



A GUIDE TO
BRAND BASICS

alumni.msu.edu



MSU Alumni
MICHIGAN STATE UNIVERSITY



MSU Alumni

MSU ALUMNI CLUB & AFFINITY GROUPS **BRAND BASICS**

The following information can be used as a reference guide by your alumni club or affinity group when making graphics, marketing materials or promotional items that feature any of Michigan State University's marks. By following the guidelines outlined within this booklet, you will be adhering to MSU's brand guidelines and representing the university in a positive light.

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ALUMNI CLUB WORDMARKS

In July 2019, the MSU Alumni Office provided all active alumni clubs with a university-approved wordmark. These marks were created in partnership with the University Communications 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.



MID-MICHIGAN
SPARTANS™



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SPARTANS™



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SPARTANS™

SPARTAN HELMET

The Spartan helmet graphic is a simple, strong and iconic mark derived from the name of Michigan State University's athletic teams.

The Spartan helmet should be used as the primary mark when creating graphics and promotional items for your alumni club.

Use approved, unaltered versions of the Spartan helmet which can be obtained from the University Communications website at brand.msu.edu.

Please follow these rules when using the helmet:

- A.** This is the correct way to use the helmet.



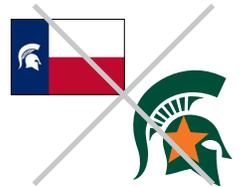
- E.** Do not use any other university logos.



- B.** Do not recreate the Spartan helmet.



- F.** Do not combine the Spartan helmet with, or place within, any other marks or graphic elements.



- C.** Do not reverse the direction of the Spartan helmet, display in the right facing position only.



- G.** Do not display the Spartan helmet in colors other than the official MSU green, black or white.



- D.** Do not alter the Spartan helmet to enlarge or reduce, except proportionally.



- H.** Do not use the Spartan helmet to replace a letter in any name or word.



MSU'S BRAND COLORS

Michigan State University has carefully selected a set of colors to represent MSU's brand. The colors are broken down into two categories, primary and secondary. The primary colors, green and white, are to be featured prominently on all materials created for the university, while the 12 secondary colors should be used sparingly to support the primary colors.

MSU'S PRIMARY COLORS



PMS: 567

If available, the PMS code should be used when working with promotional item vendors.

CMYK: C:82 M:0 Y:64 K:70

The CMYK code should be used when working with promotional item vendors if the PMS color is not available.

RGB: R:24 G:69 B:59

The RGB code should be used when working in any digital design format.

Web: #18453B

The web code should be used when working with HTML platforms.



CMYK: C:0 M:0 Y:0 K:0

RGB: R:0 G:0 B:0

Web: #FFFFFF

MSU'S SECONDARY COLORS



C:100 M:0 Y:100 K:0
R:13 G:177 B:75
Web: #0DB14B



C:43 M:30 Y:33 K:0
R:153 G:162 B:162
Web: #97A2A2



C:2 M:58 Y:100 K:0
R:240 G:133 B:33
Web: #F08521



C:85 M:0 Y:35 K:35
R:0 G:129 B:131
Web: #008183



C:38 M:28 Y:7 K:11
R:144 G:154 B:183
Web: #909ab7



C:67 M:62 Y:56 K:29
R:83 G:80 B:84
Web: #535054



C:22 M:0 Y:91 K:0
R:209 G:222 B:63
Web: #D1DE3F



C:0 M:5 Y:25 K:10
R:232 G:217 B:181
Web: #E8D9B5



C: 0 M: 27 Y: 65 K: 24
R: 200 G: 154 B: 88
Web: #C89A58



C: 47 M: 16 Y: 91 K: 1
R: 148 G: 174 B: 74
Web: #94AE4A



C:40 M:100 Y:0 K:40
R:110 G:0 B:95
Web: #6E005F



C:15 M:77 Y:100 K:4
R:203 G:90 B:40
Web: #CB5A28

TYPOGRAPHY

Michigan State University has chosen primary and secondary typefaces that represent MSU's brand.

The primary typeface is Gotham. The secondary typeface is Californian.

