MSU ELI BROAD COLLEGE OF BUSINESS
BRAND GUIDE BRIEF

TYPOGRAPHY

Primary Typeface
GOTHAM

• All weights of Gotham may be used (Book, Medium, Bold, etc).
• Gotham may be used in both headlines and text.
• Gotham Narrow may be used for text, lists, and bullets.
• Arial is an acceptable alternative if Gotham is not available on your system.

Secondary Typeface
CALIFORNIAN

• Recommended as an alternative to Gotham for small blocks of text.
• Use when a serif font is desired to maximize readability.
• Times New Roman may be used as a substitute.

To obtain these fonts, contact Communications and Brand Strategy at contact@cabs.msu.edu.

HEADLINES AND SUBHEADS

• Set headlines in any of a variety of Gotham typeface weights and sizes.
• Headlines should be set in all caps.
• Use Gotham for subheads.

ULTRA AND BOLD WORK GREAT FOR HEADLINES.
THIS IS WHAT A SUBHEAD COULD LOOK LIKE

COLOR PALETTE

Primary Color
PMS: 567
C:82 Y:0 M:64 K:70
R:24 G:69 B:59
WEB: #18453B

Secondary Colors
#0DB14B #97A2A2 #F08521 #008183 #909AB7 #535054 #D1E3F #E8D9B5 #C89A58 #94AE4A #6E005F #CB5A28

For complete typography & exact color formulas, visit: brand.msu.edu/design-visual/index.html
**GRAPHIC ELEMENTS**

**Chevron Bars and Spear**

- When separating a block of text, rules in two styles may be used: a regular rule line and a contemporary Spartan spear.
- When introducing a new segment of text or in a sidebar, a horizontal bar with a chevron may be used.
- Two styles of chevron bars are available.

**Shields**

- The graphic shield may be used to contain highlighted copy, including pull quotes, facts, or figures about Michigan State University or to make calls to action.

**LOGOS**

- Michigan State University has four official marks.
- Display all trademarks only in MSU green, black, or white.
- College, department, center, or unit logos (other than those using the MSU wordmark) may not appear on external communications or websites.
- The wordmark must appear on all publications, websites, and other visual communications developed for MSU external audiences.
- The block S is not recommended for use on communications intended for external audiences.
- The Broad College of Business shares logo guidelines with the university and uses the MSU wordmark for all external communications along with a type treatment.

For complete logo usage information, visit: brand.msu.edu/logos-stationery/index.html
**TONE**

**Spartans Will.**

- Utilize the phrase SPARTANS WILL.
- The tagline usually stands on its own or follows questions that begin with “Who will?” in headlines and text.

**Writing**

- Use language that is concise and compelling—not wordy or academically focused, but meaningful to the intended audience.
- Leverage the Broad Brand Platform to set the tone and aid in identifying alumni/students/faculty to showcase.

**IMAGERY**

**Photography**

- Photography is a vital element of the Michigan State University brand. It says Michigan State University is distinctive—that Spartans think and work differently. Our photography should not only be beautiful but also should convey the epic quality of the university and the iconic, unconventional nature of its success.
- Use photos that show how Broad graduates make a impact and that tell a story.

**Graphics**

- Utilize icons, infographics, tables, graphs, and charts to share information in a visually compelling way.

For complete branding information, please visit: brand.msu.edu