

WELCOME TO THE SPARTY BRAND

UPDATED: JAN 9, 2020



MSU Alumni
MICHIGAN STATE UNIVERSITY



TABLE OF CONTENTS

Purpose.....	4	Additional Assets.....	26
Who is Sparty?.....	5	Sparty Signature	27
A Brief Word from Sparty	6	Social/Video Usage	28
Various Illustrations	7	Sparty Appearances.....	29
Color Palette	9	Sparty Security	30
Sparty Illustrations	10-15	MSU Alumni Color Palette.....	30
Acceptable Use Examples.....	16	Licensing and Trademarks	33
Unacceptable Use	17-18	Thank You	34
Vintage and Vaulted Illustrations.....	19		
Sparty Mascot Armor	19		
Mascot Armor Differences	21		
Sparty-Approved Images	22		
Sparty-Approved Cutouts	23		
Sparty-Unapproved Images.....	24		
Acceptable Use Examples.....	25		

PURPOSE

Since the current mascot was introduced in 1989, the MSU Alumni Office has had the honor of overseeing the Sparty Mascot Program. It's because of this tradition, the MSU Alumni Office is dedicated to maintaining the MSU mascot brand and ensuring it is used correctly in all areas across campus and elsewhere.

This book details all appropriate usage of the current Sparty illustrations, mascot armor, signature, event visits and more. With this book as a guideline, Sparty's brand will be just as strong as his muscles.



WHO IS SPARTY?

Michigan State University's mascot, Sparty, is the heart of the university: forever supporting Spartan teams, bringing smiles to young and old and continually uplifting all who meet him.

Sparty is both fearless and lovable, recognized throughout the state of Michigan and across the nation. He is big and strong, garnering the honor of being voted “Buffest Mascot” by *Muscle and Fitness Magazine*. Sparty has also been crowned the national champion mascot three times by the Universal Cheer Association, and participates in events across the country—including the NCAA Hall of Champions: Mascot Mania, and the Capital One Mascot Challenge.

Despite his size, strength and storied history, Sparty is always available to greet MSU fans with a hug or friendly high-five.

“Without further ado, meet Sparty...”

A BRIEF WORD FROM SPARTY

Hey! I'm the one and only, super smart, strong and ripped, Sparty. I tried to remove all the M's from this book, but some higher-ups shot it down.

Let's talk about how I work.



SPARTY ILLUSTRATIONS

SPARTY ILLUSTRATIONS

I've got a few favorite illustrated poses that you can use. Check out those muscles. Pretty big, right?

Examples to the right are full color versions. I'll lay out color variations, acceptable usage and examples in the following pages.

If you're looking for a pose that isn't listed, make sure to talk to my friends at the MSU Alumni Office. Please do not to attempt to redraw me — they worked hard to get it right with the existing poses and we want to keep the brand as strong as my muscles.

Visit go.msu.edu/sparty-asset-request to make an official request.

Those biceps.



SPARTY FLEX

Yeah, pointing at you.

And those triceps.



SPARTY ARMS DOWN

Look out. I'm fast.

Always ready for a close-up.



SPARTY PROFILE

Hey, look — it's a baby pic



SPARTY RUNNING



SPARTY FLAG



SPARTY YOUNG

SPARTY ILLUSTRATIONS COLOR PALETTE

These are the official colors used in any current illustration of me. They are not to be altered... or else.



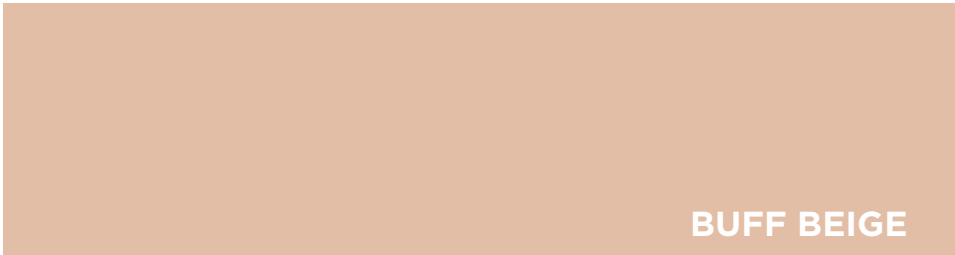
PMS 567
CMYK C:82, M:0, Y:64, K:70
RGB R:24, G:69, B:59



PMS 561
CMYK C:93, M:42, Y:68, K:33
RGB R:0, G:89, B:78



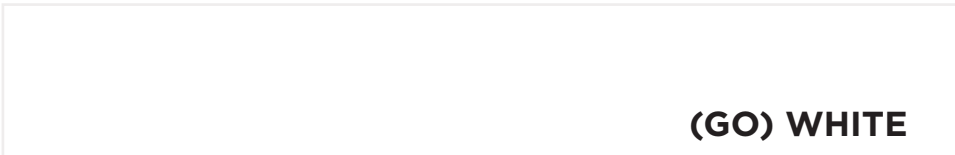
PMS 4665
CMYK C:20, M:34, Y:48, K:0
RGB R:206, G:168, B:136



