









THE BRAND.  
THE BRAND.  
**THE BRAND.**

# BRAND IDENTITY STYLE GUIDE

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# THE BRAND. THE BRAND. **THE BRAND.**

## WHAT IS A STYLE GUIDE?

A well-developed style guide is an essential tool for establishing a brand's identity. It acts as a key document that helps designers and content creators communicate consistently with our audiences, so it's a great asset for creating the most effective, on-brand content.

This brand style guide outlines U-M's design standards for professionals (both on and off campus) who do marketing and communications work for university schools, colleges, departments and programs. It includes guidelines for the applications and variations of our logos, color palettes, typography (font families, sizes, kerning and line height/spacing) and photography.

## WHY IS IT IMPORTANT?

Having a document to reference for expected standards makes the lives of designers and developers much easier and gives them a solid framework to use for their work. Providing and following brand standards ensures that all of our content distinguishes the U-M brand from its competitors across the board. This cohesion helps establish a strong brand identity that resonates with our audiences — reinforcing both brand awareness and loyalty.



## UNIVERSITY LOGOS/MARKS

# UNIVERSITY LOGOS/MARKS

University of Michigan has four official marks — the primary logo, the horizontal logo, the secondary mark and the University Seal. The primary and horizontal logos are used to definitively identify the university when marketing/communicating to general audiences. The secondary mark (the Block M) is reserved for audiences already familiar with the university. The University Seal is reserved for presidential and regental use only.



PRIMARY LOGO



HORIZONTAL LOGO



SECONDARY MARK  
(AKA: BLOCK M)



UNIVERSITY SEAL  
(FOR PRESIDENTIAL &  
REGENTAL USE ONLY)

The primary logo is the main identifier for the University of Michigan. The primary logo, horizontal logo or unit logo must appear on all publications, websites and other visual communications developed by U-M.

The University of Michigan logo was carefully designed based on the proportions of the copyrighted Block M. Each element was sized, placed and colored for maximum visibility and legibility.

- Do not modify the size, position, color or relationship of any of these elements.
- Use only official, unaltered logos/marks and signatures designed to approved specs. Do not recreate logos/marks.
- Only use University of Michigan logos/marks on official communications, partnerships and sponsorships. U-M does not generally allow use of its logos/marks for projects not affiliated with the university, other than commercial products licensed through IMG Licensing, U-M's licensing partner.



UNIT LOGO

The university's unit logo generator allows U-M employees to create unit logos for their school, college, or department. Unit logos are made up of the Block M (the "secondary mark") and the individual unit name.

Contact your unit's "logo gatekeeper" to request access, or email [idstandards@umich.edu](mailto:idstandards@umich.edu) for help.

# CLEAR SPACE AND MINIMUM SIZES

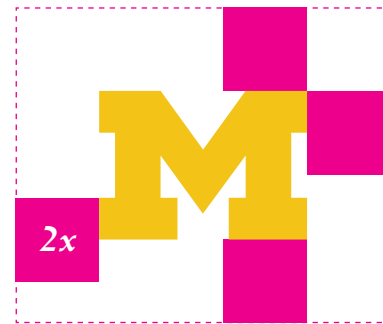
## CLEAR SPACE

Always position the logo for maximum impact and give it plenty of room to help to ensure visibility and legibility.

The minimum clear space for the University of Michigan logo is defined as twice the height of the block serif. Understanding the clear-space rule is essential, as it is also the standard for logo position and scale on most printed communications. In that regard, the clear space rule should be maintained as the logo is proportionately enlarged or reduced in size.



- x = internal breathing space based on the size of the serif
- 2x = external safe space to aid readability and ensure no other graphic becomes visually attached to the official identity



- 2x = external safe space to ensure nothing comes close enough to make the Block M look like part of a larger graphic

## MINIMUM SIZES

When reproducing the primary logo, be conscious of its size and legibility — a signature that is too small doesn't serve any useful communication function. The primary logo should never appear less than 3/4" tall in printed materials, and no less than 75 px tall in the digital realm. A logo signature may be reduced 3/8" tall in print, and 36 px digitally.



