



USE OF UNIVERSITY OF MICHIGAN NAME AND MARKS IN POLITICAL CAMPAIGNS OR BY POLITICAL ORGANIZATIONS

The purpose of this policy is to confirm the University's control of its name and marks and to enable the University to comply with federal and state laws relating to its status as a tax-exempt entity and a public body by preventing the appearance of impropriety or endorsement. The University does not endorse, support, or oppose candidates or political campaigns.

1. As a general principle, **candidates for office and political organizations may not use the trademarks of the University of Michigan** as part of their campaign materials or communications. For instance, they may not use the Block-M, the University seal, the Michigan Wolverine, the Michigan Helmet, the Maize and Blue wordmark, or any other University trademark in their materials. (See below for some examples of University marks.) The prohibition on the use of University marks applies to all candidates and members of political organizations, whether or not they have or have had an affiliation with the University.
2. It is also prohibited to create a mark or image that is confusingly similar to a University mark or that misleadingly suggests association with or endorsement by the University of Michigan. For example, candidates and political organizations cannot use a maize and blue color scheme throughout their campaign communications.
3. Candidates and political organizations may use the name of the University (e.g., "University of Michigan"), its constituent elements (e.g., "University of Michigan Health System" or "University of Michigan Transportation Research Institute") or common abbreviations (e.g., "U-M", "U of M", "UMHS", or "UMTRI") to make factual assertions. For instance, if truthful, candidates could assert "I am a graduate of U-M." or "I am a safety researcher at UMTRI." Candidates may also refer to the University in discussing their plans, if elected. To avoid confusion, to the extent that candidates and political organizations refer to the University by name in their campaign materials, they should do so in the same text and style as the rest of their communications.
4. Candidates and political organizations may not use trademarked words or phrases in ways that suggest a University connection with or endorsement of the campaign. For example, "I am the UM woman of choice.", "The Big House wants me for eight more years.", and "I am the maize and blue candidate." would all, incorrectly and misleadingly, imply a University endorsement of the particular candidate.
5. Candidates and political organizations who wish to sign their correspondence with valedictions such as "Go Blue," "Hail to Michigan", or the like may do so, but they may not use such terms in campaign signs, posters, or similar media.
6. Photographs or videos of the University campus may not be used if they portray any University marks, including as they might appear on signs or surfaces of campus property.

Any questions regarding this policy should be directed to the Office of the Vice President and Secretary of the University at the University of Michigan (735) 763-5553. If in doubt, it is best to call and confirm before any use of the University's name or marks. The University takes violations of this policy and its rights seriously.



MICHIGAN®



Wolverines™

