

STUDENT ORGANIZATION GUIDELINES



PRIMARY LOGO



SECONDARY MARK
(AKA: BLOCK M)



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
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- 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



PRIMARY LOGO



SECONDARY MARK
(AKA: BLOCK M)



- MAY: use Michigan Maize & Blue
 - MAY: design their own logo as long as it does not include any U-M registered trademarks
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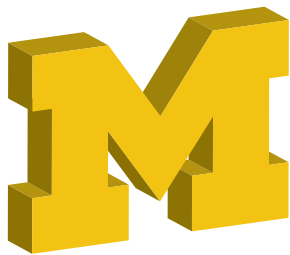
- MAY NOT: use the University of Michigan logo
- MAY NOT: use the Block M as part of their logo
- MAY NOT: use a slab serif letter "M" as a standalone letter

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.



FLOWER SHOW

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.