**MARKETING & PUBLICITY**

**LOGOS AND TRADEMARK GUIDELINES**

**Using University of Michigan Logo and Trademarks**

As sponsored student organizations (SSOs), clubs are allowed to use the official logos and trademarks of the University of Michigan. When using university logos and trademarks, clubs must follow a number of guidelines to make sure the logos are being used correctly. For a complete list of policies and a place to download the correct trademarks please visit [www.logos.umich.edu](http://www.logos.umich.edu).

Any merchandise with the University logos must be approved by the Club Sports staff prior to placing the order with an approved vendor. In addition, the Club Sports staff must approve all posters, flyers and newspaper advertisements before distribution and posting.

The logo and trademark guidelines must be followed whenever a club uses the Block M or any University trademark, including but not limited to:

* ●  Apparel (t-shirts, pants, jackets, sweat shirts, warm-ups, hats)
* ●  Uniforms, jerseys, helmets, sport specific equipment
* ●  Print materials (flyers, posters, brochures, pamphlets)
* ●  Social media (Facebook, Twitter)
* ●  Images (website, club logos)
* **Word mark and Block M Guidelines**

Do not:

1. Alter the mark in any way.
2. Use any part of the mark, including the Block M, as part of another word.
3. Replace the word “Michigan” in the Split Block M with any other word.
4. Redesign, redraw, animate, modify, distort, or alter the proportions of the mark.
5. Surround the mark with—or place in the foreground over—a pattern or design.
6. Rotate or render the mark three-dimensionally.
7. Add words, images, or any other new elements to the mark.
8. Replace the approved typeface with any other typeface.
9. Enclose the mark in a shape or combine it with other design elements or effects.
10. Modify the size or position relationship of any element within the mark.
11. Add additional copy to the mark.

**Additional Links and Resources:**

* -  [Guidelines on using University Logos](http://vpcomm.umich.edu/brand/)
* -  [Copyright and Trademark Guidelines (CCI)](http://campusinvolvement.umich.edu/content/copyrights-and-trademarks)
* -  [Download University Logos](http://vpcomm.umich.edu/brand/downloads)