PMS 4675
CMYK C:13, M:24, Y:34, K:0
RGB R:220, G:191, B:165



PMS Cool gray 6
CMYK C:36, M:29, Y:28, K:0
RGB R:167, G:168, B:169

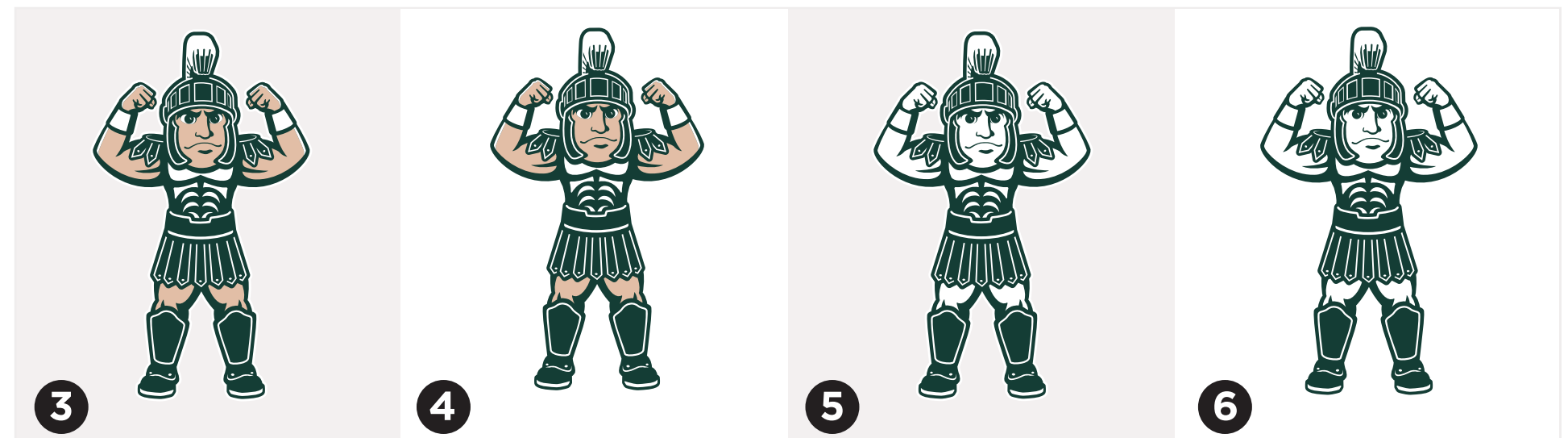
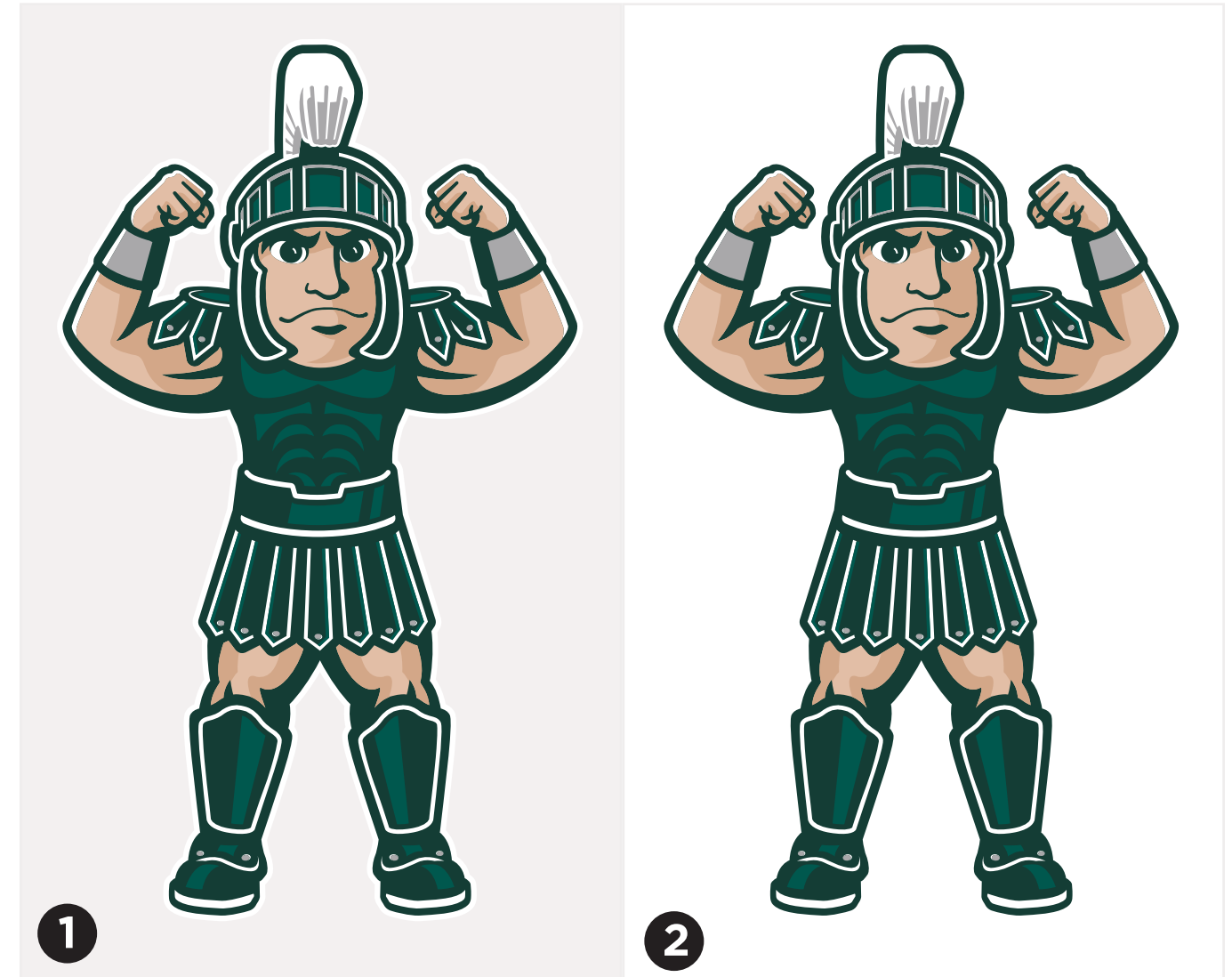


CMYK C:0, M:0, Y:0, K:0
RGB R:255, G:255, B:255

SPARTY FLEX

In all examples, there's a (go) white outline around my illustration so I can be used on colored backgrounds without losing my green outline. I like to stand out, y'know?

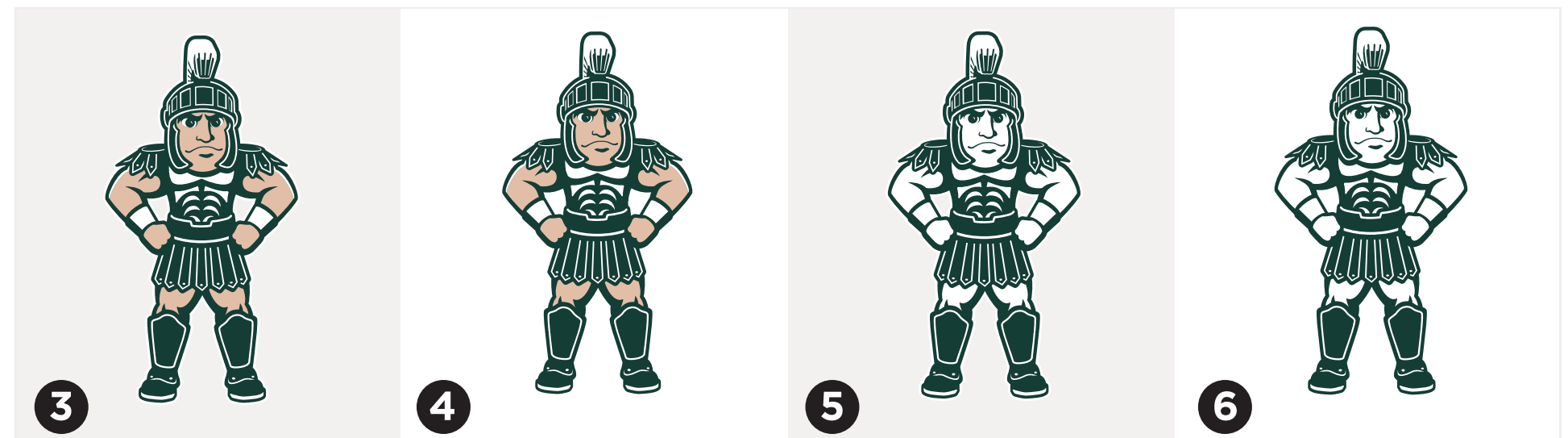
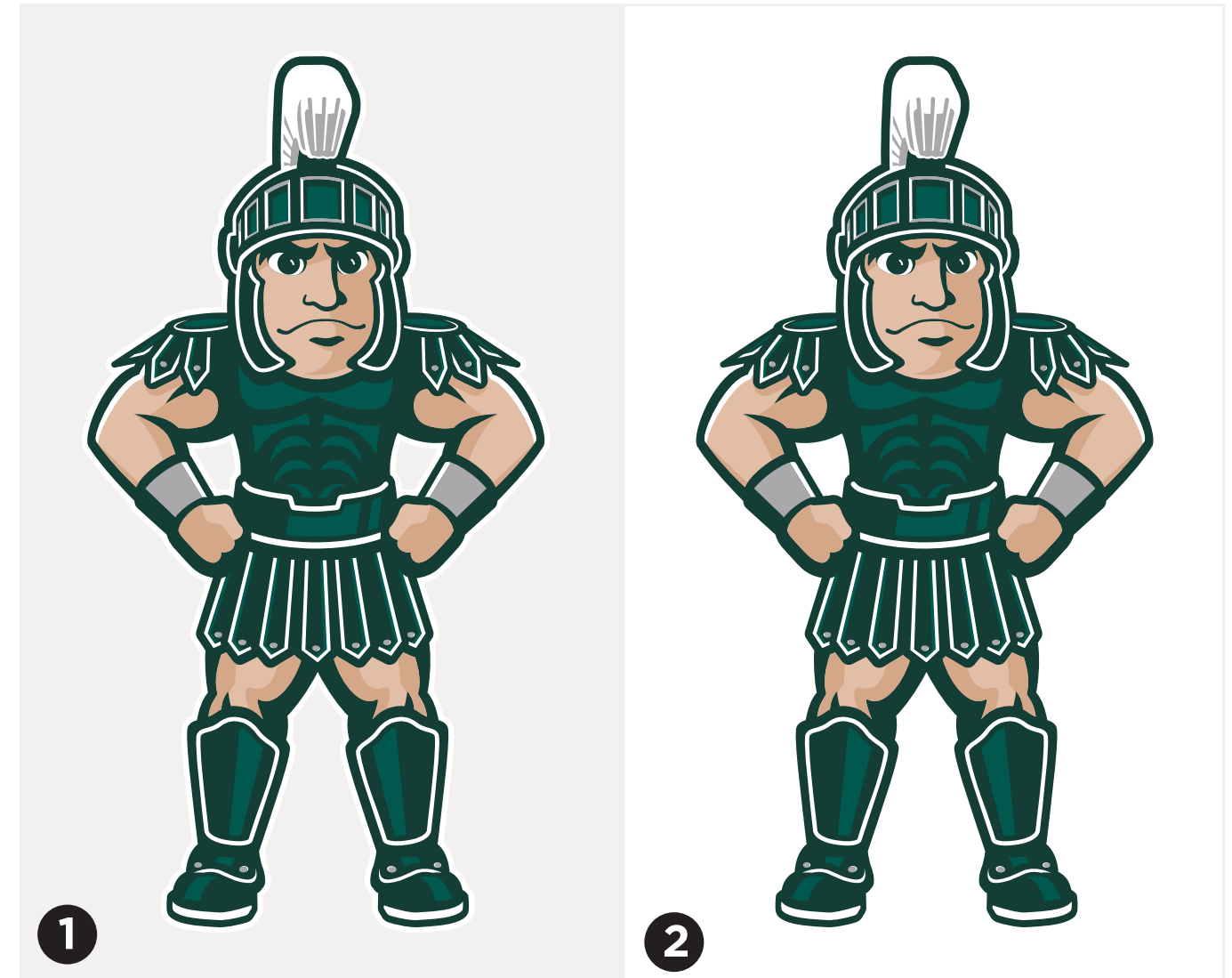
1. Full color gray background — colors used: MSU green, gridiron green, beaumont brown, buff beige, shield gray and (go) white.
2. Full color white background — colors used: MSU green, gridiron green, beaumont brown, buff beige, shield gray and (go) white.
3. Three color gray background — colors used: MSU green, beaumont brown and (go) white.
4. Three color white background — colors used: MSU green, beaumont brown and (go) white.
5. Two color gray background — colors used: MSU green and (go) white.
6. Two color white background — colors used: MSU green and (go) white.



