### Sponsored Student Organizations

- **MAY:** use the primary logo in their promotions
- **MAY:** use the Block M in their promotions
- **MAY:** use their sponsoring department’s logo signature in their promotions
- **MAY:** use Michigan Maize & Blue
- **MAY:** design their own logo as long as it does not include any U-M registered trademarks

- **MAY NOT:** use the Block M as part of their logo
- **MAY NOT:** use a slab serif letter “M” as a standalone letter

### Voluntary Student Organizations

- **MAY:** use Michigan Maize & Blue
- **MAY:** design their own logo as long as it does not include any U-M registered trademarks

- **MAY NOT:** use the University of Michigan logo
- **MAY NOT:** use the Block M as part of their logo
- **MAY NOT:** use a slab serif letter “M” as a standalone letter
YOU MAY NOT ALTER THE MARKS IN ANY WAY.

**DO NOT** replace the official typeface with any other.

**DO NOT** modify, redesign, redraw, animate, modify element size or position or color, or alter the proportions of the logo/secondary mark.

**DO NOT** rotate or render the logo/secondary mark three-dimensionally.

**DO NOT** use any part of the logo/secondary mark, including the Block M, or a “proxy” M, as part of another word.

**DO NOT** add additional words, images, or any other new elements to the logo/secondary mark.

**DO NOT** enclose the logo/secondary mark in a shape, combine it with other design elements or effects, or create the mark out of other objects.