

# LOGO GUIDELINES FOR STUDENT CLUBS



↑  
OFFICIAL U-M LOGO



↑  
\*AFFINITY GRAPHIC



## 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



**AT MICHIGAN**



## 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](#))

# U-M BEES



**SPONSORING DEPT**  
UNIVERSITY OF MICHIGAN

**Compliant SSO**

**UNIVERSITY OF MICHIGAN TRIATHLON**



**M** | SPONSORING DEPT  
UNIVERSITY OF MICHIGAN

**Compliant SSO**



**Compliant SSO**

# *MSalsa*

AT THE UNIVERSITY OF MICHIGAN

**Compliant VSO**



**Compliant VSO**