

MSU ALUMNI COMMUNITY BRAND BASICS

The following information can be used as a reference guide by your alumni community when making graphics, marketing materials or promotional items that feature any of Michigan State University's marks. By following the guidelines outlined within this booklet, you will be adhering to MSU's brand guidelines and representing the university in a positive light.

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1. ALUMNI COMMUNITY WORDMARKS

In December 2014, the MSU Alumni Association provided all active alumni communities with a university-approved wordmark. These marks were created in partnership with the university's Communication and Brand Strategy (CABS) office and the MSU Licensing Programs office and can be used on promotional items, social media, websites and more.

To view your mark, please visit the **"File Share"** section in the Community Administration Panel. Located in your community folder is a subfolder titled **"Community Wordmarks"** where you'll find two versions of the mark (centered and left justified) in green, black and white.

Please note, when using these authorized wordmarks on promotional pieces, you will not need to secure additional approval from the university on the design. However, you will still need to use a licensed vendor for your order. If you choose instead to design your own mark for your alumni community, you will need to get the mark approved by the university and licensing offices and there is a chance that approval may not be granted.

Additionally, the authorized wordmarks cannot be combined with any other marks that your alumni community may currently have. If this is done, the mark will not be approved by the university or the licensing office.

The wordmarks your alumni community were provided have the proper registered trademark designation (TM) for use on promotional materials. This mark is not necessary for use on documents, brochures or other print materials and your alumni community can remove the TM symbol when using the mark on such items. The trademark designation must be present when working with a licensed vendor on promotional materials.



2. SPARTAN HELMET

The Spartan helmet graphic is a simple, strong and iconic mark derived from the name of Michigan State University's athletic teams.

The Spartan helmet should be used as the primary mark when creating graphics and promotional items for your alumni community.

Use approved, unaltered versions of the Spartan helmet which can be provided to you by your engagement officer.

Please follow the following rules when using the helmet:

A. Do not recreate the Spartan helmet.



B. Display the Spartan helmet in the right facing position, do not reverse the direction.



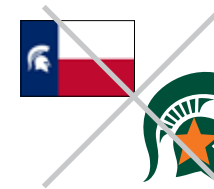
C. Do not alter the Spartan helmet to enlarge or reduce, except proportionally.



D. Do not use secondary marks as your primary element when creating materials.



E. Do not combine the Spartan helmet with, or place within, any other marks or graphic elements.



F. Do not display the Spartan helmet in colors other than what is approved. The helmet should only be shown in the official MSU green, black or white.



G. Do not use the Spartan helmet to replace a letter in any name or word.



3. MSU'S PRIMARY COLORS

MSU's colors are green and white, with the official green being represented by the Pantone Matching System (PMS) in color 567.

PMS: 567

If available, the PMS code should be used when working with promotional item vendors.

CMYK: C:82 M:0 Y:64 K:70

The CMYK code should be used when working with promotional item vendors if the PMS color is not available.

RGB: R:24 G:69 B:59

The RGB code should be used when working in any digital design format.

Web: #18453B

The web code should be used when working with HTML platforms.

SECONDARY COLORS

MSU also has a defined set of secondary accent colors. While use of these colors is encouraged, you are not limited to this palette.



C: 100 M: 0 Y: 100 K: 0
R: 100 G: 0 B: 0
Web: #0DB143

C: 43 M: 30 Y: 33 K: 0
R: 153 G: 162 B: 162
Web: #97A2A2

C: 2 M: 58 Y: 100 K: 0
R: 240 G: 133 B: 33
Web: #F08521

C: 85 M: 0 Y: 35 K: 35
R: 0 G: 129 B: 131
Web: #008183



C: 38 M: 28 Y: 7 K: 11
R: 144 G: 154 B: 183
Web: #909ab7

C: 67 M: 62 Y: 56 K: 29
R: 83 G: 80 B: 84
Web: #535054

C: 22 M: 0 Y: 91 K: 0
R: 209 G: 222 B: 63
Web: #D1DE3F

C: 0 M: 5 Y: 25 K: 10
R: 232 G: 217 B: 181
Web: #E8D9B5



C: 0 M: 27 Y: 65 K: 24
R: 200 G: 154 B: 88
Web: #C89A58

C: 47 M: 16 Y: 91 K: 1
R: 148 G: 174 B: 74
Web: #94AE4A

C: 40 M: 100 Y: 0 K: 40
R: 110 G: 0 B: 95
Web: #6E005F

C: 15 M: 77 Y: 100 K: 4
R: 203 G: 90 B: 40
Web: #CB5A28

4. UNIVERSITY SEAL

The official seal of Michigan State University represents the university's founding in 1855 as the nation's pioneer land-grant university and its legacy of democratizing higher education.

