ALUMNI CLUB WORDMARKS

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

To access your mark, please go to the “File Share” tab in the Club Admin Panel. Locate your club folder (please note that the name of your club folder may not correspond to your current club name; we’re working to address the discrepancy). In your club 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. If you or your licensed vendor requires a different file format, please contact Elizabeth Wheeler at szufnar@msu.edu or 517-884-2106.

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 club may currently have. If this is done, the mark will not be approved by the university or the licensing office.

The wordmarks your alumni club 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.