# LOGO INFRACTIONS

## Guidelines: Primary Logo

You may not alter the logo in any way. Specifically:



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

**DO NOT** modify, redesign, redraw, animate, distort or alter the proportions of the logo

**DO NOT** add words, images, or other design elements or effects to the logo, or add the logo to another graphic

**DO NOT** modify the size or position relationship of any element within the logo

**DO NOT** rotate or render the logo three-dimensionally

## Guidelines: Secondary Mark (Block M)

You may not alter the mark in any way. Specifically:



**DO NOT** use any part of the mark as part of another word\*

**DO NOT** modify, redesign, redraw, distort or alter the proportions of the mark

**DO NOT** add words, images, or other design elements or effects to the mark, or add the mark to another graphic

**DO NOT** rotate or render the mark three-dimensionally

\*A single exception was made for the use of the Block M in the word "home" in the phrase "welcome hoMe"

# LOGO DOWNLOADS

We're proud of our primary logo and secondary mark and want to ensure that they are used appropriately. There are various logo/mark kits available for download on the brand website, as well as guidelines for their use.

For more information, contact [idstandards@umich.edu](mailto:idstandards@umich.edu).

## PRIMARY LOGO KIT

What's included: Six versions of the logo, each one provided in three formats:

A CMYK eps for print, a PMS eps for print, and a HEX png for digital. You can also download each file individually.



**Primary Logo:** Use this version of the primary logo for 4-color applications (or 2-color printing on white).



**Primary Logo with outline:** This primary logo has a thin white rule around the edge. Use it when placing the logo on a dark background.



**Blue Logo:** This blue-and-white version of the primary logo should be used when only one of the university's primary colors is available.



**Blue Logo with outline:** This blue-and-white version of the primary logo should be used when only one of the university's primary colors is available and placing the logo on a dark background.



**Black Logo:** This black-and-white version of the primary logo is used for applications like newspaper advertising.



**Black Logo with outline:** This black-and-white version of the primary logo is used for applications like newspaper advertising and placing the logo on a dark background.

UNIVERSITY LOGOS/MARKS

# LOGO DOWNLOADS

EXAMPLES OF THE PRIMARY LOGO IN USE

Primary Logo



Primary Logo with Outline



Black Logo



Black Logo with Outline



# LOGO DOWNLOADS

## HORIZONTAL LOGO KIT

What's included: Four versions of the logo, each one provided in three formats: A CMYK eps for print, a PMS eps for print, and a HEX png for digital. You can also download each file individually.



**Full Color:** The horizontal logo is for use only when vertical space is at a premium and horizontal layout fits better with design.



**Reversed:** The reversed versions of the horizontal logo is for use on dark backgrounds.



**Blue:** This single-color version of the horizontal logo should only be used when only one of the university's primary colors is available.



**Black:** This black-and-white version of the horizontal logo is used for applications like newspaper advertising.

## SECONDARY MARK (AKA: BLOCK M) KIT

The secondary mark kit includes a CMYK eps for print, a PMS eps for print and a HEX png for digital.



The secondary mark, or "Block M," is for non-retail use only.

# UNIT LOGOS

The University of Michigan's identity system is designed to create and maintain unity — to ensure that no matter what campus, college or unit is issuing the communication, it is properly and strongly branded.

## FORMAL UNIT LOGO



While the unit name is made the most visually prominent element of the formal unit logo, the relationship to its ?? is maintained.

### USAGE:

**Schools/Colleges:** Official name of School/College, Degree-Granting Programs, Centers and Internal Administrative Departments/Units.

**Administrative Offices:** Institutes, Offices, Divisions, Units.

## MARKETING UNIT LOGO



The intent of this unit logo is to help schools, colleges and U-M units stand out. This unit logo features a large unit name, with a secondary line providing the branding in the form of the "University of Michigan" set in the Victors font.

