



**SPARTANS WILL.
SERVE**
POWERED BY SPARTANS WORLDWIDE

PROMOTING YOUR SERVICE PROJECT THROUGH GRAPHICS

WORDMARKS

The SPARTANS WILL. SERVE and Global Day of Service wordmarks can be found on serve.msu.edu/volunteerTools.cfm. They are saved in three file formats: JPG, PNG, and EPS. Feel free to use these wordmarks interchangeably within your graphics.

Global Day of Service wordmarks should be reserved for projects related to the one-day service initiative each year in April.

JPG files: contains a white background and will lose quality as the file size decreases. JPG files can be used for web, social media, Microsoft Office documents, and print projects with a high resolution.

PNG files: contain a transparent background but have a low resolution. PNG files are perfect for web and social media, but are not suitable for print.

EPS files: vector-based format that can be scaled to any size and not lose quality. EPS files can be opened in Adobe software and should be used for professional printing or merchandise.

SPARTANS WILL. SERVE

SPARTANS WILL. SERVE is our way of showing the world the extraordinary impact Spartans can make through service. This organized, collaborative effort brings Spartans together to serve others in their communities while demonstrating the reach and power of the Spartan network.

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GLOBAL DAY OF SERVICE

Every year in April, as part of the SPARTANS WILL. SERVE initiative, there is a Global Day of Service to harness the power of this spirit of service, and demonstrate what Spartans can do in a single day.

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FONTS

GOTHAM ULTRA AND BOOK

The Gotham typeface is a bold, contemporary typeface that evokes MSU's open, forward-thinking approach to solving problems and providing opportunity.

This is MSU's official font. Purchasing this typeface is optional. If you are interested in purchasing the Gotham typeface, go to www.typography.com/fonts/gotham.

FONT SUBSTITUTIONS

Purchasing Gotham is not required. You may use the following substitutions:

- Sans-serif: Helvetica typeface or Arial may be used.
- Serif: Georgia typeface or Times New Roman may be used.

COLOR PALETTE

Use this color palette to create a unified look and feel across the graphics you create.

CMYK: best for printed materials

RGB: best for digital use

HEX: needed for web use



CMYK: C:82 M:0 Y:64 K:70

RGB: R:24 G: 69 B:59

HEX: #18453B



CMYK: C:100 M:0 Y:100 K:0

RGB: R:13 G: 177 B:75

HEX: #0DB14B



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



CMYK: C:67 M:62 Y:56 K:29

RGB: R:83 G:80 B:84

HEX: #535054

SOCIAL MEDIA AND MARKETING RESOURCES

For your use, here are the official social media accounts of the MSU Alumni office and the university:

- **Hashtag:** [#SpartansWillServe](https://twitter.com/SpartansWillServe).
- **Facebook:** [@msualumni](https://www.facebook.com/msualumni) and [@spartans.msu](https://www.facebook.com/spartans.msu).
- **Twitter:** [@msualumni](https://twitter.com/msualumni) and [@michiganstateu](https://twitter.com/michiganstateu).
- **Instagram:** [@msualumni](https://www.instagram.com/msualumni) and [@michiganstateu](https://www.instagram.com/michiganstateu).
- **YouTube:** [MichiganStateAlumni](https://www.youtube.com/MichiganStateAlumni).

Marketing and promotion tools: serve.msu.edu/volunteerTools.cfm includes sample social media posts for Facebook, Twitter, Instagram, and email.

- Refer to the "[Promoting Your Service Project Through Graphics](http://serve.msu.edu/volunteerTools.cfm)" document on serve.msu.edu/volunteerTools.cfm.

The MSU Alumni office wants to see your content. Share your posts, photos, and videos by using the hashtag [#SpartansWillServe](https://twitter.com/SpartansWillServe). Using this hashtag will make your posts easily searchable for the MSU Alumni office and other Spartans. Post your content to all of your social media platforms and, if possible, tag your alumni club, employer, MSU department or program, community partner/organization, and volunteers.