

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

Consistent with federal and state laws relating to its status as a tax-exempt entity and a public body, the University does not support or oppose particular candidates or ballot questions. To that end, this policy confirms the University's control of its name and marks and establishes guidelines to prevent the appearance of impropriety or endorsement of particular 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 their campaign materials or communications. Examples of University marks that may not be used include the Block M, the University seal, the Michigan Wolverine, the Michigan Helmet, and the maize and blue wordmark. (See the University's brand website, <http://vpcomm.umich.edu/brand/usage-policies/registered-marks>, for other examples of the University's registered and protected marks.) The prohibition on the use of University marks applies to all candidates and political organizations, whether or not they have, have had, or seek to have an affiliation with the University.
2. In particular, candidates and political organizations may not use trademarked words or phrases in ways that suggest a University connection with or endorsement of a candidate or campaign. For example, "I am the U-M woman of choice.", "The Big House wants me for eight more years.", "I am the maize and blue candidate.", and "Go Blue and Vote for Prop 102." would all, incorrectly and misleadingly, state or imply a University endorsement of the particular candidate or ballot initiative. In addition, candidates and campaigns may not adopt Maize and Blue as a campaign theme.
3. 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. That is, where it appears that a candidate or campaign is seeking to misleadingly imply a connection with the University, it is not a defense to argue that the mark being used by the campaign does not have the exact proportions of the University's Block M, or that the shades of maize and blue being used are not the exact Pantone colors used by the University.
4. Notwithstanding the above, candidates and political organizations *may* use the name of the University (e.g., "University of Michigan") or of any of its constituent elements (e.g., "College of Literature, Science, and the Arts" or "University of Michigan Transportation Research Institute"), including as commonly abbreviated (e.g., "U-M", "U of M", "LSA", 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 regarding University endorsement or involvement, however, to the extent that candidates and political organizations refer to the University (or any of its constituent elements) by name in their campaign materials, they should do so in the same text and style as the rest of their communications.
5. Candidates who wish to sign their correspondence with valedictions such as "Go blue," "Hail to Michigan", or the like may do so, but it is best to keep uses of these terms to correspondence and not to use these terms in campaign signs, posters, slogans, and the like.

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 at (734) 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 of its rights very seriously.