### USAGE:

**Schools/Colleges:** Official name of School/College, Degree-Granting Programs and Centers.

(CANNOT BE USED FOR SCHOOL/COLLEGE ADMINISTRATIVE DEPARTMENTS/UNITS — e.g. Career Services, Office of Student Life, etc.)

**Administrative Offices:** Institutes, Offices, Divisions, Units.



# UNIT LOGOS

## INFORMAL UNIT LOGO



As the title suggests, this mark is intended for informal representation of a unit. Linking the unit directly to the Block M without the addition of “University of Michigan” should be reserved for internal communications or for outreach to stakeholders who are already familiar with the unit.

### USAGE:

**Schools/Colleges:** Official name of School/College, Degree-Granting Programs, and Centers.

(CANNOT BE USED FOR SCHOOL/COLLEGE ADMINISTRATIVE DEPARTMENTS — e.g. Career Services, Office of Student Life, etc.)

**Administrative Offices:** Institutes, Offices, Divisions, Units.

## STACKED UNIT LOGO



This signature is typically reserved for settings in which there is limited space and the preferred horizontal signature would not be legible. This signature is considered equivalent to the formal unit logo and the marketing unit logo.

### USAGE:

**Schools/Colleges:** Official name of School/College, Degree-Granting Programs, Centers, and Internal Administrative Departments.

**Administrative Offices:** Institutes, Offices, Divisions, Units.



# GUIDELINES FOR STUDENT ORGANIZATIONS

## SPONSORED STUDENT ORGANIZATIONS

### MAY:

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



PRIMARY LOGO



SECONDARY MARK  
(AKA: BLOCK M)



### MAY NOT:

- use the Block M as part of their logo
- use a slab serif letter "M" as a standalone letter



## VOLUNTARY STUDENT ORGANIZATIONS

### MAY:

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



### MAY NOT:

- use the University of Michigan logo
- use the Block M as part of their logo
- use a slab serif letter "M" as a standalone letter



PRIMARY LOGO



SECONDARY MARK  
(AKA: BLOCK M)





## UNIVERSITY SEAL

# UNIVERSITY SEAL

The Seal of the University of Michigan is used as a formal insignia on official university documents and on materials produced for the U-M Regents and President. Each of the three campuses has its own seal.

**The Seal is not a marketing logo.** Use of the Seal for any purpose other than those listed below must be approved by the ID Standards team and the VP/Secretary of the University.



## THE SEAL IS RESERVED FOR:

### Regental/Presidential Materials

Stationery products, business cards, etc.

Colors: PMS 8640 (Metallic Gold) + 282 (Blue)

### Official Documents

Diplomas, transcripts, certificates and similar materials related to official university business

Colors: PMS 8640 (Metallic Gold) + 282 (Blue)

(diploma printers, who use engraving inks, will match the PMS colors as closely as possible)

### Public Safety & Security

DPSS badges, apparel, vehicles, signage, etc.

Colors: PMS 7406 (Maize) + 282 (Blue)

### Commencement Materials

Commencement and Honors Convocation programs, signage, lecterns and podiums, university academic flags, etc.

Colors: PMS 7406 (Maize) + 282 (Blue)

### Licensed Merchandise

Gifts and apparel offered commercially through the U-M's licensing partner, IMG Licensing

