



University of Michigan

Current Revision Date: 05/12/16

Established: 1817

Location: Ann Arbor, MI

Mascot: Wolverines

Mascot Name: N/A

Conference: Big Ten

Verbiage

University of Michigan™
Michigan®
UM™
Wolverines™
Michigan Wolverines™
U of M™
Go Blue™

Let's Go Blue™
M Go Blue®
The Victors™
Hail to the Victors®
Hail™
Michigan Stadium™
Crisler Center™

Yost Arena™
Victors Valiant®
Champions of the West™
Conquering Heroes™
Maize Rage®
Big House®
Ross School of Business™

Satellite Campuses

University of Michigan - Dearborn
University of Michigan - Flint

Michigan Blue

PANTONE 282 C
MADEIRA: 1243
RA: 2303

Michigan Maize

PANTONE 7406 C
MADEIRA: 1125
RA: 2466

White

White
MADEIRA: White
RA: White

Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

Primary Marks

When utilizing the ONE COLOR "M", be sure to use marks 1 or 2. Do NOT use marks 3 or 4 and remove the outline.



1

Marks 2-4 should be used against a white or light colored background when the solid maize Block M would otherwise blend into the solid background.



2



3



4

Secondary Mark

When raising the "Split Block M" in embroidery, the "M" and the "bar" must both be raised. Raising the "M" and NOT the "bar" or the "bar" without the "M" will not be approved. This mark should be the primary mark within a design. It should be placed in a secondary position.



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Helmet Marks



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10



11

Word Marks



12



13



14



15



16



17



18



19



20



21



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Institutional Marks



24



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This mark is limited to presidential and Regental use only. Special approval required.

ADDITIONAL PERTINENT INFORMATION

- University seal not permitted on products for resale (special approval required)
- No alterations or overlaying graphics to seal permitted
- University licenses consumables (must have expiration date on packaging)
- University licenses health and beauty products
- University permits numbers on products for resale (numbers must be preapproved by Licensing Office)

- Mascot caricatures not permitted
- Cross licensing with other marks may be permitted with an additional agreement
- No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks