

REGISTERED STUDENT ORGANIZATION IDENTITY GUIDELINES

There are more than 700 student organizations at Michigan State University. The following guidelines have been created to assist groups in knowing the allowable ways to affiliate with the university.

Student groups are able to affiliate with Michigan State University in so much as:

1. The student group identifies as a student-based organization not to be confused with a University department, program or initiative;
2. The student group identity conforms to the guidelines herein and does not infringe on Michigan State University registered marks, athletic brand or intellectual property.

STUDENT ORGANIZATION NAMES

Student organizations should include the word “club” or similar identifier in the naming of the organization. This will identify the club as a student-based organization and not a university department or office. Examples include Club, Society, Association, and Chapter. Examples of current groups at Michigan State include Academic Competition Club, Advertising Association and Black Student Alliance.

Further, to enhance affiliation with MSU, organizations should include the words “at Michigan State University” along with or as part of their organization’s name. Acceptable alternatives include “at Michigan State” or “at MSU.” For example “Accounting Club at Michigan State University.”

Student organizations may use the word “Spartans” or “Spartan” in their name, but it must be done in a way that does not construe or imply the university has taken an official position. For examples “Spartan Republican Club” is permissible but “Spartans for Nixon” would not be permissible.

STUDENT ORGANIZATION LOGOS AND VISUAL IDENTITY

Student organizations may identify with Michigan State University in two ways.

Option 1: Use the approved design framework, which includes the Spartan helmet combined with the organization name and specified font.

Option 2: Create a unique visual identity that does not incorporate any other registered marks of Michigan State University (Spartan helmet, Block “S”, Michigan State University word mark, Sparty)

OPTION 1: Use the approved design framework, which includes the Spartan helmet.



Graphic embellishments are not permissible in this format.



Does not include “at Michigan State” or appropriate affiliation.

OPTION 1 (cont.): 'Club Name' at Michigan State University/Michigan State/MSU should appear adjacent to the Spartan helmet using the following specifications.

The Spartan helmet logo or other registered mark of Michigan State University **MAY NOT** be combined with any other graphic elements to form a new logo, other than stated here.



OPTION 2: Create a unique visual identity that does not incorporate any other registered marks of Michigan State University (Spartan helmet, Block "S", Michigan State University word mark, Sparty)

Examples of alternate identity graphics:



If the club name is not included as part of the graphic, it should be included underneath the graphic to include "Club Name at Michigan State University/Michigan State/MSU." If the club name is included in the graphic, "at Michigan State University/at Michigan State/at MSU" should be included.