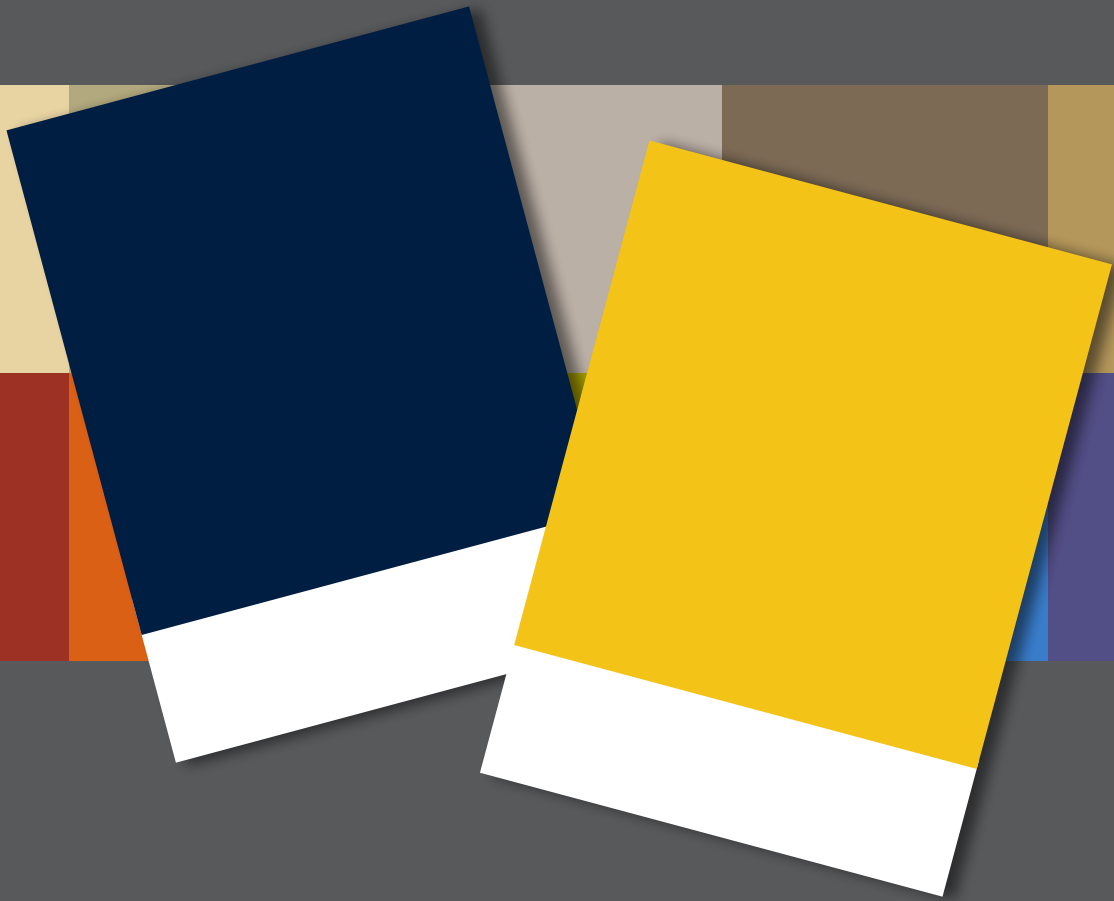
A one-color version of the seal is available for special printing processes (e.g., embossing).  
Contact: [idstandards@umich.edu](mailto:idstandards@umich.edu).

**NO CROPPING OR SCREENS;** the seal must only be used in its entirety and at full strength.

## THE SEAL MAY NOT BE USED:

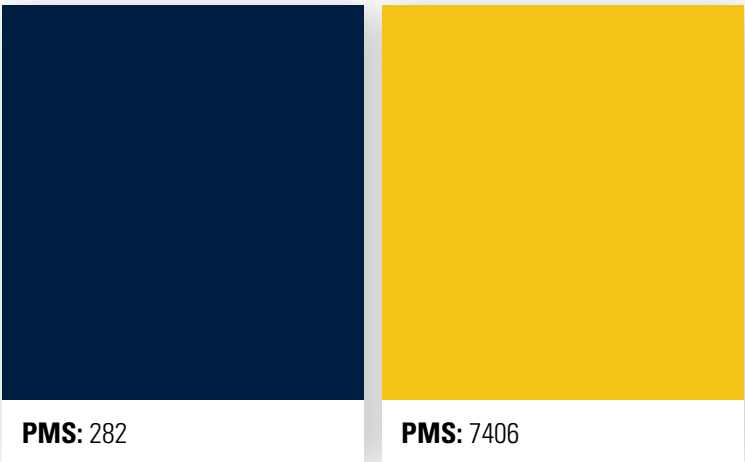
- for non-regental or -presidential stationery products
- for printed or digital marketing materials
- on websites (except [regents.umich.edu](http://regents.umich.edu))
- in social media messaging
- by students

