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CEO BRAND
PROPERTY OF:
The Center for Educational Outreach
As a community of outreach professionals we are continually producing materials connected with our activities, programs, and website. However, without unifying visual guidelines the materials can appear disconnected and can confuse audiences. CEO wants to ensure our brand is recognizable and clear.

This style guide has been prepared by the Center for Educational Outreach (CEO) Marketing and Communications team. It provides guidelines for using the key graphic elements of the CEO visual identity: the CEO logos, typefaces, and colors. It also includes guidelines for using the CEO Inform, Engage, Inspire logo, typeface, graphic elements, and colors.

While it focuses primarily on print, the following materials are a guide to ensure all CEO related items communicate who we are to our audiences —internal and external and to ensure consistent usage of key graphic elements. Guidance is also provided for the use of the CEO name in text.

In addition, these materials provide a foundation for our visual identity—along with a strong connection to the University of Michigan—without constraining the range of graphic possibilities.
CEO LOGOS

CEO LOGO & VARIATIONS
RECOMMENDED SIZES
ALIGNMENT
CEO INFORMAL LOGOS & VARIATIONS
COLOR GUIDE
MCAC LOGOS & VARIATIONS
MCAC LOGO RECOMMENDED SIZES
MCAC LOGO ALIGNMENT
The CEO logo is designed to achieve a number of goals:

1. To support a bold and consistent visual identity across all CEO programs and initiatives
2. To highlight and leverage CEO’s relationship to the Larger University
3. To compliment the University’s brand.

Please follow the following guidelines to ensure that the logos retain their impact as the official marks of CEO. It should be used as the mark of CEO in publications, print materials, websites and at public events that visually represent CEO. Using the CEO logo in non-CEO publications or event displays **must be approved** by the Project Manager for Communications and Technology at CEO. Links to the CEO logos are provided on page 37.

### PRIMARY LOGO

Best when used on website headers or footers, letterheads, business cards, mailers, flyers, etc.

<table>
<thead>
<tr>
<th>COLOR</th>
<th>LOGO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td><img src="https://via.placeholder.com/150" alt="Black Logo" /></td>
</tr>
<tr>
<td>White Text</td>
<td><img src="https://via.placeholder.com/150" alt="White Text Logo" /></td>
</tr>
<tr>
<td>Maize</td>
<td><img src="https://via.placeholder.com/150" alt="Maize Logo" /></td>
</tr>
<tr>
<td>Blue</td>
<td><img src="https://via.placeholder.com/150" alt="Blue Logo" /></td>
</tr>
</tbody>
</table>
In print, the CEO logo should be large enough to ensure legibility and a proper hierarchical relationship to other typographic elements. On the web, the CEO logo should be no smaller than shown on this page.

If the CEO logo is on the same page or item as another U-M unit logo, both block M’s must be the same size.

**Minimum Recommended Print**

Height: 3.25 in, Width: 0.4375 in

**Minimum Web Size**

Height: 2.5 in, Width: 0.3365 in

**SCALING**

Do not horizontally or vertically scale the CEO logo.

---

**CEO FORMAL LOGO RECOMMENDED SIZES**

---

7
PLACEMENT

When appearing above and below text, the CEO logo looks best aligned with the left edges of the text. Be sure to leave white space between the logo and the text.

Logo Above Text


Logo Below Text


CLEARANCE

When using the CEO logo make sure that you are leaving white space around the logo. The height of the block M is the minimum amount of white space you should leave around the logo.

NO BUILDING

The CEO logo should never be used as the foundation to construct a new logo. If you are interested in developing a new logo please contact the CEO Marketing & Communications team.
Join us for an exhibit recognizing K-12 outreach initiatives by U-M Student Organizations

FIRST EVER
PROJECT INSPIRE SHOWCASE
APRIL 10

PRESENTED BY
The Center For Educational Outreach
Michigan League- Hussey Room
3:00 pm - 5:00 pm
Private reception to follow

OFFICIAL ANNOUNCEMENT

The Center For Educational Outreach
Is currently Working **offsite**.
Please connect with us at
umceo@umich.edu
ceo.umich.edu
Call us at 734-647-1402

VIRTUAL PROGRAMS HIGHLIGHTS + LESSONS LEARNED
VERTICAL LOGO

This version of the logo should only be used when the primary logo will be too small to read. For example, mobile web applications. Links to the vertical CEO logos are provided on page 37.

