**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
University of Michigan Triathlon

Compliant SSO
Compliant SSO
Compliant VSO