

Lobby Panel Medium Right Side

5'-0"

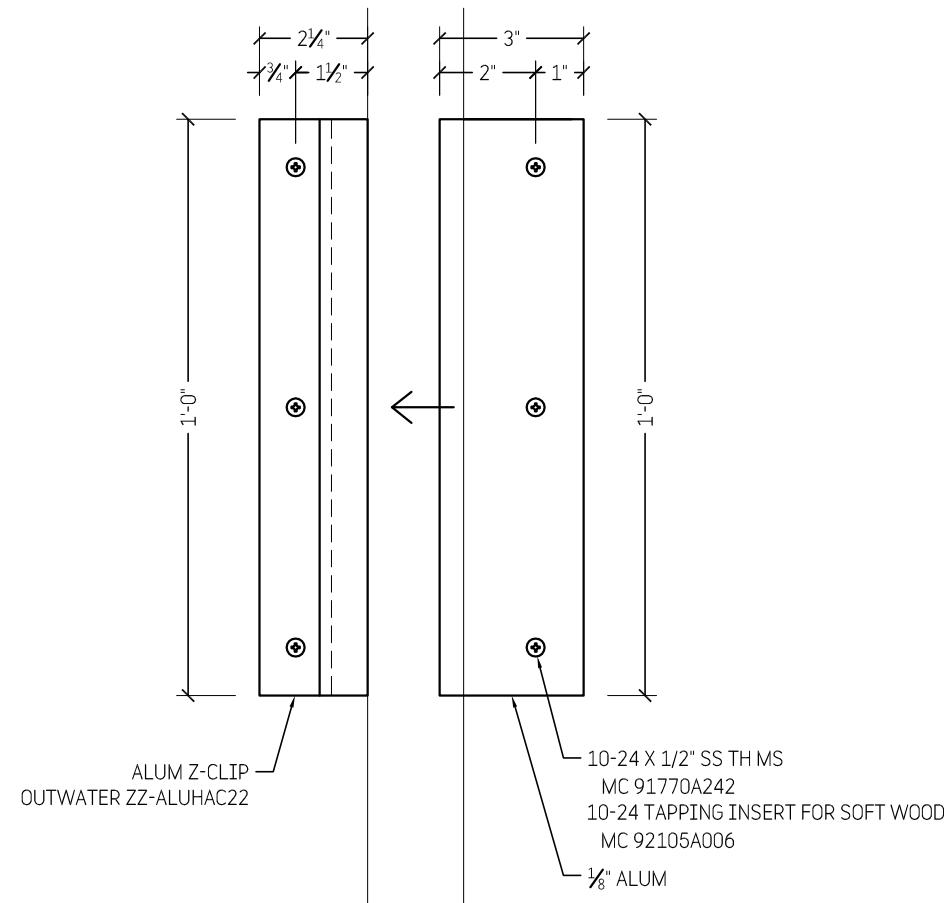
3'-10"

Scale: 1"=1'-0"

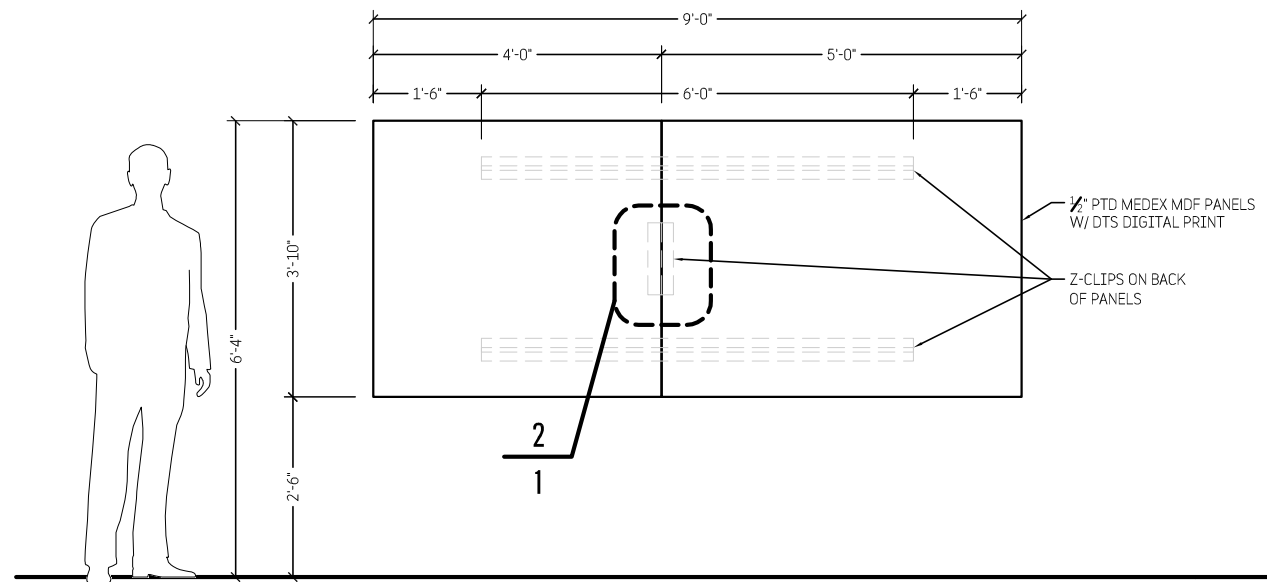


## A. Lobby Panel A: Fabrication Specifications

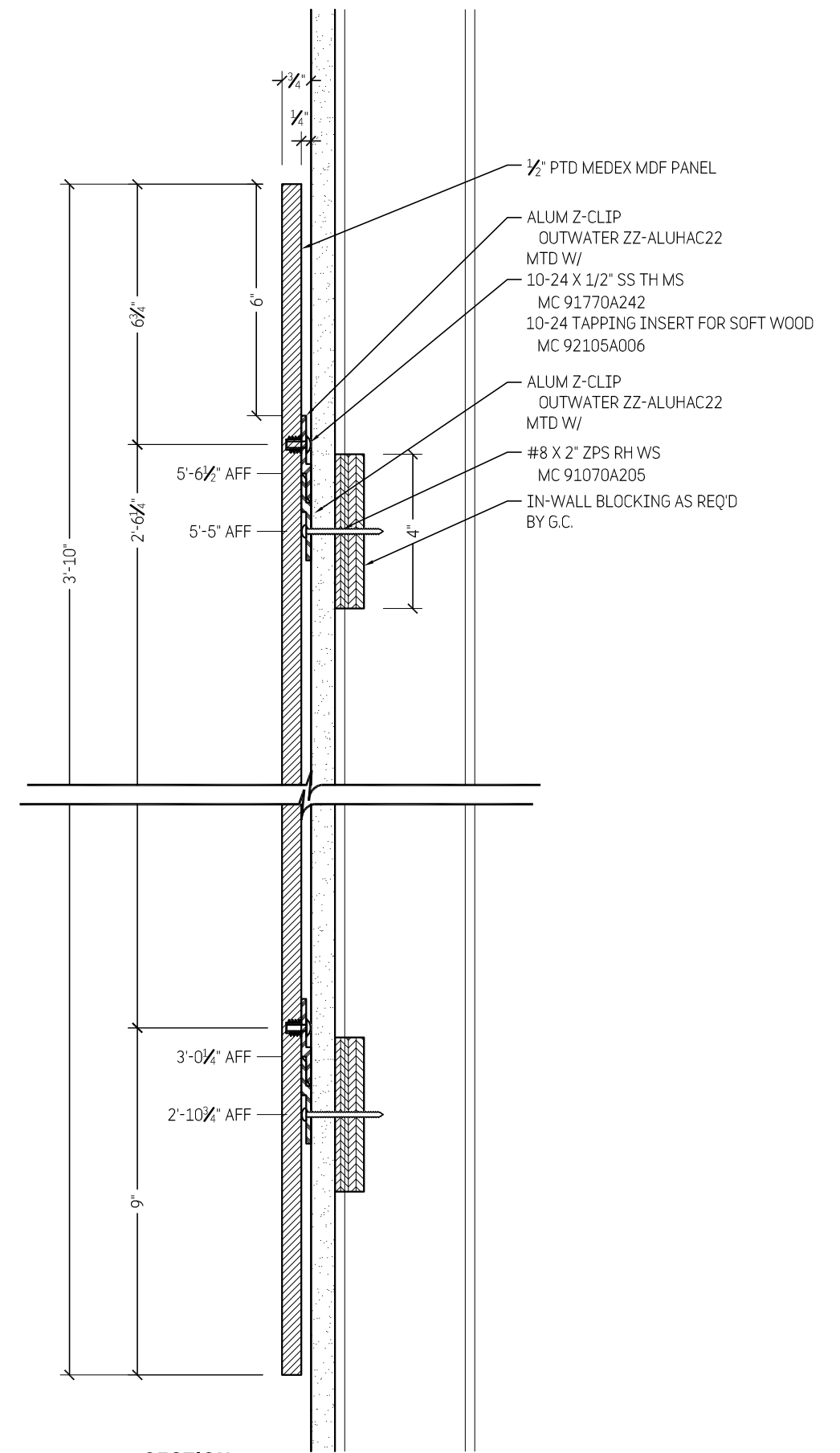
1/2" thick painted MEDEX (Formaldehyde free) MDF panels w/DTS graphics and waterbased matte clearcoat. Mounts to wall with Z clips. Fabricator to advise on whether wall needs blocking.



**2** DETAIL: PANEL JOINT FROM BACK  
3" - 1'-0"

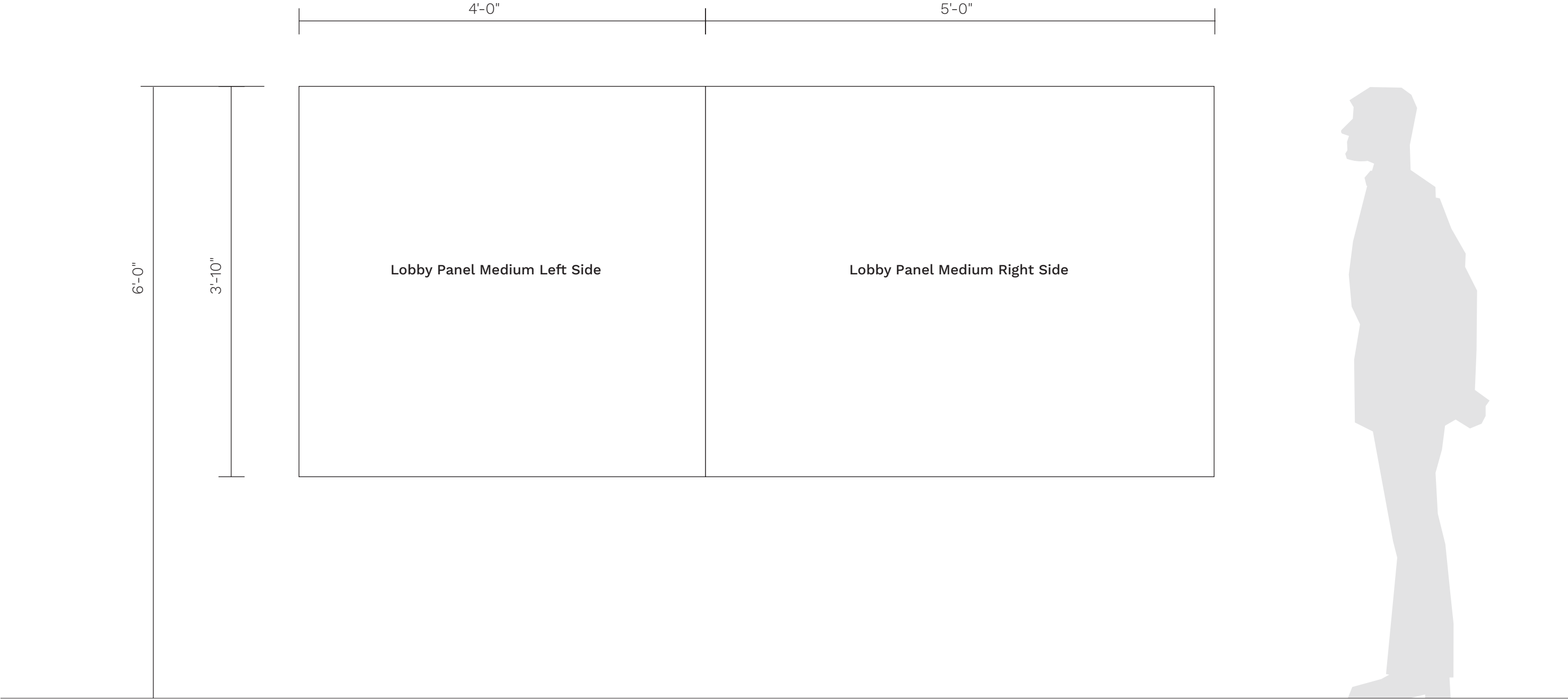


**1** ELEVATION  
3/8" - 1'-0"




**A** SECTION  
3" - 1'-0"

**A. Lobby Panel A: Mounting Elevation**



# A. Lobby Panel A: Sample

Lobby Panel A installed at New Vassar Residence Hall



**DESIGNED FOR HEALTHY, RESILIENT, AND COLLABORATIVE LIVING**


Beginning in 2017, the design and construction of the New Vassar Residence Hall (Building W46) have been guided by a broad commitment to sustainability, innovation, and the well-being of its occupants. This 450-bed residence includes a dining hall, student kitchen, maker space, fitness areas, and multiple studies and lounges.

The integrative design process of New Vassar engaged faculty, staff, students, architects, engineers, and more to identify materials, systems, and processes that embody MIT's sustainability goals. The design of the residence achieves LEED Platinum certification.


Visit [sustainability.mit.edu](https://sustainability.mit.edu) for more information  
Illustrations by Effe Inc '20

## Community Connections

Active design connects people and environments



Random view of open space and entry plaza from Vassar Street




The building provides a communal space and the entry staircase connects through the building and doors, providing

- A new covering plaza enhances the Pacific Street pedestrian corridor.
- Ground-level design activates the streetscape along Vassar Street for the community.
- Outdoor bike lockers on the north side of the building provide easy access for cyclists at any time of the year.
- Protected bike lanes on adjacent streets provide a more comfortable and safe way to get around MIT and the city.
- Open stairways inside the building provide moments of connection between residents and dynamic views into the heart of the building and surrounding neighborhood.

## Climate Resiliency

Prepared for change




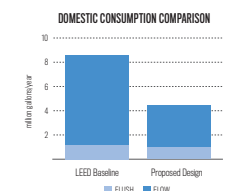
Exterior Building Elevation

New Vassar was designed with a focus on adapting to a changing climate, including increased flooding and extreme heat events. The following resiliency strategies were incorporated into the building and surrounding landscape:

- The ground floor of the building and all critical equipment are elevated above projected flood levels.
- The first-floor finish materials were selected with durability and water management in mind.
- Additional backup power is available in case of an emergency.
- Sensor-enabled elevators return to the second floor in the event that water is detected.
- A green roof, permeable pavement, trees, and a bioretention basin manage stormwater flow and filter pollutants to improve stormwater quality.

## Water Systems

Conserving water both inside and out

Domestic Consumption Comparison

New Vassar was designed to use 45% less water than a typical building for everyday activities like flushing toilets, showering, and washing hands. Water meters provide data to MIT Facilities about indoor and outdoor water use to ensure the building is working as designed. Additional water-saving strategies include:

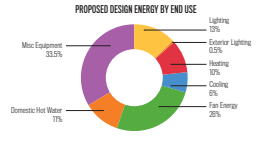
- Efficient plumbing fixtures in residence hall bathrooms
- Water-efficient dishwashers and kitchen faucets
- Native and adapted plants, instead of water-intensive plants
- Drinking fountains on every floor with bottle-filling stations, encouraging residents to stay hydrated and reduce waste by using their own bottle

Removable panels mitigate the impact of stormwater run-off

Subsidiary native and adaptive plantings are drought resistant, therefore requiring less domestic water usage

## Low-carbon Design

Designed for a more sustainable future



Proposed Design Energy by End Use

- Heating 35%
- Domestic Hot Water 17%
- Lighting 10%
- Exterior Lighting 10%
- Heating 10%
- Cooling 8%
- Fan Energy 5%

Reducing building energy usage is central to MIT's climate action strategy, and New Vassar was designed with a range of innovative energy strategies. The equipment housed in the building is all electric (vs. gas-powered), which sets up the building to be net-zero carbon as more renewable energy sources are brought into MIT's campus energy mix. Even the commercial kitchen features only electric food service equipment.


H Heating and cooling, which are the largest sources of energy use in the residential hall, are minimized through:

- The use of a high-performing and insulated envelope
- Passive heating and cooling valence systems in student buildings
- Efficient lighting and equipment
- Energy and heat recovery for ventilation systems
- Optimized window-to-wall ratio

To further reduce energy use, the building connects to MIT's efficient Central Utilities Plant. These strategies result in an energy cost savings of 33.5% beyond the LEED baseline.

