



# Brand Guidelines

Office for Inclusive  
Excellence and Impact  
MICHIGAN STATE UNIVERSITY



# Logos

**The Inclusive Excellence and Impact logo is designed to align with the Michigan State University brand while highlighting the office's pivotal role in advancing 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 Inclusive  
Excellence and Impact  
MICHIGAN STATE UNIVERSITY



Office for Inclusive  
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MICHIGAN STATE UNIVERSITY



Office for Inclusive  
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MICHIGAN STATE UNIVERSITY

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## Abbreviated signature logo

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



Office for Inclusive  
Excellence and Impact

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## 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.



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Office for Inclusive  
Excellence and Impact



# 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 Inclusive Excellence and Impact 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](mailto: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 Inclusive Excellence and Impact,...*

## 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 Inclusive Excellence and Impact.

Subsequent use of the name in the same text can be “Inclusive Excellence and Impact” or “IEI.”

**EXAMPLE:** *The Office for Inclusive Excellence and Impact is made up of a team of dedicated professionals. IEI programs help to achieve diversity, equity and inclusion priorities campus-wide.*

## Use of the name in interviews

Please, when you are being interviewed, always include a reference to IEI. Ideally, you would say, “I am currently a \_\_\_\_\_ at the Office for Inclusive Excellence and Impact at Michigan State University.” But saying the “Inclusive Excellence and Impact at Michigan State” is acceptable.

## Use of the name in publications, email signatures and resumes

Please use the office’s full name: Office for Inclusive Excellence and Impact.

### EXAMPLE:

*Jabbar R. Bennett, Ph.D.  
Vice President and Chief Diversity Officer,  
Office for Inclusive Excellence and Impact  
Professor of Human Medicine,  
College of Human Medicine  
Michigan State University*





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