Communications and Brand Strategy
MICHIGAN STATE UNIVERSITY

LOGO USAGE CHART

	UNIVERSITY LEVEL (Communications and Brand Strategy)	COLLEGES	SCHOOLS, DEPARTMENTS, CENTERS, INSTITUTES
FOR PUBLICATIONS, USE → Brochures, reports, booklets, etc. It is advised that you include a wordmark or combination mark on the back of your publication when using a college or unit signature on the front.	MICHIGAN STATE UNIVERSITY OR MICHIGAN STATE UNIVERSITY OR MICHIGAN STATE UNIVERSITY OR	Below are examples of College Signatures MICHIGAN STATE UNIVERSITY | College of Agriculture and Natural Resources OR MICHIGAN STATE UNIVERSITY College of Agriculture and Natural Resources OR College of Agriculture and Natural Resources MICHIGAN STATE UNIVERSITY	Below are examples of Unit Signatures MICHIGAN STATE UNIVERSITY | Department of Agriculture, Food, and Resource Economics College of Agriculture and Natural Resources OR MICHIGAN STATE UNIVERSITY School of Packaging OR School of Packaging MICHIGAN STATE UNIVERSITY
FOR BUILDING SIGNAGE, USE → Contact Communications and Brand Strategy for external building signage standards: contact@cabs.msu.edu or (517) 355-7505	MICHIGAN STATE UNIVERSITY OR MICHIGAN STATE UNIVERSITY OR MICHIGAN STATE UNIVERSITY	Contact CABS	Contact CABS
FOR ADVERTISING, USE → Billboards, digital displays, posters, flyers, print ads, etc.	MICHIGAN STATE UNIVERSITY OR MICHIGAN STATE UNIVERSITY OR MICHIGAN STATE UNIVERSITY May be used by units in **specific advertising situations**. Cannot be linked up with unit name or other text. **Contact CABS for approval.**	Helmet signature preferred for advertising College of Communication Arts and Sciences MICHIGAN STATE UNIVERSITY Also permitted: MICHIGAN STATE UNIVERSITY | College of Agriculture and Natural Resources OR MICHIGAN STATE UNIVERSITY College of Agriculture and Natural Resources	Helmet signature preferred for advertising Department of Marketing MICHIGAN STATE UNIVERSITY Also permitted: MICHIGAN STATE UNIVERSITY | School of Packaging OR MICHIGAN STATE UNIVERSITY School of Packaging
FOR COLLABORATIONS, USE → In approved instances where the logo is to be included with a group of other logos or will appear very small	MICHIGAN STATE UNIVERSITY	MICHIGAN STATE UNIVERSITY	MICHIGAN STATE UNIVERSITY
FOR WEB MASTHEAD, USE → **DO NOT link up** web masthead graphic with unit name or other text	MICHIGAN STATE UNIVERSITY	MICHIGAN STATE UNIVERSITY	MICHIGAN STATE UNIVERSITY
FOR MERCHANDISE, USE →	MICHIGAN STATE UNIVERSITY OR MICHIGAN STATE UNIVERSITY OR MICHIGAN STATE UNIVERSITY	COLLEGE OF AGRICULTURE AND NATURAL RESOURCES OR College of Agriculture and Natural Resources Units are permitted to adjust signature designs to ensure the best result when embroidering or printing them on merchandise. Work with University Licensing Programs/your vendor to determine whether a heavier weight font is needed, lines should be removed, or font size should be increased. WORDMARK OR MSU SPELLED OUT SHOULD APPEAR SOMEWHERE ON THE PRODUCT Visit **licensing.msu.edu** for more information.	School of Packaging OR SCHOOL OF PACKAGING Units are permitted to adjust signature designs to ensure the best result when embroidering or printing them on merchandise. Work with University Licensing Programs/your vendor to determine whether a heavier weight font is needed, lines should be removed, or font size should be increased. WORDMARK OR MSU SPELLED OUT SHOULD APPEAR SOMEWHERE ON THE PRODUCT Visit **licensing.msu.edu** for more information.

FOR EMAIL SIGN-OFF, USE → Email clients vary. Select the combination that works best.

These are recommendations only. Not all email clients are able to place graphics within a sign-off. Please consult your user manual for your specific email client.

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Official marks can be downloaded from brand.msu.edu/logos/

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Type the tagline if you are unable to place graphics.

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BRAND GUIDE: **brand.msu.edu** • CABS SITE: **cabs.msu.edu**
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