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>Year Range</th>
<th>Role</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.

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.

**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

"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
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.

**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

<table>
<thead>
<tr>
<th>Color</th>
<th>Color Code</th>
<th>RGB</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPARTAN GREEN</td>
<td>#18453B</td>
<td>R=24 G=69 B=59</td>
<td>C:82 M:0 Y:64 K: 70</td>
</tr>
<tr>
<td>INCLUSION PURPLE</td>
<td>#492F92</td>
<td>R=73 G=47 B=146</td>
<td>C:89 M:100 Y:0 K: 0</td>
</tr>
</tbody>
</table>

## Secondary Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Color Code</th>
<th>RGB</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPARTAN LIME GREEN</td>
<td>#7BBD00</td>
<td>R=123 G=189 B=0</td>
<td>C:50 M:0 Y:100 K:0</td>
</tr>
<tr>
<td>INCLUSION TURQUOISE</td>
<td>#008183</td>
<td>R=0 G=129 B=131</td>
<td>C:85 M:0 Y:35 K: 35</td>
</tr>
<tr>
<td>INCLUSION ELECTRIC GREEN</td>
<td>#D1DE3F</td>
<td>R=209 G=222 B=63</td>
<td>C:22 M:0 Y:91 K:0</td>
</tr>
</tbody>
</table>

## Colors to Punctuate

<table>
<thead>
<tr>
<th>Color</th>
<th>Color Code</th>
<th>RGB</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>INCLUSION TERRACOTTA</td>
<td>#CB5A28</td>
<td>R=203 G=90 B=40</td>
<td>C:15 M:77 Y:100 K:4</td>
</tr>
<tr>
<td>INCLUSION ORANGE</td>
<td>#FO8521</td>
<td>R=240 G=133 B=33</td>
<td>C:43 M:30 Y:33 K:0</td>
</tr>
</tbody>
</table>

## Colors to Support

<table>
<thead>
<tr>
<th>Color</th>
<th>Color Code</th>
<th>RGB</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>INCLUSION LAVENDAR</td>
<td>#909AB7</td>
<td>R=144 G=154 B=183</td>
<td>C:38 M:28 Y:7 K:11</td>
</tr>
<tr>
<td>INCLUSION GRAY</td>
<td>#99A2A2</td>
<td>R=153 G=162 B=162</td>
<td>C:43 M:30 Y:33 K:0</td>
</tr>
</tbody>
</table>
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.

**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

Use of the name in publications, email signatures and resumes
Please use the office’s full name: Office for Institutional Diversity and Inclusion.

**EXAMPLE:**