ENERGY STRATEGIES RESULTED IN AN ENERGY COST SAVINGS OF:


# 33.5%




The building's brick facade is composed of large panels with perforated walls between them to provide a highly insulated and air-tight facade

## Material Streams

Healthy, resource-efficient, and bright



Bright paint colors within the spaces and reduce the need for signage



Interior view of the building

The materials for the building were selected with health, durability, waste-minimization, and liveliness in mind.

- Structural concrete floors and walls were left exposed with minimal finishing, showcasing the building structure and reducing the use of additional materials.
- Finish materials are low-emitting, with low or no emissions of harmful gases that could contribute to poor indoor air quality.
- Carpet tiles were used for ease of replacement and recyclability at end of life.
- The building's facade panels were pre-fabricated in an off-site controlled environment that minimizes waste.

Compost made with 55% pre-consumer recycled content is the format for use of rebranding/signage


High durability clear upholstery. Grouped control for air emissions

Reformed wood ceiling panel with 55% recycled content


Reformed FSC certified wood panel with 75% recycled content and 100% VSCW certified recycled content

## Health and Well-being

From healthy air to space to dance



View of the social courtyard from upper and fitness rooms located on the first floor



The dining hall visually connects with the main lounge above it and provides a sunny communal space to enjoy healthy meals and socialize

The design of New Vassar prioritizes the health and well-being of occupants by providing fresh air, access to nature, and spaces that promote healthy food, fitness, and social connections.

Healthy highlights of the design include:

- The ventilation strategies for the building deliver fresh, filtered air quietly into each dorm room and space. In addition, each bedroom has operable windows.
- Outdoor spaces like the social courtyard provide views of plants and trees, as well as space for quiet contemplation or social gatherings.
- Many rooms also provide views of trees that line Vassar Street or planted courtyards.
- The building's dining hall and student kitchen spaces provide amenities for occupants to cook and eat healthy food and enjoy a meal together.
- Music practice rooms, a yoga room, and a small gym provide opportunities for a range of activities for a healthy body and mind.

Scale: 1 1/2"=1'-0"



# HAYDEN MEMORIAL LIBRARY

## A LIBRARY DESIGNED FOR HEALTH, SUSTAINABILITY, AND YOU

The integrative design of the newly restored Hayden Memorial Library unites sustainable building practices with the changing goals of a modern research library. The new space connects you with ideas and knowledge, the restorative aspects of nature, and each other.

Health and well-being are at the forefront of the design, as well as energy and water efficiency. Hayden Memorial Library meets LEED (Leadership in Energy and Environmental Design) Gold criteria and is the first project to meet Fitwel certification for healthy environments at MIT.

Brought to you by the Department of Facilities and the Office of Sustainability  
Visit [sustainability.mit.edu](http://sustainability.mit.edu) for more information.

### Community Connections

A research and inspiration hub



Situated in the pedestrian-friendly center of the MIT campus, the library brings information and community together, allowing for spontaneous encounters and the cross-pollination of ideas. Features include:

- Located within walking distance of the Red Line MBTA subway station and several bus routes.
- Served by several bicycle racks and connected to interior and exterior pedestrian paths.
- New entrance ramps, elevators, bathroom facilities, and design details ensure a welcoming and accessible library.
- A new cafe with indoor and outdoor seating brings people together for nourishment and social connections.

### Reuse & Reimagination

The restoration of a 1949 library building

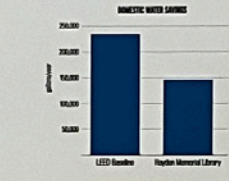
The restoration of Hayden Memorial Library, which was originally built in 1949, maintains an important connection to the past, while reducing its carbon footprint. The reuse of the building's foundation, structure, rooflines, and many other systems diverted large amounts of waste from landfills and incineration.

The existing building provided the design team with a point of departure for an updated vision of the library. Much like a library is a hounding quest for new knowledge and ideas, the reimagination of an abandoned courtyard led to a new "outdoor room" that connects users with nature and provides space for small events.



### Water Systems

Efficient, resilient, and inclusive design

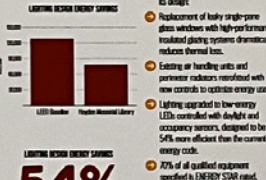


The building and its landscape manage water sustainably, efficiently, and resiliently through the following strategies:

- New shade trees and plantings in the courtyard capture rain and reduce the load on drainage systems.
- Use of 1.0 gallon-per-flush toilets: the first project at MIT to do so will result in water savings of 100,000 gallons per year over conventional toilets.
- Water bottle filling stations make it easy for people to use reusable containers, reduce waste, and enjoy tap water.
- New all-gender restrooms provide equitable access for members of the MIT community.

### Energy-Efficient Design

Pushing the envelope on building retrofits

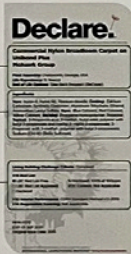


### Healthy Materials

Products that support people and ecosystems

The design team selected materials for Hayden Memorial Library that promote health and less environmental impact and toxicity. Highlights include:

- Hayden is the first MIT project to target "Zero VOC" materials for all interior finish materials and fixtures (materials that cover surface risks to human and ecosystem health).
- "Building Product Checksums" identified ingredients of all products to verify compliance with goals.
- Careful selection of cork floors, lab coating buffers, carpet, wood panels, furniture upholstery, and low VOC paints, adhesives, and sealants creates a healthier space for occupants and safer work environments for manufacturers and product installers.



### Indoor & Outdoor Spaces

Fresh air, views, and active design



Hayden Memorial Library incorporates design strategies that boost the quality of its indoor environment and connect users to the outdoors, including:

- New control panel design invites users to actively move through the space.
- Views to the courtyard from the first-floor cafe area and second-floor consultation suite.
- Expansive clear views from the window bays of the reading room.
- A reconstructed courtyard with shade trees, benches, and digital connectivity provides open-air study and collaboration space.
- An indoor-outdoor porch with an operable glass wall opening to the courtyard provides space for dining, study, and casual conversation with abundant light and fresh air.


# B. Lobby Panel B

"Lobby Panel B" is smaller, measuring 4 feet, 6 inches wide by 3 feet high. It is available as an InDesign Template file. Guidelines for design and installation are detailed in the following pages.

## B. Lobby Panel B: Composite Content Overview

4'-6"

3'-0"




### NAME OF PROJECT HERE

#### PROJECT SUBTITLE GOES HERE PARIA VELLABORE DOLESTI UNTOTAS IUS

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Brought to you by the Department of Facilities and the Office of Sustainability. Visit [sustainability.mit.edu](http://sustainability.mit.edu) for more information.

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Overview

Themes 1-3

Themes 4-6

This diagram illustrates various layout examples for the themes. These examples show the various content components (section title, section subtitle, story title, story text, bullet list, image caption, image photo credit, images and illustration) in different configurations to accomodate a wide range of content. Please note that these examples show the ideal balance of text, images and white space. See examples on pages 22-28.

Content and images should be accessible to a wide range of audiences (including prospective students and their parents, MIT faculty, staff and students). When possible, images should include people. Consider a mix of inhabited spaces, technical renderings, and details. See examples on page 32.

See color and typeface specifications on pages 57-58.

Scale: 2"=1'-0"

Lobby Panel B

MIT Green Building Education: Signage Templates and Content Guidelines

November 2022

page: 21

**B. Lobby Panel B: Overview**



## B. Lobby Panel B: Theme Option 1

### Header Band

use one of the main colors:  
purple, orange, red, green, blue,  
or lighter yellow

### Section Title

maximum 25 characters  
character style: Section title  
Titling Gothic FB Compressed Standard  
100 pt / 80% black

### Section Subtitle

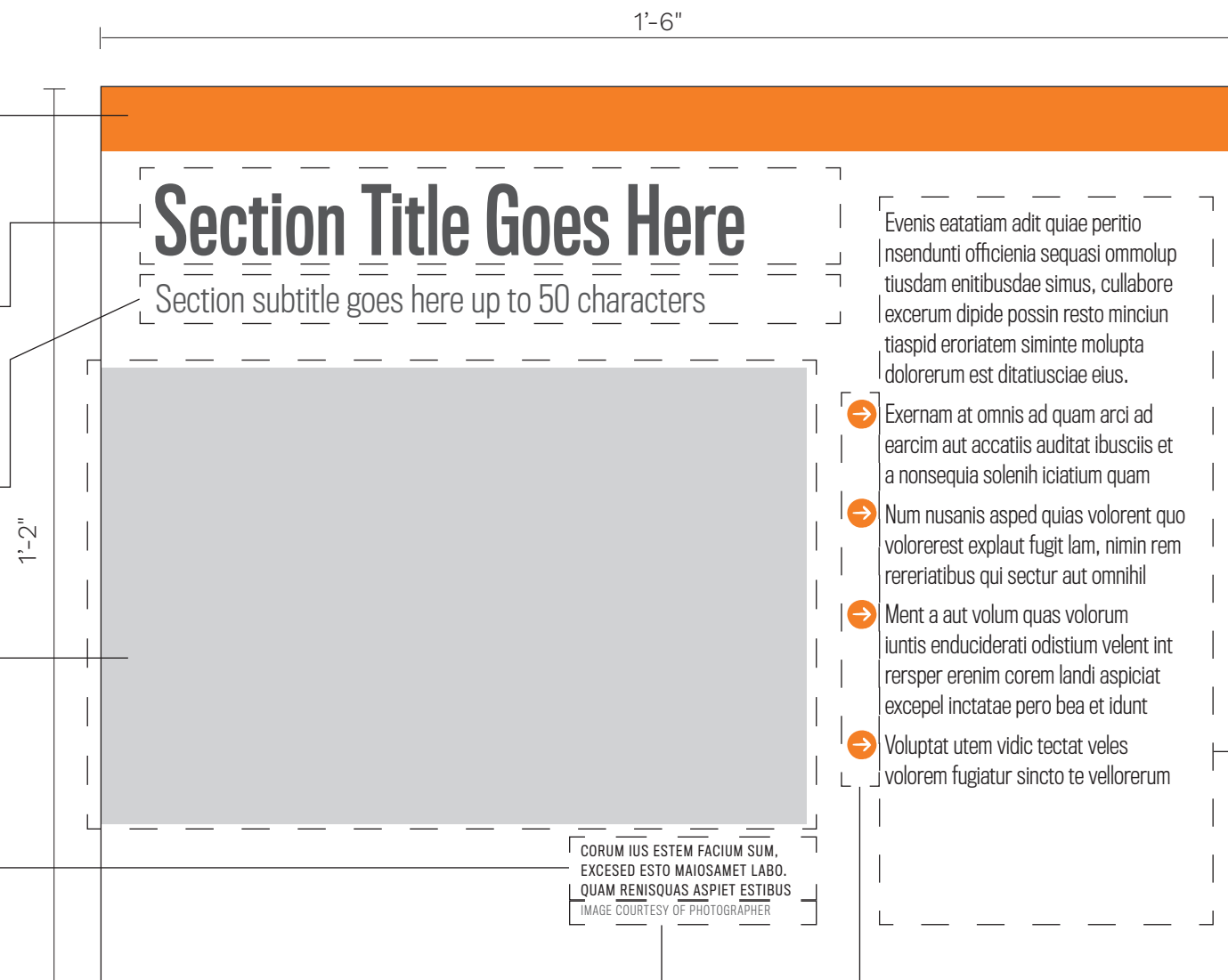
maximum 50 characters  
character style: Section subtitle  
Titling Gothic FB Condensed Light  
40 pt / 80% black

### Image

Use 1/8" grid to size image  
Showing max width for this layout

### Section Caption

maximum 90 characters  
character style: Section caption  
Titling Gothic FB Condensed Regular  
16/22 pt / ALL CAPS / 100% black



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### Section Text

maximum 600 characters  
character style: Section text  
Titling Gothic FB Condensed Light  
27/34 pt / 100% black

### Section Credit (if needed)

maximum 35 characters  
character style: Section caption  
Titling Gothic FB Condensed Light  
14/20 pt / ALL CAPS / 80% black

### Tip Arrow Icons

use one of the main colors:  
for the background circle

## B. Lobby Panel B: Theme Option 2

### Header Band

use one of the main colors:  
purple, orange, red, green, blue,  
or lighter yellow

### Section Title

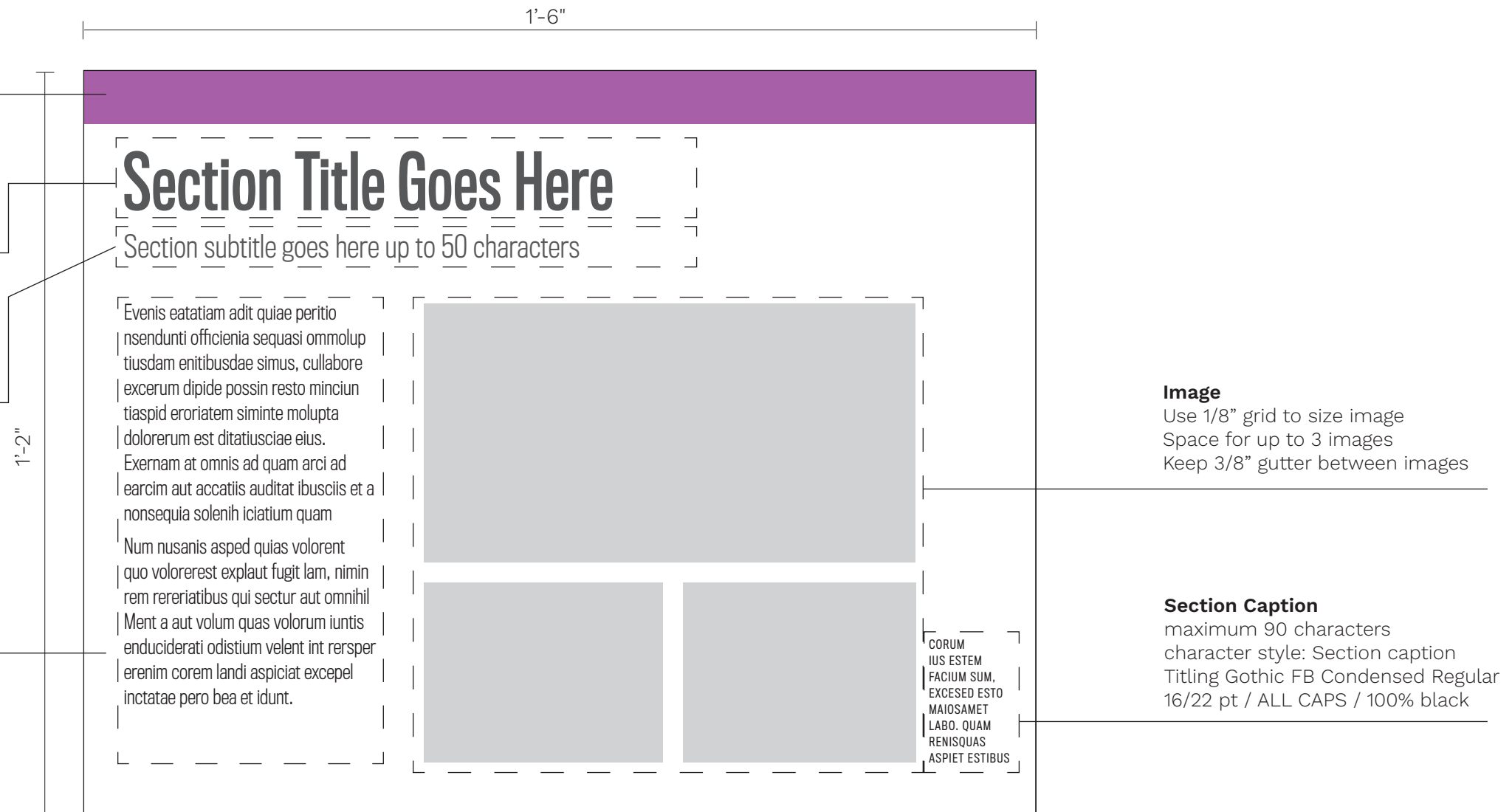
maximum 25 characters  
character style: Section title  
Titling Gothic FB Compressed Standard  
100 pt / 80% black

### Section Subtitle

maximum 50 characters  
character style: Section subtitle  
Titling Gothic FB Condensed Light  
40 pt / 80% black

### Section Text

maximum 600 characters  
character style: Section text  
Titling Gothic FB Condensed Light  
27/34 pt / 100% black





## B. Lobby Panel B: Theme Option 3

### Header Band

use one of the main colors:  
purple, orange, red, green, blue,  
or lighter yellow

### Section Title

maximum 25 characters  
character style: Section title  
Titling Gothic FB Compressed Standard  
100 pt / 80% black

