OFFICIAL LOGO

Our official logo combines the Michigan State University workmark with the name of the college.
The logo must always be used as shown. Do not make any alterations.
NOTE: Lady Justice will NO LONGER be used as part of the official logo.

LOGO COLORS

The only colors acceptable for the logo are:
- all CMYK (100, 0, 90, 40) green
- all black
- all white

LOGO SIZE

The logo should always be a width of at least 1.0” in length.
Seal & Helmet

OFFICIAL SEAL & HELMET

The seal must always be used as shown. Do not make any alterations.

The seal and helmet must always be used in conjunction with the wordmark and the wordmark must be larger in size.

SEAL & HELMET COLORS

The only colors acceptable for the seal are:

- all CMYK (100, 0, 90, 40) green
- all black
- all white

SEAL SIZE

The seal should always be a width of at least .75" in length.

HELMET SIZE

The logo should always be a width of at least .25" in length.
Typography

**MAIN**
- Californian Roman
- Californian Italic
- Californian Bold
- Californian Black
- Gotham Narrow Light
- Gotham Narrow Light Italic
- Gotham Narrow Book
- Gotham Narrow Book Italic
- Gotham Narrow Medium
- Gotham Narrow Medium Italic
- Gotham Narrow Bold
- Gotham Narrow Bold Italic
- Gotham Narrow Black
- Gotham Narrow Black Italic

**DIGITAL**
- Georgia
- Helvetica

**INVITATION ONLY**
- Edwardian Script (formal)
- Snell Roundhand (informal)
# Color Palette

<table>
<thead>
<tr>
<th>PRIMARY</th>
<th>SECONDARY</th>
<th>NEUTRAL</th>
<th>ACCENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>GREEN</td>
<td>WARM GRAY 10</td>
<td>WARM GRAY 7</td>
<td>RED</td>
</tr>
<tr>
<td>C = 100, M = 0, Y = 90, K = 40</td>
<td>C = 60, M = 0, Y = 100, K = 20</td>
<td>WARM GRAY 10</td>
<td>C = 0, M = 100, Y = 90, K = 20</td>
</tr>
<tr>
<td>GREEN</td>
<td>WARM GRAY 7</td>
<td>WARM GRAY 3</td>
<td>RED</td>
</tr>
<tr>
<td>C = 0, M = 20, Y = 100, K = 10</td>
<td>C = 0, M = 70, Y = 100, K = 10</td>
<td>WARM GRAY 3</td>
<td>C = 0, M = 5, Y = 25, K = 10</td>
</tr>
<tr>
<td>GREEN</td>
<td>WARM GRAY 3</td>
<td>WARM GRAY 7</td>
<td>WARM GRAY 10</td>
</tr>
<tr>
<td>C = 0, M = 100, Y = 100, K = 10</td>
<td>WARM GRAY 3</td>
<td>WARM GRAY 10</td>
<td>C = 0, M = 70, Y = 100, K = 10</td>
</tr>
<tr>
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<td>GREEN</td>
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<td>WARM GRAY 3</td>
<td>WARM GRAY 10</td>
<td>RED</td>
</tr>
</tbody>
</table>

- **Primary Colors**
  - Green: C = 100, M = 0, Y = 90, K = 40
  - Green: C = 0, M = 20, Y = 100, K = 10
  - Green: C = 0, M = 100, Y = 100, K = 10

- **Secondary Colors**
  - Warm Gray 10: C = 0, M = 0, Y = 90, K = 40
  - Warm Gray 7: C = 50, M = 0, Y = 90, K = 40
  - Warm Gray 3: C = 85, M = 0, Y = 35, K = 35

- **Neutral Colors**
  - Warm Gray 10: C = 0, M = 0, Y = 90, K = 40
  - Warm Gray 7: C = 50, M = 0, Y = 90, K = 40
  - Warm Gray 3: C = 85, M = 0, Y = 35, K = 35

- **Accent Colors**
  - Red: C = 0, M = 100, Y = 90, K = 20
  - Red: C = 50, M = 0, Y = 90, K = 40
  - Red: C = 0, M = 70, Y = 100, K = 10

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**Color Codes**

- **C** = Cyan
- **M** = Magenta
- **Y** = Yellow
- **K** = Black

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**MICHIGAN STATE UNIVERSITY COLLEGE OF LAW BRAND STANDARDS**
Photography

THE LOOK
Friendly, direct, professional, approachable
Horizontal photos prevalent in our new graphic standards
Graphic Style

THE ARCH
Copy here

ARCH SHAPES
The shape of the arch can be used as a photo frame, in a line (above), or as a graphic element.

ARCH PATTERN
The shape of the arch can be used at 100% color, or a screen, as a graphic element. If used behind logos or photos, make sure they still stand out.