



Michigan State University

Current Revision Date: 01/15/19

Established: 1855

Location: East Lansing, Michigan

Mascot: Spartans

Mascot Name: Sparty

Conference: Big Ten

Michigan State University®
Michigan State Spartans®
Michigan State®
MSU™
Spartans™
Go Green Go White®

Sparty®
State™
Izzone™
Spartans Will.®
Victory for MSU™

Green

White

Silver

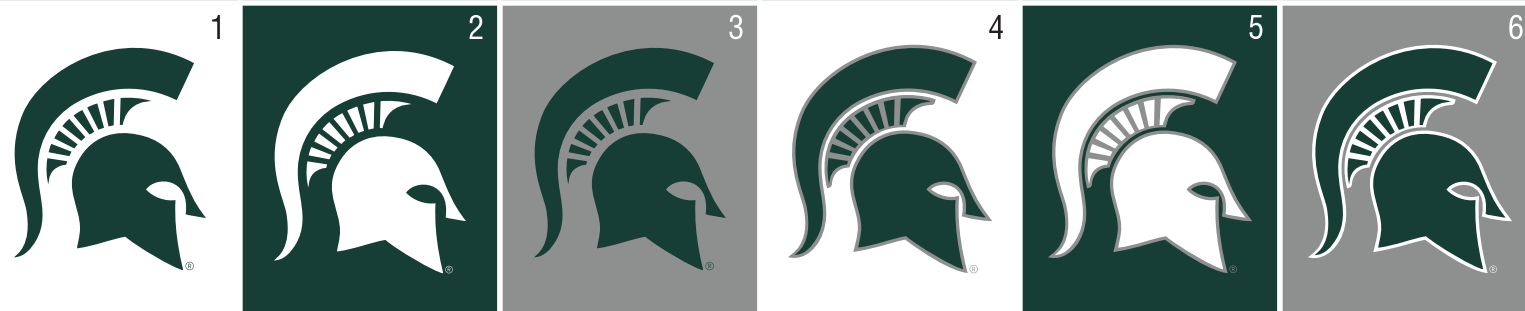
PANTONE 567 C
MADEIRA: 1103
RA: 2734

PANTONE 567 C
MADEIRA: 1000
RA: White

PANTONE 877 C
MADEIRA: Silver 31 FS

Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

Primary Mark



Block S Mark



Athletic Word Marks

Use of these marks is restricted to non-apparel only. Sideline provider has exclusive on all apparel products.

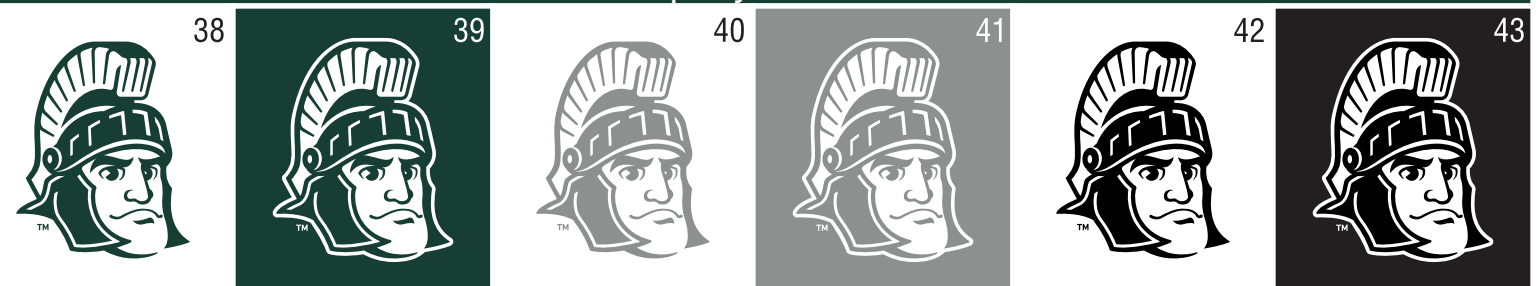


Word Marks

Marks 22-29 have different designations depending on product category (® vs. TM).



Sparty Marks





Michigan State University

Current Revision Date: 01/15/19

Mascot Marks

44



45



46



47



48



49



50



51



Youth Mascot Marks

52



53



54



55



Hockey Mark

Marks 56-59 have different designations depending on product category (® vs. TM). These marks may also appear in white on green.

56



57



58



59



Shield Mark

Use of these marks is restricted to non-apparel only. Sideline provider has exclusive on all apparel products.

60



61



Helmet Marks

62

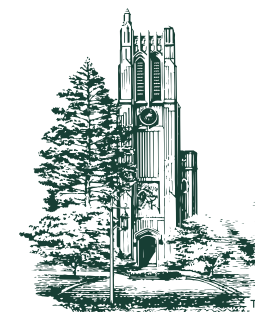


63



Beaumont Tower

64



Statue Mark

65



Institutional Word Mark

66



School Seal

Seal art sheet with vector artwork is available on Logos On Demand

68



69



67

ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale (high end products only at discretion of licensing office)
- No alterations or overlaying graphics to seal permitted
- University licenses consumables (must have expiration date on packaging)
- University licenses health and beauty products
- University permits numbers on products for resale
- Mascot caricatures not permitted
- Cross licensing with other marks may be permitted with an additional agreement

- No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks
- Fashion/non-traditional colors permitted for use by apparel licensees
- Block S: must maintain exact specifications, no portion can be concealed, and cannot be integrated into a word/phrase
- MICHIGAN and STATE must appear in same font size; no emphasis on MICHIGAN or M; STATE may be used alone.