SPARTY ARMS DOWN

I don't like to repeat myself, but the same thing is going on here — just a different pose. White outline at all times for colored backgrounds — you get the picture.

1. Full color gray background — colors used: MSU green, gridiron green, beaumont brown, buff beige, shield gray and (go) white.
2. Full color white background — colors used: MSU green, gridiron green, beaumont brown, buff beige, shield gray and (go) white.
3. Three color gray background — colors used: MSU green, beaumont brown and (go) white.
4. Three color white background — colors used: MSU green, beaumont brown and (go) white.
5. Two color gray background — colors used: MSU green and (go) white.
6. Two color white background — colors used: MSU green and (go) white.



SPARTY PROFILE

I don't like to repeat myself, but the same thing is going on here — just a close-up. White outline at all times for colored backgrounds — you get the picture.

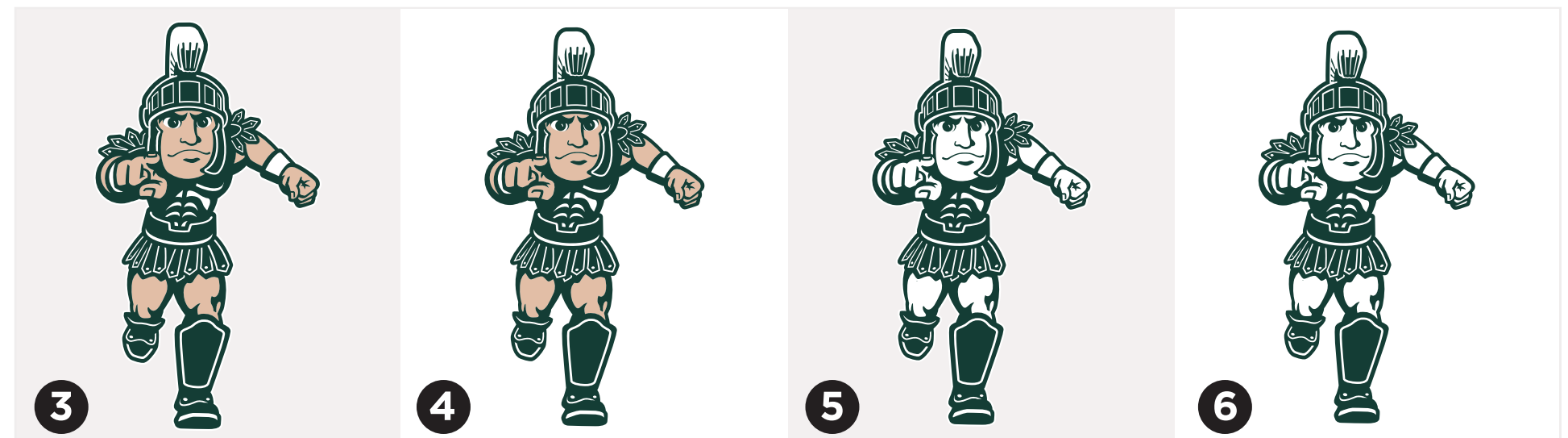
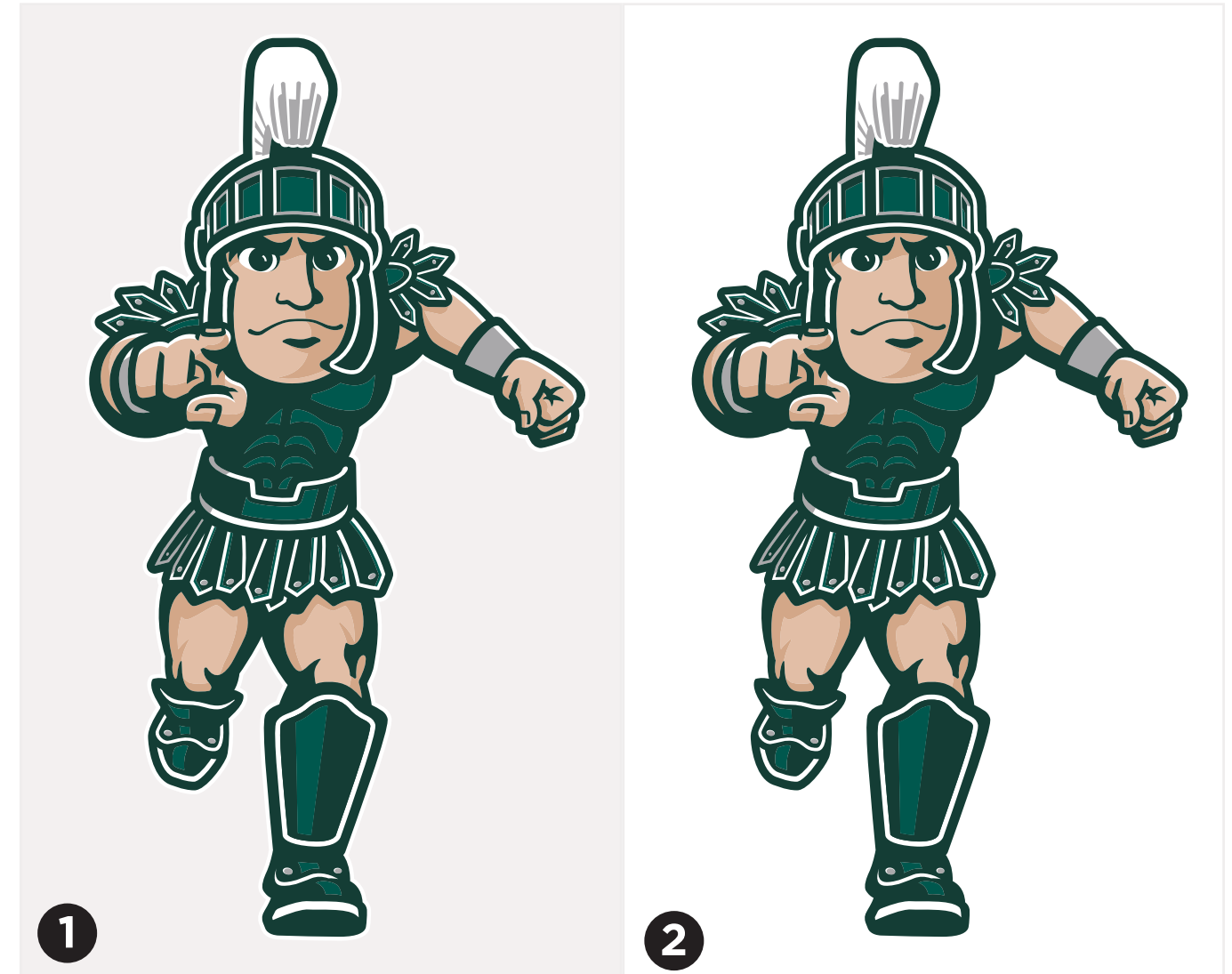
1. One color MSU green
2. One color gridiron green
3. One color black
4. Once color gray



