



Brand Guidelines

Office for Institutional
Diversity and Inclusion
MICHIGAN STATE UNIVERSITY



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 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.

ON A WHITE BACKGROUND:



ON A DARK BACKGROUND:



ON A PHOTOGRAPH:





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.



Office for Institutional
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Abbreviated signature logo

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



Office for Institutional
Diversity and Inclusion

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.



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



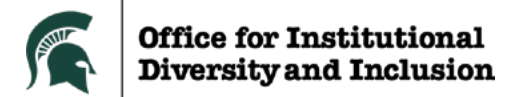
NEVER CROWD LOGO WITH TYPE OR IMAGE



NEVER CHANGE PROPORTIONS

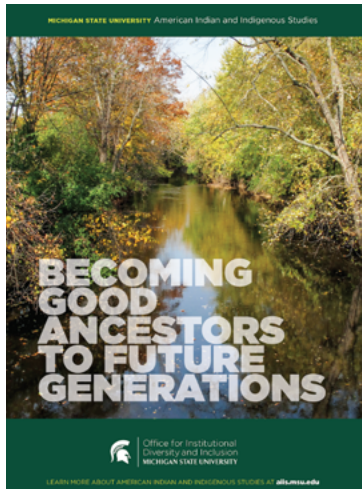


NEVER CHANGE TYPEFACE





Logo usage examples





Typography

Typography choices say a lot about an organization. MSU's primary and secondary typefaces have been chosen to convey both the optimistic, forward-thinking tone of the university as well as to connect to our history of excellence and impact.

METROPOLIS (sans serif)

Metropolis is a new brand font for MSU and should replace Gotham as our primary font in all use cases. Approachable, modern and versatile, yet classic, Metropolis embodies MSU's open, collaborative and forward-thinking spirit. Metropolis is the only typeface approved for use in the 'Part of' campaign. This is an open font. Download it [here](#).

Metropolis has many weights and is appropriate for any application.

The SPARTANS WILL. tagline should be set in Metropolis whenever possible. Metropolis may be used in both headlines and text. It is recommended for subheads because of its clarity. All uppercase is preferred for headlines.

Metropolis Bold or Metropolis Extra Bold work well to distinguish headlines set smaller from text and subheads in the same font.

In designs that allow for airy negative space around the headline, thinner versions of the Metropolis typeface are effective, including Metropolis Regular and Metropolis Thin.

LIBERATOR (sans serif)

This is our secondary typeface. Californian is well suited for classic designs. Strong and refined, it reflects MSU's proud history of excellence. Liberator is an all-uppercase font recommended for use in headlines for advertising, billboards and other display-type content. It should not be used for body copy or websites.

METROPOLIS

SPARTANS
SPARTANS
SPARTANS

LIBERATOR

SPARTANS
SPARTANS
SPARTANS

TYPEFACE SUBSTITUTIONS

These typefaces may be used as substitutes for the primary brand typefaces. Because Metropolis and Liberator are not standard fonts on most computers, the typeface substitutions identified below should be used when creating documents or presentations intended to be shared in their native file formats (i.e., not designed and saved as PDF documents).

Arial (sans serif)

Helvetica (sans serif)

Times New Roman (serif)

NOTE: To obtain Liberator, submit the name of the unit and individual user to 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

Accent Colors

KELLY GREEN:

PANTONE: 356 C

HEX: #008208

RGB: 0, 130, 8

CMYK: 95, 0, 100, 27

EXCELLENCE GREEN:

PANTONE: 7724 C

HEX: #0B9A6D

RGB: 11, 154, 109

CMYK: 83, 15, 73, 2

SPARTAN GREEN

WHITE

KELLY GREEN

EXCELLENCE GREEN

BLACK

LIME GREEN

REFRESH GREEN

BLACK:

N/A

HEX: #000000

RGB: 0, 0, 0

CMYK: 0, 0, 0, 100

LIME GREEN:

PANTONE: 376 C

HEX: #7BBD00

RGB: 123, 189, 0

CMYK: 50, 0, 100, 0

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*



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