**PLEASE NOTE:** The 3-color Seal (with red detailing) should NOT be used.



## COLOR PALETTES

# COLOR PALETTES



## ONE MAIZE. ONE BLUE. ONE BRAND.

Maize and blue play a vital role in establishing a clear and powerful image and in defining the University of Michigan brand identity.

### ACCESSIBILITY REQUIREMENTS

When designing for the web, all content must conform to the accessibility standards set by the university's ITS accessibility team.











Based on Web Content Accessibility Guidelines (WCAG 2.0), the criteria for level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for larger text, greater than 24px or 19px and bold. The chart below provides approved brand color combinations that meet WCAG 2.0 level AA standards.

This quick-reference chart shows which colors provide enough contrast to be used as text against a light background, and which colors don't have enough contrast to be readable as text but could be used as a background.

### PRIMARY PALETTE — LOGO SIGNATURE COLORS

Our signature color palette of Michigan Maize and Blue creates a powerful differentiator for our brand. Using this palette appropriately and consistently creates an additional layer of distinction.
































Signature colors may be used extensively both for large areas of color and as accent colors.

COLOR	PRINT	WEB	WEB ACCESSIBLE COMBINATION	
Maize	 <b>PMS:</b> 7406 <b>CMYK:</b> C0, M18, Y100 K0	 #FFCB05	 Aa	 Aa Blue (#00274C)
Blue	 <b>PMS:</b> 282 <b>CMYK:</b> C100, M60, Y0 K60	 #00274C	 Aa	 Aa Yellow (#FFCB05)
			 Aa	 Aa White (#FFFFFF)

# COLOR PALETTES

## SECONDARY PALETTE — SUPPORTING COLORS






















The colors in our supporting palette were chosen to complement our primary palette of maize and blue, providing additional range to the brand experience. They work well as accent colors or as backgrounds behind typography or graphics, but should never replace the primary palette as the main color(s) of a design. **NOTE:** While these colors are recommended rather than mandated, we strongly encourage you to use them.

COLOR	PRINT	WEB	WEB ACCESSIBLE COMBINATION	
Tappan Red	 <b>PMS:</b> 484 <b>CMYK:</b> C8, M92, Y100, K33	 #9a3324		 White (#FFFFFF)
Ross Orange	 <b>PMS:</b> 1595 <b>CMYK:</b> C0, M71, Y100, K3	 #d86018		Black (#000000)
Wave Field Green	 <b>PMS:</b> 398 <b>CMYK:</b> C14, M6, Y100, K24	 #a5a508		 Black (#000000) Blue (#00274c)
Rackham Roof Green	 <b>PMS:</b> 5565 <b>CMYK:</b> C44, M12, Y34, K24	 #75988d		 Black (#000000) Blue (#00274c)
Taubman Teal	 <b>PMS:</b> 326 <b>CMYK:</b> C81, M0, Y39, K0	 #00b2a9		 Black (#000000) Blue (#00274c)
Arboretum Blue	 <b>PMS:</b> 660 <b>CMYK:</b> C88, M50, Y0, K0	 #2f65a7		 White (#FFFFFF)
A2 Amethyst	 <b>PMS:</b> 2603 <b>CMYK:</b> C72, M99, Y0, K3	 #702082		 White (#FFFFFF) Maize (#FFCB05)
Matthaei Violet	 <b>PMS:</b> 668 <b>CMYK:</b> C70, M77, Y7, K23	 #575294		 White (#FFFFFF) Maize (#FFCB05)

# COLOR PALETTES

## SECONDARY PALETTE — NEUTRAL COLORS

The colors in our supporting palette were chosen to complement our primary palette of maize and blue, providing additional range to the brand experience. They work well as accent colors or as backgrounds behind typography or graphics, but should never replace the primary palette as the main color(s) of a design. **NOTE:** While these colors are recommended rather than mandated, we strongly encourage you to use them.

