



FOR SPARTA

THE CAPITAL INITIATIVE FOR MSU ATHLETICS

Brand Guidelines

Michigan State University Athletics



FOR SPARTA

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Sparta was the place that made Spartans. One of the most powerful, distinctive city-states in world history. Every aspect of the community was focused on producing and maintaining the finest soldiers in the ancient world. Spartans were known for their discipline, unity, and courage. They prioritized the collective good over the individual.

FOR SPARTA is our rallying cry, uniting Spartans everywhere to invest in the facilities that shape our future champions.

FOR SPARTA is the largest capital initiative in Michigan State Athletics history. It is a bold, billion-dollar vision to elevate facilities, enhance the student-athlete experience, and secure our position as the leader in college athletics.

Rooted in the spirit of unity and excellence that defines Spartans, this initiative will transform MSU Athletics and the Michigan State community for generations to come.

The phrase '**FOR SPARTA**' has never been used in more than 100 years of Spartan Athletics. By adopting it now, we signal that we are building something bold, unified, and new - together. It is a call to invest in the champions of tomorrow. A moment to unite Spartans everywhere around a shared purpose.

For approvals, questions about this guide, or where assets can be found, email: brand@ath.msu.edu.

Colors

This document outlines the usage and context for the core brand colors of **FOR SPARTA**. The palette is divided into a Primary Palette focused on structure, readability, and versatile backgrounds that are timeless and a Secondary Palette designed for depth, nature, and professionalism.

Primary Palette (Structure & Clarity)

White and black provide a high-contrast foundation offering clarity and versatility. The addition of champagne introduces a soft, shimmering warmth—a muted, golden beige—which elevates the scheme beyond simple monochrome.

Secondary Palette (Identity & Impact)

These deep, earthy greens and teals establish the brand's association with trust, stability, and growth. Greens were selected as a secondary palette to further differentiate **FOR SPARTA** from all other past campaigns - visually affirming the elevated significance of this initiative.

#FEFEFE

#D9D9D9

#E1DCCB

#2C333B

#173F35

#1F4E44

#2F665A

#D7E3DD

Fonts

Headings - Online and Print

Source Serif 4 SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Source Serif 4 Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Source Serif 4 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Body - Online and Print

Source Sans 3 Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Source Sans 3 SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Source Sans 3 Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Source Sans 3 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Primary Mark



The primary mark includes silhouettes of the Breslin Center, Spartan Stadium, and Jenison Fieldhouse.

Note : An underline beneath '**FOR SPARTA**' appears only in the primary mark.

All instances of the text '**FOR SPARTA**' must be capitalized.

This logo is not to be used for embroidery.

Secondary Marks



The secondary mark is to be used for embroidery and instances where the details of the primary mark would be distorted or lost. The mark featuring the Spartan Helmet is the preferred version for use. Please consult with brand@ath.msu.edu about usage without the Spartan Helmet.

Note: The removal of the subline text is permissible only with approval from brand@ath.msu.edu.

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