Communications and Brand Strategy (CABS)

Inspires esteem and affinity for Michigan State University, its people, and its purpose, leading to supportive action.

- Plan and implement **strategic communications** programs to build brand, enhance reputation, and support key university initiatives
- **Create and share compelling content** that inspires interest in and support for the people and purpose of MSU
- Manage **issues and adversity communication**
- Provide leadership to **align external and internal communications** across the university to maximize impact and steward resources
- Provide **marketing and communications consultation** for MSU units
YOUR CULTURE IS YOUR BRAND

— Tony Hsieh, Zappos
Our Mission

Michigan State University, a member of the Association of American Universities and one of the top 100 research universities in the world, was founded in 1855. We are an inclusive, academic community known for our traditionally strong academic disciplines and professional programs, and our liberal arts foundation. Our cross- and interdisciplinary enterprises connect the sciences, humanities, and professions in practical, sustainable, and innovative ways to address society’s rapidly changing needs.

As a public, research-intensive, land-grant university funded in part by the state of Michigan, our mission is to advance knowledge and transform lives by:
• providing outstanding undergraduate, graduate, and professional education to promising, qualified students in order to prepare them to contribute fully to society as globally engaged citizen leaders
• conducting research of the highest caliber that seeks to answer questions and create solutions in order to expand human understanding and make a positive difference, both locally and globally
• advancing outreach, engagement, and economic development activities that are innovative, research-driven, and lead to a better quality of life for individuals and communities, at home and around the world
IT’S NOT JUST WHAT WE DO, BUT WHY AND HOW WE DO IT THAT DISTINGUISHES US AS SPARTANS.

SPARTANS WILL.
We Believe...
INTERNAL
Identity

V

EXTERNAL
Image
YOU’RE A SPARTAN!

The publication contains important information about why next is not to be emptied until Michigan State University.

EMPOWER EXTRAORDINARY
THE CAMPAIGN for MICHIGAN STATE UNIVERSITY

On October 24 we launched a campaign that will propel this great university forward through its people and with you at its side.

WHERE THERE’S A WILL, THERE’S A SPARTAN.
Authentic and Powerful Culture Brand:

stakeholder focused
listens and learns
generates real value
story to connect emotionally
distinctive point of view
identified as much by what it DOES NOT do as it DOES
Real Value:
Outside Image = Institutional Values

What makes MSU special is valued by internal and external audiences
Emerged consistently in research
<table>
<thead>
<tr>
<th>TAGLINE</th>
<th>Spartans Will.</th>
</tr>
</thead>
<tbody>
<tr>
<td>POSITIONING</td>
<td>MSU’s talented, passionate people and open, collaborative culture empower opportunity and create extraordinary impact for a better world.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STORY ANCHORS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Strength</td>
<td>Our people set us apart.</td>
</tr>
<tr>
<td>We have an amazing work ethic.</td>
<td>We are unpretentious and incomparably tenacious. No challenge is beneath us—or too big to tackle—if it makes a difference in people’s lives.</td>
</tr>
<tr>
<td>We turn talent to good.</td>
<td>Talent is the essential element that drives us forward. We foster it, invest in it, recognize it, and turn it to the common good.</td>
</tr>
<tr>
<td>We excel on teams.</td>
<td>We are skillful partners, and we celebrate one another’s successes.</td>
</tr>
<tr>
<td>We value differences.</td>
<td>Our inclusive culture unleashes the creative power of diverse viewpoints and backgrounds.</td>
</tr>
<tr>
<td>Collective Power</td>
<td>Our open, collaborative culture is built to power and empower.</td>
</tr>
<tr>
<td>We foster openness and flexibility.</td>
<td>We empower individuals as they create their own paths of achievement.</td>
</tr>
<tr>
<td>We believe in partnerships.</td>
<td>Collaboration is often the best way to achieve lasting impact. Getting the best results and building for the future is more important to us than getting all the credit.</td>
</tr>
<tr>
<td>We connect globally.</td>
<td>We are globally networked, with decades of experience making a difference in communities at home and around the world in ways that advance us all.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Extraordinary Impact</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>We affect lives in extraordinary ways.</td>
<td>It’s in our DNA to shape a better tomorrow, helping individuals and communities achieve their potential in Michigan and around the world.</td>
</tr>
<tr>
<td>We are visionaries.</td>
<td>Our research pushes the boundaries of discovery to solve the big problems of our time.</td>
</tr>
<tr>
<td>We deliver excellence and opportunity.</td>
<td>We are an elite research university, but never elitist. We are competitive at the highest levels of research and scholarship and supporting the success of a globally minded, diverse population of learners.</td>
</tr>
</tbody>
</table>

| FOUNDATION | Excellence in research and education: pioneer land-grant university, top 100 research university, AAU member, competitive rankings, vast resources and outstanding facilities, globally networked, $500M plus in federal research funding, solid donor base, strong enrollment demand, large and socioeconomically diverse student population, strong mission of access and opportunity, more than half a million alumni globally, top-ranked athletics programs |
WHO WILL?

