

Current Logo

MSU Alumni Club of Mid-Michigan

Dated Logo

Not MSU Font



Social Media

Old Green

Inconsistent Naming

Other Clubs

Austin Spartans

Philly Spartans

Chicago Spartans

DC Spartans

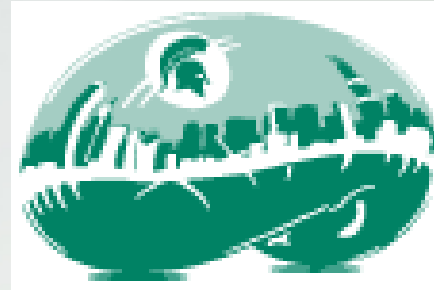
New York Spartans

Orange County Spartans

AUSTIN
SPARTANS

I  NY

LOVE
PHILLY SPARTANS



Needs

- MSU Branding
- Emphasize Spartans
- Emphasize Location
- Consistent Name
- Clean Design
- Social Media & Web Friendly
- Flexibility

Our Concept



1



2



1. Main logo
2. Printable in black
3. Alterable for committee needs
4. Alterable for committee needs; Can be printed in white on dark (for t-shirts)

3



4