The university seal should only appear on official academic documents and on all official university stationary (letterhead and business cards). Your alumni community should not use the university seal under any circumstance.



ONLY TO BE USED AT UNIVERSITY LEVEL

5. THE BLOCK "S"

Michigan State University's Block "S" is a custom graphic treatment.

MSU has transitioned from the Block "S" to the Spartan helmet as its primary university mark.

Because of this change we ask that you limit use of the Block "S" on any graphics or promotional items your community creates.



NOT TO BE USED AS PRIMARY MARK

6. RULES

When separating a block of text, rules in three styles may be used: a contemporary Spartan spear, chevron bar, or copy bar. A simple rule line may also be used.



SPEAR



CHEVRON BAR



COPY BAR

EXAMPLES

MSU ALUMNI ASSOCIATION



Your Network of Spartans Helping Spartans

MSU ALUMNI ASSOCIATION



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MSU ALUMNI ASSOCIATION

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7. SHIELD

The graphic shield may be used to display quotes, facts, or figures about Michigan State University. There are two versions of the shield that your alumni community may use; the full shield or the shield with a lined border. Be sure to never place the Spartan helmet inside of the shield, as this is a violation of the brand standards.



8. SPARTAN PLUME

Outside of the Spartan Selfie app for use on your personal social media channels, the Spartan plume graphic can only be used within university-level marketing communications and advertising materials or brand-aligned college, department and unit communications that reinforce university brand messaging.

The Spartan plume should not be used by your alumni community on marketing materials, merchandise, promotional items or giveaways.



ONLY TO BE USED AT UNIVERSITY LEVEL



The SPARTAN SELFIE APP can be used for personal social media. It is available to download for both Android and iOS.

9. TYPOGRAPHY

Michigan State University has chosen primary and secondary typefaces that convey the bold, forward-thinking tone of the university.

The primary typeface is Gotham. The Gotham type family has many weights, is appropriate for almost any application and has the flexibility to feel sophisticated yet approachable, modern yet classic.

The secondary typeface is Californian. Californian is a bold, classic typeface that takes its cues from the ancient Spartans and reflects MSU's epic, heroic quality.

Please note, Gotham and Californian do not come as part of a standard font package on computers. If interested, your alumni community can purchase licenses for the fonts online. The MSUAA is unable to provide you these font licenses.

PRIMARY TYPEFACE: GOTHAM

Gotham may be used in both headlines and text, while Gotham Narrow may be used for text, lists and bullets.

Gotham Book
Gotham Book Italic
Gotham Medium
Gotham Medium Italic
Gotham Bold
Gotham Bold Italic
Gotham Black
Gotham Black Italic
Gotham Ultra
Gotham Ultra Italic

Gotham Narrow Book
Gotham Narrow Book Italic
Gotham Narrow Medium
Gotham Narrow Medium Italic
Gotham Narrow Bold
Gotham Narrow Bold Italic
Gotham Narrow Black
Gotham Narrow Black Italic
Gotham Narrow Ultra
Gotham Narrow Ultra Italic

SECONDARY TYPEFACE: CALIFORNIAN

Californian is recommended as an alternative to Gotham for headlines and small blocks of text.

Californian Regular
Californian Italic
Californian Bold

FONT SUBSTITUTIONS:

When a serif font is desired for text to maximize readability, the Georgia typeface or Times New Roman may be used.

Georgia Regular
Georgia Italic
Georgia Bold
Georgia Bold Italic

Times New Roman Regular
Times New Roman Italic
Times New Roman Bold
Times New Roman Bold Italic

10. ATHLETICS FONT

The Athletics font created by Nike is only permitted for use by MSU Athletics and should not be used by your alumni community on any materials under any circumstance.