Who can we depend on to tackle the big problems of our time? Push the boundaries of discovery and forge partnerships that lead to better answers? Who will work for the common good with uncommon will? SpartansWill.msu.edu

SPARTANS WILL.

DANIEL GUEAT
ASSISTANT PROFESSOR
BIOCHEMISTRY AND
MOLECULAR BIOLOGY

MICHIGAN STATE UNIVERSITY
“Michigan State University: Who Will? Spartans Will” video
WHO WILL? SPARTANS WILL.

Who can we depend on to tackle the big problems of our time? Push the boundaries of discovery and forge partnerships that lead to better answers? Who will work for the common good with uncommon will? SpartansWill.msu.edu

JENNIFER ROBERTS
ASSISTANT PROFESSOR,
LARGE ANIMAL
CLINICAL SCIENCES

MICHIGAN STATE UNIVERSITY
WHO WILL MAKE THE WORLD A BETTER PLACE? WHO WILL BELIEVE IN SOLUTIONS THAT SEEM IMPOSSIBLE? WHO WILL BE OPEN TO NEW IDEAS AND LASTING PARTNERSHIPS? WHO WILL ADVANCE THE COMMON GOOD WITH UNCOMMON WILL?
SPARTANS WILL.

Discover the ways Spartans are changing the world at SpartansWill.msu.edu

MICHIGAN STATE UNIVERSITY
WHO WILL MAKE THE WORLD TAKE NOTE?
SPARTANS WILL.

From renowned jazz musicians to world-class nuclear scientists, MSU faculty and researchers create extraordinary impact while preparing the next generation for the global stage.

Discover the ways Spartans are changing the world at
SpartansWill.msu.edu

MICHIGAN STATE UNIVERSITY
WHO WILL CHAMPION GLOBAL UNDERSTANDING? SPARTANS WILL.

By challenging assumptions and expanding perspectives, Spartan scholars create understanding to make a more peaceful world.

Discover the ways Spartans are changing the world at SpartansWill.msu.edu

MICHIGAN STATE UNIVERSITY
WHO WILL ENVISION NEW POSSIBILITIES FOR A BRIGHTER FUTURE? SPARTANS WILL.

Spartan researchers see opportunities where others see obstacles. From creating new solar technologies that could one day power entire communities to developing more resilient crops to feed an ever-growing population, Spartans are turning "What if?" into "We will."

Discover the ways Spartans are changing the world at SpartansWill.msu.edu

MICHIGAN STATE UNIVERSITY
WHO WILL MAKE A DIFFERENCE IN THE LIVES OF CHILDREN AND FAMILIES?

SPARTANS WILL.

From Flint in Southeast Michigan to Malawi in East Africa, Spartans are working with communities to solve public health problems and ensure a safer, healthier future for all.

MOMA HANNA-ATTISHA
Assistant professor Pediatrics

Discover the ways Spartans are changing the world at SpartansWill.msu.edu

MICHIGAN STATE UNIVERSITY
WHO WILL WORK FOR THE COMMON GOOD WITH UNCOMMON WILL?
SPARTANS WILL.
WHO WILL BUILD THE BRIDGE TO TOMORROW? **SPARTANS WILL.**

*Michigan State University*
WHO WILL RAISE THE BAR? SPARTANS WILL.
WHO WILL PLANT NEW IDEAS?

SPARTANS WILL.
Moses Fram @mosesfram · 12h
It was time to announce it to the world, @michiganstateu! This app came out at the right time. pic.twitter.com/NGY8NXVR0y
Being a Spartan means everything. Together we make a difference by standing for something, working hard and never giving up. Having this permanent reminder on my wrist already inspires me to be better every day.

#spartanswill #msu #michiganstate #obsessed #inlove #gogreen #tattoo #inked #deppellum #tiggerstattoo #thisiseverything #inspiration #motivation #sohappy #almamater #surprise #transformationtuesday

❤️ court_1018. morgiebee.getsfit. debimarylou87 and 91 others like this.

🔥🔥

michiganstateu
This is truly amazing. Do you mind if we share your photo and caption?

arohrscheib
@michiganstateu yes go right ahead!

debimarylou87
Bam 💪🏼💪🏼❤️ i love this!!

vivianmyu
😭😭😭

Leave a comment...
“Michigan State University: What makes a Spartan a Spartan” video
WHO WILL PUT THE "US" IN GENIUS? SPARTANS WILL.

