



Michigan State University

Current Revision Date: 04/10/24

Founded: 1855

Location: East Lansing, Michigan

Nickname: Spartans

Mascot Name: Sparty

Conference: Big Ten

Verbiage

Michigan State University®
Michigan State Spartans®
Michigan State®
MSU™
Spartans™
Spartan™

Sparty®
Go Green Go White®
Go Green™
State™
Izzone™
Spartans Will.®

Victory for MSU™
Spartan Dawgs™
It's a Beautiful Day for Football™

Green

PANTONE 567 C
MADEIRA Rayon: 1103
RA: 2734

White

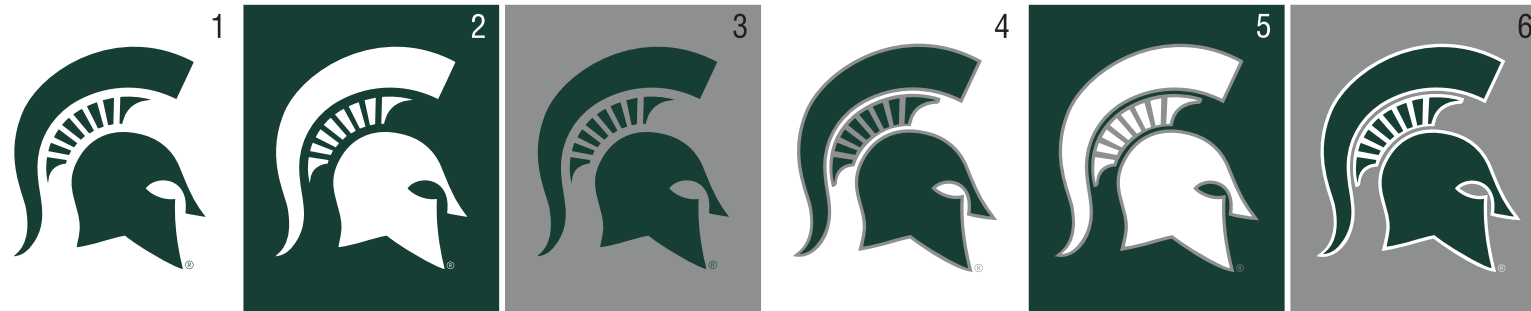
White
MADEIRA Rayon: 1000
RA: White

Silver

PANTONE 877 C
MADEIRA: Silver 31 FS

Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

Primary Marks



Block S Mark



Athletic Word Marks

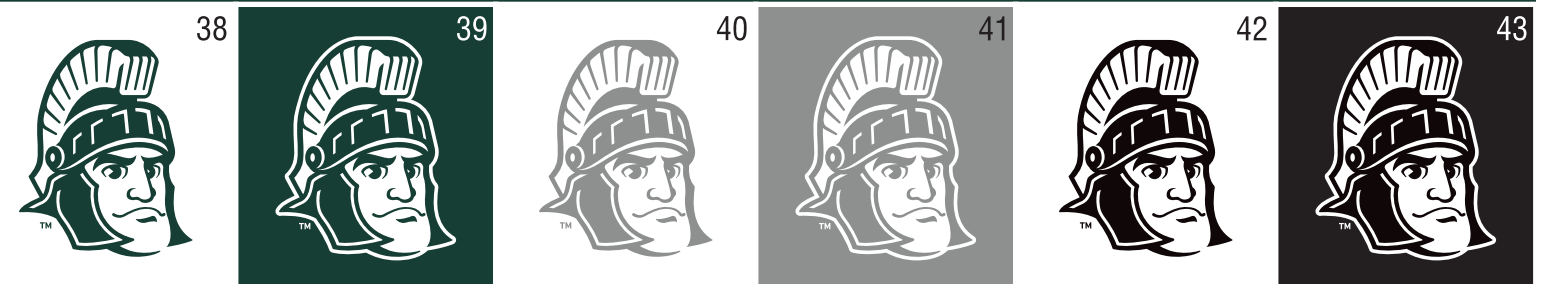
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Word Marks



Sparty Marks





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Hockey Mark

44



Shield Mark

45



46



47



Helmet Marks

48

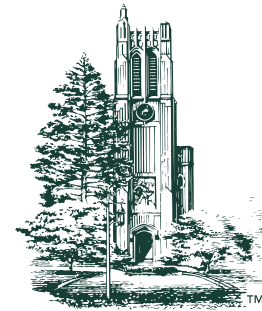


49



Beausmont Tower

50



Statue Mark

51



Sparty Mascot Marks

Note: All Sparty Mascot Marks can be downloaded on a separate Art sheet available on LOD.

Institutional Word Mark

MICHIGAN STATE
UNIVERSITY®

52 Seal art sheet with vector artwork is available on Logos On Demand

MICHIGAN STATE
UNIVERSITY®

53

School Seal

54



55



ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale (high end products only at discretion of licensing office)
- No alterations or overlaying graphics to seal permitted
- University licenses consumables (must have expiration date on packaging)
- University licenses health and beauty products
- University permits numbers on products for resale
- Mascot caricatures not permitted
- Cross licensing with other marks may be permitted with an additional agreement

- No use of current Student Athletes' Name, Image, or Likeness is permitted unless approved by the University by special addendum or authorized by NCAA rules and regulations.
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks
- Fashion/non-traditional colors permitted for use by apparel licensees
- Block S: must maintain exact specifications, no portion can be concealed, and cannot be integrated into a word/phrase
- MICHIGAN and STATE must appear in same font size; no emphasis on MICHIGAN or M; STATE may be used alone.