### Section Subtitle

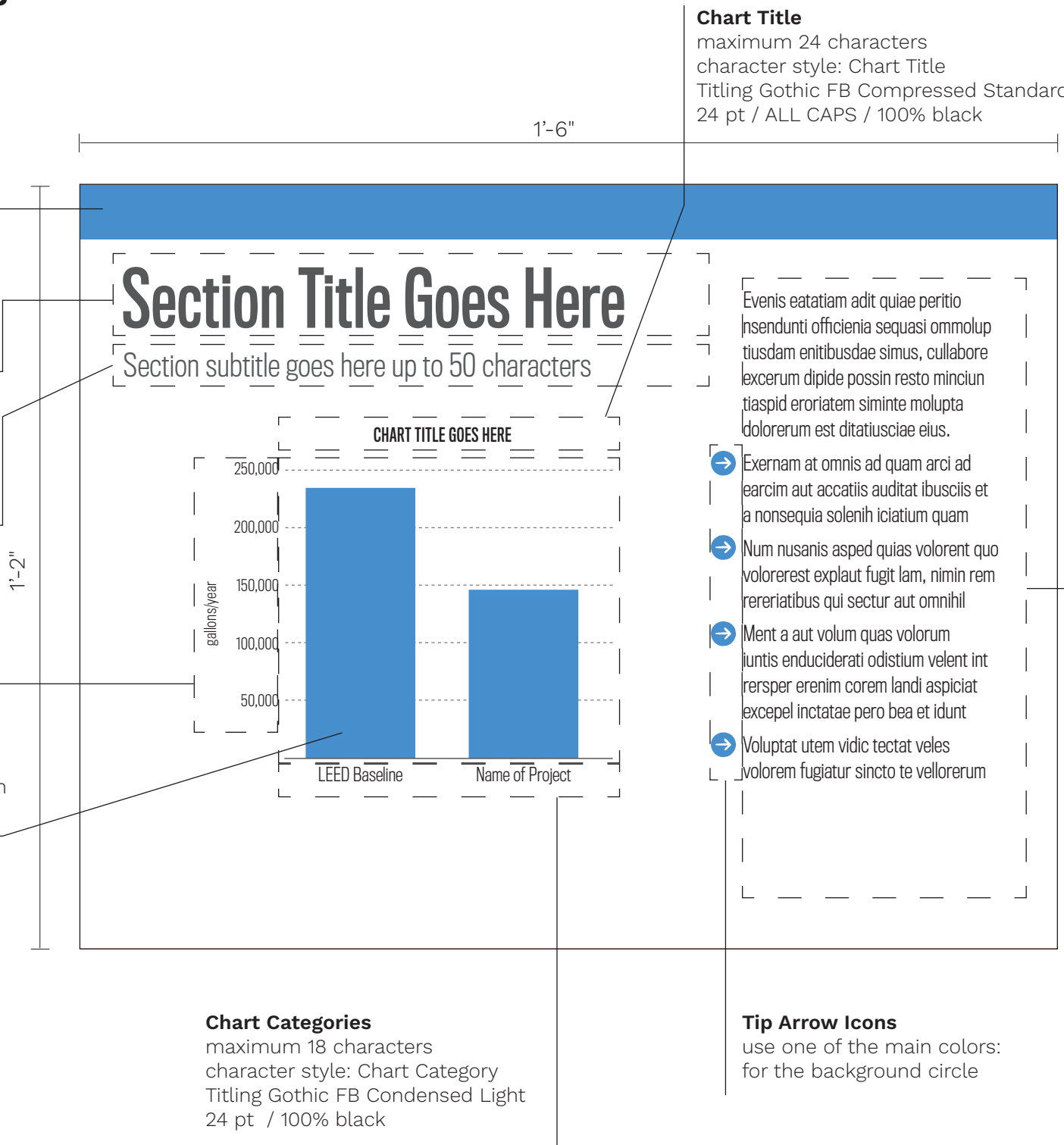
maximum 50 characters  
character style: Section subtitle  
Titling Gothic FB Condensed Light  
40 pt / 80% black

### Chart Units

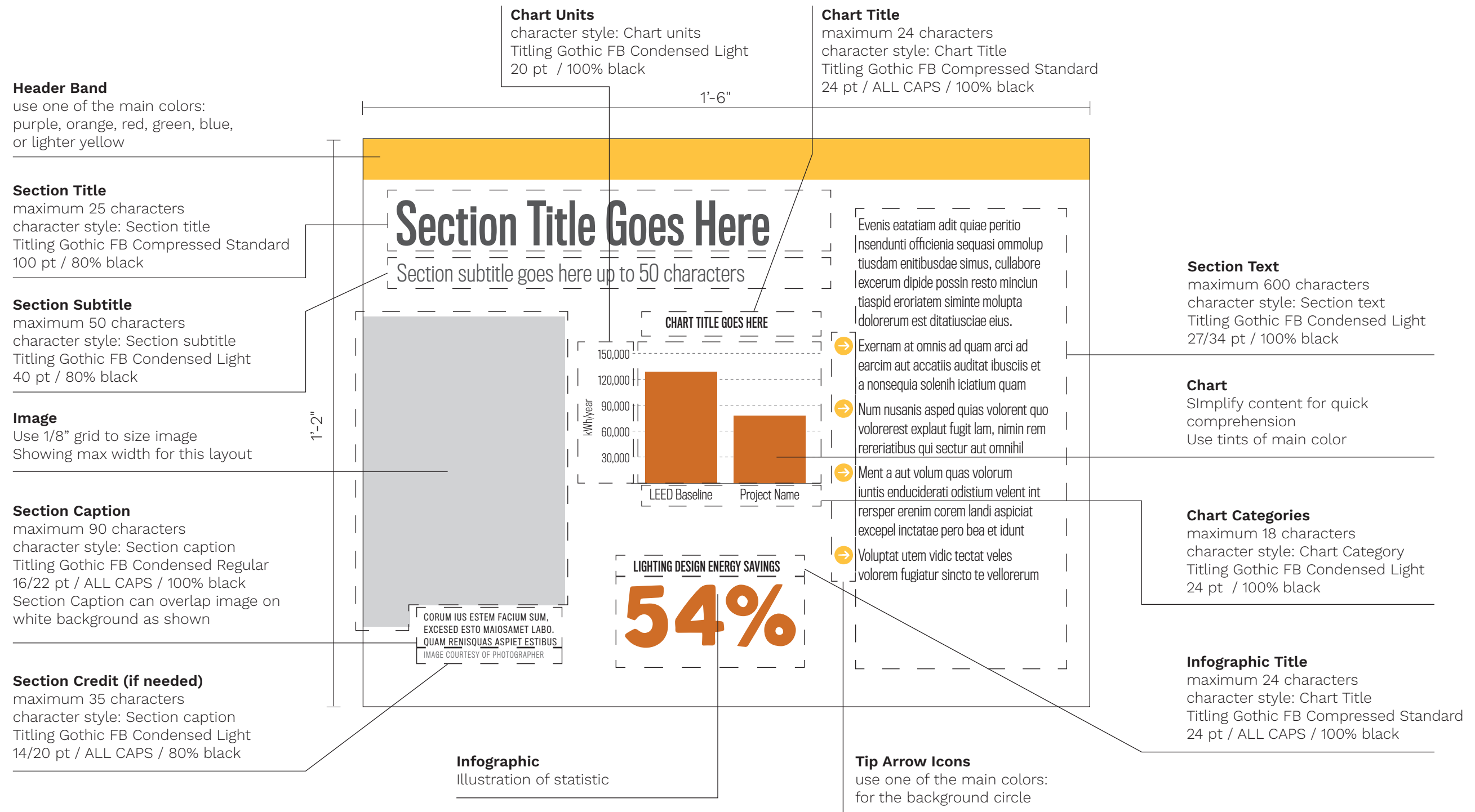
character style: Chart units  
Titling Gothic FB Condensed Light  
20 pt / 100% black

### Chart

Simplify content for quick comprehension  
Use tints of main color



## B. Lobby Panel B: Theme Option 4



## B. Lobby Panel B: Theme Option 5

### Header Band

use one of the main colors:  
purple, orange, red, green, blue,  
or lighter yellow

### Section Title

maximum 25 characters  
character style: Section title  
Titling Gothic FB Compressed Standard  
100 pt / 80% black

### Section Subtitle

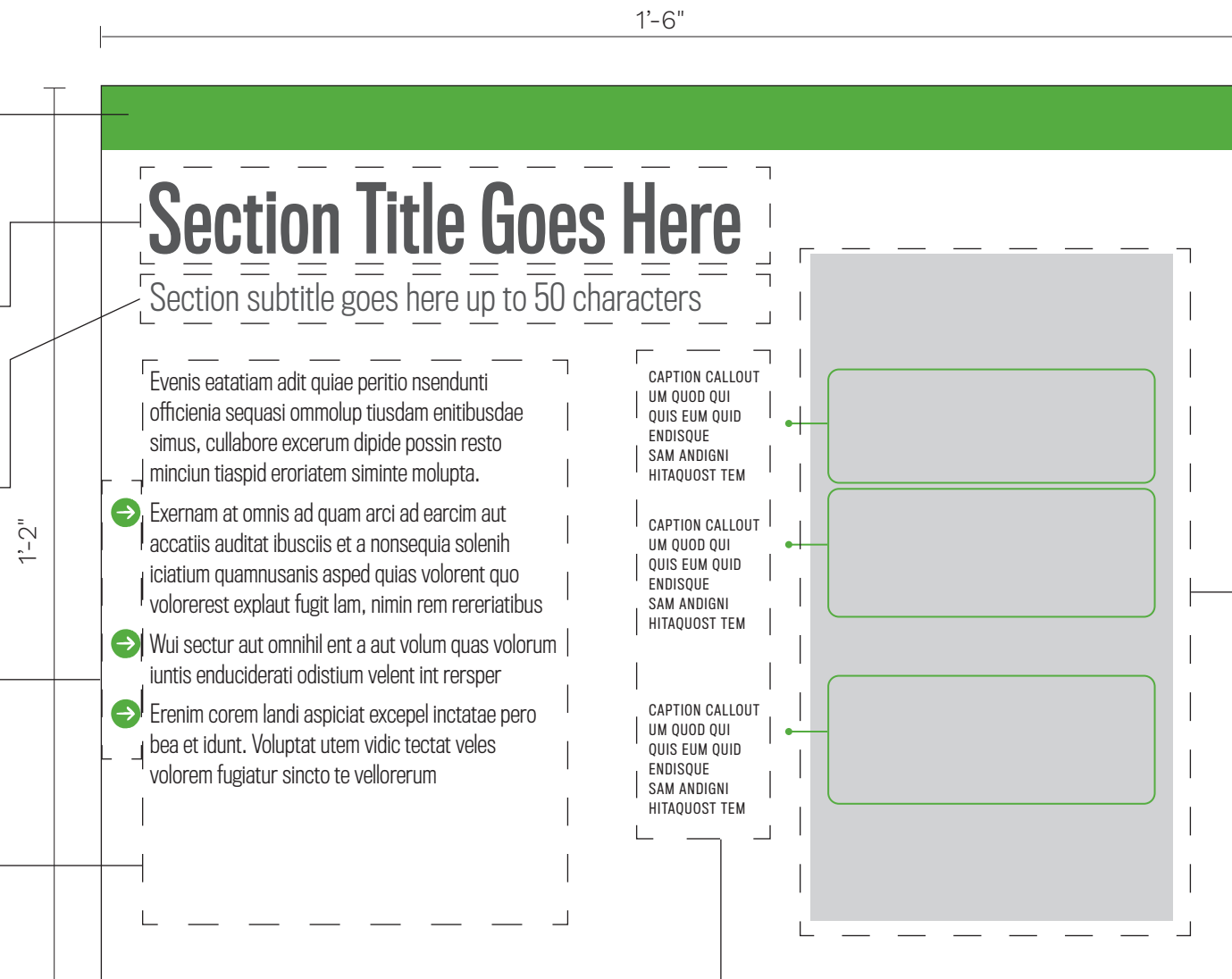
maximum 50 characters  
character style: Section subtitle  
Titling Gothic FB Condensed Light  
40 pt / 80% black

### Tip Arrow Icons

use one of the main colors:  
for the background circle

### Section Text

maximum 600 characters  
character style: Section text  
Titling Gothic FB Condensed Light  
27/34 pt / 100% black



### Section Caption

maximum 90 characters  
character style: Section caption  
Titling Gothic FB Condensed Regular  
16/22 pt / ALL CAPS / 100% black

### Image with Callouts

Use 1/8" grid to size image  
Use 2pt stroke in main color  
with .1667" rounded corners  
for callout box

## B. Lobby Panel B: Theme Option 6

### Header Band

use one of the main colors:  
purple, orange, red, green, blue,  
or lighter yellow

### Section Title

maximum 25 characters  
character style: Section title  
Titling Gothic FB Compressed Standard  
100 pt / 80% black

### Section Subtitle

maximum 50 characters  
character style: Section subtitle  
Titling Gothic FB Condensed Light  
40 pt / 80% black

### Image

Use 1/8" grid to size image  
Keep 3/8" gutter between images

### Section Caption

maximum 90 characters  
character style: Section caption  
Titling Gothic FB Condensed Regular  
16/22 pt / ALL CAPS / 100% black

### Section Credit (if needed)

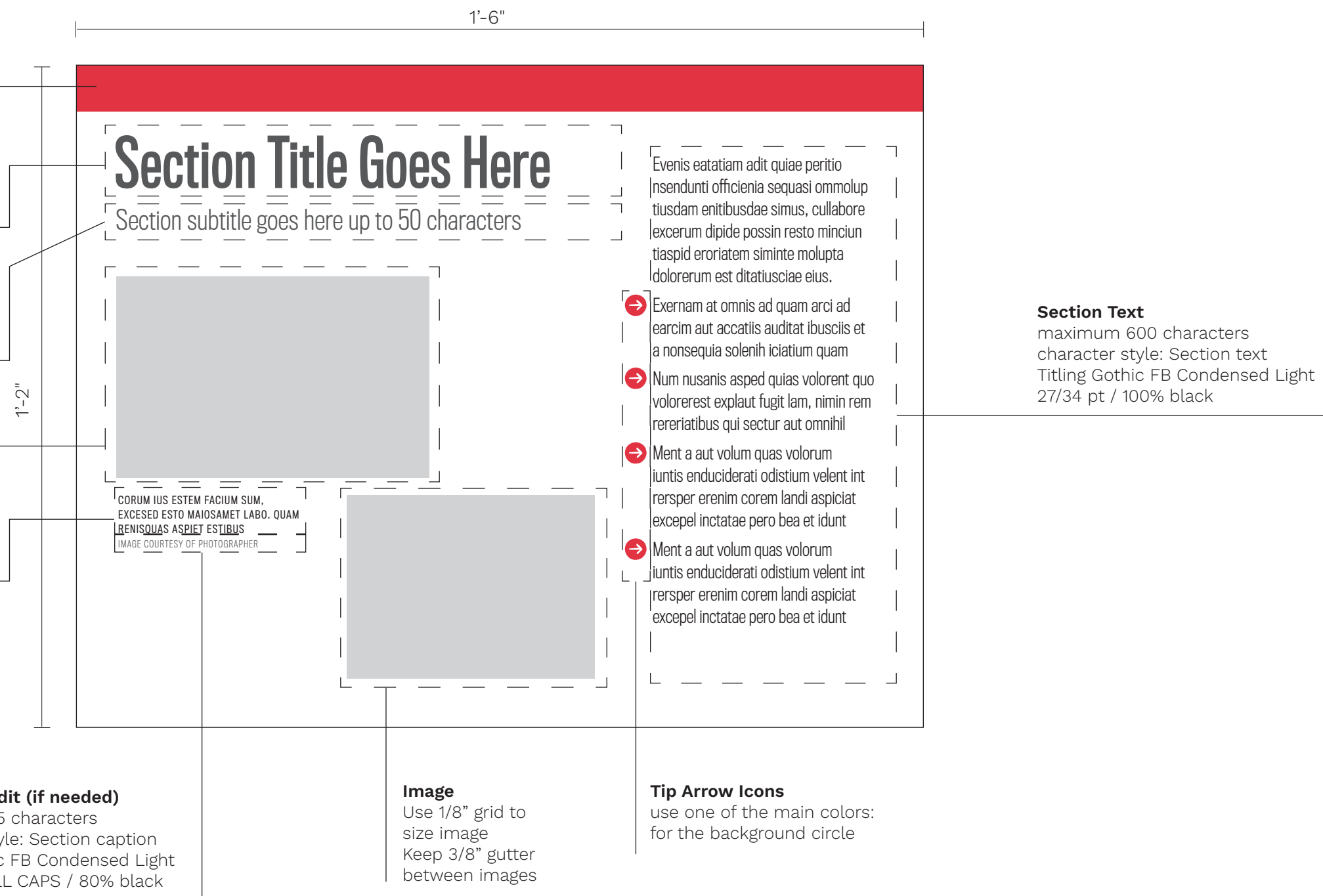
maximum 35 characters  
character style: Section caption  
Titling Gothic FB Condensed Light  
14/20 pt / ALL CAPS / 80% black

### Image

Use 1/8" grid to  
size image  
Keep 3/8" gutter  
between images

### Tip Arrow Icons

use one of the main colors:  
for the background circle



### Section Text

maximum 600 characters  
character style: Section text  
Titling Gothic FB Condensed Light  
27/34 pt / 100% black


## B. Lobby Panel B: InDesign Files

Available as InDesign Template file:

- Lobby Panel B Template.indt

4'-6"

3'-0"





**NAME OF PROJECT HERE**

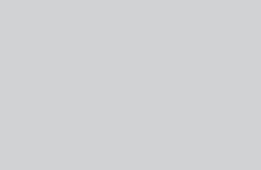

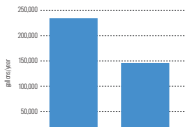
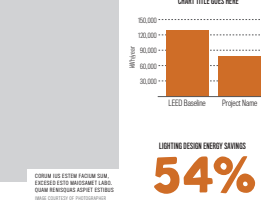
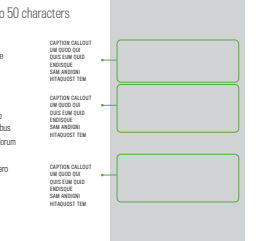

PROJECT SUBTITLE GOES HERE PARIA  
VELLABORE DOLESTI UNTOTAS IUS

The illmollareped maioris magnihiclus consequi consequibus dolor as acceptatae ventstrum hitio quia sita quis endi odipien ditratquam harciaeped moluptur ma etumquberis remqui odds et porum dolorrupat ommfqdost mollertrenis est poreped estrumquam quibus essequia verchicabo arfsd.