The spirit of collaboration. It runs deep inside Spartans. Driving us to work together across disciplines and time zones to make a lasting impact on the world we share. Strong as one. Extraordinary together. See how at MSU.edu/inside

MICHIGAN STATE UNIVERSITY
WHO WILL TURN QUESTION MARKS INTO EXCLAMATION POINTS?
SPARTANS WILL.

Inside every Spartan is the relentless drive to pursue solutions for a better tomorrow. And a hunger to make a difference. To affect the lives of others through advances in areas such as energy, food, water and health. MSU.edu/Inside
From East Lansing to Escanaba, see how MSU Spartans make Michigan a place of opportunity, imagination, and innovation. From July 17 to August 4, we’ll be posting stories from the road. Join us!
SPARTANS WILL.
A Healthier Tomorrow
FROM THE EDITOR:  
OUT OF THE OFFICE  

On vacation. Out of the office. Taking a break. Gone fishin’. However you say it, everyone needs to pause occasionally – even Spartans. Spartans are filled with incredible determination and resolve, but we’re also smart enough to know the value of hitting reset and rejuvenating our minds and bodies. That’s why this Spartan is taking a couple of days off to enjoy the incredible summer beauty Michigan has to offer. By this time tomorrow I hope to have sand between my toes, a good book in my hands and a view to rival any tropical paradise.

Rather than try to write my editor’s note from the beach (sand is really bad for a keyboard) I thought I’d do a bit of “Wayback Wednesday” and share a couple of my summer blogs from the past. Maybe you missed them the first time, or maybe you just want to revisit. Or maybe you just want to skip over them, but you’ll be missing out on some links to some cool stories and research that’s still relevant today.

So, kick back, put your away message on and enjoy some Spartan oldies, but hopefully goodies.
Department of Chemistry's Gary Blanchard and Marcos Dantus invented a headband that records severity and location of impacts on the head.

Keep the MSU pride going by checking out msutoday.msu.edu—a front-row seat for the most recent MSU headlines and the most inspiring Spartan adventures and achievements.

You are subscribed as todd.carter@cabs.msu.edu. To manage your subscription or change your email address, click here. To unsubscribe, click here.
Supporting entrepreneurship at MSU

MSU has announced a $4.5 million gift to the Institute for Entrepreneurship and Innovation in the Eli Broad College of Business from alumnus Robert "Bob" K. Burgess, an accomplished business leader and longtime university adviser. More >>

Making healthier corn crops

MSU researchers are partners in a collaborative research project that could provide some well-deserved relief to stressed-out corn crops. The group is studying how corn responds to environmental stresses, and examining ways of increasing stress resistance through genetics. More >>
COLOR PALETTE

PRIMARY COLORS
Michigan State University’s colors are green and white. The official MSU green is represented by the Pantone Matching System ink color 567 (PMS 567).

- When matching the official MSU green, consider the medium. The same color formula can look different on the web than it does printed on paper or rendered in fabric. Sampling the color from the Brand Standards PDF is not an accurate way to render the color for any medium. Comparing what is printed on a desktop color printer to a computer screen also is not reliable.
- Each PMS ink color number translates into different formulas in different software. PMS 567 green translated into RGB or into a hex code (for web use) in Illustrator and InDesign provides a different formula than if it is translated in Photoshop.

To ensure the consistency of the color, type in the exact formula as appropriate to each application:

PMS: 567
CHMYK: C 82 M 0 Y 64 K 70
RGB: R 24 G 69 B 59
WEB: 1B4538

SECONDARY COLORS

- C 100 M 0 Y 100 K 0
  R 153 G 177 B 75
  HEX #00D44B
- C 43 M 30 Y 33 K 0
  R 153 G 162 B 162
  HEX #77A2A2
- C 2 M 58 Y 100 K 0
  R 240 G 133 B 133
  HEX #FD8211
- C 88 M 0 Y 38 K 35
  R 0 G 129 B 131
  HEX #D05B53
- C 38 M 28 Y 7 K 11
  R 144 G 154 B 93
  HEX #B09967
- C 87 M 82 Y 56 K 29
  R 209 G 222 B 63
  HEX #55A03A
- C 32 M 40 Y 39 K 0
  R 205 G 222 B 83
  HEX #D8B93F
- C 1 M 5 Y 25 K 10
  R 232 G 147 B 218
  HEX #B00088
- C 40 M 100 Y 10 K 40
  R 250 G 180 B 95
  HEX #00E05F
- C 15 M 27 Y 110 K 4
  R 203 G 90 B 40
  HEX #C8A428

ESSENCE

The essence of the Michigan State University brand is the core of our brand and the central premise of our brand story.

INDIVIDUAL STRENGTH.
COLLECTIVE POWER.
EXTRAORDINARY IMPACT.

POSITIONING

Our positioning statement clearly articulates who we are and the distinctive value we offer. It guides and shapes our communications.

