



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.**

<b>1968-1973</b>	Equal Opportunity Programs
<b>1973-1992</b>	Human Relations Department
<b>1992-2007</b>	Affirmative Action Compliance and Monitoring
<b>2007-2021</b>	Office for Inclusion and Intercultural Initiatives
<b>2022</b>	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  
Diversity and Inclusion  
MICHIGAN STATE UNIVERSITY



Office for Institutional  
Diversity and Inclusion  
MICHIGAN STATE UNIVERSITY



Office for Institutional  
Diversity and Inclusion  
MICHIGAN STATE UNIVERSITY

## 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



**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](https://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 internships, 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](https://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 CONNIHIT 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](mailto: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  
Diversity and Inclusion  
**MICHIGAN STATE UNIVERSITY**

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