SPARTY RUNNING

You know the drill.

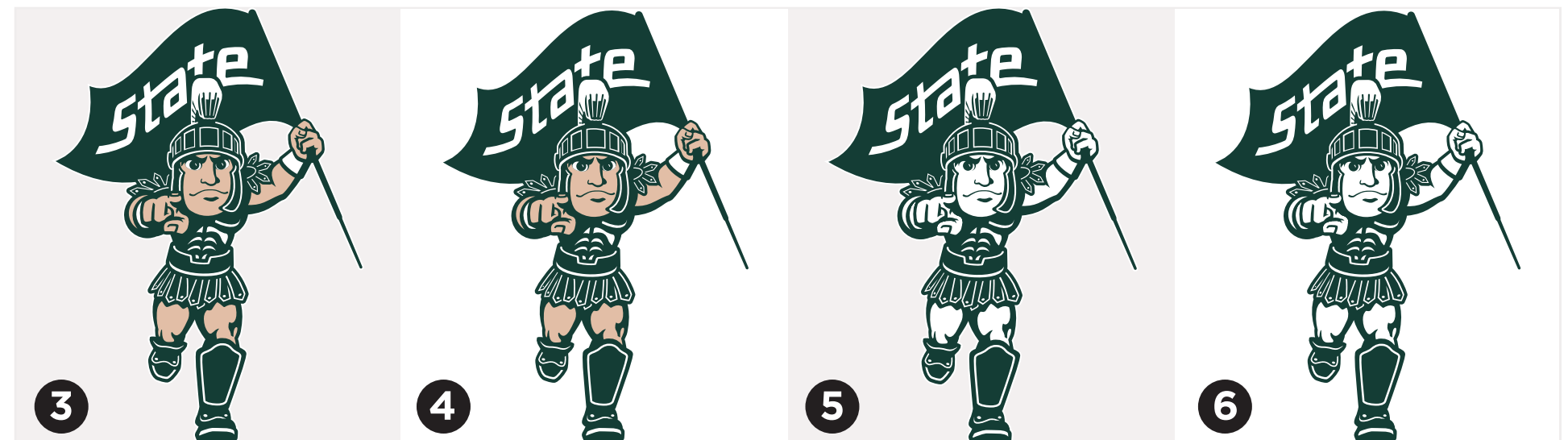
1. Full color gray background — colors used: MSU green, gridiron green, beaumont brown, buff beige, shield gray and (go) white.
2. Full color white background — colors used: MSU green, gridiron green, beaumont brown, buff beige, shield gray and (go) white.
3. Three color gray background — colors used: MSU green, beaumont brown and (go) white.
4. Three color white background — colors used: MSU green, beaumont brown and (go) white.
5. Two color gray background — colors used: MSU green and (go) white.
6. Two color white background — colors used: MSU green and (go) white.



SPARTY FLAG

Here's a brief refresher: there's a (go) white outline around all my illustrations so I pop off the page. Well, not literally. That'd be cool, though.

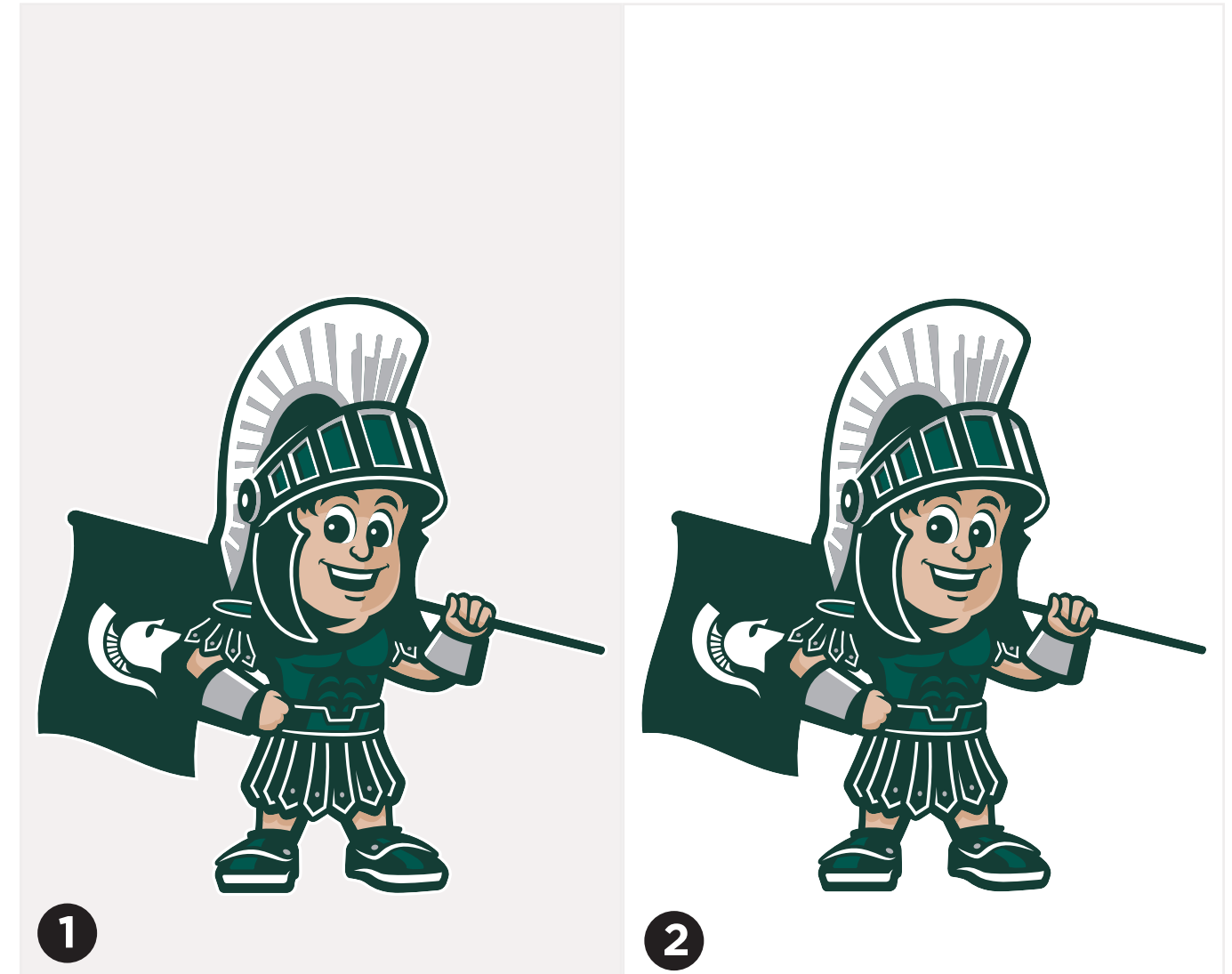
1. Full color gray background — colors used: MSU green, gridiron green, beaumont brown, buff beige, shield gray and (go) white.
2. Full color white background — colors used: MSU green, gridiron green, beaumont brown, buff beige, shield gray and (go) white.
3. Three color gray background — colors used: MSU green, beaumont brown and (go) white.
4. Three color white background — colors used: MSU green, beaumont brown and (go) white.
5. Two color gray background — colors used: MSU green and (go) white.
6. Two color white background — colors used: MSU green and (go) white.



