

M I C H I G A N   S T A T E   A T H L E T I C S

THE BASICS	UNIVERSITY LICENSED VERBIAGE		CONTACT
LOCATION: East Lansing, Michigan FOUNDED: 1855 CONFERENCE: Big Ten (B1G) MASCOT: Spartans MASCOT NAME: Sparty FIGHT SONG: "Victory for MSU" ALMA MATER: "MSU Shadows"	Michigan State University® Michigan State Spartans® Michigan State® MSU™ Spartans™ Sparty® Go Green Go White®	Go Green™ State™ Izzone™ Spartans Will.® Victory for MSU™ Spartan Dawgs™	For information about the commercial usage of these marks please contact Erika Austin at <a href="mailto:eaustin@msu.edu">eaustin@msu.edu</a>  For athletics related questions, to request a full brand book, or access to specific assets contact <a href="mailto:brand@ath.msu.edu">brand@ath.msu.edu</a>

APPROVED COLORS						
COLORS	RGB SCREEN/VIDEO	HEX WEB	PANTONE SPOT PRINT	CMYK 4C PRINTING	MADEIRA EMBROIDERY	ROBINSON-ANTON EMBROIDERY
SPARTAN GREEN	23, 63, 53	173F35	PMS 567 C	88, 33, 63, 72	1390	2734
WHITE	255, 255, 255	FFFFFF	NO INK	0, 0, 0, 0	1002	2297
SILVER	124, 135, 142	7C878E	PMS 430 C	33, 18, 13, 40	1118	5517
BRONZE	105, 97, 88	696158	PMS 405 C	26, 31, 35, 72	CONTACT <a href="mailto:brand@ath.msu.edu">brand@ath.msu.edu</a> FOR MORE INFORMATION ON COLOR USAGE FOR DIGITAL, PRINT, AND APPAREL	



TYPOGRAPHY		
PERMISSION REQUIRED   SPARTAN BOLD‡	PRIMARY TYPEFACE   DUTY	ADDITIONAL DESIGN TYPEFACES
ABCDEFGHIJKKLM NOPQRSTUVWXYZ 1234567890	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnpqrstu vwxyz 0123456789	GOBOLD REGULAR Klavika BLACKHAWK
‡THE SPARTAN BOLD TYPEFACE MAY ONLY BE USED WITH WRITTEN PERMISSION FROM <a href="mailto:brand@ath.msu.edu">brand@ath.msu.edu</a>	Duty was selected to complement the Spartan Bold typeface. Duty is part of a family that offers a range of weights, providing great versatility and legibility in print and electronic applications. The counters are open, even in the bold and bold condensed weights, further contributing to legibility. Duty is to be used as headline and body copy for athletic department marketing materials and support verbiage (i.e., specific sport marks, business cards, event tickets, brochures, etc.).	The typefaces and styles located above are allowed for use in venue LED displays, social media, digital productions and print content. The Duty typeface should be used on official Michigan State Athletic documents, business cards, headers, mailings and is the only typeface that should be used with Spartan Bold (ex: sport lock-up). Contact <a href="mailto:brand@ath.msu.edu">brand@ath.msu.edu</a> with any questions.  Comic Sans is not an appropriate font in any circumstance.

^ Wordmarks should never appear next to each other to spell out Michigan State Spartans. The two licensed wordmarks are separate.  
§ The Spartan pattern should always be used in the direction as it is shown above (lower left to upper right). Any other use or direction of the pattern is strictly prohibited.

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