LOGO GUIDELINES FOR STUDENT CLUBS

Sponsored Student Organizations

CAN: use the block M as an affinity graphic* in their promotions
CAN: use their sponsoring department’s signature on their promotions
CAN: use Michigan Maize & Blue
CAN: use the word “Michigan”
CAN: use “University of Michigan” as part of their official name:
"University of Michigan Bees"
"Bees of the University of Michigan"

CANNOT: use the block M as part of their logo
CANNOT: use the University of Michigan logo
CANNOT: use the Victors font
CANNOT: use a slab serif letter “M” as a stand alone letter
CANNOT: use a slab serif letter “M” in the word “Michigan”
CANNOT: use a slab serif letter “M” where remainder of word is not set in same font.
CANNOT: use the signature generator
CANNOT: use block M as a stand-alone letter or spelling variation of an actual word

Voluntary Student Organizations

CAN: use Michigan Maize & Blue
CAN: use the word “Michigan”
CAN: ONLY use “University of Michigan,” “UMICH,” “U-M,” or “UM” following their name to describe the location:
“Dance Club at the University of Michigan”
(see naming policy here)

CANNOT: use the block M as part of their logo
CANNOT: use the block M as an affinity graphic
CANNOT: use the University of Michigan logo
CANNOT: use the Victors font
CANNOT: use a slab serif letter “M” as a stand alone letter
CANNOT: use a slab serif letter “M” in the word “Michigan”
CANNOT: use a slab serif letter “M” where remainder of word is not set in same font.
CANNOT: use the signature generator
CANNOT: use block M as a stand-alone letter or spelling variation of an actual word
CANNOT: use “University of Michigan,” “UMICH,” “U-M,” or “UM” before their name:
“U-M Dance Club”
(see naming policy here)
Compliant SSO