Please note, Gotham and Californian do not come as part of a standard font package on computers. If interested, your alumni club can purchase licenses for these fonts online. The MSU Alumni Office is unable to provide you these fonts. Suggested font substitutions are specified below.

PRIMARY TYPEFACE: GOTHAM

Gotham is a sans serif font and is used in both headlines and text, while Gotham Narrow may be used for text, lists and bullets.

| | | |
|----------------------------|---|---|
| Gotham Book | Gotham Ultra | Gotham narrow light |
| Gotham Book Italic | <i>Gotham Ultra Italic</i> | Gotham Narrow Medium |
| Gotham Medium | Gotham Narrow Book | <i>Gotham Narrow Medium Italic</i> |
| Gotham Medium Italic | <i>Gotham Narrow Book Italic</i> | Gotham Narrow Bold |
| Gotham Bold | Gotham narrow thin | <i>Gotham Narrow Bold Italic</i> |
| Gotham Bold Italic | <i>Gotham narrow thin italic</i> | Gotham Narrow Black |
| Gotham Black | Gotham narrow extra light | <i>Gotham Narrow Black Italic</i> |
| Gotham Black Italic | <i>Gotham narrow extra light italic</i> | |

SECONDARY TYPEFACE: CALIFORNIAN

Californian is a serif font and is recommended as an alternative to Gotham for headlines and small blocks of text.

| | |
|---------------------------|-----------------------------------|
| Californian | Californian Display Roman |
| <i>Californian Italic</i> | <i>Californian Display Italic</i> |
| Californian Bold | Californian Display Bold |
| | Californian Display Black |

FONT SUBSTITUTIONS

Gotham Serif Font Substitution: When a sans serif font is desired for text to maximize readability, the **Calibri** typeface or, secondarily, **Arial** may be used.

Californian Font Substitution: When a serif font is desired for text to maximize readability, the **Georgia** typeface or **Times New Roman** may be used.

MSU ATHLETICS TYPOGRAPHY

The MSU Athletics font created by Nike is only permitted for use by MSU Athletics and should not be used by your alumni club on any materials under any circumstance.

This font can only be used at the university level:

MICHIGAN STATE

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

A. Do not use the MSU athletics font to recreate your club wordmark.



B. These are the correct club wordmarks.



OBTAINING PHOTOS

A number of alumni clubs use various types of photographs in their marketing materials and on their social media channels. As an extension of the university, it is extremely important that your alumni club is paying special attention to who owns the rights to the photos you're using.

MSU PHOTOS

A large collection of MSU photos is available at no cost to download from the complimentary galleries section on the photos.msu.edu website. When checking out, you must enter the coupon code **"msucomp."** This code only works with images within the complimentary gallery.

STOCK PHOTOS

When searching for other stock photos, use sites that offer clear language regarding usage rights. Photos must either be **"copyright-free,"** or **"royalty-free"** and **"free for personal and corporate use."** Most photos that are not "copyright-free" will still require an initial purchasing fee. Please note that most photos will require an initially purchasing fee and some photos may also require you to credit the original photographer.

Some popular stock photo sites include dreamstime.com, shutterstock.com and 123rf.com.

Do not take photos that you find on the web without permission. Photos should not be added to your website or marketing materials as if they are your own original photos. If you have permission to use a photo, please be sure to credit the original photographer in any location where the photo is being used.

FOLLOW THESE STEPS TO DOWNLOAD MSU PHOTOS:



1. Go to photos.msu.edu and click on the Complimentary Photography Galleries to select the photos you'd like.



2. When prompted, choose to purchase "Downloads" of your selected photographs.



3. Upon checkout, look for the above box and enter the code **"msucomp"** and click **"apply."** You may checkout as a guest, but it is highly encouraged that you register and create a reusable login.

LICENSING

The primary roles of the University Licensing Programs office are to:

- Protect the trademarks, service marks, logos, symbols and indicia that belong to the university and that are associated with the values and traditions of Michigan State University.
- Promote the university in a consistent manner by only allowing uses by officially licensed vendors on quality products.
- Create revenues through royalty payments from licensed vendors to fund student scholarships and student programming.