“We encourage units to use their horizontal logos whenever possible. The vertical logos were developed for instances where the horizontal version would be more difficult to read, for example, mobile applications where reducing horizontal logos often renders the type too tiny to read.”

Martin Soave
Identity Standards Team
University of Michigan

<table>
<thead>
<tr>
<th>COLOR VARIATIONS</th>
<th>Black</th>
<th>White Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>Center for Educational Outreach</td>
<td>CENTER FOR EDUCATIONAL OUTREACH UNIVERSITY OF MICHIGAN</td>
<td>CENTER FOR EDUCATIONAL OUTREACH UNIVERSITY OF MICHIGAN</td>
</tr>
<tr>
<td>Blue</td>
<td>Maize</td>
<td></td>
</tr>
<tr>
<td>Center for Educational Outreach</td>
<td>CENTER FOR EDUCATIONAL OUTREACH UNIVERSITY OF MICHIGAN</td>
<td>CENTER FOR EDUCATIONAL OUTREACH UNIVERSITY OF MICHIGAN</td>
</tr>
</tbody>
</table>
PLACEMENT

When appearing above and below text, the CEO logo looks best aligned with the left edges of the text. Be sure to leave white space between the logo and the text.

Logo Above Text


Logo Below Text


CLEARANCE

When using the CEO logo make sure that you are leaving white space around the logo. The height of the block M is the minimum amount of white space you should leave around the logo.

NO BUILDING

The CEO logo should never be used as the foundation to construct a new logo. If you are interested in developing a new logo please contact the CEO Marketing & Communications team.
In print, the CEO logo should be large enough to ensure legibility and a proper hierarchical relationship to other typographic elements. On the web, the CEO logo should be no smaller than shown on this page.

If the CEO logo is on the same page or item as another U-M unit logo, both block M’s must be the same size.

**Minimum Recommended Print**

![CEO Logo - Minimum Recommended Print](image)

Height: 1.4526 in, Width: 2.3635 in

**Minimum Web Size**

![CEO Logo - Minimum Web Size](image)

Height: 0.8945 in, Width: 1.4555 in

**SCALING**

*Do not* horizontally or vertically scale the CEO logo.

![CEO Logo - SCALING](image)
FACULTY FORUM ON OUTREACH AND ENGAGEMENT

WOLVERINE PATHWAYS
SUSTAINABLE COLLABORATIONS ACROSS CAMPUS

Welcome
Catalina Orduño
Associate Director, Center for Educational Outreach

Wolverine Pathways Update
Colin J. Connell, PhD
Director, Wolverine Pathways

Lightning Talks

- Collaboration with EMFT Faculty
  - Taddej Bucia & Julie Philippe
  - Pharmaceutical Graduate Students

- Closing Remarks
  - Kim Ljuba, PhD
  - Director, Center for Educational Outreach

Networking Reception

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2020 SUMMER PROGRAMS SUMMIT

How to Effectively Train Your Outreach Team

Henderson Room, Michigan League

January 30, 2020
12:00 - 2:00 PM

---

Examples of Use
INFORMAL LOGOS

The Informal logo should be used only for swag or other promotional items where the Formal logo will not fit. It should not be used on external communications unless approved by the Marketing & Communications team. Links to the informal CEO logos are provided on page 37.

COLOR VARIATIONS

<table>
<thead>
<tr>
<th>Color</th>
<th>Horizontal Informal Logo</th>
<th>Vertical Informal Logo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td><img src="image" alt="M EDUCATIONAL OUTREACH" /></td>
<td><img src="image" alt="M CENTER FOR EDUCATIONAL OUTREACH" /></td>
</tr>
<tr>
<td>White Text</td>
<td><img src="image" alt="M EDUCATIONAL OUTREACH" /></td>
<td><img src="image" alt="M CENTER FOR EDUCATIONAL OUTREACH" /></td>
</tr>
<tr>
<td>Maize</td>
<td><img src="image" alt="M EDUCATIONAL OUTREACH" /></td>
<td><img src="image" alt="M CENTER FOR EDUCATIONAL OUTREACH" /></td>
</tr>
<tr>
<td>Blue</td>
<td><img src="image" alt="M EDUCATIONAL OUTREACH" /></td>
<td><img src="image" alt="M CENTER FOR EDUCATIONAL OUTREACH" /></td>
</tr>
</tbody>
</table>
MCAC LOGOS

