Student Policy For:
The Use of University of Michigan and School of Dentistry Logos and Wordmarks

The University of Michigan name and graphic identity are important parts of building and presenting our image. The University has clearly articulated policies for use of images, logos, and wordmarks bearing the University name, Block M, seal, etc. These policies must be adhered to in all print, electronic, and promotional media (mugs, T-Shirts, sweatshirts, scrubs, etc.) unless approval is obtained as detailed in the Guidelines.

University Seal: The Seal is reserved for regental and presidential purposes.

Contact the Director of Communications with questions or to obtain approval to use a U-M or School of Dentistry logo or wordmark for your project. dentistrylogos@umich.edu

Using the Registered Marks—the Block M is federally registered with the U.S. Patent and Trademark Office and requires a circle R (®) designation. The registered symbol is not required on letterhead or business cards.

Fundraising Projects and Other Promotional Amenities

The University/School of Dentistry Wordmark—use this Wordmark when your project includes external audiences—items to be sold/distributed to any consumer (parents, family, friends, patients, students, staff, faculty, alumni). These are items that have a broad circulation and would be worn/used by anyone, both inside and outside of the School of Dentistry.

External Audiences
The School of Dentistry Wordmark — use this Wordmark when your project is limited to internal audiences—items to be sold/distributed to School of Dentistry personnel only (students, staff, faculty). Most likely these items would NOT be used/worn outside the School of Dentistry complex.

Internal Audiences

Logos for use on scrubs and clinic attire only.

The University/School of Dentistry Wordmark for Stationery and Business Cards—this Wordmark should be used on all stationery and business cards. You may select one of the options below.