



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®
Michigan State Spartans®
Michigan State®
MSU™
Spartans™
Spartan™

Sparty®
Go Green Go White®
Go Green™
State™
Izzone™
Spartans Will.®

Victory for MSU™
Spartan Dawgs™
It's a Beautiful Day for Football™

Green

PANTONE 567 C
MADEIRA Rayon: 1390
RA: 2734

White

PANTONE No Ink
MADEIRA Rayon: 1002
RA: 2297

Silver

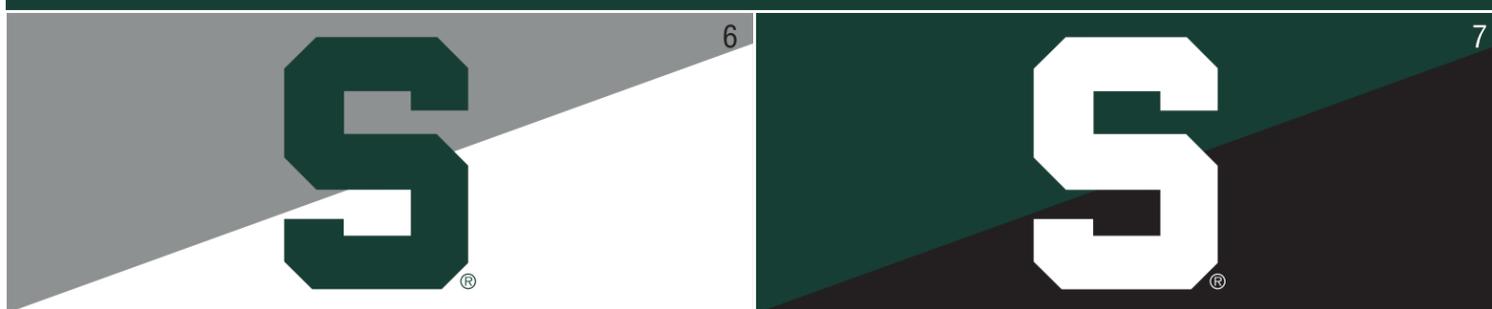
PANTONE 430 C
MADEIRA Rayon: 1118
RA: 5517

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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



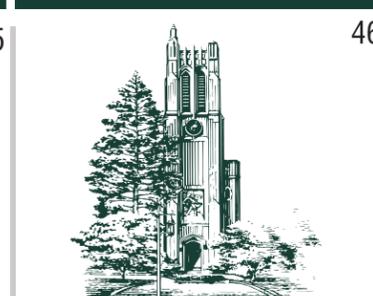
Shield Mark



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