COLOR	PRINT	WEB	WEB ACCESSIBLE COMBINATION	
UMMA Tan	 <b>PMS:</b> 7502 <b>CMYK:</b> C6, M14, Y39, K8	 #cfc096	 Aa	 Aa Black (#000000) Blue (#00274c)
Burton Tower Beige	 <b>PMS:</b> 451 <b>CMYK:</b> C21, M15, Y54, K31	 #9b9a6d	 Aa	 Aa Black (#000000) Blue (#00274c)
Angell Hall Ash	 <b>PMS:</b> PANTONE Warm Gray 6 <b>CMYK:</b> C14, M19, Y21, K39	 #989c97	 Aa	 Aa Black (#000000) Blue (#00274c)
Law Quad Stone	 <b>PMS:</b> PANTONE Warm Gray 11 <b>CMYK:</b> C26, M36, Y38, K68	 #80764b	 Aa	 Aa White (FFFFFF)
Diag M Metallic	 <b>PMS:</b> 872			
Puma Black	 <b>PMS:</b> PANTONE Black 6 <b>CMYK:</b> C100, M79, Y44, K93	 #131516	 Aa	 Aa White (FFFFFF) Maize (#FFCB05)

# TYPOGRAPHY AND FONTS



# TYPOGRAPHY

Typography is a powerful tool. When used effectively, the right font commands attention, elicits emotions and above all creates a voice. It's why typography is such an essential component of our brand's visual identity.

## HOW TO CHOOSE A TYPEFACE

### LEGIBILITY

Legibility refers to the design of the typeface — the width of the strokes, whether or not it has serifs, the presence of novel type design elements, etc. It is easy to tell one letterform from another in a legible typeface.

- Choose typefaces with conventional letterforms.
- Choose typefaces with generous spacing.
- Choose typefaces with a tall x-height (the height of lowercase letters in relation to uppercase).

### READABILITY

How your type is set, combined with the overall legibility of the font, yields a certain level of readability. In most cases, communication comes before style — form follows function — so resolve readability first.

- Choose typefaces that were designed for your purpose. If a typeface was designed for signage, it may not work well as the body copy in a book.
- Align text to “ragged right” for comfortable word spacing online to avoid “rivers.”
- Make sure the leading (the amount of space between lines of text) is greater than the point size of your typeface.

# trailblazer

*noun* trail·blaz·er \trā·blā-zər\

a person who makes, does or discovers something new and makes it acceptable or popular

[firstgen.studentlife.umich.edu](https://firstgen.studentlife.umich.edu)

#UMich1stGen



# FONTS

## FONT RECOMMENDATIONS

### GENERAL USE TYPEFACES:

IBM Plex super family

[fonts.google.com/?query=ibm](https://fonts.google.com/?query=ibm)

The quick brown fox jumps over the lazy dog

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Montserrat

[fonts.google.com/specimen/Montserrat](https://fonts.google.com/specimen/Montserrat)

The quick brown fox jumps over the lazy dog

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Nunito Sans

[fonts.google.com/specimen/Nunito+Sans](https://fonts.google.com/specimen/Nunito+Sans)

The quick brown fox jumps over the lazy dog

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Merriweather

[fonts.google.com/specimen/Merriweather](https://fonts.google.com/specimen/Merriweather)

The quick brown fox jumps over the lazy dog

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### DISPLAY TYPEFACES:

Playfair Display

[fonts.google.com/specimen/Playfair+Display](https://fonts.google.com/specimen/Playfair+Display)

The quick brown fox jumps over the lazy dog

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Oswald

[fonts.google.com/specimen/Oswald](https://fonts.google.com/specimen/Oswald)

The quick brown fox jumps over the lazy dog

**PLEASE NOTE:** The fonts listed here are all available free of charge. The University of Michigan does not have licensed fonts for use campuswide, so any additional typefaces desired must be purchased by the individual units.

