

LOGO GUIDELINES FOR STUDENT CLUBS



↑
OFFICIAL U-M LOGO



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*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