### 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.

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Department or Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>1968–1973</td>
<td>Equal Opportunity Programs</td>
</tr>
<tr>
<td>1973–1992</td>
<td>Human Relations Department</td>
</tr>
<tr>
<td>1992–2007</td>
<td>Affirmative Action Compliance and Monitoring</td>
</tr>
<tr>
<td>2007–2021</td>
<td>Office for Inclusion and Intercultural Initiatives</td>
</tr>
<tr>
<td>2022</td>
<td>Office for Institutional Diversity and Inclusion</td>
</tr>
</tbody>
</table>
The Institutional Diversity and Inclusion logo is designed to align with the Michigan State University brand while highlighting the office’s pivotal 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 / Official Logo**

Our official 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 two-color primary logo. However, in limited color output situations, the following 1-color logos can be used.

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

**Abbreviated stacked logo**
For internal audiences and those who are familiar with our brand. Use sparingly in instances where the official signature is difficult to use, i.e. on merchandise, etc.
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.

“This 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

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.

### 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

Core Colors

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

WHITE:
N/A
HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

BLACK:
N/A
HEX: #000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100

Accent Colors

KELLY GREEN:
PANTONE: 356 C
HEX: #008208
RGB: 0, 130, 8
CMYK: 95, 0, 100, 27

LIME GREEN:
PANTONE: 376 C
HEX: #7BBD00
RGB: 123, 189, 0
CMYK: 50, 0, 100, 0

EXCELLENCE GREEN:
PANTONE: 7724 C
HEX: #0B9A6D
RGB: 11, 154, 109
CMYK: 83, 15, 73, 2

REFRESH GREEN:
PANTONE: 348 C
HEX: #008934
RGB: 0, 137, 52
CMYK: 88, 20, 100, 7
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