CEO houses The Michigan College Advising Corps (MCAC) a diverse group of recent University of Michigan graduates working full-time as college advisers in under-served high schools throughout Michigan. MCAC has its own logo that should be used in conjunction with CEO branding or on its own. Please follow these guidelines to use it appropriately. Links to the MCAC logos are provided on page 37.

COLOR VARIATIONS

<table>
<thead>
<tr>
<th></th>
<th>MICHIGAN COLLEGE ADVISING CORPS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Black</strong></td>
<td><img src="filename" alt="Black Logo" /></td>
</tr>
<tr>
<td><strong>White Text</strong></td>
<td><img src="filename" alt="White Text Logo" /></td>
</tr>
<tr>
<td><strong>Maize</strong></td>
<td><img src="filename" alt="Maize Logo" /></td>
</tr>
<tr>
<td><strong>Blue</strong></td>
<td><img src="filename" alt="Blue Logo" /></td>
</tr>
</tbody>
</table>
MCAC LOGO RECOMMENDED SIZES

SIZE
In print, the MCAC logo should be large enough to ensure legibility and a proper hierarchical relationship to other typographic elements. On the web, the MCAC logo should be no smaller than shown at the bottom of this page.

If the MCAC logo is on the same page or item as another U-M unit logo, both block M’s must be the same size.

Minimum Recommended Print

Minimum Web Size

SCALING
Do not horizontally or vertically scale the MCAC logo.
MCAC LOGO ALIGNMENT

PLACEMENT
When appearing above and below text, the MCAC logo looks best aligned with the left edges of the text. Be sure to leave white space between the logo and the text.

Logo Above Text


Logo Below Text


CLEARANCE
When using the MCAC logo make sure that you are leaving white space around the logo. The height of the block M is the minimum amount of white space you should leave around the logo.

NO BUILDING
The MCAC logo should never be used as the foundation to construct a new logo. If you are interested in developing a new logo please contact the CEO Marketing & Communications team.
ATTENTION 2020 GRADUATES!
Become a MCAC Adviser

APPLICATION OPENS:
> Wednesday, January 1, 2020
> Application will be available on UM Career Website
> Questions? Email Michael Turner, mturner@umich.edu

NEXT STEPS:
> Help increase the number of first-generation, low-income, and underrepresented students entering and completing higher education in the state of Michigan
> Visit ceo.umich.edu/mcac

Make a Difference | MCAC
MCAC follows the tradition of the AmeriCorps and Teach for America programs. MCAC will recruit and train a diverse group of recent University of Michigan college graduates to work full-time as college advisers in under-served high schools throughout Michigan for one or two years following graduation. These advisers serve as an important resource for the schools as they assist high school students and help them navigate every aspect of the college-going process.

CENTER FOR EDUCATIONAL OUTREACH
UNIVERSITY OF MICHIGAN

MICHIGAN COLLEGE ADVISING CORPS
UNIVERSITY OF MICHIGAN

University of Michigan | MCAC Advisers
------------------------|------------------------
Ottawa Hills High School | Abbie Barondess
Jalen Rose Leadership Academy | Aliya Spotts
Holland High School | Angelo Verza
Battle Creek Central High School | Breanna Gilland
Cesar Chavez Academy High School | Christopher Camacho
Flint Southwestern Classical Academy | Christine Rogers
Western International High School | Daniel Vargas Leon
Ypsilanti Community High School | Dasha Peppard
Saginaw High School | Greg Lockett
Eastern High School | Kim Truong
Jackson High School | Kwesi Auronsi
Chandler Park Academy High School | Tiffany Hackett
J.W. Sexton High School | Victoria Thach
Pontiac High School | Williamena Kweamu

inform. engage. inspire.
COLORS

For the CEO Formal Logo standard the standard U-M color palette is used.

