MSU Brand Platform

MICHIGAN STATE UNIVERSITY

BRAND VISION	MSU's purpose-driven people thrive through community to improve lives and power meaningful progress.		
ICONIC EXPRESSION	**Spartans Will.**		
PERSONALITY	Genuine. Determined. Adaptable. Collaborative. Bold. Optimistic.		
OUR STRENGTHS	**POWERED BY PEOPLE** Spartans are driven by a will to make a difference in their own lives and the lives of others.	**THRIVING THROUGH COMMUNITY** Spartans grow, achieve and create extraordinary outcomes together.	**IMPACT IN ACTION** Spartan excellence improves lives and strengthens communities for meaningful progress.
CHARACTERISTICS	Fueled by purpose beyond themselves, they show up and step up where there is a need A people-first mindset shaped by openness, curiosity, and empathy Confident, resilient, and adaptable through challenge and new experiences Strong work ethic and determination, built to thrive and help others do the same Value well-rounded success, combining achievement, purpose, contribution and experience	Human-centered learning, mentorship, and support help Spartans realize their potential Practical, lifelong skills and real-world experiences build confidence, critical-thinking and readiness for a changing world Diverse backgrounds and perspectives come together for stronger ideas, shared discovery and unique experiences A culture where Spartans push each other further, support each other and succeed together Competitive at the highest levels, we do our best work through collaboration A strong network rooted in shared values, experiences and mutual support, fostering lifelong connection and belonging	Research and discovery to find solutions, respond to real-world needs and move Michigan and the world forward Practical innovation that improves lives and strengthens communities today and for the future Education that transforms lives and prepares graduates to think critically and lead through change across their careers and in life Deep partnerships and a statewide network strengthen communities, businesses and industries in Michigan and beyond Excellent and accessible education with the support to succeed ensures talent for the future