SPARTY YOUNG

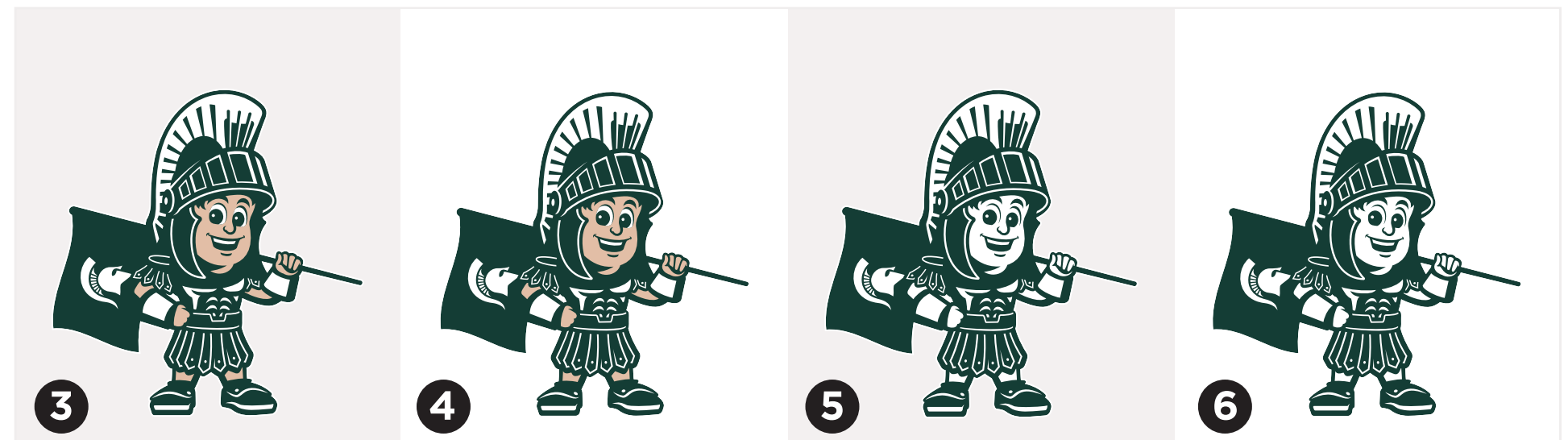
Ah, way back when I was a small lad. It's never too early to start thinking about college, y'know. How do you think I got into MSU?

1. Full color gray background — colors used: MSU green, gridiron green, beaumont brown, buff beige, shield gray and (go) white.
2. Full color white background — colors used: MSU green, gridiron green, beaumont brown, buff beige, shield gray and (go) white.
3. Three color gray background — colors used: MSU green, beaumont brown and (go) white.
4. Three color white background — colors used: MSU green, beaumont brown and (go) white.
5. Two color gray background — colors used: MSU green and (go) white.
6. Two color white background — colors used: MSU green and (go) white.



Sparty_FullColor_Young.eps

Sparty_FullColor_Young.eps



Sparty_3Color_Young.eps

Sparty_3Color_Young.eps

Sparty_2Color_Young.eps

Sparty_2Color_Young.eps

ACCEPTABLE USE EXAMPLES

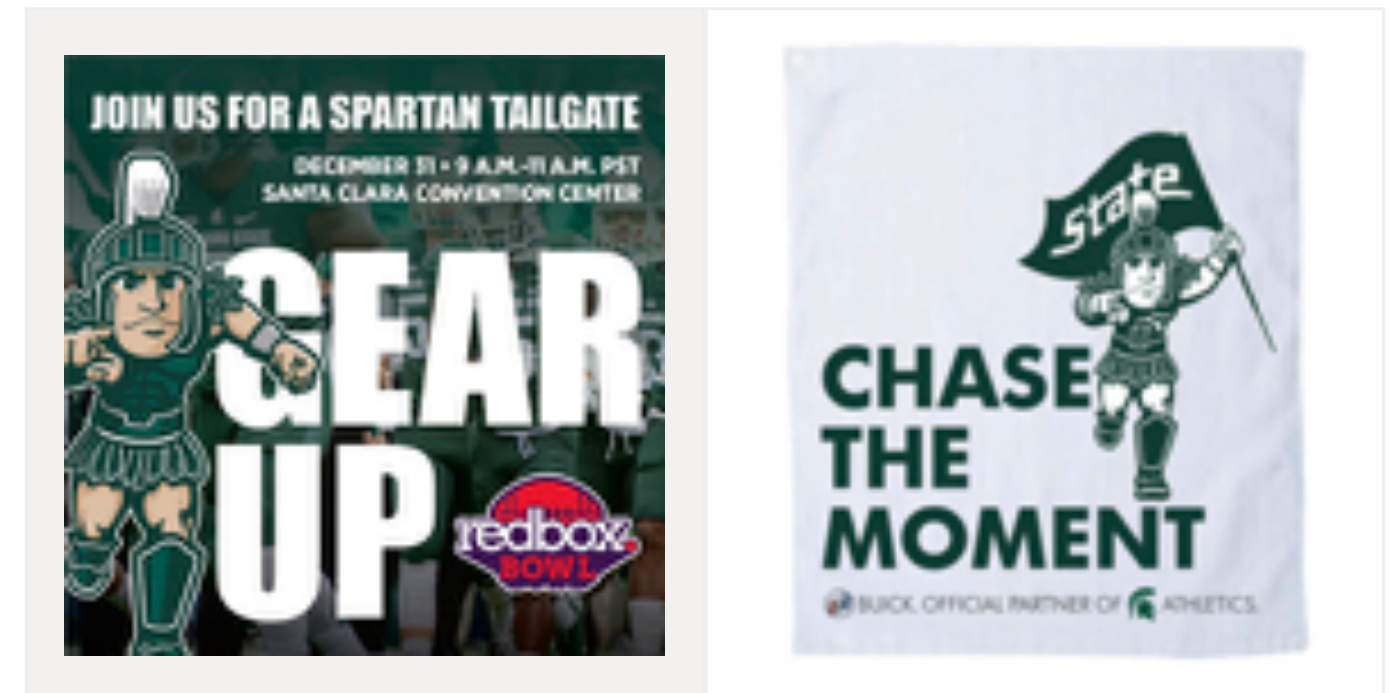
These are examples of how to properly use my illustration. The most important thing is that the businesses/ organizations who've used these graphics got MY permission first. Well, and the MSU Alumni Office's, too.

