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 Communications and Brand Strategy (CABS) office and the University Licensing Programs office and can be used on promotional items, social media, websites and more.

To obtain your authorized alumni club wordmarks please visit the “File Share” tab in the Club Admin Panel. Located in your alumni club folder is a subfolder titled “Alumni Club 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 promotional items. Licensed vendors can be found using the licensing website at licensing.msu.edu/campus-use/find-a-licensee.html.

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 provided to your alumni club 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 club 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.