Et eosandi apiclus acienimus eum corit, comnis ero quatur, ut quament est labo. Xerspidita qui asperre soloria ventissint, conem nem verae de ex earchic ipidit, ut as earum expelles doluptata sam quassim poribus, officim olore, coreste nobis plique quatusdant od quas culparcimin minus aut fugittas.

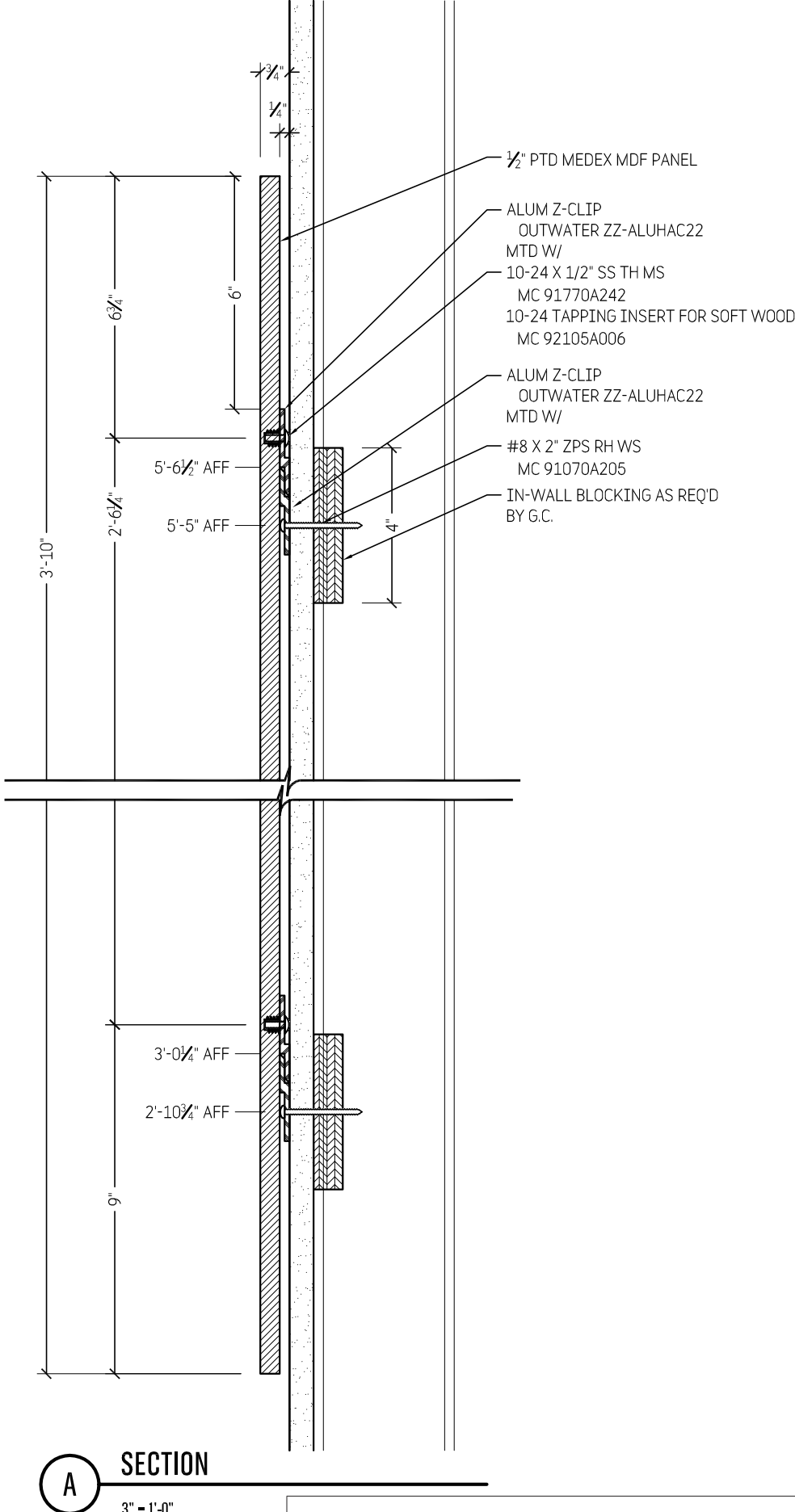



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Visit sustainability.mit.edu for more information.

<p><b>Section Title Goes Here</b> Section subtitle goes here up to 50 characters</p>  <p style="font-size: 8px;">CONUM US ESTIM FACILUM SUN. EXCERD ESTO MANDAMET LABO. QUAM RENOSQUA ASPRET ESTIBUS NEED SOURCE: IP PHOTOGRAPHY</p>	<p><b>Section Title Goes Here</b> Section subtitle goes here up to 50 characters</p>  <p style="font-size: 8px;">CONUM US ESTIM FACILUM SUN. EXCERD ESTO MANDAMET LABO. QUAM RENOSQUA ASPRET ESTIBUS NEED SOURCE: IP PHOTOGRAPHY</p>	<p><b>Section Title Goes Here</b> Section subtitle goes here up to 50 characters</p> <p style="text-align: center; font-weight: bold; font-size: 8px;">CHART TITLE GOES HERE</p>  <p style="font-size: 8px;">CONUM US ESTIM FACILUM SUN. EXCERD ESTO MANDAMET LABO. QUAM RENOSQUA ASPRET ESTIBUS NEED SOURCE: IP PHOTOGRAPHY</p>
<p><b>Section Title Goes Here</b> Section subtitle goes here up to 50 characters</p> <p style="text-align: center; font-weight: bold; font-size: 8px;">CHART TITLE GOES HERE</p>  <p style="font-size: 8px;">CONUM US ESTIM FACILUM SUN. EXCERD ESTO MANDAMET LABO. QUAM RENOSQUA ASPRET ESTIBUS NEED SOURCE: IP PHOTOGRAPHY</p>	<p><b>Section Title Goes Here</b> Section subtitle goes here up to 50 characters</p>  <p style="font-size: 8px;">CONUM US ESTIM FACILUM SUN. EXCERD ESTO MANDAMET LABO. QUAM RENOSQUA ASPRET ESTIBUS NEED SOURCE: IP PHOTOGRAPHY</p>	<p><b>Section Title Goes Here</b> Section subtitle goes here up to 50 characters</p>  <p style="font-size: 8px;">CONUM US ESTIM FACILUM SUN. EXCERD ESTO MANDAMET LABO. QUAM RENOSQUA ASPRET ESTIBUS NEED SOURCE: IP PHOTOGRAPHY</p>

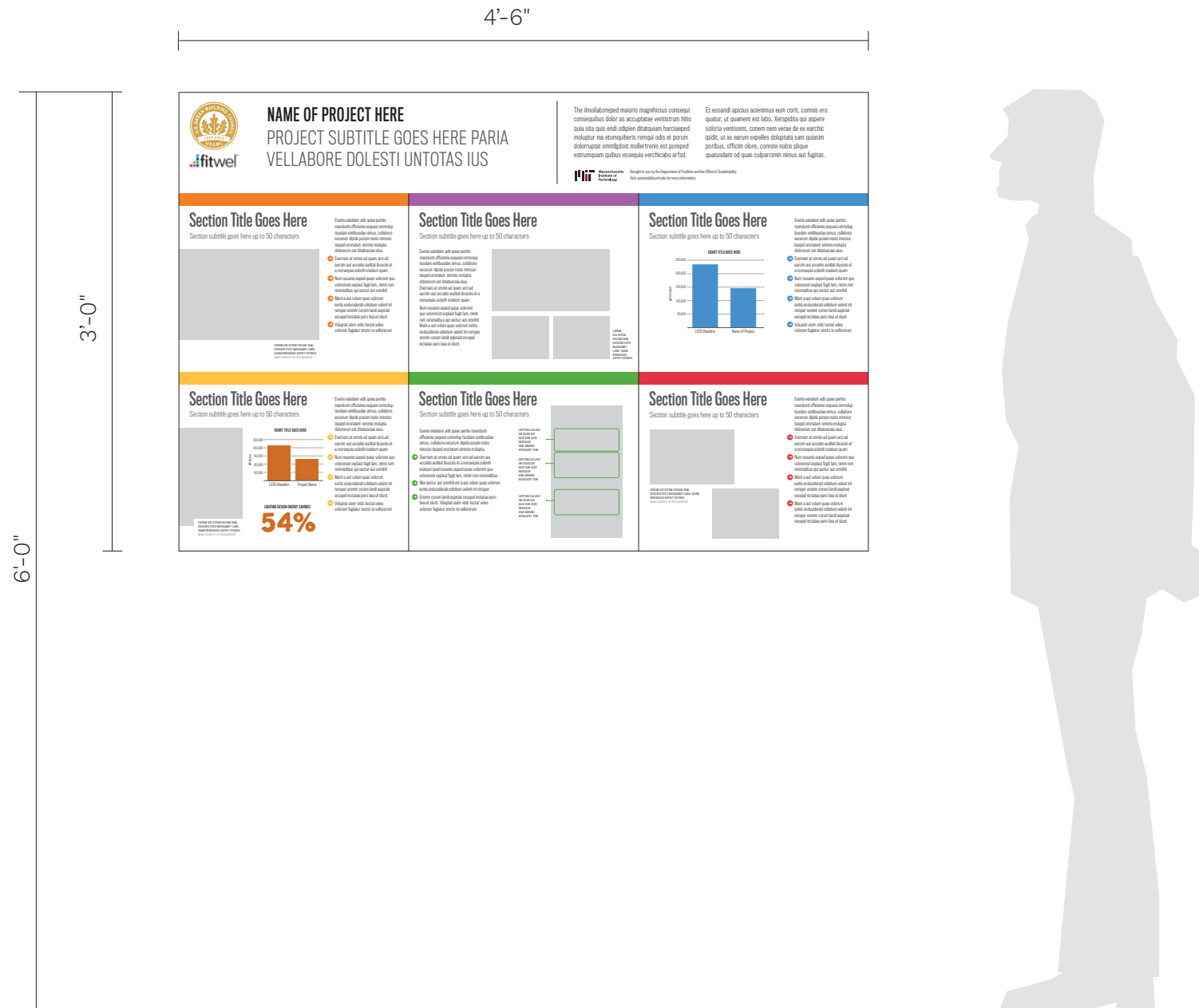
Scale: 1 1/2"=1'-0"

**B. Lobby Panel B:  
Fabrication Specifications**





1/2" thick painted MEDEX (Formaldehyde free) MDF panels w/DTS graphics and waterbased matte clearcoat. Mounts to wall with Z clips. Fabricator to advise on whether wall needs blocking.

## B. Lobby Panel B: Mounting Elevation



1 Lobby Panel Small Typical Mounting Elevation  
1"=1'-0"





# HAYDEN MEMORIAL LIBRARY

## A LIBRARY DESIGNED FOR HEALTH, SUSTAINABILITY, AND YOU

The integrative design of the newly restored Hayden Memorial Library unites sustainable building practices with the changing goals of a modern research library. The new space connects you with ideas and knowledge, the restorative aspects of nature, and each other.

Health and well-being are at the forefront of the design, as well as energy and water efficiency. Hayden Memorial Library meets LEED (Leadership in Energy and Environmental Design) Gold criteria and is the first project to meet Fitwel certification for healthy environments at MIT.




Massachusetts Institute of Technology

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### Community Connections

A research and inspiration hub




THE NEW CAFÉ GIVES COMMUNITY MEMBERS A SPACE TO CONNECT AND COLLABORATE.

- ➔ Situated in the pedestrian-friendly center of the MIT campus, the library brings information and community together, allowing for inspirational encounters and the cross-pollination of ideas. Features include:
- ➔ Located within walking distance of the Red Line MBTA subway station and several bus routes.
- ➔ Served by exterior bicycle racks and connected to interior and exterior pedestrian paths.
- ➔ New entrance ramps, elevator, bathroom facilities, and design details ensure a welcoming and accessible library.
- ➔ A new café with indoor and outdoor seating brings people together for nourishment and social connections.

### Reuse & Reimagination

The restoration of a 1949 library building



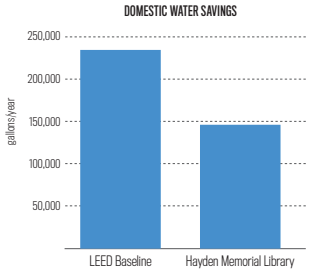
COURTYARD INTERGRATION WITH THE LIBRARY GIVES THE COMMUNITY A SPACE TO WORK AND SOCIALIZE IN THE FRESH AIR.

The renovation of Hayden Memorial Library, which was originally built in 1949, maintains an important connection to the past, while reducing its carbon footprint. The reuse of the building's foundation, structure, enclosure, and many other systems diverted large amounts of waste from landfills and incineration.

The existing building provided the design team with a point of departure for an updated vision of the library. Much like a library is a launching pad for new knowledge and ideas, the reimagination of an underused courtyard led to a new "outdoor room" that connects users with nature and provides space for small events.

### Water Systems

Efficient, resilient, and inclusive design



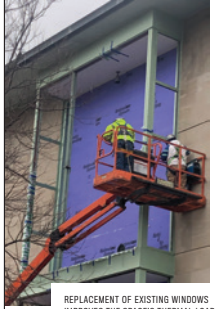
The building and its landscape manage water sustainably, efficiently, and equitably through the following strategies:

- ➔ New shade trees and plantings in the courtyard capture rain and reduce the load on drainage systems.
- ➔ Use of 1.0 gallon-per-flush toilets (the first project at MIT to do so) will result in water savings of 90,000 gallons per year over conventional toilets.
- ➔ Water bottle filling stations make it easy for people to use reusable containers, reduce waste, and enjoy tap water.
- ➔ New all-gender restrooms provide equitable access for members of the MIT community.

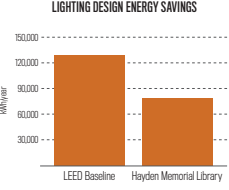
---

### Energy-Efficient Design

Pushing the envelope on building retrofits



REPLACEMENT OF EXISTING WINDOWS IMPROVES THE SPACE'S THERMAL LOAD AND MAKES SITTING BY THE WINDOWS MORE COMFORTABLE.



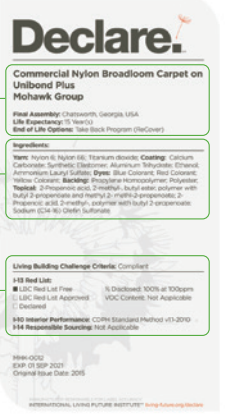
LIGHTING DESIGN ENERGY SAVINGS

To drive down its carbon footprint, the library incorporates the following energy efficiency strategies into its design:

- ➔ Replacement of leaky single-pane glass windows with high-performance insulated glazing systems dramatically reduces thermal loss.
- ➔ Existing air handling units and perimeter radiators retrofitted with new controls to optimize energy use.
- ➔ Lighting upgraded to low-energy LEDs controlled with daylight and occupancy sensors, designed to be 54% more efficient than the current energy code.
- ➔ 70% of all qualified equipment specified is ENERGY STAR rated, from café refrigerators to printers.

### Healthy Materials

Products that support people and ecosystems



The design team selected materials for Hayden Memorial Library that promote health and limit environmental impact and toxicity. Highlights include:

- ➔ Hayden is the first MIT project to target "Red List Free" materials for all interior finish materials and fabrics (materials that pose serious risks to human and ecosystem health).
- ➔ "Building Product Disclosures" identified ingredients of all products to verify compliance with goals.
- ➔ Careful selection of cork floors, felt ceiling baffles, carpet, wood panels, furniture upholstery, and low VOC paints, adhesives, and sealants create a healthier space for occupants and safer work environments for manufacturers and product installers.


DECLARE LABELS OFFER CONSUMERS TRANSPARENCY OF INGREDIENTS, SOURCING, AND LIFE-CYCLE INFORMATION.

PRODUCT INGREDIENTS LISTED BY COMPONENT. RED LIST CHEMICALS WOULD BE LISTED HERE IN ORANGE.