The bottom line is that I can't show up to your events or endorse your products without approving it first. I can't and won't promote anything without a sponsorship agreement or prior approval.

In all of the examples to the right, my squad at the MSU Alumni Office had an agreement and approved the final materials.

Some Guiding Principles: My illustration can be cropped, but nowhere above my waist — me and my abs must remain recognizable. I've worked too hard for these bad boys. Text can be added, but it can't shroud my illustration or make it indiscernible.

You can add graphics behind my illustration as long as I'm still recognizable. I mean, that's why you're using me, right?



UNACCEPTABLE USE

After you've been given permission to use my illustration, you gotta follow some rules. I didn't become the greatest mascot in the country without discipline.

The examples on the right are bogus and completely restricted uses of my illustrations.

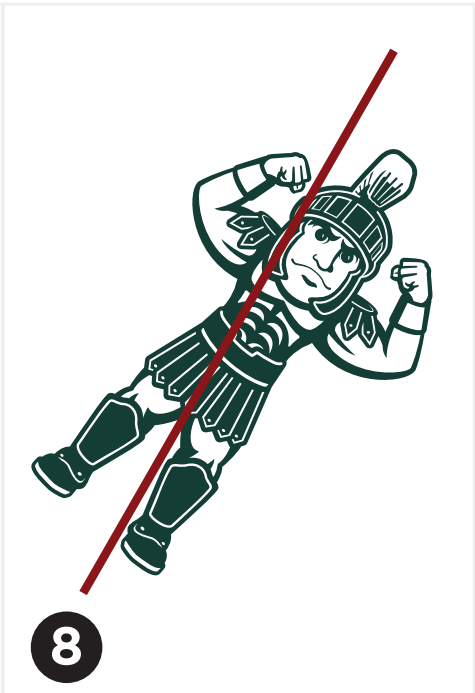
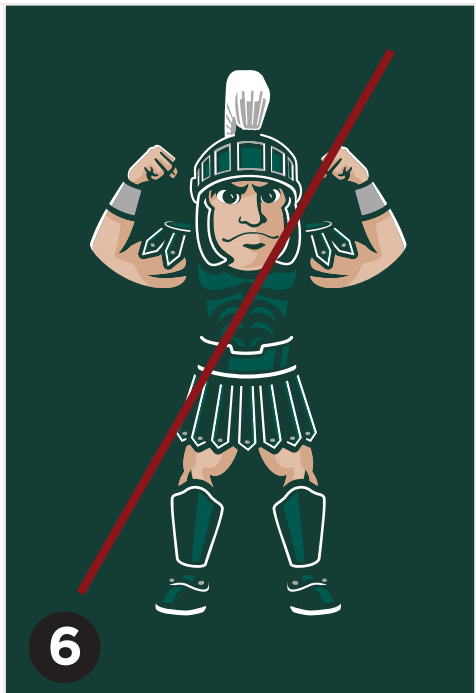
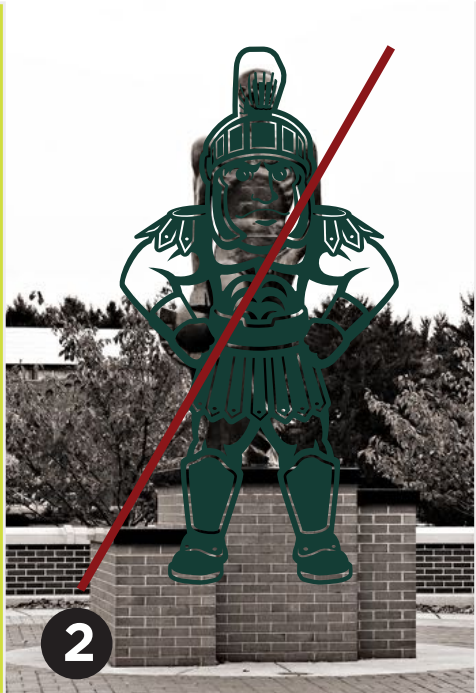
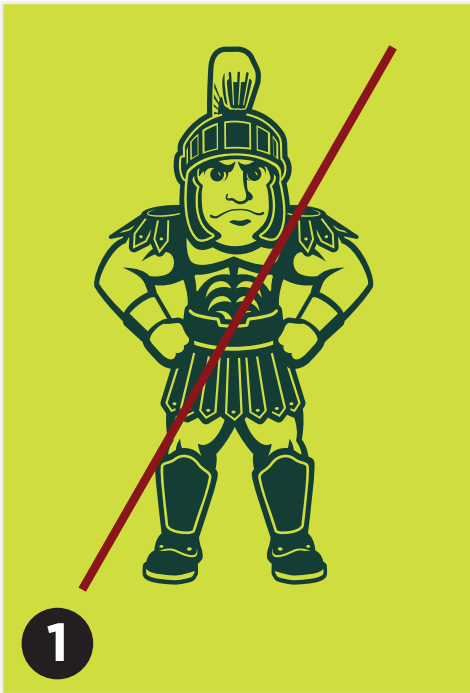
1. Proportions may not be distorted.
2. Drop shadows or effects may not be added.
3. Colors can't be modified, even if they fit within MSU's brand.
4. Don't use me to create a logo.
5. Don't use a distracting background.
6. Don't remove parts of my illustration: e.g. chest armor is missing detail.
7. Don't add parts to the illustration: e.g. I'm holding a sword. (Believe me, I don't need one.)
8. Colors can't be reversed.



UNACCEPTABLE USE

Same kinda thing is going on here, but I'll run through some more no-nos.

- 1. Can't remove colors from my illustration: e.g. White is removed and the background is showing through.
- 2. Can't remove colors from my illustration: e.g. White is removed and the image is showing through.
- 3. Can't crop any part of my illustration above the waist.
- 4. It's true — I do love tacos, but don't use my likeness to endorse any business or items. I speak for myself.
- 5. Text can't be placed over my face.
- 6. Can't remove the white outline around my illustration.
- 7. My illustration can't be used to promote drinking, smoking, vaping or anything else controversial. Channel your inner strict parent to determine if it's appropriate.
- 8. My illustration can't be rotated - it makes me dizzy.



VINTAGE ILLUSTRATIONS

I know what you're thinking, "Sparty, how can you possibly get any better looking?" Spoiler: I did. The cool kids call it a "glow up."

The vintage illustrations to the right cannot be used.

Additionally, new illustrations of Sparty should not be produced without going through the MSU Alumni Office.

VAULTED ILLUSTRATIONS

Fret not. The vaulted illustrations aren't off the table completely, but can only be used under certain circumstances with special permission from MSU Licensing. Permission is given for very limited and specific uses, so it would be better to stick with one of the official illustrations mentioned in this guide.

