



Office for Institutional
Diversity and Inclusion
MICHIGAN STATE UNIVERSITY

Brand Guidelines



A little history

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



Logos

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.

ON A WHITE BACKGROUND:



ON A DARK BACKGROUND:



ON A PHOTOGRAPH:





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.



Office for Institutional
Diversity and Inclusion
MICHIGAN STATE UNIVERSITY



Office for Institutional
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MICHIGAN STATE UNIVERSITY

Informal signature logo

For internal audiences and those who are familiar with our brand.



Office for Institutional
Diversity and Inclusion

Informal stacked logo

For internal audiences and those who are familiar with our brand.



Office for Institutional
Diversity and Inclusion



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

DIFFERENT TOGETHER.
INCLUSION.MSU.EDU

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 dialog. Lynn engaged our audience in a courageous conversation following each skit by creating a safe space to discuss sensitive issues."

MSU PROGRAM COORDINATOR

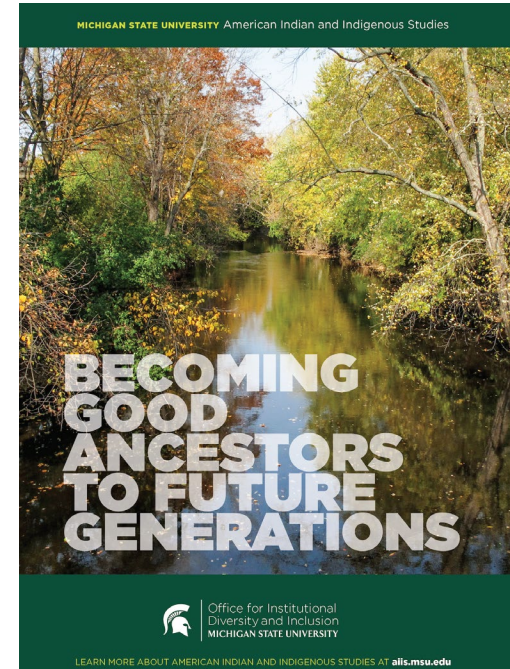
 Office for Institutional Diversity and Inclusion
MICHIGAN STATE UNIVERSITY



CONNECTING FACULTY OF COLOR AND DIVERSITY SCHOLARS


DIVERSITY RESEARCH NETWORK

 Office for Institutional Diversity and Inclusion
MICHIGAN STATE UNIVERSITY



MICHIGAN STATE UNIVERSITY American Indian and Indigenous Studies

BECOMING GOOD ANCESTORS TO FUTURE GENERATIONS

 Office for Institutional Diversity and Inclusion
MICHIGAN STATE UNIVERSITY

LEARN MORE ABOUT AMERICAN INDIAN AND INDIGENOUS STUDIES AT ais.msu.edu



MICHIGAN STATE UNIVERSITY College Assistance Migrant Program Scholars Initiative

MSU CAMP COLLEGE ASSISTANCE MIGRANT PROGRAM SCHOLARS INITIATIVE

"Coming from a migrant culture, we know what hard work is. Many people do not. I was accepted to Michigan State University. My brother will be a senior there. He hopes to get a good job and give back to my parents. He's been getting interviews, and I hope I get that too, so I can have an indoor job."

LUZ VAZQUEZ HERNANDEZ

 Office for Institutional Diversity and Inclusion
MICHIGAN STATE UNIVERSITY

LEARN MORE ABOUT COLLEGE ASSISTANCE MIGRANT PROGRAM SCHOLARS INITIATIVE (MSU CAMP) AT mss.msu.edu



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.

S

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T

EMQUUNT IUM INIMPOR EPERUPTA VOLUPIS EXEREPRERNAM SIT, UT PORIS EXPLIGENET FUGITIAE OCCABORIAE PERA CONIHIT VOLUPTA AUT EATI DOLORROVID UT IPSA AUT AM, CUM ESTE VOLO IS MINCTUR AM IDUCIAERO DE NIMI, QUE EX EXERI NET PRECABO REHENT EXPLIGN ISSITIUSAPED QUAS QUE ESTRUMET AUDIST OCCULPARUM DEBITIASINIS

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GOTHAM

Gotham Light

Gotham Light Italic

Gotham Book

Gotham Book Italic

Gotham Black

Gotham Black Italic

Gotham Ultra

Gotham Ultra Italic

Californian

Californian Roman

CALIFORNIAN EXPERT

Gotham Italic

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

SPARTAN GREEN

INCLUSION PURPLE

INCLUSION PURPLE:

PANTONE: 268C

HEX: # 492F92

RGB: R=73 G=47 B=146

CMYK: C:89 M:100 Y:0 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

SPARTAN LIME GREEN

INCLUSION TURQUOISE

INCLUSION ELECTRIC GREEN

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:22 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 TERRACOTTA

INCLUSION ORANGE

INCLUSION ORANGE:

PANTONE: 158C

HEX: #F08521

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 LAVENDAR

INCLUSION GRAY

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.

Use of the name in publications, email signatures and resumes

Please use the office’s full name: Office for Institutional Diversity and Inclusion.

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*



Office for Institutional
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MICHIGAN STATE UNIVERSITY

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