In order to protect the university's intellectual property, comply with the university's graphic standards and determine if royalties are required to help support student scholarships and programming, it is necessary for alumni clubs to seek authorization from the University Licensing Programs office.

Socially unacceptable concepts, i.e. relating to alcohol, sex, tobacco and violence; or any content that is disparaging, degrading, demeaning and distasteful or that negatively impacts the university's brand equity will not be authorized.

STEPS FOR APPROVAL FOR ALL PROMOTIONAL ITEMS AND/OR MERCHANDISE:

1. Select a licensed vendor to produce your MSU merchandise.
 - a. Licensee/vendor information can be found at licensing.msu.edu.
 - b. A list of vendors can be found online at licensing.msu.edu. Under the "Fans" tab, please click on "Alumni Chapters."
2. Choose the design you plan to use and create an electronic copy.
3. Complete and submit the Licensing Authorization Form along with your artwork to University Licensing Programs for review — final approval will be given directly to your vendor. The Licensing Authorization Form can be found online by visiting licensing.msu.edu. Under the "Fans" tab, please click on "Alumni Chapters."
 - a. It is important that you fill out the form completely and specify how you intend to use the items ordered.
 - b. Don't worry about getting the TMs and ®s in the correct spot, Licensing will take care of that with your vendor.

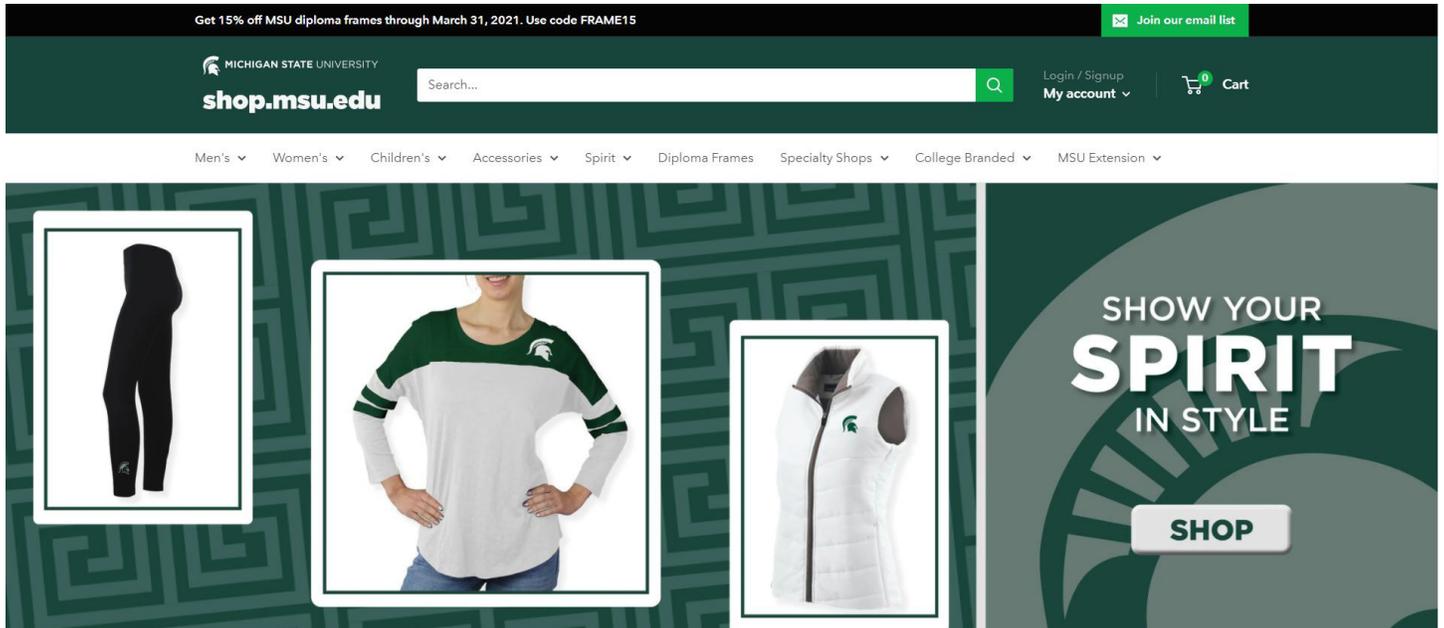
A 12% royalty is required for organizations ordering MSU-embellished items not paid for by university funds. These royalties will be included in your quote by your licensed vendor. With your purchase of licensed merchandise for your organization the royalties added will support student scholarships and student programming at the university.