**Blue**

CMYK: C100, M60, Y0, K60
HEX: #00274c

**Maize**

CMYK: C0, M20, Y100, K0
HEX: #ffcb05

**Tints & Shades**

Hex Codes

#2c324c  #677d94  #99a9b8
#36353d  #635d4f  #4e4f50
#363847  #33526f  #00274c
#cbd4db  #ffe7a7  #ffdc7e
#4e5371  #ffd54f  #33526f
#635d4d  #36353d  #00274c
#938556  #363847  #323847
#938556  #878a8f  #4e4f50
#938556  #878a8f  #4e4f50

**ADDITIONAL COLORS**

When designing materials where you will be using the formal CEO logo, there are secondary colors you can use for backgrounds and accent shapes, etc. Below is a break down of what colors work best with the formal CEO logo as backgrounds. All colors are taken from the official secondary palette of the University of Michigan.

**Best Backgrounds for Logo With White Text**

Hex Codes

#4668f  #00274c  #2c324c  #635d4d  #36353d
#87a8f  #4e4f50  #333333  #938556  #87a8f

**Best Backgrounds for Logo With Blue Text**

Hex Codes

#938556  #87a8f  #00b5af  #86b3e8  #e5e5e5
#4e4f50  #87a8f  #00b5af  #86b3e8  #e5e5e5

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### PRIMARY WORDMARK

CEO has a secondary wordmark - Inform, Engage, Inspire (IEI) we use to add a fun feel to our external audiences. The wordmark is not typically used in internal communications to faculty or staff. It works best when used on website headers or footers, letterheads, business cards, mailers, flyers, etc. Links to the IEI wordmarks are provided on page 37.

#### COLOR VARIATIONS

<table>
<thead>
<tr>
<th></th>
<th>Horizontal</th>
<th>Vertical</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>inform.engage.inspire.</td>
<td>inform.engage.inspire.</td>
</tr>
<tr>
<td>White</td>
<td>inform.engage.inspire.</td>
<td>inform.engage.inspire.</td>
</tr>
<tr>
<td>Maize</td>
<td>inform.engage.inspire.</td>
<td>inform.engage.inspire.</td>
</tr>
<tr>
<td>Blue</td>
<td>inform.engage.inspire.</td>
<td>inform.engage.inspire.</td>
</tr>
</tbody>
</table>
SIZE

In print, the Inform, Engage, Inspire wordmark should be large enough to ensure legibility and a proper hierarchical relationship to other typographic elements. On the web, the Inform, Engage, Inspire wordmark should be no smaller than shown at the bottom of this page.

If the IEI Wordmark appears on a page with other wordmarks or logos, the IEI logo should be approximately the same size as the other wordmarks or logos.

Minimum Recommended Print

```
inform.engage.inspire.
```

Height: 3.25 in, Width: 0.4375 in

Minimum Web Size

```
inform.engage.inspire.
```

Height: 2.5 in, Width: 0.3365 in

SCALING

**Do not** horizontally or vertically scale the Inform, Engage, Inspire wordmark.
ALIGNMENT

When appearing above and below text, the Inform, Engage, Inspire wordmark looks best aligned with the left edges of the text. Be sure to leave white space between the logo and the text.

Logo Above Text

inform.engage.inspire.


Logo Below Text

inform.engage.inspire.


CLEARANCE

When using the Inform, Engage, Inspire wordmark make sure that you are leaving white space around the logo.

inform.engage.inspire.

NO BUILDING

The Inform, Engage, Inspire wordmark should never be used as the foundation to construct a new wordmark. If you are interested in developing a new wordmark please contact the CEO Marketing & Communications team.
The Inform, Engage, Inspire wordmark is designed to coordinate with the official U-M Color Palette.

