Historically, the name of the Office for Institutional Diversity and Inclusion has changed to reflect the various roles it has had at Michigan State University.

1968–1973  Equal Opportunity Programs
1973–1992  Human Relations Department
1992–2007  Affirmative Action Compliance and Monitoring
2007–2021  Office for Inclusion and Intercultural Initiatives
2022      Office for Institutional Diversity and Inclusion
The Institutional Diversity and Inclusion logo is designed to align with the Michigan State University brand while distinguishing the office’s role in advancing diversity, equity and inclusion. Please follow these guidelines to ensure that the logo retains its impact as the official mark of the unit.

Two-color Primary / Formal Logo
Our formal and preferred logo for most communications including letterhead, business cards and any pieces that might reach an outside audience.
Logos

**Single-color logos**
The preference is always to present the Spartan helmet in green or white. However, in limited color output situations, the following 1-color logos can be used.

**Informal signature logo**
For internal audiences and those who are familiar with our brand.

**Informal stacked logo**
For internal audiences and those who are familiar with our brand.
Logos

Spacing
When placing artwork or typography next to the logo, always reserve a cushion of open space to ensure visibility and legibility.

Logo use
The Office for Institutional Diversity and Inclusion logo should not be altered in any way. Here are just a few examples of what NOT to do.

NEVER USE UNOFFICIAL COLORS

NEVER DISTORT LOGO

NEVER ADD EFFECTS

NEVER CROWD LOGO WITH TYPE OR IMAGE

NEVER CHANGE PROPORTIONS

NEVER CHANGE TYPEFACE
Logo usage examples

Transforming Theatre Ensemble

Transforming Theatre Ensemble, an educational offering of the Office for Inclusion at MSU, uses theatrical sketches to provide interactive learning experiences toward building inclusive communities.

“The Transforming Theatre Ensemble introduced challenging topics with sensitivity and humor. Our audience was captivated by the skits, gasping audibly and laughing out loud at the dialogue. Lunn engaged our audience in a courageous conversation following each skit by creating a safe space to discuss sensitive issues.”

MSU Migrant Coordinator

Connecting Faculty of Color and Diversity Scholars

Becoming Good Ancestors to Future Generations

Office for Institutional Diversity and Inclusion

Michigan State University

MSU CAMP
College Assistance Migrant Program Scholars Initiative

Learn more about your campus without leaving your favorite social or news site. Unfold your MSU experience, and engage with MSU through social media and online resources. From inspiring stories to campus news, MSU offers a wealth of information and opportunities for students, faculty, and staff.
Typography

Two typefaces have been an essential part of MSU’s brand identity for more than a decade.

Gotham (sans serif)
This is our primary typeface. Gotham has many weights and is appropriate for almost any application.

Californian (serif)
This is our secondary typeface. Californian is well suited for classic designs. Strong and refined, it reflects MSU’s proud history of excellence.

NOTE: To obtain brand fonts, register the name of the unit and individual user at comms.contact@msu.edu or call 517-355-7505.
Color palette

Primary Colors

**SPARTAN GREEN:**
PANTONE: 567C  
HEX: #18453B  
RGB: R=24 G=69 B=59  
CMYK: C:82 M:0 Y:64 K: 70

**INCLUSION PURPLE:**
PANTONE: 268C  
HEX: #492F92  
RGB: R=73 G=47 B=146  
CMYK: C:89 M:0 Y:100 K: 0

Secondary Colors

**SPARTAN LIME GREEN:**
PANTONE: 376C  
HEX: #7BBD00  
RGB: R=123 G=189 B=0  
CMYK: C:50 M:0 Y:100 K: 0

**INCLUSION TURQUOISE:**
PANTONE: 7717C  
HEX: #008183  
RGB: R=0 G=129 B=131  
CMYK: C:85 M:0 Y:35 K: 35

**INCLUSION ELECTRIC GREEN:**
PANTONE: 380C  
HEX: #D1DE3F  
RGB: R=209 G=222 B=63  
CMYK: C:2 M:0 Y:91 K: 0

Colors to Punctuate

**INCLUSION TERRACOTTA:**
PANTONE: 7583C  
HEX: #CB5A28  
RGB: R=203 G=90 B=40  
CMYK: C:15 M:77 Y:100 K: 4

**INCLUSION ORANGE:**
PANTONE: 158C  
HEX: #FF8521  
RGB: R=240 G=133 B=33  
CMYK: C:2 M:58 Y:100 K: 0

Colors to Support

**INCLUSION LAVENDAR:**
PANTONE: 535C  
HEX: #909AB7  
RGB: R=144 G=154 B=183  
CMYK: C:38 M:28 Y:7 K:11

**INCLUSION GRAY:**
PANTONE: 422C  
HEX: #99A2A2  
RGB: R=153 G=162 B=162  
CMYK: C:43 M:30 Y:33 K:0
Use of the office name in text

Do not use ampersand
The name of the office should always include the word “and” and not the ampersand.

**EXAMPLE:** In partnership with the Office for Institutional Diversity and Inclusion, ...

First use should be full name
When using the name of the office in text, the first usage should always be the office’s full name, the Office for Institutional Diversity and Inclusion.

Subsequent use of the name in the same text can be “Institutional Diversity and Inclusion” or “IDI.”

**EXAMPLE:** The Office for Institutional Diversity and Inclusion is made up of a team of dedicated professionals. IDI programs help to achieve diversity, equity and inclusion priorities campus-wide.

Use of diversity, equity and inclusion
Please use the phrase “diversity, equity and inclusion” or “DEI” (without the ampersand) to refer to the practice of diversity, equity and inclusion.

**EXAMPLE:** Diversity, equity and inclusion efforts are part of Michigan State University’s strategic plan.

Use of the name in interviews
Please, when you are being interviewed, always include a reference to IDI. Ideally, you would say, “I am currently a __________ at the Office for Institutional Diversity and Inclusion at Michigan State University.” But saying the “Institutional Diversity and Inclusion at Michigan State” is acceptable.

**EXAMPLE:** Jabbar R. Bennett, Ph.D.
Vice President and Chief Diversity Officer,
Office for Institutional Diversity and Inclusion
Professor of Human Medicine,
College of Human Medicine
Michigan State University

Use of the name in publications, email signatures and resumes
Please use the office’s full name: Office for Institutional Diversity and Inclusion.

**EXAMPLE:**