SELF-DISCLOSURE OF RED LIST COMPLIANCE, VOC CONTENT, PRODUCT PERFORMANCE, AND RESPONSIBLE SOURCING DATA.

### Indoor & Outdoor Spaces

Fresh air, views, and active design



THE PORCH'S PERFORATED SUN SCREEN PROVIDES NEEDED SHADE IN SUMMER AND DAPPLED SUNLIGHT, EXTENDING THE ENVIRONMENT OF THE TREE CANOPY INTO THE NEW SPACE.



Hayden Memorial Library incorporates design strategies that boost the quality of its indoor environment and connect users to the outdoors, including:

- ➔ New central stair design invites users to actively move through the space.
- ➔ Views to the courtyard from the first-floor café area and second-floor consultation suite.
- ➔ Expansive river views from the window bays of the reading room.
- ➔ A reconstructed courtyard with shade trees, benches, and digital connectivity provides open-air study and collaboration space.
- ➔ An indoor-outdoor porch with an operable glass wall opening to the courtyard provides space for dining, study, and casual conversation with abundant light and fresh air.

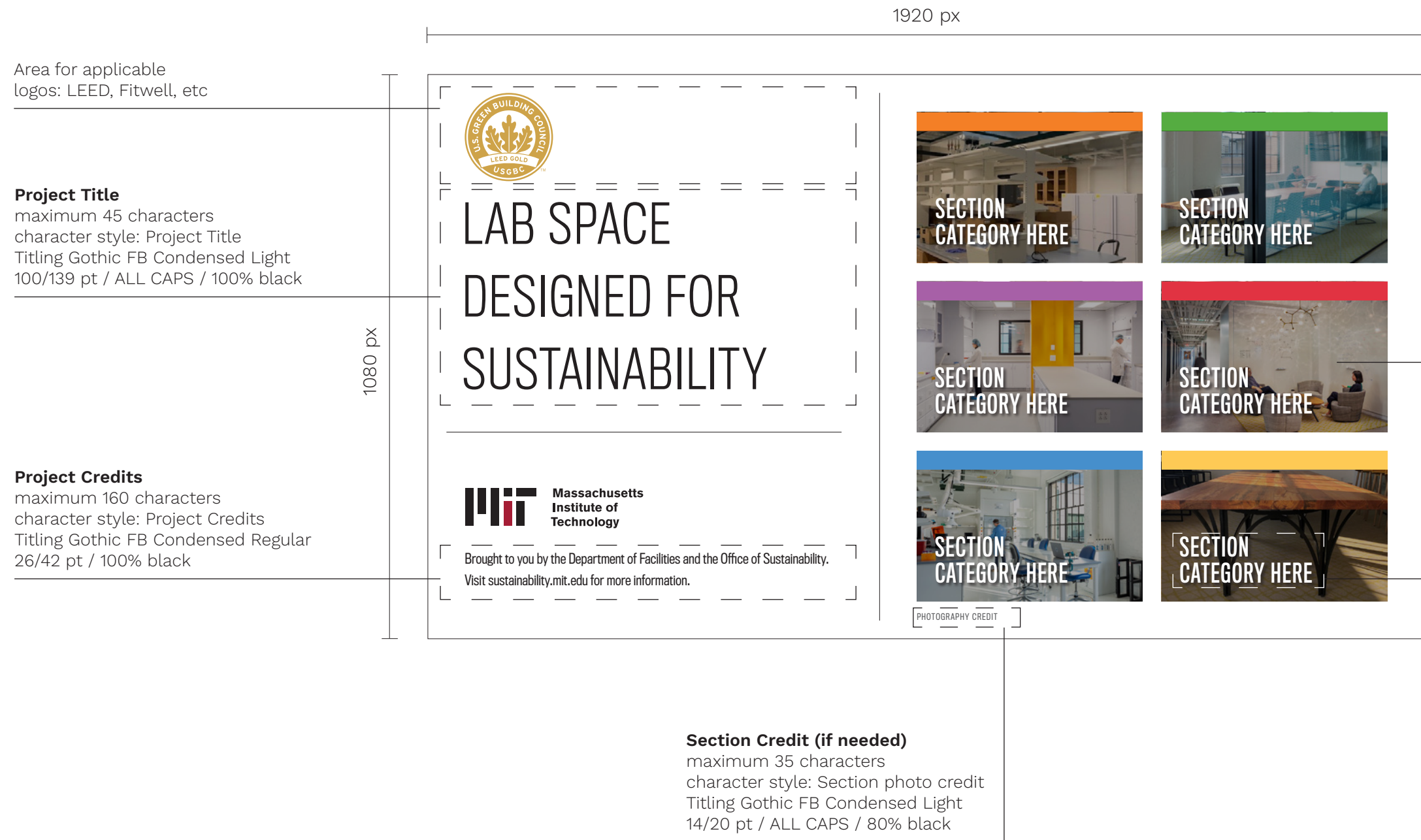


III.

## **Digital Sign Guidelines**

If the project includes a digital display screen, teams can utilize this template to provide an overview of the sustainable design features of the project.

### III. Digital Sign Guidelines: Title Slide



This diagram illustrates the component text types and maximum character counts. Please note that these examples show the ideal balance of text, color, images and white space. See examples on pages 41-42.

Content should be accessible to a wide range of audiences (including prospective students and their parents, MIT faculty, staff and students).

See color and typeface specifications on pages 57-58.

**Images**  
Representative image for each category. Images have a 38% black multiply layer on top of the image for improved legibility

**Project Category Title Slide**  
maximum 25 characters  
character style: Project Category Title Slide  
Titling Gothic FB Compressed Standard  
48/50 pt / ALL CAPS / white with drop shadow

**Section Credit (if needed)**  
maximum 35 characters  
character style: Section photo credit  
Titling Gothic FB Condensed Light  
14/20 pt / ALL CAPS / 80% black

### III. Digital Sign Guidelines: Slide Option 1

#### Section Deck Head

maximum 30 characters  
character style: Section Deck Head  
Titling Gothic FB Compressed Standard  
30 pt / ALL CAPS / white

#### Section Title

maximum 25 characters  
character style: Section Title  
Titling Gothic FB Compressed Standard  
170 pt / 80% black

#### Section Subtitle

maximum 50 characters  
character style: Section Subtitle  
Titling Gothic FB Condensed Light  
72 pt / 80% black

#### Section Text

maximum 360 characters  
character style: Section text  
Titling Gothic FB Condensed Light  
38/48 pt / 100% black

#### Section URL

maximum 50 characters  
character style: sustainability URL  
Titling Gothic FB Condensed Light  
28 pt / 100% black



This diagram illustrates the component text types and maximum character counts. Please note that these examples show the ideal balance of text, color, images and white space. See examples on pages 41-42.

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See color and typeface specifications on pages x-x.

### III. Digital Sign Guidelines: Slide Option 2

#### Section Deck Head

maximum 30 characters  
character style: Section Deck Head  
Titling Gothic FB Compressed Standard  
30 pt / ALL CAPS / white

#### Section Title

maximum 25 characters  
character style: Section Title  
Titling Gothic FB Compressed Standard  
170 pt / 80% black

#### Section Subtitle

maximum 50 characters  
character style: Section Subtitle  
Titling Gothic FB Condensed Light  
72 pt / 80% black



This diagram illustrates the component text types and maximum character counts. Please note that these examples show the ideal balance of text, color, images and white space. See examples on pages 41-42.

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See color and typeface specifications on pages x-x.

#### Section Text

maximum 360 characters  
character style: Section text  
Titling Gothic FB Condensed Light  
38/48 pt / 100% black

#### Section URL

maximum 50 characters  
character style: sustainability URL  
Titling Gothic FB Condensed Light  
28 pt / 100% black

### III. Digital Sign Guidelines: Slide Option 3

#### Section Deck Head

maximum 30 characters  
character style: Section Deck Head  
Titling Gothic FB Compressed Standard  
30 pt / ALL CAPS / white

#### Section Title

maximum 25 characters  
character style: Section Title  
Titling Gothic FB Compressed Standard  
170 pt / 80% black

#### Section Subtitle

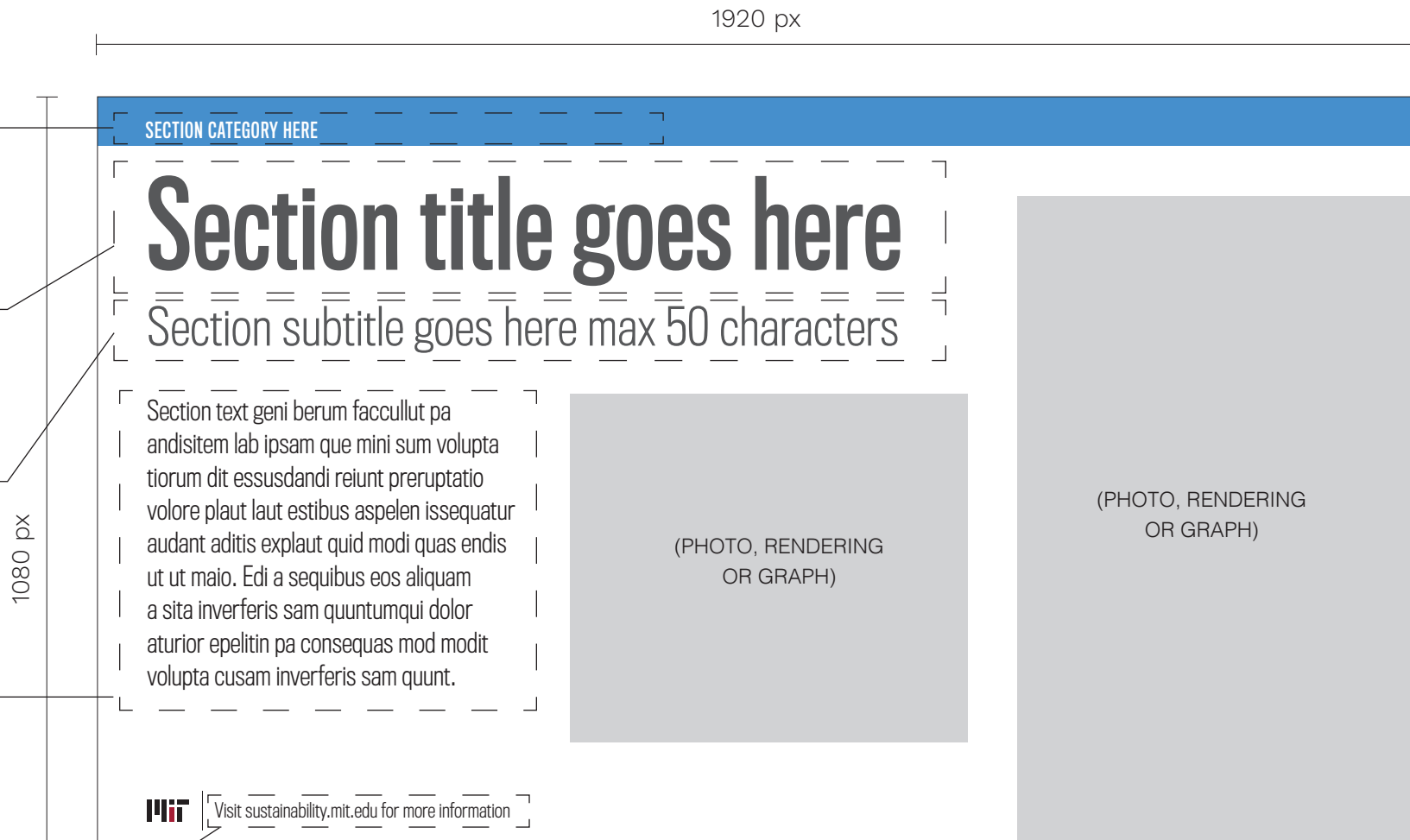
maximum 50 characters  
character style: Section Subtitle  
Titling Gothic FB Condensed Light  
72 pt / 80% black

#### Section Text

maximum 360 characters  
character style: Section text  
Titling Gothic FB Condensed Light  
38/48 pt / 100% black

#### Section URL

maximum 50 characters  
character style: sustainability URL  
Titling Gothic FB Condensed Light  
28 pt / 100% black



This diagram illustrates the component text types and maximum character counts. Please note that these examples show the ideal balance of text, color, images and white space. See examples on pages 41-42.

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See color and typeface specifications on pages x-x.

### III. Digital Sign Guidelines: Slide Option 4

#### Section Deck Head

maximum 30 characters  
character style: Section Deck Head  
Titling Gothic FB Compressed Standard  
30 pt / ALL CAPS / white

#### Section Title

maximum 25 characters  
character style: Section Title  
Titling Gothic FB Compressed Standard  
170 pt / 80% black

#### Section Subtitle

maximum 50 characters  
character style: Section Subtitle  
Titling Gothic FB Condensed Light  
72 pt / 80% black

#### Section Text

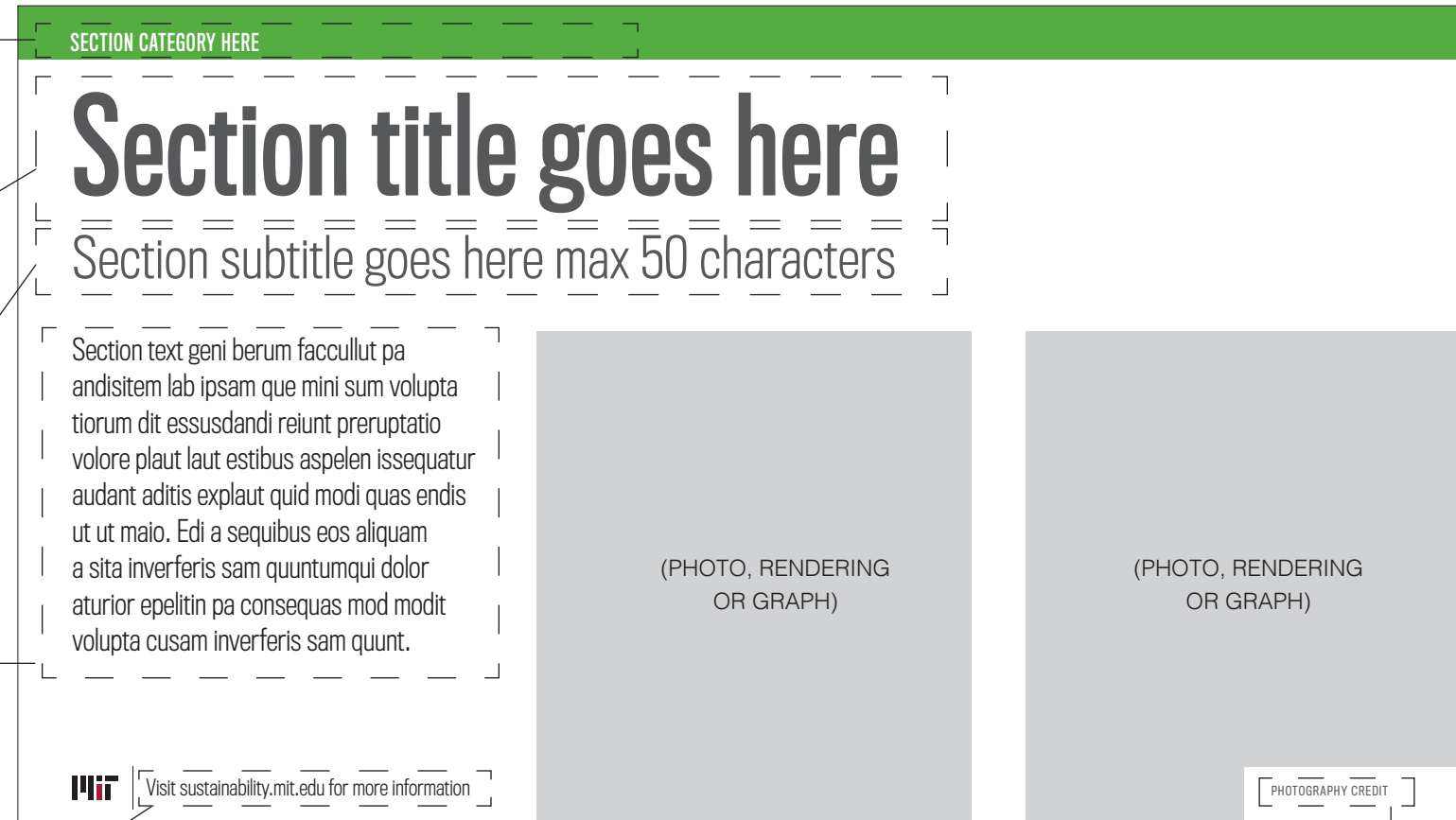
maximum 360 characters  
character style: Section text  
Titling Gothic FB Condensed Light  
38/48 pt / 100% black

#### Section URL

maximum 50 characters  
character style: sustainability URL  
Titling Gothic FB Condensed Light  
28 pt / 100% black

1920 px

1080 px



#### Section Credit (if needed)

maximum 35 characters  
character style: Section photo credit  
Titling Gothic FB Condensed Light  
14/20 pt / ALL CAPS / 80% black

This diagram illustrates the component text types and maximum character counts. Please note that these examples show the ideal balance of text, color, images and white space. See examples on pages 41-42.

