



Michigan State University

Current Revision Date: 09/17/24

Founded: 1855 **Location:** East Lansing, Michigan **Nickname:** Spartans
Mascot Name: Sparty **Conference:** Big Ten

Verbiage

Michigan State University®	Sparty®	Victory for MSU™
Michigan State Spartans®	Go Green Go White®	Spartan Dawgs™
Michigan State®	Go Green™	It's a Beautiful Day for Football™
MSU™	State™	
Spartans™	Izzone™	
Spartan™	Spartans Will.®	

Green

PANTONE 567 C
MADEIRA Rayon: 1390
RA: 2734

White

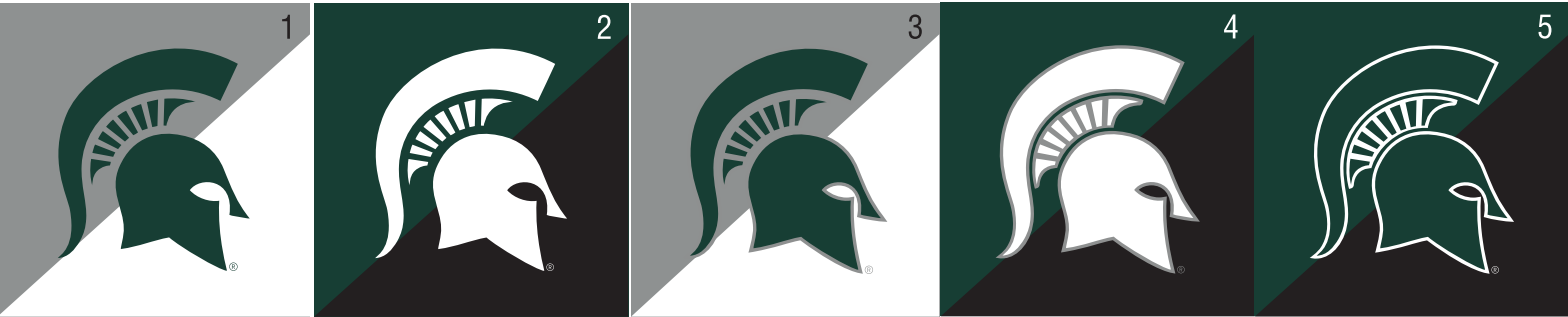
PANTONE No Ink
MADEIRA Rayon: 1002
RA: 2297

Silver

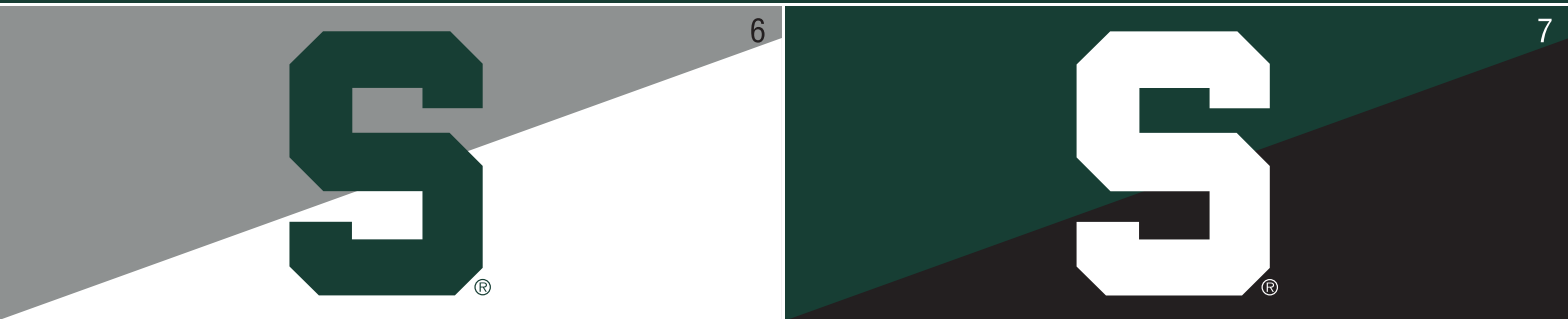
PANTONE 430 C
MADEIRA Rayon: 1118
RA: 5517

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 Marks



Block S Mark



Athletic Word Marks

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



Athletic Word Marks (Cont.)



Word Marks





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Word Marks (Cont.)



Sparty Marks



Sparty Signature



Baseball Block S



Hockey Mark



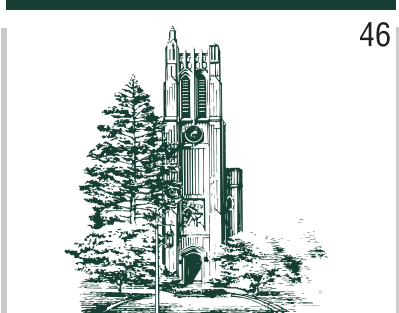
Shield Mark



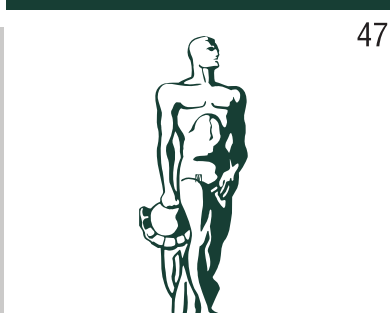
Helmet Marks



Beaumont Tower



Statue Mark



Sparty Mascot Marks

Note: All Sparty Mascot Marks can be downloaded on a separate Art sheet available on LOD.

Institutional Word Mark



School Seal

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



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 Student Athletes' Name, Image, or Likeness is permitted unless approved by the University by special addendum or authorized by 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 and Baseball 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