



<div><h1>University of Michigan</h1><p>Current Revision Date: 05/12/16</p></div>			Verbiage			Satellite Campuses
<div><div>Established: 1817</div><div>Mascot Name: N/A</div></div> <div><div>Location: Ann Arbor, MI</div><div>Conference: Big Ten</div></div> <div><div>Mascot: Wolverines</div></div>			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 ™	University of Michigan - Dearborn University of Michigan - Flint
Michigan Blue		Michigan Maize		White		
PANTONE 282 C MADEIRA: 1243 RA: 2303		PANTONE 7406 C MADEIRA: 1125 RA: 2466		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.


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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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Word Marks

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Institutional Marks

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

ADDITIONAL PERTINENT INFORMATION	<div><div>• University seal not permitted on products for resale (special approval required)</div><div>• No alterations or overlaying graphics to seal permitted</div><div>• University licenses consumables (must have expiration date on packaging)</div><div>• University licenses health and beauty products</div><div>• University permits numbers on products for resale (numbers must be preapproved by Licensing Office)</div></div> <div><div>• Mascot caricatures not permitted</div><div>• Cross licensing with other marks may be permitted with an additional agreement</div><div>• No use of current players’ name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations</div><div>• No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks</div></div>
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