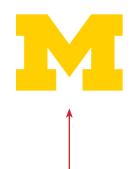
## LOGO GUIDELINES FOR STUDENT CLUBS





\*AFFINITY GRAPHIC









University of Michigan Michigan U-M

## **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 offical 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)







**Compliant SSO** 