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See color and typeface specifications on pages x-x.

### III. Digital Sign Guidelines: Slide Option 5

**Section Deck Head**

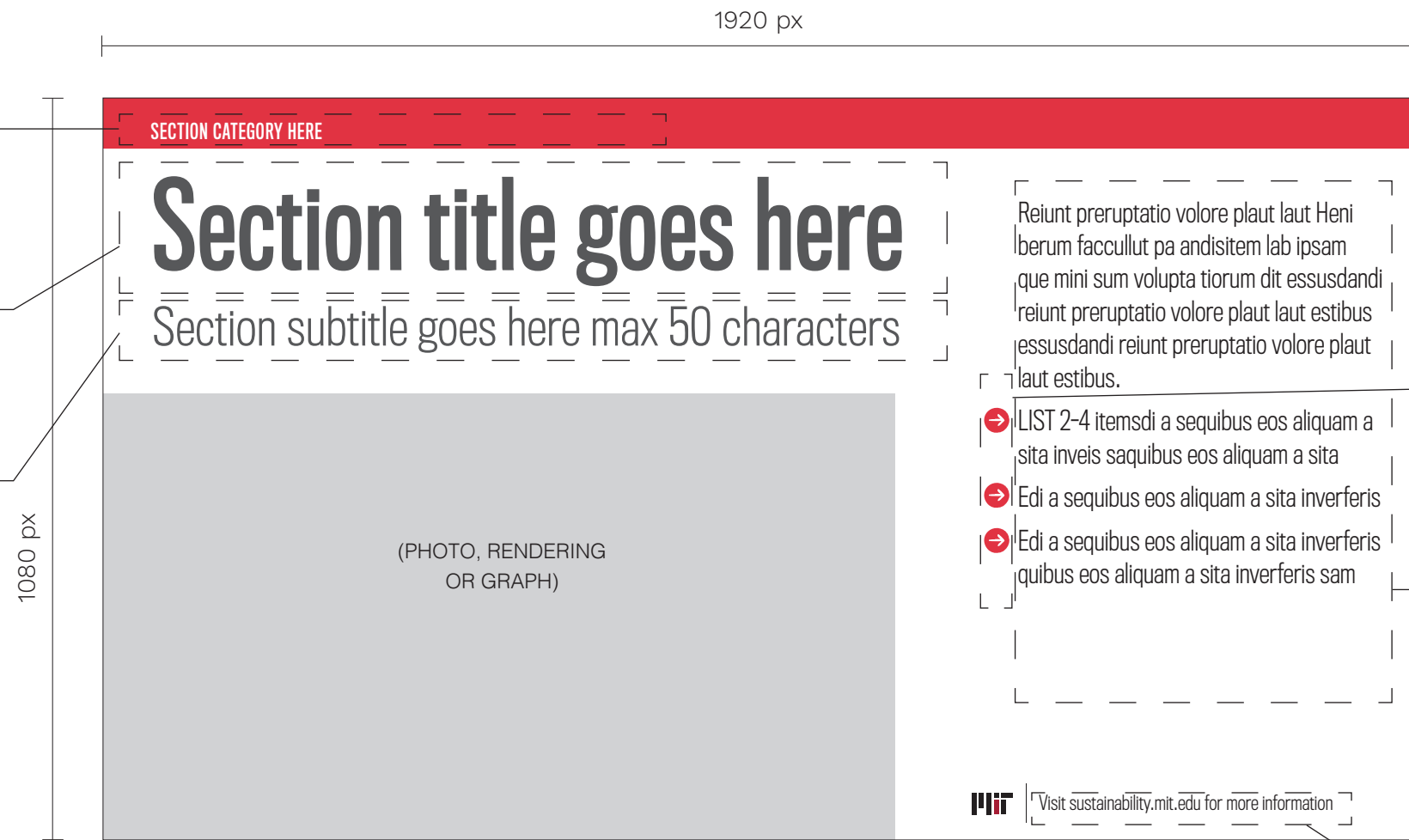
maximum 30 characters  
 character style: Section Deck Head  
 Titling Gothic FB Compressed Standard  
 30 pt / ALL CAPS / white

**Section Title**

maximum 25 characters  
 character style: Section Title  
 Titling Gothic FB Compressed Standard  
 170 pt / 80% black

**Section Subtitle**

maximum 50 characters  
 character style: Section Subtitle  
 Titling Gothic FB Condensed Light  
 72 pt / 80% black



This diagram illustrates the component text types and maximum character counts. Please note that these examples show the ideal balance of text, color, images and white space. See examples on pages 41-42.

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See color and typeface specifications on pages x-x.

**Tip Arrow Icons**

use one of the main colors:  
 for the background circle

**Section Text**

maximum 360 characters  
 character style: Section text  
 Titling Gothic FB Condensed Light  
 38/48 pt / 100% black

**Section URL**

maximum 50 characters  
 character style: sustainability URL  
 Titling Gothic FB Condensed Light  
 28 pt / 100% black

### III. Digital Sign Guidelines: Slide Option 6

#### Section Deck Head

maximum 30 characters  
character style: Section Deck Head  
Titling Gothic FB Compressed Standard  
30 pt / ALL CAPS / white

#### Section Title

maximum 25 characters  
character style: Section Title  
Titling Gothic FB Compressed Standard  
170 pt / 80% black

#### Section Subtitle

maximum 50 characters  
character style: Section Subtitle  
Titling Gothic FB Condensed Light  
72 pt / 80% black

#### Section Text

maximum 360 characters  
character style: Section text  
Titling Gothic FB Condensed Light  
38/48 pt / 100% black

#### Section URL

maximum 50 characters  
character style: sustainability URL  
Titling Gothic FB Condensed Light  
28 pt / 100% black



This diagram illustrates the component text types and maximum character counts. Please note that these examples show the ideal balance of text, color, images and white space. See examples on pages 41-42.

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See color and typeface specifications on pages x-x.




### III. Digital Sign Guidelines: Sample Slides

Available as InDesign Template file:

• 1920 x 1080px templates.indt

  
LAB SPACE  
DESIGNED FOR  
SUSTAINABILITY

 Massachusetts  
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Technology

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MATERIALS & RESOURCES

## Floor to Table Thinking

Salvaged wood adds beauty and sustainability



Notice the wood used for the conference and coffee tables inside the space. This furniture is made from pre-existing wood plank flooring that was discovered during demolition. The use of salvaged materials in a project reduces carbon, waste sent to landfill, and can provide a beautiful visual link to the building's past.



 Visit [sustainability.mit.edu](http://sustainability.mit.edu) for more information

MATERIALS & RESOURCES

## Floor to Table Thinking

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Notice the wood used for the conference and coffee tables inside the space. This furniture is made from pre-existing wood plank flooring that was discovered during demolition. The use of salvaged materials in a project reduces carbon, waste sent to landfill, and can provide a beautiful visual link to the building's past.

 Visit [sustainability.mit.edu](http://sustainability.mit.edu) for more information

MATERIALS & RESOURCES

## Breathing New Life into Materials

Restoration of existing flooring

Instead of adding new flooring throughout the entire space, the existing terrazzo flooring was restored in select areas. This connects occupants to the building history, reduces embodied carbon, and is in line with the other "biophilic design" elements in the interior, which seek to connect occupants to the natural environment.



 Visit [sustainability.mit.edu](http://sustainability.mit.edu) for more information

WARREN JAGGER PHOTOGRAPHY

### III. Digital Sign Guidelines: Sample Slides

Available as InDesign Template file:

• 1920 x 1080px templates.indt

BIOPHILIC DESIGN

## Connecting Us with Nature

Colors, textures, materials, and light

Biophilic design seeks to connect people with nature while inside of a building space. Project materials that mimic nature were selected based on colors, textures, and materiality – from natural cork wall panels to light fixtures that emulate the dappled quality of light in nature.




MIT | Visit [sustainability.mit.edu](https://sustainability.mit.edu) for more information

WARREN JAGGER PHOTOGRAPHY

ENERGY SYSTEMS

## Saving Energy in the Lab

Saving energy with mechanical systems



This building project is designed to be 36.2% more energy efficient than the LEED baseline. High-efficiency mechanical systems (fan coil units) save energy in the offices and break-out spaces. This system decouples the heating and cooling from the ventilation, which contributes to the project achieving maximum LEED points in energy reduction.

MIT | Visit [sustainability.mit.edu](https://sustainability.mit.edu) for more information

WARREN JAGGER PHOTOGRAPHY

ENERGY SYSTEMS

## High Efficiency Fume Hoods

Collaborating with researchers to save energy

During the design process, collaborative meetings were held with the floor's research groups to right-size the quantity of energy intensive research equipment, specifically fume hoods. All fume hoods are high efficiency (VAV) hoods. These hoods save energy by modulating air flow when the space is unoccupied.



MIT | Visit [sustainability.mit.edu](https://sustainability.mit.edu) for more information

WARREN JAGGER PHOTOGRAPHY

HUMAN HEALTH & WELL-BEING

## Bringing in the sunshine

Maximizing daylight with limited windows

What was a big design challenge when renovating this space for MIT researchers? Limited access to windows. Maximizing daylight and a connection to the outdoors, which boost human health, became a key goal of this project. The solution: restoring historic skylights in the lab areas, and threading and maintaining views from labs to the corridor, through offices, and to the exterior.



MIT | Visit [sustainability.mit.edu](https://sustainability.mit.edu) for more information

WARREN JAGGER PHOTOGRAPHY



## IV. Behavioral Panel Guidelines

These smaller signs are meant to prompt sustainable behaviors in occupants, when placed in key “point of decision” locations around campus (i.e. bathrooms, water-bottle filling stations, cafe spaces, lounges). Design teams can select relevant prompts from the library of options, and identify locations on floor plans where they will be installed.

#### IV. Behavioral Panel Guidelines: Text and Content

**Deck Head**

maximum 30 characters  
character style: Deck Head Category  
Titling Gothic FB Compressed Standard  
24 pt / ALL CAPS / white

**Title**

maximum 45 characters  
character style: title  
Titling Gothic FB Compressed Standard  
65/74 pt / 80% black

**Text**

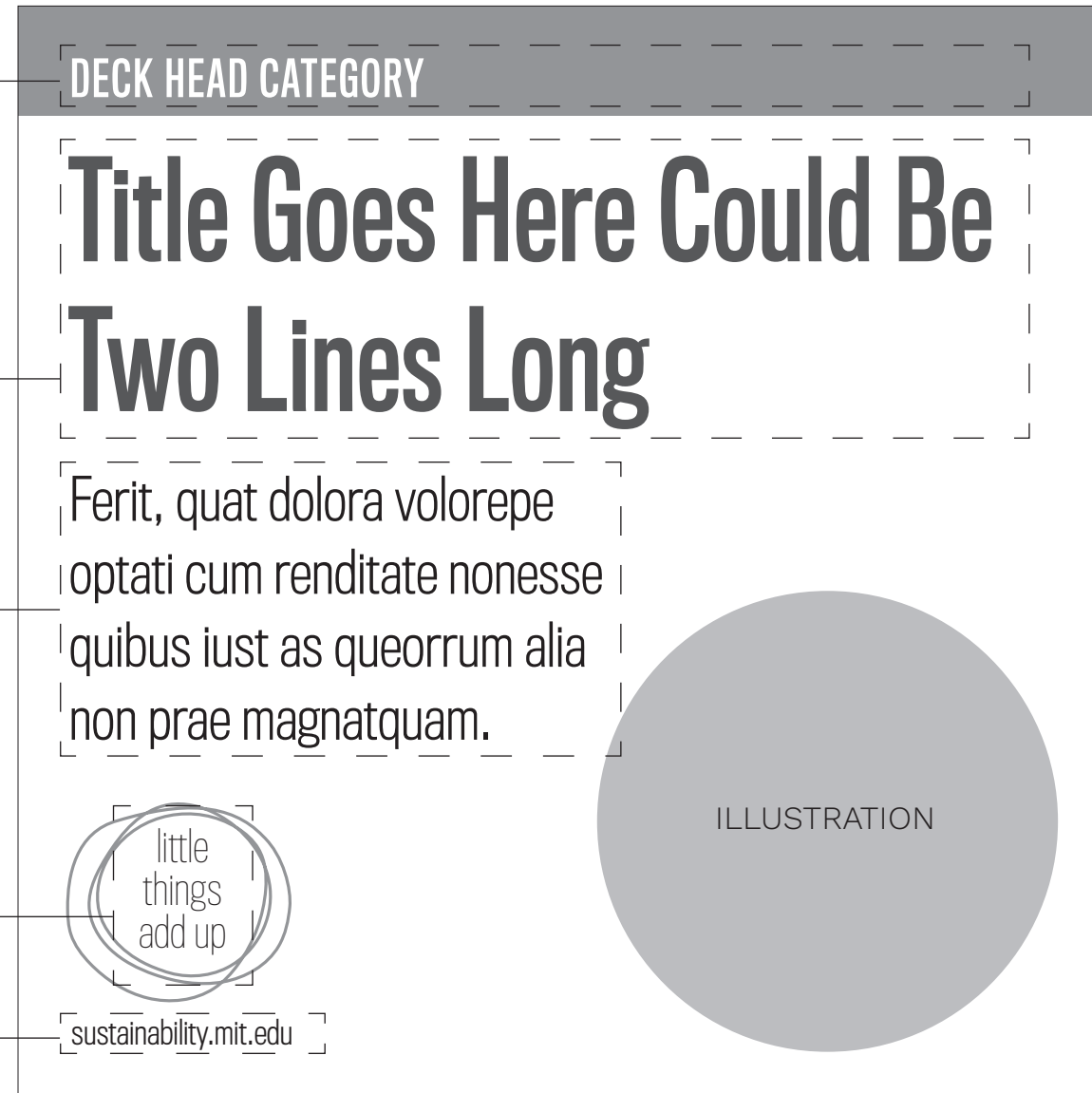
maximum 95 characters  
character style: text  
Titling Gothic FB Condensed Light  
28/36 pt / 100% black

**Tagline**

maximum 95 characters  
character style: little things add up  
Titling Gothic FB Condensed Thin  
21/21 pt / 100% black

**URL**

maximum 95 characters  
character style: sustainability URL  
Titling Gothic FB Condensed Light  
16 pt / 100% black



Scale: 80% Full Size

This diagram illustrates the component text types and maximum character counts. Please note that these examples show the ideal balance of text, color, illustration and white space. See examples on pages x-x.

Content should be accessible to a wide range of audiences (including prospective students and their parents, MIT faculty, staff and students).

See typeface specifications on pages 58.

## IV. Behavioral Panel Guidelines: Color

### Header Band

use one of the main colors:  
purple, orange, red, green, or blue

### Tagline Circling

use chosen main colors

DECK HEAD CATEGORY

# Title Goes Here Could Be Two Lines Long

Ferit, quat dolora volorepe  
optati cum renditate nonesse  
quibus iust as queorum alia  
non prae magnatquam.



sustainability.mit.edu

ILLUSTRATION

This diagram illustrates color usage. Please note that these examples show the ideal balance of text, color, illustration and white space. See examples on pages x-x.

Illustrations should be accessible to a wide range of audiences (including prospective students and their parents, MIT faculty, staff and students).

**Each panel should only use one color and the corresponding tints of that color.** See color and illustration specifications on pages 57-60.