**COLORS**

**IEI Blue**
- CMYK: C100, M81, Y11, K1
- HEX: #124a93

**IEI Red**
- CMYK: C25, M95, Y100, K20
- HEX: #a02921

**IEI Orange**
- CMYK: C15, M69, Y100, K3
- HEX: #cf6a28

**Tints & Shades**

**IEI Blue**
- Hex Codes: #4a5371, #48a557, #435386, #727db3, #89a0c8, #a8c9e9, #b6dcf7, #c8eaf1

**IEI Red**
- Hex Codes: #a02921, #e4b994, #f4e1d3, #ebc3aa, #d88752, #9d5024, #673616, #ef0000

**IEI Orange**
- Hex Codes: #ff0000, #f07400, #ebc3aa, #d88752, #9d5024, #673616, #a02921, #ffbaea

**ADDITIONAL COLORS**

When designing materials where you will be using the Inform, Engage, Inspire wordmark, there are secondary colors you can use for backgrounds and accent shapes, etc. Below is a breakdown of what colors work best with the Inform, Engage, Inspire wordmark as backgrounds. All colors are taken from the official secondary palette of the University of Michigan.

**Best Backgrounds for Full Color, Maize or White Wordmark**
- #33526f
- #40658f
- #124a93
- #00274c
- #333333
- #878a8f
- #4e4f50

**Best Backgrounds for Blue or Black IEI Wordmark**
- #e5e5e5
- #4e4f50
- #928884
- #878a8f
- #00b5af
- #e4b994
- #eff0f1
TYPOGRAPHY

U-M OFFICIAL FONTS
CEO FREQUENTLY USED FONTS

*Links to download these fonts can be found on page 37.
UNIVERS

EXAMPLES OF UNIVERS

LIGHT
CENTER FOR EDUCATIONAL OUTREACH

BOLD
CENTER FOR EDUCATIONAL OUTREACH

ITALIC
CENTER FOR EDUCATIONAL OUTREACH

ROMAN
CENTER FOR EDUCATIONAL OUTREACH

BLACK
CENTER FOR EDUCATIONAL OUTREACH

BENTON SANS

EXAMPLES OF BENTON SANS

REGULAR
CENTER FOR EDUCATIONAL OUTREACH

BOLD
CENTER FOR EDUCATIONAL OUTREACH

BOOK
CENTER FOR EDUCATIONAL OUTREACH

MEDIUM
CENTER FOR EDUCATIONAL OUTREACH

BLACK
CENTER FOR EDUCATIONAL OUTREACH

GEORGIA

EXAMPLES OF GEORGIA

REGULAR
CENTER FOR EDUCATIONAL OUTREACH

ITALIC
CENTER FOR EDUCATIONAL OUTREACH

BOLD
CENTER FOR EDUCATIONAL OUTREACH

BOLD ITALIC
CENTER FOR EDUCATIONAL OUTREACH
CEO FREQUENTLY USED FONTS

**CALIBRI**
A good body font, easy to read.

**EXAMPLES OF CALIBRI**

- **REGULAR**
  CENTER FOR EDUCATIONAL OUTREACH

- **ITALIC**
  CENTER FOR EDUCATIONAL OUTREACH

- **BOLD**
  CENTER FOR EDUCATIONAL OUTREACH

- **BOLD ITALIC**
  CENTER FOR EDUCATIONAL OUTREACH

**RALEWAY**
A font that can be used as a body font or a header font.

**EXAMPLES OF RALEWAY**

- **REGULAR**
  CENTER FOR EDUCATIONAL OUTREACH

- **ITALIC**
  CENTER FOR EDUCATIONAL OUTREACH

- **BOLD**
  CENTER FOR EDUCATIONAL OUTREACH

- **MEDIUM**
  CENTER FOR EDUCATIONAL OUTREACH

**AVENIR NEXT**
A good header font.

**EXAMPLES OF AVENIR NEXT**

- **REGULAR**
  CENTER FOR EDUCATIONAL OUTREACH

- **ITALIC**
  CENTER FOR EDUCATIONAL OUTREACH

- **BOLD**
  CENTER FOR EDUCATIONAL OUTREACH

- **CONDENSED**
  CENTER FOR EDUCATIONAL OUTREACH

**GLACIAL INDIFFERENCE**
A font that works well as body and header.

**EXAMPLES OF GLACIAL INDIFFERENCE**

- **REGULAR**
  CENTER FOR EDUCATIONAL OUTREACH

- **ITALIC**
  CENTER FOR EDUCATIONAL OUTREACH

- **BOLD**
  CENTER FOR EDUCATIONAL OUTREACH

- **NARROW**
  CENTER FOR EDUCATIONAL OUTREACH
IMAGES

U-M Stock Photos
CEO Photos
IEI Graphic Elements
CEO Graphics
The University of Michigan periodically provides the campus design community with free stock photos from around campus. CÉO has copies of all of these photos.

