

## 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 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:

Office for Institutional Diversity and Inclusion MICHIGAN STATE UNIVERSITY

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.







## **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.



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 CROWD LOGO WITH TYPE OR IMAGE



**NEVER DISTORT LOGO** 



**NEVER CHANGE PROPORTIONS** 



**NEVER ADD EFFECTS** 

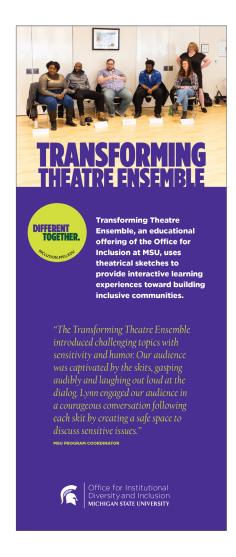


**NEVER CHANGE TYPEFACE** 

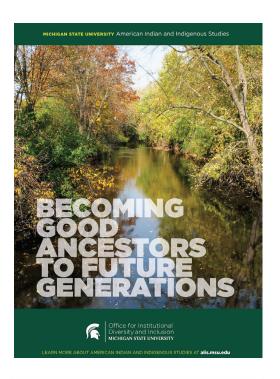




## Logo usage examples











## **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.

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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

## **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 INCLUSION ELECTRIC GREEN

## **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

## **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 PURPLE:**

PANTONE: 268C HEX: # 492F92 RGB: R=73 G=47 B=146

RGB: R=73 G=47 B=146 CMYK: C:89 M:100 Y:0 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:22 M:0 Y:91 K:0

## **INCLUSION ORANGE:**

PANTONE: 158C HEX: #FO8521

RGB: R=240 G=133 B=33 CMYK: C:2 M:58 Y:100 K:0

### **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



MICHIGAN STATE UNIVERSITY
Office for Institutional Diversity and Inclusion
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