

APPENDIX B

UNIVERSITY OF MICHIGAN is the owner of all rights, title and interest in and to the following Indicia, which includes trademarks, service marks, trade names, designs, logos, seals and symbols.

 <h1 style="margin: 0;">University of Michigan</h1> <p style="margin: 0;">Current Revision Date: 02/02/18</p>	Verbiage			Satellite Campuses
	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
Established: 1817 Mascot Name: N/A	Location: Ann Arbor, MI Conference: Big Ten	Mascot: Wolverines		

Michigan Blue PANTONE 282 C MADEIRA: 1243 RA: 2303	Michigan Maize PANTONE 7406 C MADEIRA: 1125 RA: 2466	White White MADEIRA: White RA: White
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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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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.



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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 NOT 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	<ul style="list-style-type: none"> 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) 	<ul style="list-style-type: none"> 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
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PAGE 1/1 NOTE: The marks of University of Michigan are controlled under a licensing program administered by IMG College Licensing. Any use of these marks will require written approval from IMG College Licensing.

In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by UNIVERSITY OF MICHIGAN shall be deemed to be additions to the Indicia as though shown above and shall be subject to the terms and conditions of the Agreement.