This is your club.
Every one of us, and every one of our clubs, represents an extension of the Alumni Association of the University of Michigan brand. Use this to keep the bar high. And Go Blue.
Your logo makes you the gatekeeper of an identity which is outlined in the following pages. But you’re also the caretaker of a legendary symbol that was here long before us. We’re asking all of our clubs to use their logo, but to use it with care. How we use and display our identity, our brand, is how we’ll ultimately be perceived. So, please... handle with care.

We’re honored to incorporate the Michigan block M as part of our logo. More than just a logo, it’s a symbol that stands for excellence and integrity.
Primary Logo: Use this version when placing a two-color logo on a white background.

All-Maize Logo: For one-color printing, use this version when placing a maize logo on a dark-blue background.

All-Blue Logo: For one-color printing, use this version when placing a blue logo on a maize or white background.

White Logo: For one-color printing, use this version when placing a white logo on a black or other dark background.

Black Logo: For black and white printing, use this version when placing a black logo on a white background.

Reversed Logo: Use this version when placing a two-color logo on a dark-blue background.

For additional applications, guidelines and examples on how to use the logo for social media, emails, letterhead, website, and premiums, please visit umalumni.com/clubleaders. Alternations to the logo are not permitted. Please use the artwork provided by the Alumni Association.
Typography, primary

Univers

Univers is our official Alumni Association typeface. It’s to be used for general organizational communications whenever possible. With a range of weights and a clean, timeless quality, it’s versatile enough to be used anywhere.

Univers Light
ABCDGFHJKLIMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Univers Light Italic
ABCDGFHJKLIMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Univers Roman
ABCDGFHJKLIMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Univers Roman Italic
ABCDGFHJKLIMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Univers Bold
ABCDGFHJKLIMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Univers Bold Italic
ABCDGFHJKLIMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Univers Black
ABCDGFHJKLIMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Univers Black Italic
ABCDGFHJKLIMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Univers Condensed

Univers is our official Alumni Association typeface. It’s to be used for general organizational communications whenever possible. With a range of weights and a clean, timeless quality, it’s versatile enough to be used anywhere.

Univers Condensed Light
ABCDGFHJKLIMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Univers Condensed
ABCDGFHJKLIMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Univers Condensed Bold
ABCDGFHJKLIMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Typography, secondary

Arial

Arial is an Alumni Association secondary typeface to be used when Univers is not available

Arial
ABCDGFHJKLIMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Arial Italic
ABCDGFHJKLIMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Arial Bold
ABCDGFHJKLIMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Arial Bold Italic
ABCDGFHJKLIMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Georgia

Georgia is an Alumni Association secondary typeface to be used when Univers is not available

Georgia
ABCDGFHJKLIMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Georgia Italic
ABCDGFHJKLIMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Georgia Bold
ABCDGFHJKLIMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Georgia Bold Italic
ABCDGFHJKLIMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Color

There are very few institutions that have such a tight bond between their colors and their identity. When using the Alumni Association blue and maize, it’s vital that we do our best to use the colors consistently, print them consistently, and that we never try to alter the colors in any way.

Primary Colors

Referencing the Alumni Association, Clubs, and the University of Michigan

When referencing the Alumni Association of the University of Michigan:

Use the full name “The Alumni Association of the University of Michigan” on first reference. You may use “Alumni Association” as a second reference.

When referencing your Club name:

The word club should only be capitalized when it is used in a title, such as “U of M Club of New York City.” When used in general sentences, it is not capitalized.

For example:

“Our club will be raising scholarship funds again this year.”
“The club’s annual dinner on May 14 was a huge success.”

When referencing the University of Michigan:

U-M is the preferred short-hand for the University of Michigan. The one exception is when referring to a Club. In this instance it should be spelled out “U of M Club of Detroit”.

Logo Usage

Use of your Alumni Association Club Logo:

To reproduce a club logo on any merchandise, clubs are required to use a vendor that is licensed by the University of Michigan. Instructions on how to have an item approved and find a licensed vendor are available at umalumni.com/clubleaders

Use of the block “M”:

The Block M is a registered trademark of the University of Michigan. To reproduce the Block M (or other representations of the University of Michigan including the word “Michigan,” winged helmets, etc.) clubs must also use a vendor that is licensed by the University of Michigan. Instructions on how to have an item approved and find a licensed vendor are available at umalumni.com/clubleaders