### UNIVERSITY LEVEL
(University Communications)

- **FOR PUBLICATIONS, USE**
  - Brochures, reports, booklets, etc.
  - Use official marks, or downloading logos from brand.msu.edu/logos/

- **FOR BUILDING SIGNAGE, USE**
  - Contact University Communications for external building signage standards:
    - contact.comms@msu.edu
    - (517) 355-7505

- **FOR ADVERTISING, USE**
  - Billboards, digital displays, posters, flyers, print ads, etc.

- **FOR MERCHANDISE, USE**
  - Units are permitted to adjust signature designs to ensure the best result when embroidery or printing them on merchandise.

- **FOR COLLABORATIONS, USE**
  - In approved instances where the logo is to be included with a group of other logos or will appear very small.

- **FOR EMAIL SIGN-OFF, USE**
  - These are recommendations only. Not all email clients are able to place graphics within a sign-off.

### COLLEGES

- **Below are examples of College Signatures**
  - Michigan State University
  - College of Agriculture and Natural Resources

### SCHOOLS, DEPARTMENTS, CENTERS, INSTITUTES

- **Below are examples of Unit Signatures**
  - Michigan State University
  - School of Packaging

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**URNIVERSITY COMMUNICATIONS SITE:** comms.msu.edu

**BRAND GUIDE:** brand.msu.edu

*For more information, contact Tony Frewen at frewen@msu.edu*