### Panel Illustration

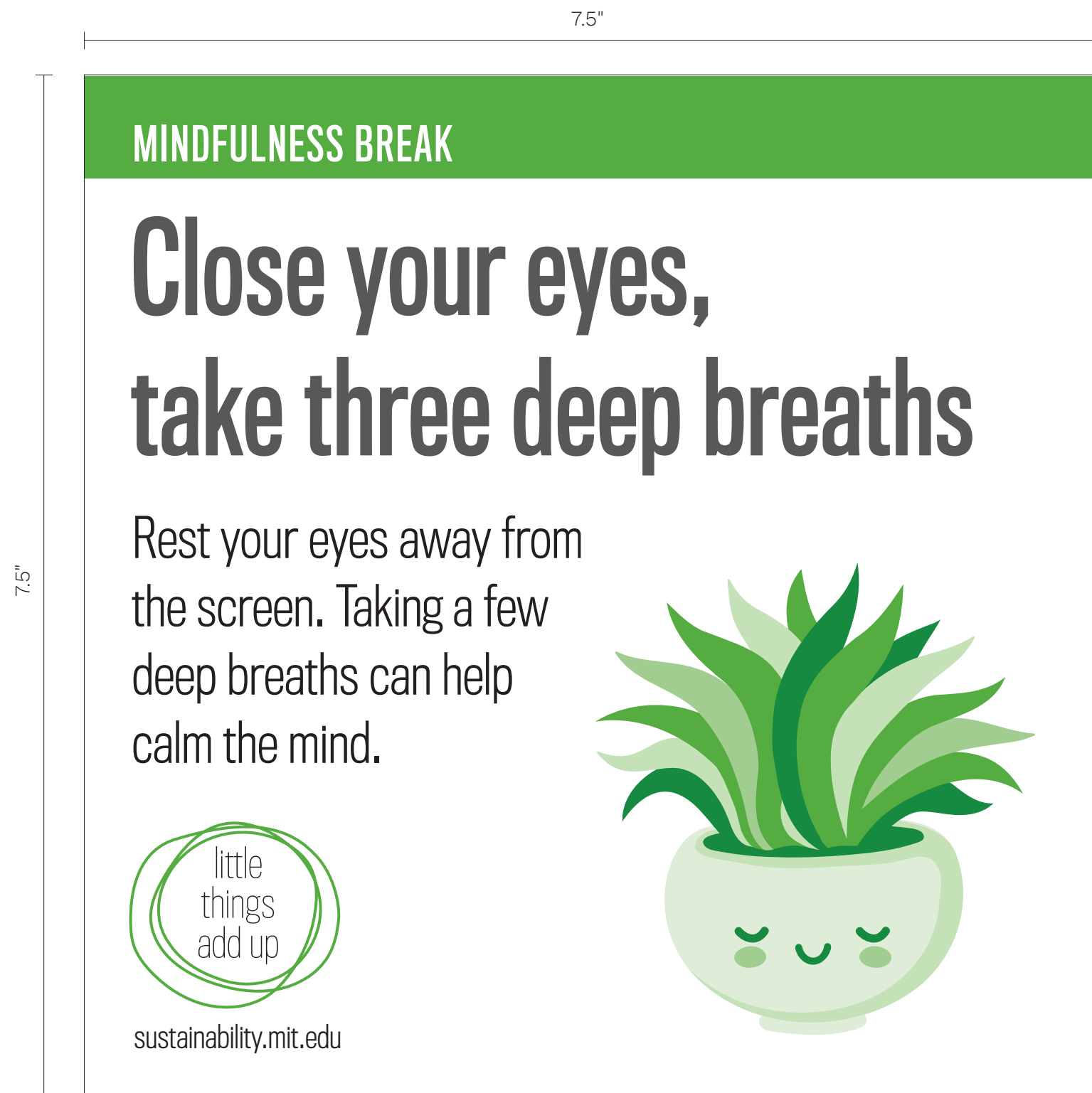
use various tints of the chosen main color

1

Behavioral Sign Small Text and Content Specifications

80% Full Size

#### IV. Behavioral Panel Guidelines: InDesign Files



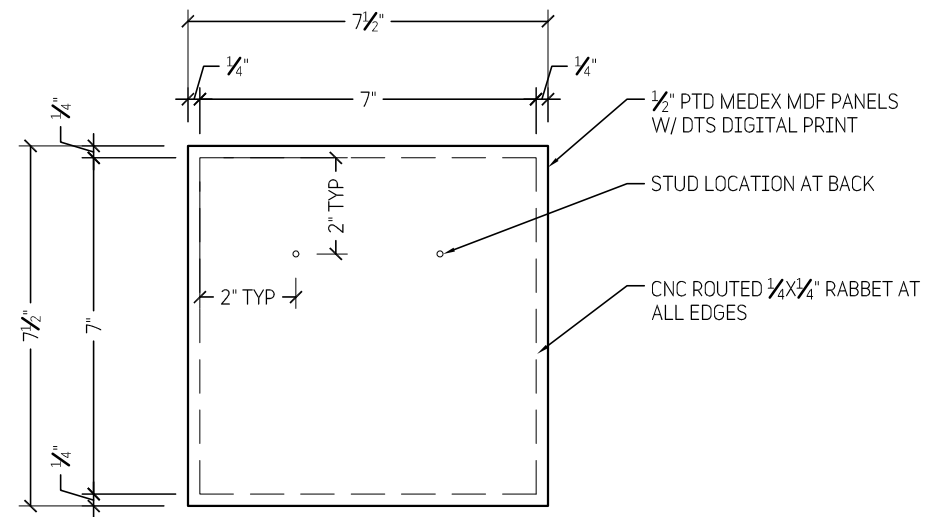
Scale: Full Size

Available as InDesign Template files:

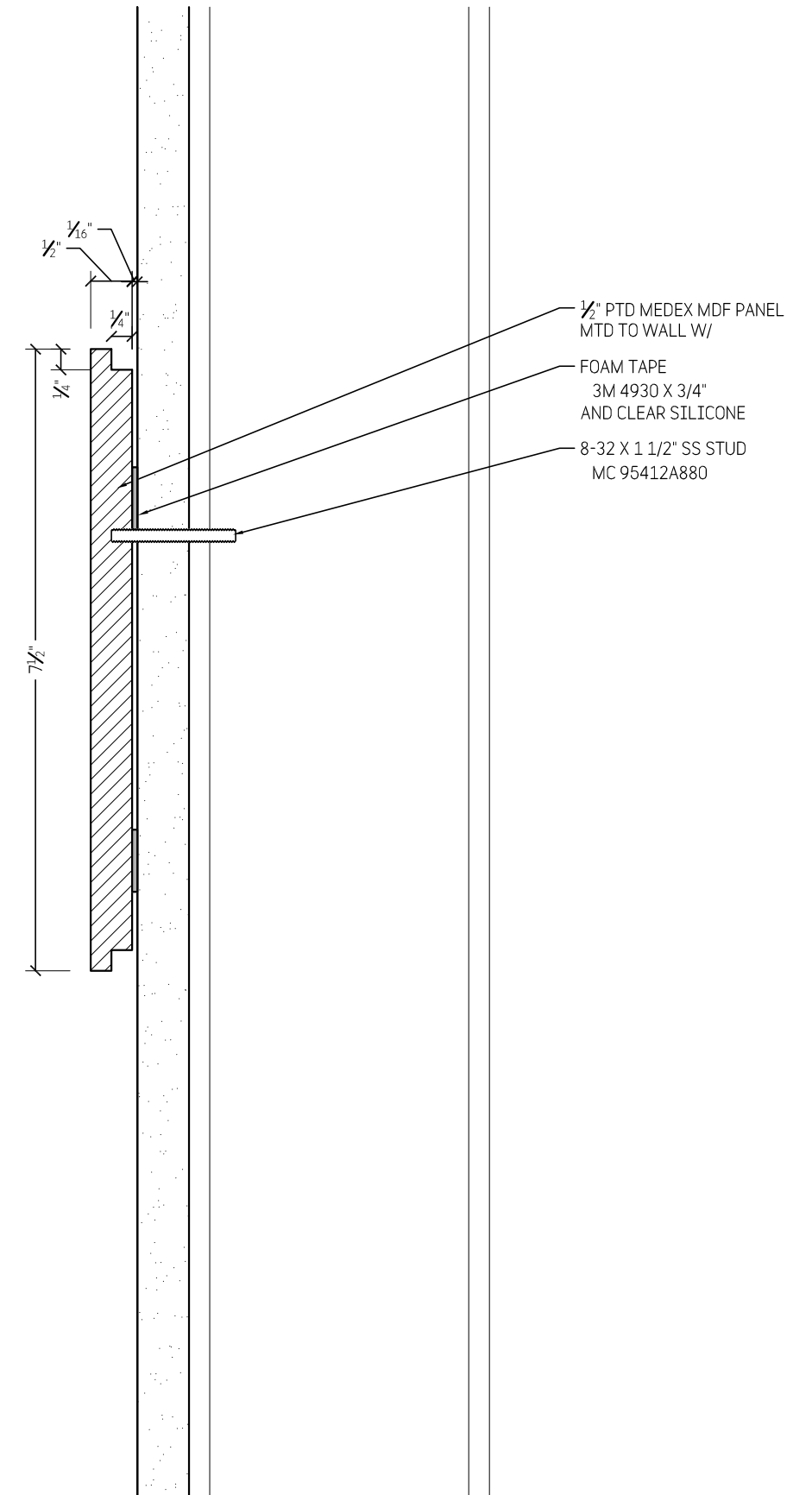
- Behavioral Sign Close Your Eyes.indt
- Behavioral Sign Cold Water Laundry.indt
- Behavioral Sign Dishwasher.indt
- Behavioral Sign Food Cultures.indt
- Behavioral Sign Handwashing.indt
- Behavioral Sign Move Your Way.indt
- Behavioral Sign Plant Based Food.indt
- Behavioral Sign Reuseable Mug.indt
- Behavioral Sign Shorter Showers.indt
- Behavioral Sign Spend Time Outside.indt
- Behavioral Sign Switch It Off.indt
- Behavioral Sign Take the Stairs Dog.indt
- Behavioral Sign Think Before Printing.indt
- Behavioral Sign Water Bottle.indt

## VI. Behavioral Panel Guidelines: Fabrication Specifications

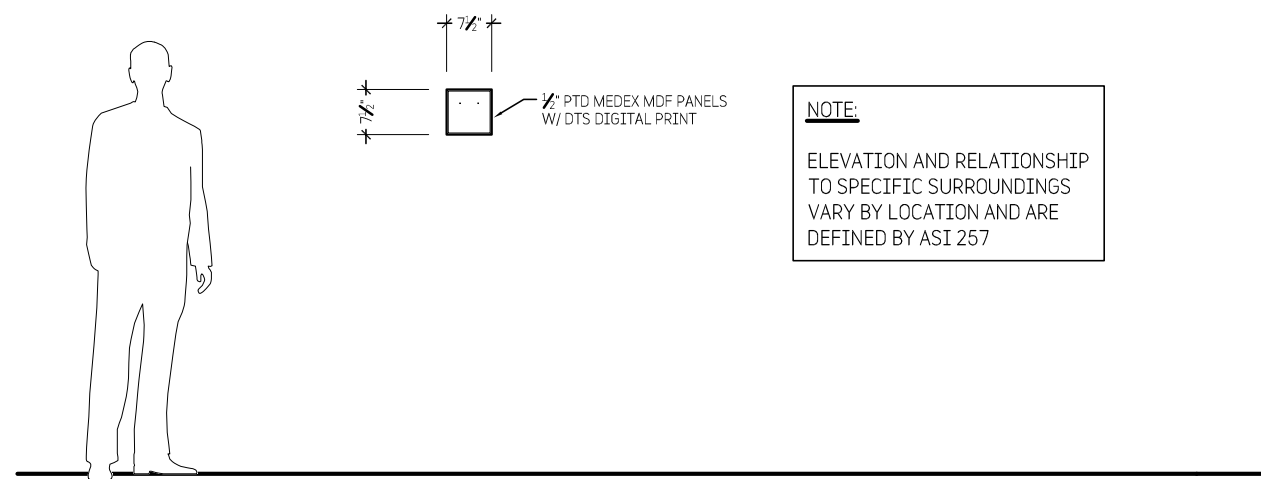
1/2" thick painted MEDEX (Formaldehyde free) MDF panels w/DTS graphics and waterbased matte clearcoat.. CNC rounded 1/4" x 1/4" rabbet at all edges. Stud mounted to wall (two studs at top corners approx 2" from top and sides) with foam tape and clear silicone.



**2** DETAIL  
3" = 1'-0"



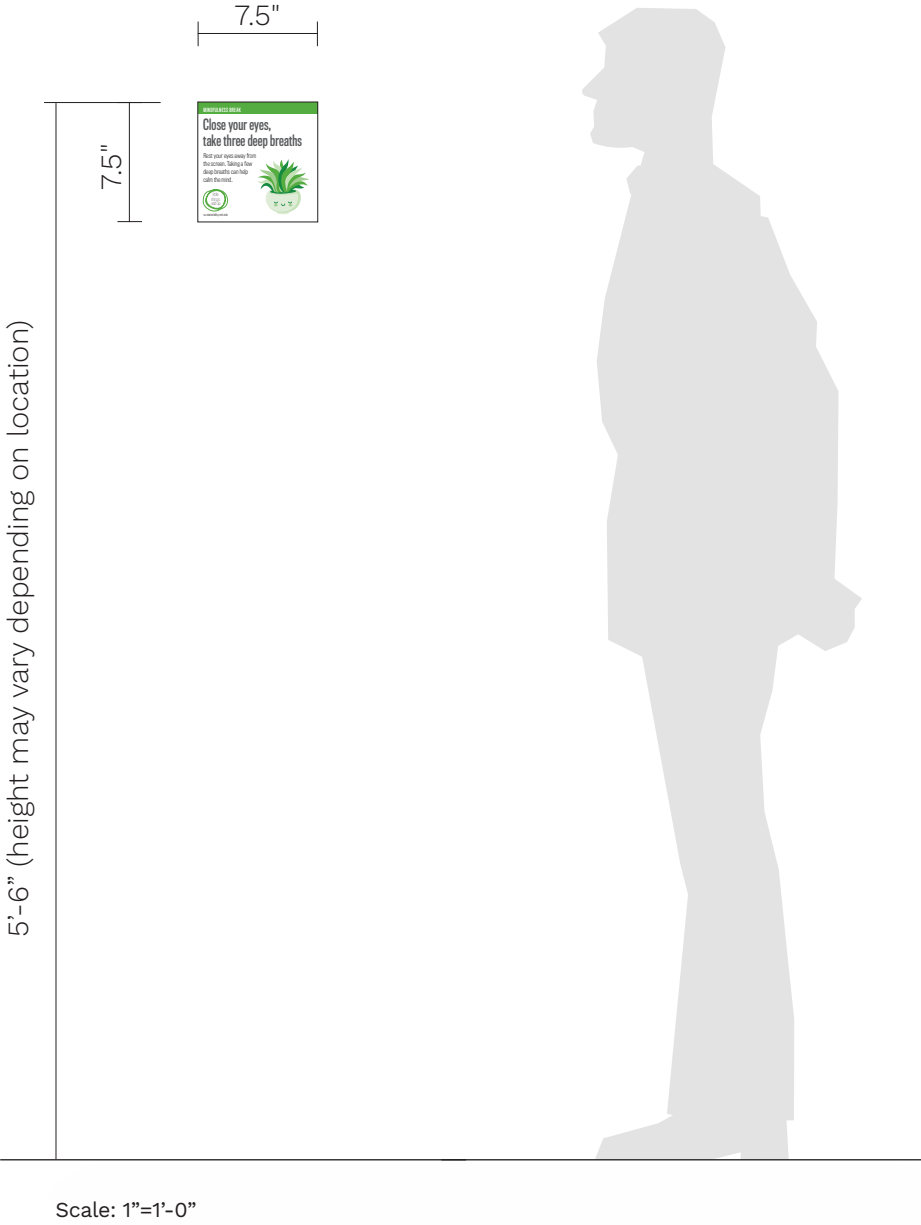
**A** SECTION  
Half Size



**NOTE:**  
ELEVATION AND RELATIONSHIP TO SPECIFIC SURROUNDINGS VARY BY LOCATION AND ARE DEFINED BY ASI 257

**1** ELEVATION  
3/8" = 1'-0"

IV. Behavioral Panel Guidelines: Mounting Elevation





#### IV. Behavioral Panel Guidelines: Samples

**MINDFULNESS BREAK**

### Close your eyes, take three deep breaths

Rest your eyes away from the screen. Taking a few deep breaths can help calm the mind.




sustainability.mit.edu

Behavioral Sign Small Close Your Eyes

**WATER SMART**

### Keep it cool: use cold water to do your laundry

Hot water requires more energy per load.






sustainability.mit.edu

Behavioral Sign Small Cold Water Laundry

**WATER SMART**

### Rethink the sink: dishwashers to the rescue

Dishwashers are more efficient than washing by hand. Save water, energy, and time by fully loading the dishwasher.

sustainability.mit.edu

Behavioral Sign Small Dishwasher

**HEALTHY PEOPLE, HEALTHY PLANET**

### Enjoy activity throughout the day

Find what's fun for you.




sustainability.mit.edu

Behavioral Sign Small Enjoy Activity 1

**HEALTHY PEOPLE, HEALTHY PLANET**

### Enjoy activity throughout the day

Find what's fun for you.




sustainability.mit.edu

Behavioral Sign Small Enjoy Activity 2

**HEALTHY PEOPLE, HEALTHY PLANET**

### Enjoy activity throughout the day

Find what's fun for you.




sustainability.mit.edu

Behavioral Sign Small Enjoy Activity 3

**HEALTHY PEOPLE, HEALTHY PLANET**

### Explore food cultures from around the globe

A global menu offers a variety of flavors and creative ways to incorporate fruits and veggies.




sustainability.mit.edu

Behavioral Sign Small Food Cultures

**HEALTHY PEOPLE, HEALTHY PLANET**

### Wash your hands with soap and water for at least 20 seconds

A healthy future is in your hands!




sustainability.mit.edu

Behavioral Sign Handwashing

#### IV. Behavioral Panel Guidelines: Samples



Behavioral Sign Small Plant Based Food



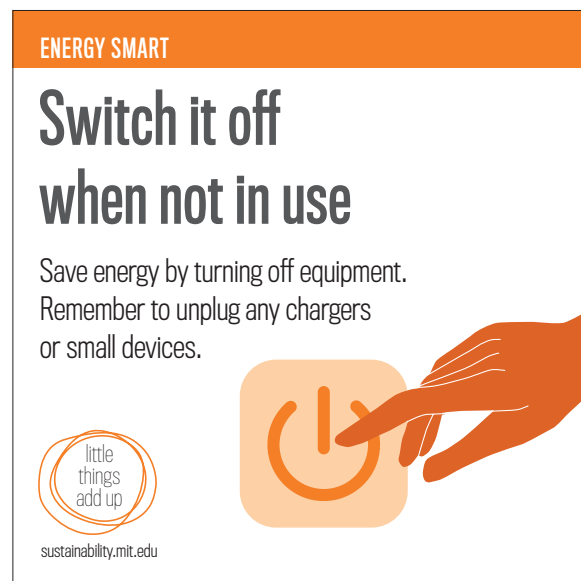
Behavioral Sign Small Reuseable Mug



Behavioral Sign Small Shorter Showers



Behavioral Sign Small Spend Time Outside



Behavioral Sign Small Switch It Off



Behavioral Sign Small Think Before Printing



Behavioral Sign Small Water Bottle

V.

