THE BASICS

LOCATION: East Lansing, Michigan
ESTABLISHED: 1855
CONFERENCE: Big Ten (B1G)
MASCOT: Spartans
MASCOT NAME: Sparty
FIGHT SONG: “Victory for MSU”
ALMA MATER: “MSU Shadows”

UNIVERSITY LICENSED VERBIAGE

Michigan State University®
Michigan State Spartans®
Michigan State®
MSU™
Spartans™
Sparty®
Go Green Go White®
Go Green™
State™
Izzone™
Victory for MSU™
Spartan Dawgs™

APPROVED COLORS

<table>
<thead>
<tr>
<th>COLORS</th>
<th>RGB SCREEN/VIDEO</th>
<th>HEX WEB</th>
<th>PANTONE SPOT PRINT</th>
<th>CMYK 4C PRINTING</th>
<th>MADEIRA EMBROIDERY</th>
<th>ROBINSON-ANTON EMBROIDERY</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPARTAN GREEN</td>
<td>23, 63, 53</td>
<td>173F35</td>
<td>PMS 567 C</td>
<td>88, 33, 63, 72</td>
<td>1390</td>
<td>2734</td>
</tr>
<tr>
<td>WHITE</td>
<td>255, 255, 255</td>
<td>FFFFFF</td>
<td>NO INK</td>
<td>0, 0, 0, 0</td>
<td>1002</td>
<td>2297</td>
</tr>
<tr>
<td>SILVER</td>
<td>124, 135, 142</td>
<td>7C878E</td>
<td>PMS 430 C</td>
<td>33, 18, 13, 40</td>
<td>1118</td>
<td>5517</td>
</tr>
<tr>
<td>BRONZE</td>
<td>105, 97, 88</td>
<td>6965B8</td>
<td>PMS 405 C</td>
<td>26, 31, 35, 72</td>
<td>**</td>
<td>**</td>
</tr>
<tr>
<td>ACTION GREEN*</td>
<td>120, 190, 32*</td>
<td>78BE20*</td>
<td>PMS 368 C*</td>
<td>54, 0, 100, 0*</td>
<td>**</td>
<td>**</td>
</tr>
</tbody>
</table>

CONTACT

For information about the commercial usage of these marks please contact Erika Austin at eaustin@msu.edu
For athletics related questions, to request a full brand book, or access to specific assets contact brand@ath.msu.edu

APPROVED MARKS

MICHIGAN STATE SPARTANS.

SPORT LOCK-UP EXAMPLE (STACKED & HORIZONTAL)

SPARTAN PATTERN*

TYPOGRAPHY

PERMISSION REQUIRED | SPARTAN BOLD‡

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

THE SPARTAN BOLD TYPEFACE MAY ONLY BE USED WITH WRITTEN PERMISSION FROM BRAND@ATH.MSU.EDU

†THE SPARTAN BOLD TYPEFACE MAY ONLY BE USED WITH WRITTEN PERMISSION FROM BRAND@ATH.MSU.EDU

‡THE SPARTAN BOLD TYPEFACE MAY ONLY BE USED WITH WRITTEN PERMISSION FROM BRAND@ATH.MSU.EDU

‡THE SPARTAN BOLD TYPEFACE MAY ONLY BE USED WITH WRITTEN PERMISSION FROM BRAND@ATH.MSU.EDU

§THE SPARTAN PATTERN SHOULD ALWAYS BE USED IN THE DIRECTION AS IT IS SHOWN ABOVE (LOWER LEFT TO UPPER RIGHT). ANY OTHER USE OR DIRECTION OF THE PATTERN IS STRICLY PROHIBITED.

Contact brand@ath.msu.edu with any questions.

Comic Sans is not an approriate font in any circumstance.

MICHIGAN STATE UNIVERSITY is the owner of all rights, title and interest in and to the indicia, which includes trademarks, service marks, trade names, designs, logos, seals and symbols.