MICHIGAN STATE

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

ONLY TO BE USED AT UNIVERSITY LEVEL

NO



YES



11. OBTAINING PHOTOS

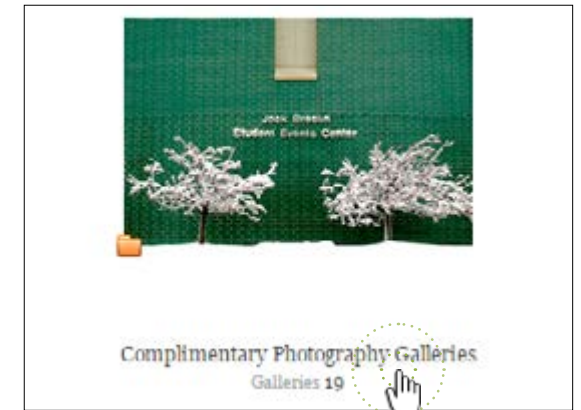
A number of alumni communities use various types of photographs within their marketing materials and on their social media channels. As an extension of the university, it is extremely important that you're paying special attention to who owns the rights to the photos you're using. Please note, images should not be found on a search engine site and added to your website or marketing materials as if they are your own, original photos. If you have permission to use another person's photo, please be sure to add a photo credit to any location where the image is used.

A large collection of MSU images is available at no cost to download from the **photos.msu.edu** website. When checking out, you must enter the coupon code **"msucomp."** This code only works with images within the complimentary gallery.

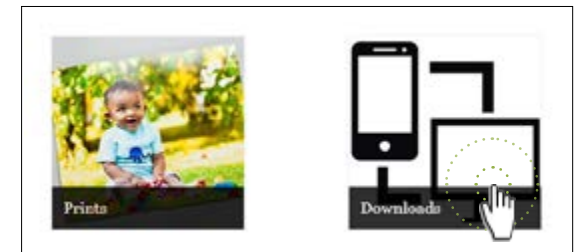
When searching for other stock photos, use sites that offer clear language regarding usage rights. Photos must either be **"copyright-free,"** or **"royalty-free"** and **"free for personal and corporate use."** Most images that are not "copyright-free" will still require an initial purchasing fee. Please note, some photos may also require you to credit the original photographer.

Some popular stock photo sites include dreamstime.com, shutterstock.com and 123rf.com.

PHOTOS.MSU.EDU



Go to photos.msu.edu and click on the Complimentary Photography Galleries to select the photos you'd like.



When prompted, choose to purchase "Downloads" of your selected photographs.



Upon checkout, look for the above box and enter the code "msucomp" and click "apply."

12. LICENSING

Through the years, symbols, icons, traditions and trademarks have come to represent the passion of Michigan State University alumni, fans and students. In the early 1980s the University Licensing Programs office was established to ensure that these marks and images are used properly.

The primary roles of the University Licensing Programs office are to:

- *Protect the trademarks, service marks, logos, symbols and indicia that belong to the university and that are associated with the values and traditions of Michigan State University.*
- *Promote the university in a consistent manner by only allowing uses by officially licensed vendors on quality products.*
- *Create revenues through royalty payments from licensed vendors to fund student scholarships and student programming.*

In order to protect the university's intellectual property, comply with the university's graphic standards and determine if royalties are required to help support student scholarships and programming, it is necessary for alumni chapters to seek authorization from the University Licensing Programs office. Here are the steps you need to take:

1. Select a licensed vendor that will be producing your MSU merchandise.
 - a. Licensee/Vendor information can be found at licensing.msu.edu
 - b. A list of locally based (Mid-Michigan) vendors can be found online at licensing.msu.edu. Under the "Fans" tab, please click on "Alumni Chapters."
 - c. Custom order online options are available through:
 - i. Createmytee.com
 - ii. 4imprint.com
 - iii. promoversity.com
 - iv. undergroundshirts.com
 - v. retroduck.com
2. Choose the design you plan to use and create an electronic copy.
3. Complete and submit the Licensing Authorization Form along with your artwork to University Licensing Programs for review — final approval will be given directly to your vendor. The Licensing Authorization Form can be found online by visiting licensing.msu.edu. Under the "Fans" tab, please click on "Alumni Chapters."
 - a. It is important that you fill out the form completely and specify how you intend to use the items ordered.
 - b. Don't worry about getting the TMs and ®s in the correct spot, Licensing will take care of that with your vendor.

A 12 percent royalty is required for organizations ordering MSU-embellished items not paid for by university funds. These royalties will be included in your quote by your licensed vendor. With your purchase of licensed merchandise for your organization the royalties added will support student scholarships and student programming at the university.

Thanks for your support of MSU Licensing. For questions related to using a licensed vendor, please contact the Licensing office by phone at 517-355-3434, or by email at licensing@union.msu.edu.



PLEASE CONTACT YOUR
ENGAGEMENT OFFICER WITH
ANY ADDITIONAL QUESTIONS.