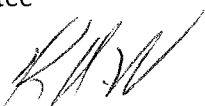


**MICHIGAN STATE**  
**UNIVERSITY**

February 3, 2010

MEMORANDUM

TO: Trustee Policy Committee

FROM: Kim A. Wilcox, Provost 

SUBJECT: MSU Logotype/Wordmark, University Seal, and Official Spartan Green

RESOLUTION

Be it resolved that the Trustee Policy Committee recommends that the Board of Trustees endorse the modified MSU logotype/wordmark shown on Attachment A to this Resolution as one of the two official institution-wide graphic symbols (the other remaining the Block S); and

Be it further resolved that the Trustee Policy Committee recommends that the Board of Trustees approve the modified University seal shown on Attachment B to this Resolution; and

Be it further resolved that the Trustee Policy Committee recommends that the Board of Trustees endorse Pantone Matching System Color 567 as the official Spartan Green, but also authorize the administration to approve the use of other colors or tones when that is necessary to produce the effect of a single, consistent Spartan Green across various media and products.



OFFICE OF THE  
**PROVOST**

Michigan State University  
Administration Building  
East Lansing, Michigan  
48824-1046

FAX: 517/355-9601

BACKGROUND

On October 16, 1997 the Board of Trustees endorsed the MSU logotype/wordmark attached to this memorandum and the Block S as the official institution-wide graphic symbols. The University and corporate seals are described in Board Bylaw 15 (see Attachment C to this Resolution). No changes are proposed to the Block S or the corporate seal.

The current logotype/wordmark was approved at a time when the use of this mark was primarily in print. Today, with the vastly increased importance of electronic media, it is desirable to have a slightly bolder mark that translates more clearly into a variety of media. The current seal was originally developed as line art that was later scanned during the early days of desktop computing, yielding an image that lacks crispness. The recommended updated seal has been refined using up-to-date technology to create a

clearer image with greater impact. The modified University seal remains consistent with Bylaw 15.

On October 16, 1997 the Board of Trustees also endorsed Pantone Matching System Color 341 as the official Spartan Green. As was the case with the wordmark and seal, print was the primary medium in which the color appeared. Unfortunately, Pantone Matching system Color 341 has not produced optimal results in increasingly important non-print media. (e.g., fabric). Pantone Matching System Color 567 is recommended as a new standard for the official Spartan Green with the understanding that different actual colors may still be utilized in certain media and products to achieve the best effect for the official Spartan Green. The proposed PMS 567 is more consistent with the green used prior to 1997 and is consistent with the green that has been historically used on fabric items such as the band uniform and the Varsity S jacket.

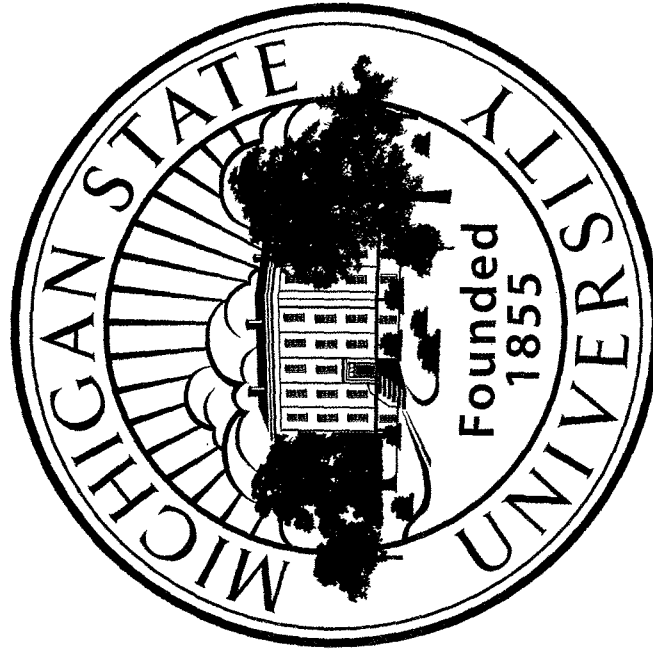
c: Trustee Finance Committee  
President Simon  
Vice President Poston  
Vice President Noto

**Current**

**MICHIGAN STATE**  
**U N I V E R S I T Y**

**MICHIGAN STATE**  
**U N I V E R S I T Y**

**New**



**New**



**Current**

## **ARTICLE 15 - Corporate and University Seals**

The corporate seal of the Board of Trustees shall contain in its center a monogram, MSU, being the initials of Michigan State University, and around the outer circle the words Board of Trustees Michigan State University.

The seal of the University shall contain in its center an illustration depicting "Old College Hall" and in the outer circle the inscription, Michigan State University.