<table>
<thead>
<tr>
<th>Location:</th>
<th>East Lansing, Michigan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mascot:</td>
<td>Spartans</td>
</tr>
</tbody>
</table>

**Michigan State University**

- Michigan State University *
- Michigan State Spartans *
- Michigan State ®
- MSU ™
- Spartans ™
- Go Green Go White ®

**Sparty ®**

- State ™
- Izzone ™
- Spartans Will. ®
- Victory for MSU ™

**Established:** 1855

**Mascot Name:** Sparty

**Conference:** Big Ten

**Conference:** Big Ten

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| Marks 22-29 have different designations depending on product category (® vs. TM). |

- **Word Marks**
  - 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 Mark**
  - Green: PANTONE 567 C MADEIRA: 1103 RA: 2734
  - White: PANTONE 567 C MADEIRA: 1000 RA: White
  - Silver: PANTONE 877 C MADEIRA: Silver 31 FS

- **Block S Mark**
  - Green: PANTONE 567 C MADEIRA: 1103 RA: 2734
  - Silver: PANTONE 877 C MADEIRA: Silver 31 FS

- **Spartans Will. ®**
  - PANTONE 567 C MADEIRA: 1103 RA: 2734
  - Silver: PANTONE 877 C MADEIRA: Silver 31 FS

**Needs of these marks is restricted to non-apparel only. Sideline provider has exclusive on all apparel products.**

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**NOTE:** The marks of Michigan State are controlled under a licensing program administered by IMG College Licensing. Any use of these marks will require written approval from IMG College Licensing.
Michigan State University
Current Revision Date: 01/15/19

Mascot Marks

Hockey Mark
Marks 56-59 have different designations depending on product category (* vs. TM). These marks may also appear in white on green.

Shield Mark
Use of these marks is restricted to non-apparel only. Sideline provider has exclusive on all apparel products.

Helmet Marks

Institutional Word Mark

Youth Mascot Marks

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 players’ name, image, or likeness is permitted on commercial products in violation of 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

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