

MSU Brand Platform



PURPOSE/PROMISE

Improving lives today and tomorrow.

POSITIONING

MSU creates extraordinary impact for people and society. Its collaborative community fuels curiosity and allows talented people of uncommon will to pursue excellence for the common good.

MSU DIFFERENTIATOR

Uncommon will.

PERSONALITY

Genuine. Determined. Welcoming.
Collaborative. Innovative. Bold.
World-Changing.

TAGLINE

Spartans Will.

	DRIVE	COMMUNITY	EXCELLENCE
PILLARS Primary message points that support our positioning and highlight our competitive advantages	Passionate, Talented People Spartans are driven to make a difference. Forward-looking and open to new ideas, we collaborate to generate new solutions and serve as partners to make the world a better place.	Inclusive, Collaborative Community Spartans come from many backgrounds. We are dedicated to promoting and supporting access, opportunity and success for all. We connect, collaborate and work together to build community and to pursue excellence for the common good.	Academic and Research Excellence As a leading global public research university with a land-grant mission, we advance knowledge to address global challenges and improve lives. Our drive to excellence is a commitment to generate uncommon impact today and a far better world tomorrow.
BRAND NARRATIVE Build understanding and affinity with stories that show...	Determined to Make a Difference Spartans have a deep passion to affect the lives of others through their work. Future-Focused Change Agents Spartans are forward-thinking problem solvers and active agents for positive change. Spartans innovate to make the world better. Team Players Spartas believe teamwork is critical to helping individuals and communities thrive and to solving hard problems. We are open to new perspectives and collaborate for the common good. Leading Talent With nationally recognized faculty, accomplished students and notable alumni, Spartans are shaping a fast-changing world with the talent and expertise needed to deliver impact in Michigan and beyond.	Belonging Committed to building a welcoming, inclusive community and ensuring support for every Spartan. MSU is committed to removing barriers and meeting the needs of the Spartan community to promote success. Collective Strength We are a force for good as Spartans improve their own lives and make a difference in the lives of others in communities across Michigan, the nation and the world. Partnership for Impact Spartans come together to foster creativity for the best solutions. We work accross disciplines, boundaries and cultures and in partnership with the communities we serve.	Top Programs, Exceptional Experience With top-ranked programs, nationally recognized faculty, more than 400 programs of study and an array of unique co-curricular opportunities, we offer our students an exceptional and personalizable educational experience that prepares them to succeed and lead. Excellence and Opportunity We deliver access to a high-quality education and support the success of every student's journey to graduation and beyond. Leading Research and Innovation Our research, scholarship and creative pursuits push the boundaries of discovery and drive practical solutions to address global challenges and improve the lives of all. Our significant research funding, recognized faculty and programs, innovative research facilities and industry and community partnerships contribute to and reflect our success.