MSU’S TALENTED, PASSIONATE PEOPLE AND OPEN, COLLABORATIVE, CULTURE EMPOWER OPPORTUNITY AND CREATE EXTRAORDINARY IMPACT FOR A BETTER WORLD.
How MSU's top-ranked School of Packaging is making life better and safer

When it comes to finding solutions for a better tomorrow, Michigan State University Spartans have been thinking outside the box—and designing better boxes—for more than half a century.

The first higher education institution in the world to offer a bachelor of science degree in packaging, MSU is home to the top-ranked School of Packaging, where research and education focus on understanding and solving the practical challenges of packaging in the 21st century.

Spartans help map the future for autonomous and connected vehicles.

Michigan State University's culture of innovation and leading-edge automotive research puts faculty and students in the driver's seat as they design and build forward-thinking vehicles and technologies that are changing the mobility landscape.

With its strong and diverse expertise in disciplines related to autonomous and connected vehicles, MSU was one of just a handful of universities invited to participate in last year's World Mobility Leadership Forum, an international gathering devoted to promoting the development of autonomous, or self-driving, vehicles. And its efforts are gaining momentum.
Communicating Beyond Journals and Peers

As a scientist, scholar, or researcher, you help solve the world’s most pressing problems. Your is the trusted voice of reason. But to truly impact others, your voice needs to be more broadly heard beyond your peers and journals.

MSU Provost June Youatt and Stephen Hau, vice president for research and graduate studies, are encouraging faculty to proactively communicate to help create a more engaged, informed society that will make better personal, policy, and funding decisions.

They are supporting a collaborative initiative headed by Communications and Brand Strategy, MSU’s central public relations and marketing office, to help you explain your work in language that is compelling and understandable to the public. This initiative includes an online toolkit, workshops, and more.

Evidence shows that communicating publicly can reap the following benefits:

- Increases scholarly metrics
- Enhances stature and reputation among peers and students
- Counters public misconception on such issues as GMOS, vaccinations, or climate change
- Helps maintain public support for research funding at the national and state level
- Helps attract private funding and helps satisfy public funding outreach requirements
- Creates collaborative opportunities
- Increases postdocs and grad student recruitment

BLOGS AND OP-EDS

Once you have crafted your messages it is now up to you to spread those messages. Unlike having your story published by a reporter, which may not always be as in-depth or accurate as you might expect, one of the best ways to control the conversation and tell your story is to write about it yourself.

Two ways you can accomplish this are through a blog or op-ed.

Blogs

What are they?

A blog is published by an individual or a small group that consists of regular entries – or “posts” – displayed in reverse chronological order, similar to a diary or a journal. They are usually written in an informal tone and typically contain a comments section.

Blogs are an effective communications tool and are one of the fastest growing ways in which many people learn about science and research. They are an instrument for education and outreach, and can be used to provide commentary on news and current events, or to recap lectures, research, and fieldwork.

Why have a blog?

When used correctly, blogs can establish your online presence and can potentially amplify your voice in your field. At a minimum, they can also serve as an opportunity to refine your writing and communications skills.

The lines between traditional news media websites and personal blogs are becoming increasingly blurred. Many newspapers and individual reporters now have their own blogs, and news organizations will publish material written on personal blogs. A blog can be thought of as your own personal newspaper column. As the creator of the blog, you have complete control over the content you create and publish, and you serve as the editor. You write about what you want to, when you want to.

Blogs can be a valuable addition to your work and your professional presence, especially when housed on your website for visitors to view. A blog can help you address misunderstandings of your work and respond to bad press about your research or your field in general. Blog pieces can be submitted as op-eds and can be shared on other websites or via social media.

Challenges and downsides to blogs

The quality and success of a blog comes down to the effort and time you put into it. This means that a successful blog can only be time consuming. If you rarely update or add content to your blog, it will likely have fewer visitors and you may begin to question why you are doing it at all. But, as the creator and editor, your entries to a blog can be as easy and quick as you wish them to be.
Communicating Effectively Beyond Journals and Peers

- Enhance stature and reputation among peers and students
  - Increase scholarly metrics (e.g. citations) and scientific impact
- Attract private funding
  - Helps satisfy public funding outreach requirements
- Create collaborative opportunities
- Help recruit postdocs and grad students
- Counter public misperception on issues
  - Such as GMOs, vaccinations, and climate change
- Maintain public support for research funding
Editing human embryos with CRISPR is moving ahead – now’s the time to work out the ethics

Jessica Berg, Case Western Reserve University

The news may have come as a surprise, but it probably shouldn’t have. A bioethics expert walks through how big a deal this announcement is – and what we should be considering now.
THANK YOU!

TODD CARTER
Assistant Vice President for Marketing Communications
todd.carter@cabs.msu.edu
(517) 355-6482