# Accessibility



“Accessibility” is the inclusive practice of designing so people with disabilities can engage equitably. That’s a large slice of the population: according to Census Bureau data, nearly 30% of people in the United States and about one in 6 worldwide have a disability.

As a public institution, the University of Michigan must comply with the [accessibility standards set by WCAG 2.0 \(Web Content Accessibility Guidelines\)](#). But making content accessible is also an essential part of our culture of inclusion at U-M, and another example of our commitment to diversity, equity and inclusion.

### Digital Accessibility

Accessible technology has led to innovations like Siri, speech-to-text dictation, touchscreen devices and much more. It’s helped increase usability and user experience, and improved the quality of code. And accessible design often breeds innovative technology.

If you have accessibility questions, there is a web accessibility working group on campus you can contact for help. You can also email the [accessibility@umich.edu](mailto:accessibility@umich.edu) group, which includes staff from the Office for Institutional Equity (OIE) and ITS, who can answer questions; they can also add you to the MCommunity Group for the Web Accessibility Working Group.

Some content in this section was adapted from the ITS [About Accessibility](#) website. To learn more, please visit [IT Accessibility at the University of Michigan](#).

### Print Accessibility

Most people think of websites when they think of accessibility. But printed materials should also be accessible. And there are things U-M communicators can and should be doing to achieve that objective. Since the ADA does not yet provide guidance about print, the guidelines below are U-M accessibility and design experts’ best-practice recommendations.

Overall, we aim to create attractive, legible and readable materials to engage the widest range of users. This means considering accessibility before, and during, the design process and being open to requests for alternative versions.

The best way to ensure accessible print materials is to offer alternate modalities — electronic files, audio versions, Braille, [large-print](#) or alternate-contrast versions (such as [low-contrast versions](#) or [reverse-contrast type versions](#)) — and advertise the availability of those alternatives.

You can also improve your print materials by following these guidelines:

#### Fonts

These days we have access to countless fonts in myriad styles and weights. So it’s impossible to pick one minimum size to ensure readability for every possible font option. But here are some general principles:

#### Legibility.

Use a sans serif font for the main body of text whenever possible, since they’re more readable. Simple serif fonts can be used, but dramatic thicks and thins and exaggerated serifs are hard to read. Fonts with large x-heights are easier to read.

Use at least 12-point type for body copy when possible. If you have to use 10-point type, make sure it has a large x-height. Footnotes and photo credits should be no smaller than 8-point. Set leading at least 20–25% greater than the font size. Extra leading helps readers maintain their place and move smoothly through content.

Roman fonts are preferred. Avoid italics and all caps. Be sure underlining does not connect with the bases of letters.

#### Avoid hyphenation.

## DESIGN

**Readability.**

Bright white paper can produce excessive glare. Choose a dull-finish, smooth paper heavy enough to prevent showthrough if your piece is two-sided.

Limit decorative fonts and type-on-path text elements. Make sure any words treated decoratively are repeated within the main body of text.

Try to avoid placing text blocks over photographs, illustrations or other graphics. It can be difficult to ensure enough contrast against non-solid backgrounds.

**Simplicity.**

If folds are necessary, they should be simple and intuitive, like the popular folds shown here.

Keep the organization of content straightforward. Use headings to break up copy and enhance readability and comprehension. Make sure headings are descriptive of the text that follows them.

Ensure paragraphs have consistent letter spacing and word spacing. Set type flush-left/ragged-right; justified text can decrease readability. Optimum line length is 8–12 words (approximately 60 characters).

Avoid visual clutter and maximize white space. People with low vision and those with cognitive disabilities benefit from ample white space.

## LANGUAGE

Read more about language on the brand site's [editorial resources page](#).

