

University of Michigan
Office of the Vice President and Secretary of the University



**USE OF UNIVERSITY OF MICHIGAN NAME, MARKS, SEAL, AND IMAGES
IN POLITICAL CAMPAIGNS OR BY POLITICAL ORGANIZATIONS**

The purpose of this policy is to prevent the appearance of impropriety and to permit the University to comply with federal and state laws relating to its status as a tax exempt entity and public body, including, but not limited to, the Internal Revenue Code and the Michigan Campaign Finance Law.

1. The trademarks and service marks—including but not limited to the Block M and the seal of the University of Michigan (the “Marks”)—are prohibited from use by political organizations or in political campaigns. This policy applies to ALL Marks owned or used by the University of Michigan or its affiliates. A list of well-known Marks that may not be used in political campaigns can be obtained from the University’s Trademark Licensing Office, (734) 763-4183.
2. The prohibition under paragraph 1 includes pictures of University facilities in which the Marks may appear.
3. A candidate who is running for Regent of the University of Michigan may use the name of the University only to identify the office and discuss issues relating to the campaign. The candidate cannot use the term “UM” or “UofM” as these are registered marks of the University of Michigan.
4. The name of the University of Michigan may also be used in other campaigns when used in the context of discussing issues relevant to the campaign. The terms “UM” or “UofM” cannot be used as they are registered marks of the University of Michigan.
5. In no event can the name or image of the University of Michigan be used in a way that implies endorsement by the University. The University of Michigan expressly does not endorse, support, or oppose candidates for political office.
6. In no event can a mark or image be created that is confusingly similar to the University’s mark or seal or that evokes or is intended to be associated in the public’s mind with the University of Michigan.

Any questions regarding this policy should be directed to the Office of the Vice President and Secretary of the University at the University of the Michigan, (734) 763-5553.

May 2000, revised October 2009