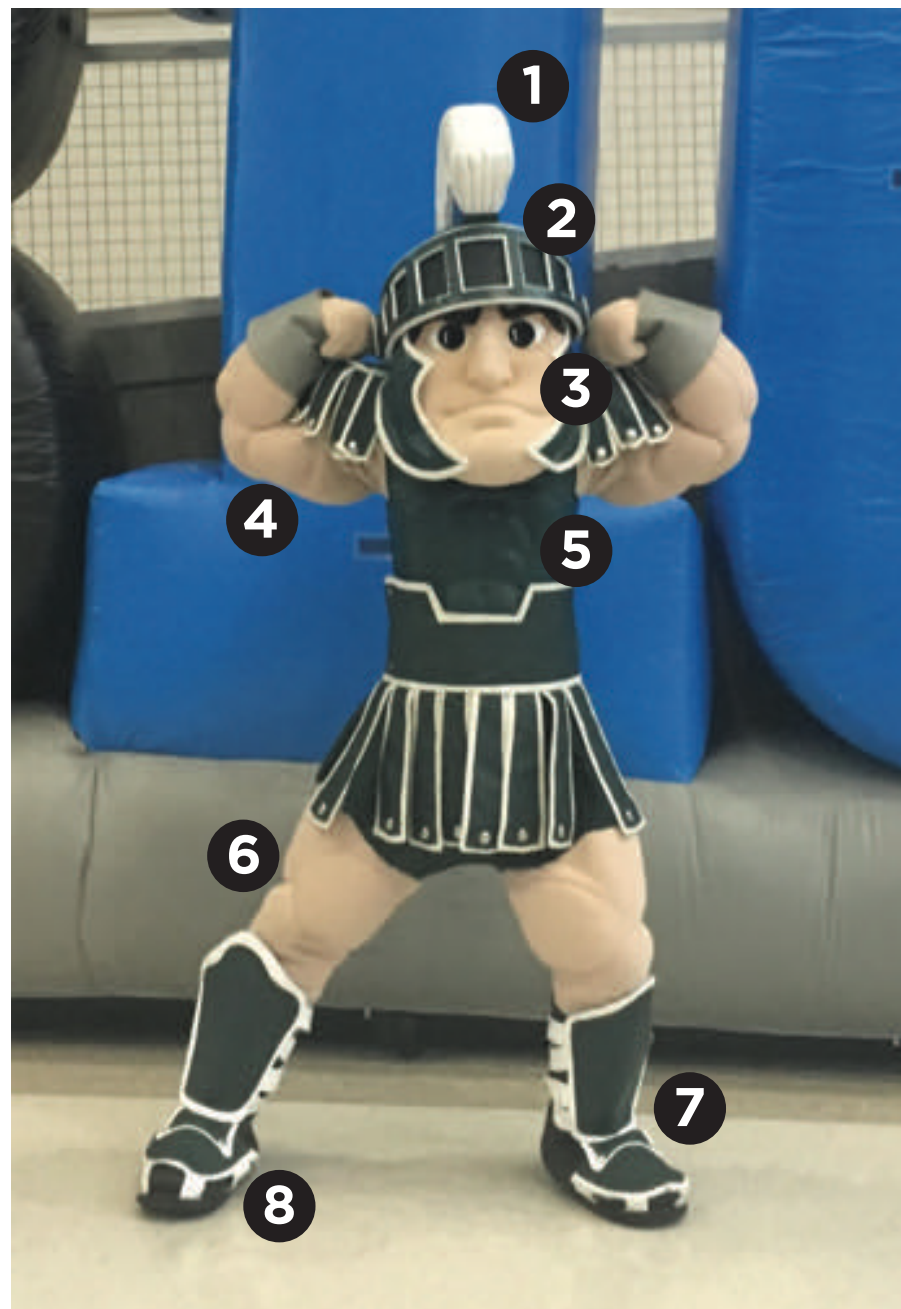
VINTAGE ILLUSTRATIONS



VAULTED ILLUSTRATIONS



SPARTY MASCOT ARMOR



OLD ARMOR



NEW ARMOR

MASCOT ARMOR DIFFERENCES

Did you notice that I got a makeover in 2017? Here's a guide to make sure the pictures you're using show the new me — I take this very seriously because I worked hard on these improvements.

1. My new plume is made of plastic. The old was foam.
2. My new helmet shield squares are plastic. The old were foam.
3. I'm not smirking as much as I used to — I mean business.
4. My skin tone is a little darker thanks to a little spray tan.
5. My new armor has a matte finish to the chest plate. The old was shiny.
6. My muscles are more defined thanks to airbrushing and interior foam (and high-impact workouts).
7. My new armor has six silver buttons on the boots. The old didn't have any buttons.
8. My new armor's toe covers are more closely attached to my boots. My old armor had more space.

SPARTY-APPROVED IMAGES

The good folks over at the MSU Alumni Office gathered a thorough stock of approved photos. Every side is my good side, so I made it pretty easy for them. Give them a shout and they can give you access to my official portfolio.

For all promotional image assets starring myself, contact my managers at the **MSU Alumni Office** at myalumni.msu.edu or **517-884-1000**.

Visit go.msu.edu/sparty-asset-request to make an official request.



SPARTY-APPROVED CUT-OUTS

As you can see, I'm a multi-dimensional guy. You can use these cut-outs to add a little flair to whatever it is that you're doing. These are only a few examples; there's a Sparty for every job and occasion.

Holler at that MSU Alumni Office for access to the folder at myalumni.msu.edu or 517-884-1000.

Visit go.msu.edu/sparty-asset-request to make an official request.