**Simplicity.**

Know your audience. Write for them, not for the experts. There are many resources that can help, including [this one from WebAIM](#). In general:

- Keep the message short and simple.
- Use short sentences, paragraphs and sections.
- Avoid complex words and sentences. It's better to avoid acronyms entirely, but if that's not possible, define and/or spell them out at least once in the content, generally at the first mention.
- Steer clear of "internal speak" and confusing jargon. Use words your audience will understand and relate to.
- Shorten and clarify complex material.
- Add white space. People with low vision and those with cognitive disabilities benefit from ample white space.

Break up copy using headings to help readers navigate through content. Headings should be descriptive of the text that follows them.

Use the active voice instead of the passive.

### PLANNING

#### **Welcome Accessibility.**

The University of Michigan values diversity in all forms. It is up to us to create a culture of caring and accountability around accessibility. Create plans for providing alternatives, and processes that members of the community can follow to request accessible materials.

#### **Increased Budget.**

Plan for adequate paper size and stock, high-quality images, alternate formats and the extra time and funding needed for creating additional formats.

#### **Extended Schedule.**

Allow sufficient time for the creation of alternate formats — including proofing and review by an accessibility expert.



# PHOTOGRAPHY

# PHOTOGRAPHY

A picture is worth—well, you know the rest.

Good photography is an integral part of our visual style. Photographs should embody our brand personality, capturing the University of Michigan spirit and the prestigious nature of the university. Photos should be expressive, evocative and compelling, communicating our creativity, diversity and commitment to global outreach.

Michigan Photography is dedicated to capturing the essence of U-M through the people, the events and the spirit that make Michigan great. Contact them today at 734-764-9217, [umphotography@umich.edu](mailto:umphotography@umich.edu) or visit their website at [photography.umich.edu](http://photography.umich.edu) to schedule a shoot.



## REINFORCING SAFETY IN PHOTOS



### **SAFE RESEARCH, SMART RESEARCH: REINFORCING A CULTURE OF SAFETY IN MEDIA**

In 2015, President Mark Schlissel introduced a plan to enhance the culture of safety in research at the University of Michigan. One area of focus in the plan is appropriate use of personal protective equipment such as safety glasses, gloves, and lab coats while in the laboratory. Continual visual reminders of best practices in the use of this equipment help to promote safe behavior in labs and other research settings, such as field research.

When filming or taking photos of researchers at work, please be attentive to this concern. You can help to ensure the safety of researchers, others in the lab/field, and the work they are doing by:

- Reminding faculty, students and staff to wear their personal protective equipment, just as they would when working.
- Setting shots so that the use of this equipment is visible, helping audiences to see it as a standard part of the research process.
- Moving outside of the lab when you want shots such as portraits or informal groups, where the protective equipment would be a hindrance.

## DEPICTING SAFETY: WHAT TO EXPECT

Safety is everyone's responsibility — this includes those behind the lens as well.

**Basic considerations for research and laboratory spaces with chemical or physical hazards present:**

### Laboratories

- All individuals should be wearing safety glasses, whether doing work or not, when the setting depicts a laboratory environment or a situation where a hazard is present.
- Gloves and a lab coat should be worn by anyone handling chemicals.
- No food or drink should be present.
- Everyone in the shoot should be using personal protective equipment.

### Other Locations

- Appropriate personal protective equipment must be worn and protective barriers set in place when photos are taken in non-laboratory locations such as field work settings or “digs” that involve human/animal remains.
- Appropriate equipment and barriers are required in many settings to:– Prevent falls– Protect people in or near trenches that are not properly sloped or shored– Protect people around hazardous equipment, on boats, on roofs, and in similar situations

For general media-related safety questions or clarification about research safety images and videos, contact [imagesafety@umich.edu](mailto:imagesafety@umich.edu).

### WHEN IN DOUBT...

The Environment, Health & Safety team at the University of Michigan is available to provide advice and review materials for individuals across campus.

Visit [ehs.umich.edu](https://ehs.umich.edu) to learn more.