Do not search google for a U-M campus photo, always use the stock photos provided to us by U-M. If you use a photo downloaded from Google there is a risk of copyright infringement (see the Design Basics Toolkit - Copyright). A link to a U-M photo bank is provided on page 34.

EXAMPLES OF U-M STOCK PHOTOS
CEOs have an extensive library of images from our various events and programs that can be used in design work. It is recommended to use CEO images in work as we are promoting our programs and what better way to do that than with images from them! Use U-M stock photos to supplement CEO photos if needed. A link to a CEO photo bank is provided on page 34.

EXAMPLES OF CEO PHOTOS

![CEO Example Image 1](image1.png)

![CEO Example Image 2](image2.png)

![CEO Example Image 3](image3.png)

![CEO Example Image 4](image4.png)
Since CEO works with young people we have a set of graphics as part of the IEI brand that can be used to enhance designs if desired. These graphics are best used as accent pieces in addition to photographs, infographics, etc. These graphic elements can be altered by cropping, resizing, or rotating. Please do not stretch these elements. You can use shades of the official IEI colors if the elements are not showing up on the design well (see example of use). A link to a folder with the graphics is provided on page 34.
CEO often has need for custom graphics for a special program or event. The Marketing & Communications team has several ways of creating these graphics but the most common are original graphics (created by a CEO member) or a modified graphic from a royalty free site like Vecteezy.com.

Infographics are another type of graphic often created and distributed by CEO. For infographics and accents to some materials, CEO currently uses hexagons or triangle shapes.

**SAMPLE CEO GRAPHICS**

Hand drawn graphic by Amanda Hudeck
DOWNLOAD LINKS

CEO LOGOS
MCAC LOGOS
IEI WORDMARK
U-M STANDARD LOGOS
U-M STOCK PHOTOS
CEO PHOTOS
U-M BRANDING GUIDE
LOGOS

CEO Logo
  » CEO Logo Black
  » CEO Logo White
  » CEO Logo Maize
  » CEO Logo Blue

CEO Vertical
  » CEO Vertical Black
  » CEO Vertical White
  » CEO Vertical Maize
  » CEO Vertical Blue

CEO Informal Horizontal
  » CEO Informal White
  » CEO Informal Black
  » CEO Informal Maize
  » CEO Informal Blue

CEO Informal Vertical
  » CEO Informal Vertical Black
  » CEO Informal Vertical White
  » CEO Informal Vertical Maize
  » CEO Informal Vertical Blue

MCAC Logo
  » MCAC Logo Black
  » MCAC Logo White
  » MCAC Logo Maize
  » MCAC Logo Blue

MCAC Informal Vertical
  » MCAC Informal Vertical Black
  » MCAC Informal Vertical White
  » MCAC Informal Vertical Maize
  » MCAC Informal Vertical Blue

The Block M
  » The Block M – Maize
  » The Block M – Blue

U-M Standard Vertical
  » U-M Standard Vertical Black
  » U-M Standard Vertical Blue

U-M Standard Horizontal
  » U-M Standard Horizontal Black
  » U-M Standard Horizontal White
  » U-M Standard Horizontal Blue

GRAPHICS

» IEl Graphics

IEI WORDMARK

IEI Wordmark Horizontal
  » IEl Wordmark Horizontal Black
  » IEl Wordmark Horizontal White
  » IEl Wordmark Horizontal Maize
  » IEl Wordmark Horizontal Blue

IEI Wordmark Vertical
  » IEl Wordmark Vertical Black
  » IEl Wordmark Vertical White
  » IEl Wordmark Vertical Maize
  » IEl Wordmark Vertical Blue

FONTS

CEO
  » Avenir Next
  » Calibri
  » Glacial Indifference
  » Raleway

U-M Official
  » Benton Sans
  » Georgia
  » Univers

PHOTOS

» U-M Stock Photos
» CEO Photos

U-M BRAND

» U-M Brand Guide