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<Multiple grouped links>



<Multiple grouped links>



<Multiple grouped links>



<Multiple grouped links>

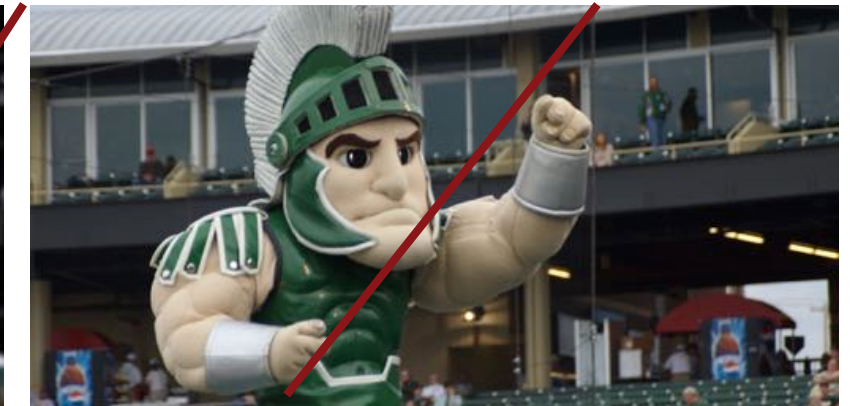
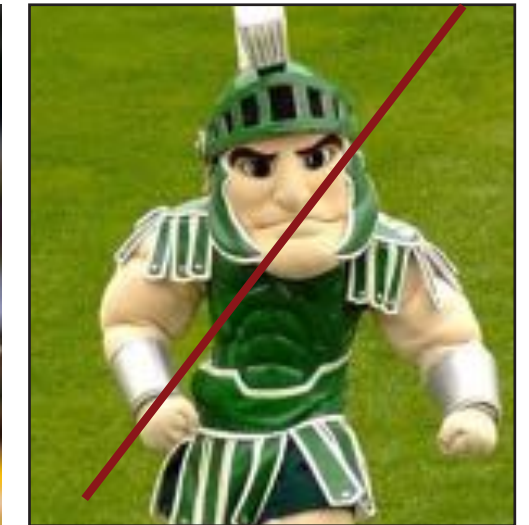
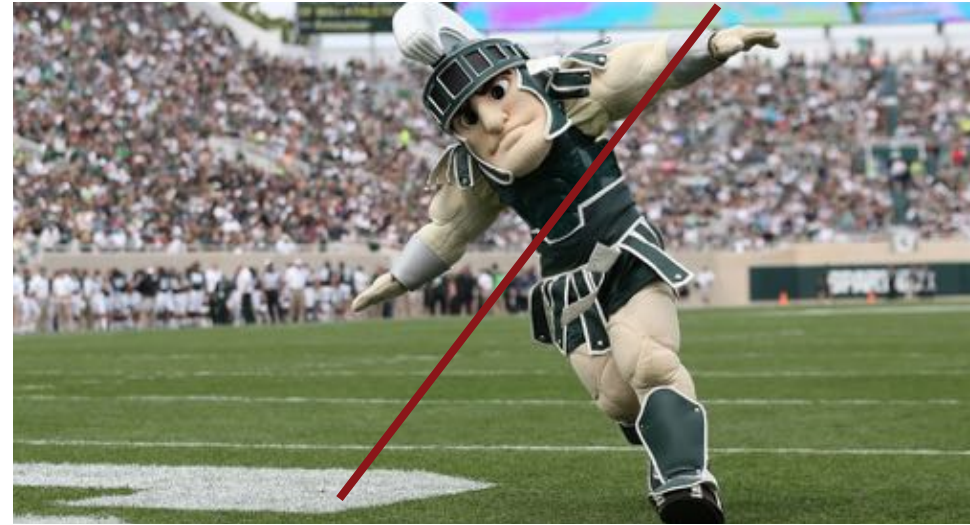


<Multiple grouped links>

SPARTY-UNAPPROVED IMAGES

Pictures of me in my old getup are absolutely prohibited. Please respect me and my past — not everyone likes looking through old photos.

Check out page 20 for a list of differences.



ACCEPTABLE USE EXAMPLES

To the right are examples of how I'm used in promotional materials.

If I approve and agree to promote your brand, the MSU Alumni Office will grant you access to an extensive image library featuring yours truly. Again, we must approve all final materials. Fair warning: I can be picky.

For all promotional image assets of myself or to request a photo shoot, contact the **MSU Alumni Office** at myalumni.msu.edu or 517-884-1000.



ADDITIONAL ASSETS

SPARTY SIGNATURE

I don't take too kindly to forgery. I'm strong enough to break a lot of things, but never the rules. Fraud and plagiarism are strictly against the Spartan Code. My signature cannot be used by anyone other than the MSU Alumni Office. For obvious reasons, I'm the only one allowed to use my signature.



SpartySignature_Black.png



SpartySignature_White.png

SOCIAL , VIDEO AND EDITORIAL

SOCIAL USAGE: Am I scheduled to come to your event? Wanna tell everyone? Smart move, everyone loves Sparty. But before you do, check out some general guidelines on the right.

VIDEO USAGE: Did you just see me running through campus or throwing darts at the Peanut Barrel? Feel free to snag a video and post it, I don't mind. In other words, the paparazzi love me and I use that to my advantage.

Need a formal video of me for a promotional piece? Contact the **MSU Alumni Office** at myalumni.msu.edu or **517-884-1000**.

IMPORTANT REMINDER: I love to see photos of myself, but I don't love to see when people use me to endorse a product without my permission. I am not allowed to endorse or promote any products, events or views without a super fancy contract.

Social and Video Guidelines:

Accounts to tag

 @therealsparty, @msualumni

 @msusparty

 @TheRealSparty

Hashtag options

#LifeOfTheSparty

#ThisIsSparty

#SpartyInTheWild

#MSUAlumni

Language examples

Want to catch the life of the party? The one and only Sparty will be making an appearance at [event] on [date]. Get a high five, snap a photo and – most importantly – meet an icon. #ThisIsSparty

Announcing a special guest at [event]: Sparty himself! Swing by [location] at [time] for a meet-and-greet with the man, the myth, the mascot. #ThisIsSparty

What's better than catching Sparty in the wild? Nothing, really. It was amazing to meet the man himself at [event]! #ThisIsSparty



SPARTY APPEARANCES

If you know me, you know I love to be out and about. I regularly attend weddings, graduation parties, birthday celebrations, bar mitzvahs and charity events on behalf of MSU. You name it and I've done it. After all, you can't spell Sparty without the party.

To request my attendance at your next event, click requestsparty.com

NOTES FROM MY MANAGERS (I know it's boring, but let's humor them):

Submitting a request does not confirm Sparty's attendance. Do not use Sparty to promote or advertise an event unless a contract is signed and approved.

Due to his academic and university commitments, Sparty is unable to confirm appearances more than one month prior to the event date. Sparty's availability is limited during major athletic tournaments, and he is unavailable on all football Saturdays. After his university commitments are scheduled, private functions are scheduled in the order received, so submit your request as early as possible and you will be contacted by email one month prior to your event with the status of your request. Please understand that although Sparty would love to be everywhere, the volume of requests received makes that challenging... he is a student, after all!

SPARTY SECURITY

As part of my entourage, I'll always be accompanied by at least one security member. I insisted I didn't need one, but the MSU Alumni Office wants them to keep me on schedule.

If you run into one of 'em, offer them some water or a snack. (No booze, we gotta stay sharp.) And if I catch you messing with them, just remember... these muscles aren't just for show.



MSU ALUMNI COLOR PALETTE

These are the official colors for my friends at the MSU Alumni Office. Let’s get a quick shoutout for those good folks who always make sure I’m on track and looking good.

Use these colors in promotional material when talking about them.



CMYK C:82 M:0 Y:64 K:70
RGB R:24 G:69 B:59
HEX 18453B



CMYK C:47 M:16 Y:91 K:1
RGB R:148 G:174 B:84
HEX 94AE4A



CMYK C:22 M:0 Y:91 K:0
RGB R:209 G:222 B:63
HEX D1DE3F

LICENSING AND TRADEMARKS

LICENSING AND TRADEMARKS

Some call them the brand police. I call them heroes. They have the challenging job of keeping the MSU brand strong like me. They have rules there for a reason, so let's help them out by following their guidelines — and by giving them a high five when we can.

PRIMARY GOALS

Protect the MSU brand. Promote licensed product. Support MSU students by using royalties for scholarships and special programming.

VISIT [LICENSING.MSU.EDU](https://licensing.msu.edu), BUT THE RULES ARE SIMPLE

1. Seek licensing approval for use of my likeness on all types of merchandise.
2. Find a vendor who has been officially licensed for all of your logo merchandise needs.

Primary University Trademarks



Athletic Trademarks

MICHIGAN STATE SPARTANS

Other University Trademarks



THANK YOU

Sure, I lift a lotta weights and read a lotta books, but I'm not really Sparty without you. I'm not gonna get sentimental or anything, but I will say this: I appreciate your time, support and energy. This is the kind of stuff that makes MSU more than just a school.

Go Green!

#1
SPARTY™





MSU Alumni
MICHIGAN STATE UNIVERSITY

Spartan Way
535 Chestnut Road, Room 300
East Lansing, MI 48824

alumni.msu.edu
(877) MSU-ALUM (678-2586)
(517) 884-1000