

MICHIGAN STATE ATHLETICS

THE BASICS	UNIVERSITY LICENSED VERBIAGE		CONTACT
LOCATION: East Lansing, MI FOUNDED: 1855 CONFERENCE: Big Ten (BIG) MASCOT: Spartans MASCOT NAME: Sparty FIGHT SONG: "Victory for MSU" ALMA MATER: "MSU Shadows"	Michigan State University® Michigan State Spartans® Michigan State® MSU™ Spartans™ Sparty® Go Green Go White®	Go Green™ State™ Izzone™ Spartans Will.® Victory for MSU™ Spartan Dawgs™	For information about the commercial usage of these marks please contact licensing at <a href="mailto:licensing@msu.edu">licensing@msu.edu</a>  For athletics related questions, to request a full brand book, or access to specific assets contact <a href="mailto:brand@ath.msu.edu">brand@ath.msu.edu</a>

APPROVED COLORS							PRIMARY MARK			
MSU ATHLETICS GREEN	RGB 23, 63, 53	HEX 173F35	PANTONE PMS 567C	CMYK 88, 33, 63, 72	MADEIRA 1390	ROBINSON-ANTON 2734				
WHITE	RGB 255, 255, 255	HEX FFFFFF	PANTONE NO INK	CMYK 0,0,0,0	MADEIRA 1002	ROBINSON-ANTON 2297				
SILVER	RGB 124, 135, 142	HEX 7C878E	PANTONE PMS 430 C	CMYK 33, 18, 13, 40	MADEIRA 1118	ROBINSON-ANTON 5517				
BRONZE	RGB 108, 97, 88	HEX 696158	PANTONE PMS 405 C	CMYK 26, 31, 35, 72						
BLACK	RGB 0, 0, 0	HEX 000000	PANTONE PMS 6 C	CMYK 0, 0, 0, 100						

WORDMARKS^		

SPORTS LOCK-UP EXAMPLE (STACKED & HORIZONTAL)			SPARTAN PATTERNS. STRIPE & CIRCLE*	

TYPOGRAPHY		
PRIMARY TYPEFACE   DUTY	DESIGN TYPEFACES	PERMISSION REQUIRED   SPARTAN BOLD
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890?!*+(),.  <small>Duty as a font family offers a range of weights, providing great versatility and legibility in print and electronic applications. Duty is to be used as headline and body copy for athletic department marketing materials and support verbiage (i.e., specific sport marks, business cards, event tickets, etc.).</small>	Playfair Display Humane 2.0 LIBERATOR \$	 <small>The Spartan Bold display face may only be used, and with permission in wordmarks, significant titles, and for uniform player names and numbers. To request permission email <a href="mailto:brand@ath.msu.edu">brand@ath.msu.edu</a>. Outlines are not recommended to Spartan Bold letters. Outlines are acceptable on numbers.</small>

^ Wordmarks should never appear next to each other nor stacked to spell out Michigan State Spartans. The two licensed wordmarks are separate.  
\* The Spartan patterns should always be used in the direction as shown (lower left to upper right). Any other use or direction of the patterns are strictly prohibited.  
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