## **Case Study Guidelines**

Teams can complete the template for a PDF “Case study,” using the following guidelines. The content of the Case Study can draw largely from the “lobby panel” information. These case studies will appear on related websites and be available to visitors, as appropriate. An InDesign template is provided.

## V. Case Study Guidelines: Page 1



This diagram illustrates the component text types and maximum character counts. Please note that these examples show the ideal balance of text, color, images and white space. See examples on pages 54-55.

Content should be accessible to a wide range of audiences (including prospective students and their parents, MIT faculty, staff and students).

See color and typeface specifications on pages 57-58

## V. Case Study Guidelines: Page 2

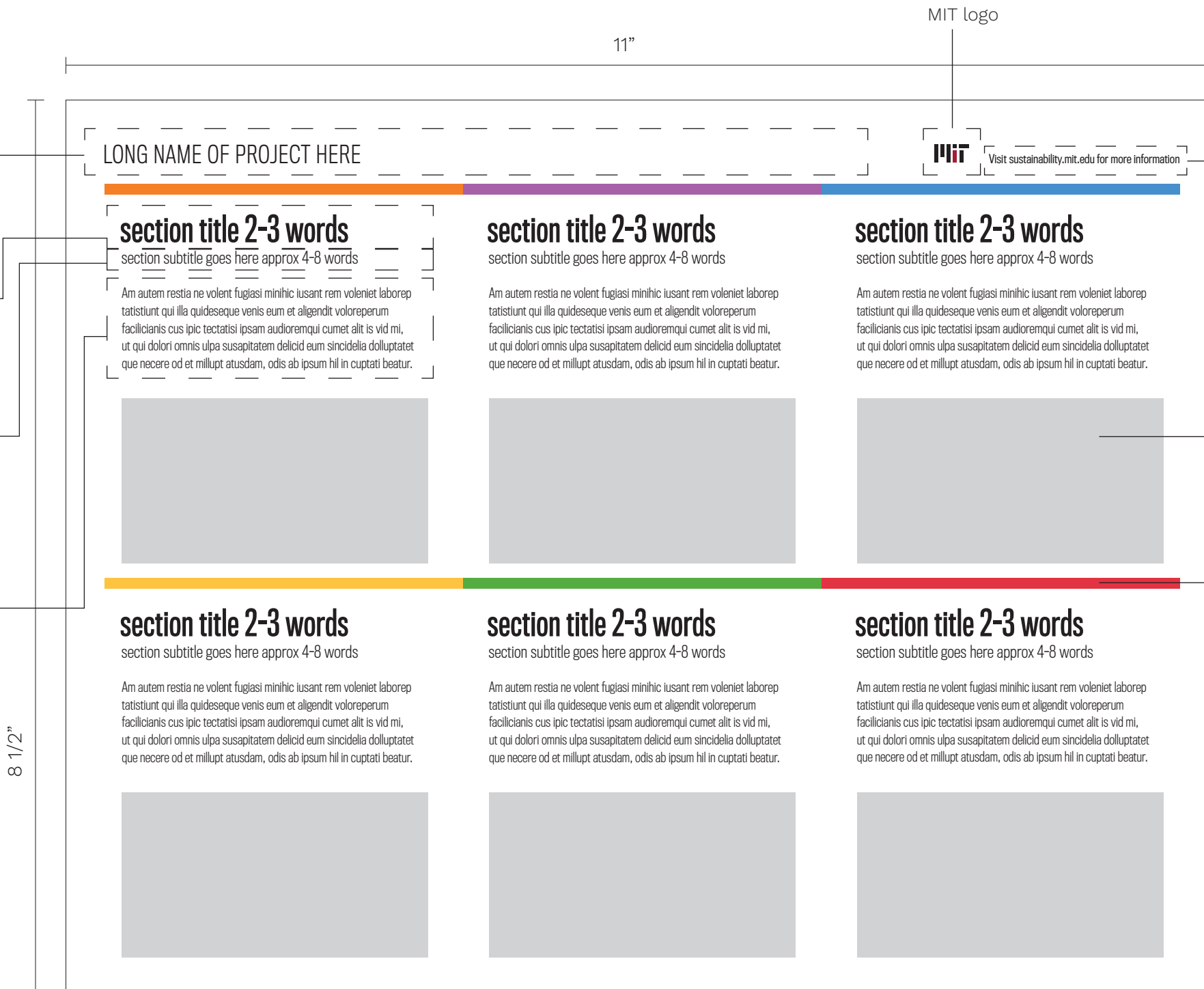
**Project Subhead**  
 maximum 75 characters  
 character style: project subhead page 2  
 Titling Gothic FB Condensed Light  
 16 pt / ALL CAPS / 100% Black

**Section Title**  
 maximum 28 characters  
 character style: section title page 2  
 Titling Gothic FB Compressed Standard  
 24 pt / 100% Black

**Section Subhead**  
 maximum 50 characters  
 character style: section subtitle page 2  
 Titling Gothic FB Condensed Light  
 11 pt / 100% Black

**Section Description**  
 maximum 350 characters  
 character style: section description  
 page 2  
 Titling Gothic FB Condensed Light  
 9/12 pt / 100% Black


**Project URL**  
 maximum 150 characters  
 character style: Project URL  
 Titling Gothic FB Condensed Regular  
 8 pt / 100% black



Scale: 80% Full Size

**Image**

**Header Band**  
 use one of the main colors:  
 purple, orange, red, green, blue,  
 or lighter yellow



A LIBRARY  
DESIGNED  
FOR HEALTH,  
SUSTAINABILITY,  
AND YOU

The renovation of Hayden Library, first opened in 1951, unites sustainable building practices with the changing goals of a modern research library. The new space connects users with the magic of ideas and knowledge, the restorative aspects of nature, and with each other. The building places health and well-being at the forefront of the design, while optimizing both energy and water performance. Hayden Library meets LEED Gold criteria and is the first project to meet Fitwel certification for healthy environments at MIT.

Massachusetts  
Institute of  
Technology

Visit [sustainability.mit.edu](http://sustainability.mit.edu) for more information

Charles Hayden Memorial Library

Scale: 80% Full Size

## CHARLES HAYDEN MEMORIAL LIBRARY

 Visit [sustainability.mit.edu](https://sustainability.mit.edu) for more information

### Community Connections

A research and inspiration hub

Hayden Library brings information and community together, allowing for inspirational encounters and the cross-pollination of ideas. The library and its cafe are designed for nourishment and social connections. The building is located within walking distance of transit routes and is connected to pedestrian and bike paths. Design details - including new entrance ramps - are welcoming and accessible.



### Reuse & Reimagination

A restoration of a 1949 library building

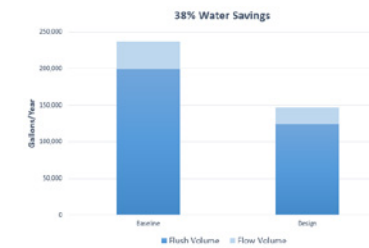
Originally built in 1949, the renovation of Hayden Library maintains an important connection to the past, while reducing its carbon footprint. The reuse of building foundations, structure, enclosure, and many systems diverted large amounts of waste from landfills and incineration. The reimagination of an underused courtyard led to a new "outdoor room" that connects users with nature and provides space for small events.



### Water Systems

Efficient, resilient, and inclusive design

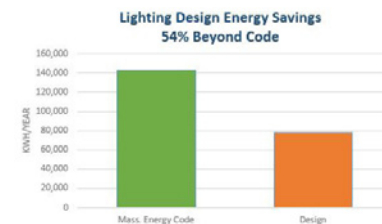
The building and its landscape manage water sustainably, efficiently, and equitably. New trees and plants capture rain and reduce load on drainage systems. Use of 1.0 gallon per flush toilets (the first project at MIT to do so) will result in water savings of 90,000 gallons per year over conventional toilets. New all-gender restrooms provide equitable access for members of the MIT community.



### Energy Efficient Design

Pushing the envelope on building retrofits

The library renovation incorporates energy efficiency strategies to reduce its carbon footprint. Leaky single pane glass windows were replaced with high performance insulated glazing units. Lighting was upgraded to low-energy LEDs controlled with daylight and occupancy sensors, designed to be 54% better than the current energy code. Seventy percent of all qualified equipment specified was ENERGY STAR rated.



### Healthy Materials

Products that support people and ecosystems

Hayden Library is the first MIT project to target "Red List Free" materials for all interior finish materials and fabrics (materials that pose serious risks to human and ecosystem health). Careful selection of cork floors, felt ceiling baffles, carpet, wood panels, furniture upholstery, and low VOC paints, adhesives and sealants create a healthier space for occupants and safer work environments.



### Indoor & Outdoor Spaces

Fresh air, views, and active design

Hayden Library incorporates design strategies that boost the quality of its indoor environment and connect us to the outdoors. A new central stair design feature inviting users to actively move through the space. There are new views to the courtyard and expansive river views throughout. A renovated courtyard has trees, benches, and digital connectivity.



Scale: 80% Full Size

VI.

# Graphic Toolkit

This graphic toolkit includes the color palette, typefaces, and graphic illustrations specified for the Green Building Education signage. InDesign files with these graphics are available to project teams.



VI. Graphic Toolkit: Color Palette



**Dark Purple**  
C48 M100 Y0 K0



**Dark Yellow**  
C15 M67 Y100 K3



**Dark Red**  
C10 M99 Y98 K11



**Dark Blue**  
C94 M64 Y5 K0



**Dark Green**  
C84 M16 Y99 K13



**Dark Orange**  
C9 M74 Y100 K1



**Black**  
C0 M0 Y0 K100



**Purple**  
C36 M74 Y0 K0



**Yellow**  
C8 M52 Y100 K0



**Red**  
C0 M92 Y72 K6



**Blue**  
C69 M34 Y0 K0



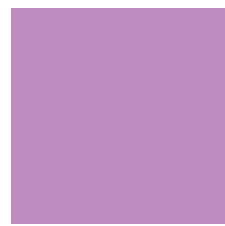
**Green**  
C66 M0 Y100 K9



**Orange**  
C0 M62 Y97 K0



**Dark Grey**  
C0 M0 Y0 K80



**Light Purple**  
C24 M50 Y0 K0



**Light Yellow**  
C4 M40 Y90 K0



**Light Red**  
C0 M60 Y45 K0



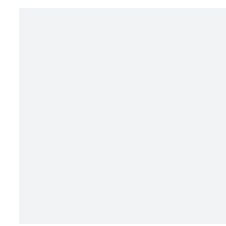
**Light Blue**  
C36 M18 Y0 K0



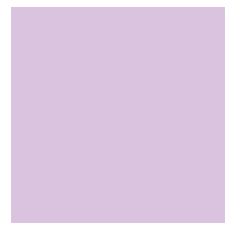
**Light Green**  
C36 M0 Y53 K4



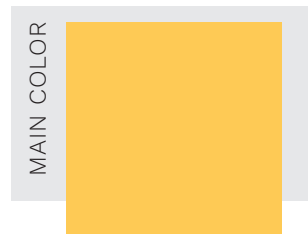
**Light Orange**  
C0 M49 Y77 K0



**Lightest Grey**  
C0 M0 Y0 K5



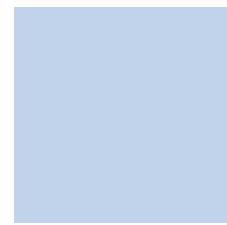
**Lighter Purple**  
C12 M24 Y0 K0



**Lighter Yellow**  
C0 M21 Y77 K0



**Lighter Red**  
C0 M30 Y23 K0



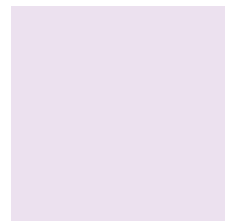
**Lighter Blue**  
C22 M11 Y0 K0



**Lighter Green**  
C24 M0 Y35 K0



**Lighter Orange**  
C0 M35 Y55 K0



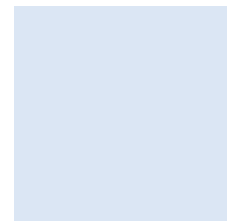
**Pale Purple**  
C6 M11 Y0 K0



**Pale Yellow**  
C0 M4 Y18 K0



**Pale Red**  
C0 M15 Y10 K0



**Pale Blue**  
C12 M6 Y0 K0



**Pale Green**  
C12 M0 Y17 K0



**Pale Orange**  
C0 M20 Y35 K0

VI. Graphic Toolkit: Typefaces

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Titling Gothic FB Compressed Standard**

Titling Gothic FB Compressed Standard available for purchase here:  
<https://store.typonetwork.com/foundry/fontbureau/fonts/titling-gothic-fb/compressed-standard>

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Titling Gothic FB Condensed Regular**

Titling Gothic FB Condensed Regular available for purchase here:  
<https://store.typonetwork.com/foundry/fontbureau/fonts/titling-gothic-fb/condensed-regular>

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Titling Gothic FB Condensed Light**

Titling Gothic FB Condensed Light available for purchase here:  
<https://store.typonetwork.com/foundry/fontbureau/fonts/titling-gothic-fb/condensed-light>

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

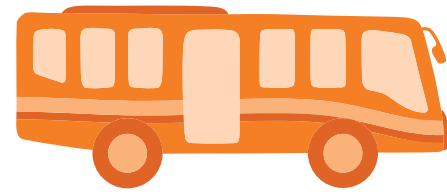
**Jenna Sue Regular**

Jenna Sue Regular available for purchase here:  
<https://www.myfonts.com/fonts/jenna-sue-design/jenna-sue-pro/>

## VI. Graphic Toolkit: Illustrations



Bike Illustration



Bus Illustration



Dishwasher Illustration



Enjoy Activity 1 Illustration



Enjoy Activity 2 Illustration



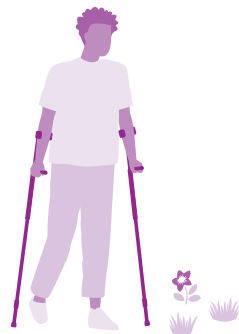
Flower Enjoy Activity 3 Illustration



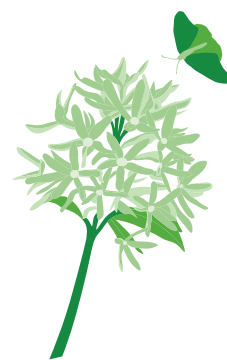
Enjoy Activity 4 Illustration



Enjoy Activity 5 Illustration



Enjoy Activity 6 Illustration



Flower Illustration



Handwashing Illustration



Laundry Illustration

On Lobby Panel A, consider the use of illustration to help communicate green initiatives. Illustrations can bring warmth and personality to the design. Here is a range of illustrations developed in part by MIT grad Effie Jia '20 for possible use.

Available as Illustrator files:

- Bike.ai
- Bus.ai
- Dishwasher.ai
- Enjoy Activity 1.ai
- Enjoy Activity 2.ai
- Enjoy Activity 3.ai
- Enjoy Activity 4.ai
- Enjoy Activity 5.ai
- Enjoy Activity 6.ai
- Flower.ai
- Handwashing.ai
- Laundry.ai
- Leaf.ai
- Mindfulness plant.ai
- Mug and utensils.ai
- Paper.ai
- Planet.ai
- Plant based food.ai
- Rain Cloud.ai
- Running shoe.ai
- Shower.ai
- Sun.ai
- Switch off.ai
- Water bottle.ai

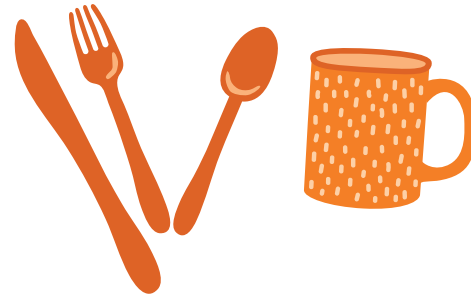
VI. Graphic Toolkit: Illustrations



Leaf Illustration



Mindfulness Plant Illustration



Mug and Utensils Illustration



Paper Illustration



Planet Illustration



Plant Based Food Illustration



Rain Cloud Illustration



Running Shoe Illustration



Shower Illustration



Sun Illustration



Switch Off Illustration



Water Bottle Illustration