For a complete overview of University Licensing Programs go to: licensing.msu.edu/fans/alumni-chapters.html.

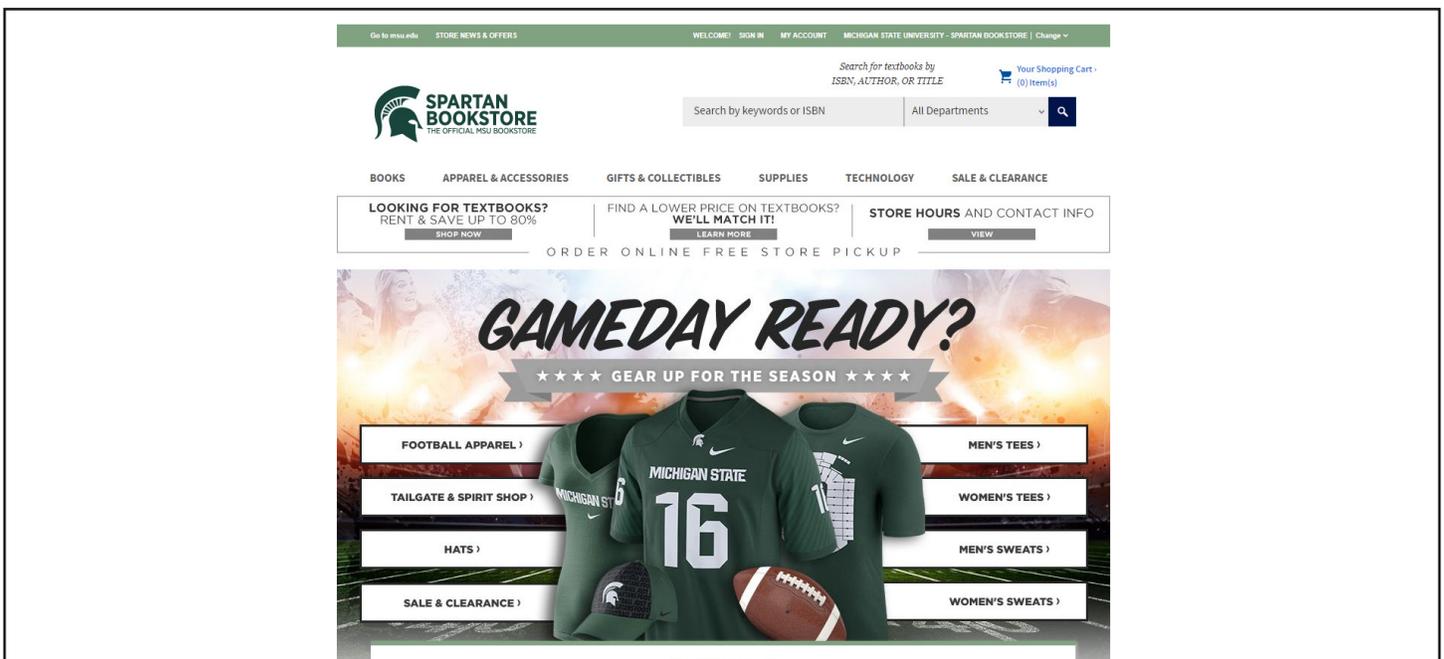
For questions related to using a licensed vendor, please contact the licensing office by phone at 517-355-3434, or by email at licensing@union.msu.edu.

ORDERING MSU ITEMS

Are you interested in purchasing additional MSU-themed items for gifts and giveaways at your club events? Two great resources are shop.msu.edu and the [Spartan Bookstore](#). Both sites have a large selection of Spartan items and can ship directly to you.



shop.msu.edu



bkstr.com/spartanbookstore

QUESTIONS?

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