

# MICHIGAN TECH

# **LOGO GUIDELINES FOR**

# **STUDENT ORGANIZATIONS**

Michigan Technological University  
University Marketing and Communications



**Michigan**  
**Technological**  
University

# About this Document

To protect Michigan Technological University's intellectual property, and to align with the visual identity standards of the University, student organizations and clubs must follow the guidelines outlined in this document.

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## Additional Resources



Use this document in conjunction with the Michigan Tech Brand Guide. All guidelines in relation to the Michigan Tech brand still apply. For more information on the Michigan Tech Brand please visit:

[mtu.edu/umc/resources/brand/brand-guide.pdf](https://mtu.edu/umc/resources/brand/brand-guide.pdf)

If you have questions or would like additional assistance, please contact:

### **Student Leadership and Involvement**

Registered Student Organizations (RSO)  
906-487-1963  
rso@mtu.edu  
112 Memorial Union Building

### **University Marketing and Operations**

906-487-2354  
umc@mtu.edu  
Administration Building G20

# Logo Guidelines for Student Organizations

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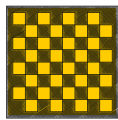
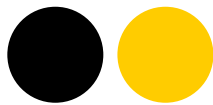
## Student Organization: University Mark

CAN: use Michigan Tech Black and Gold

CAN: only use "Michigan Tech" when preceeded by "at" (e.g. *Checkers Club at Michigan Tech*)

CAN: co-brand by using the University logo in promotions

CAN: use "Michigan Tech" and "Michigan Technological University"



**CHECKERS CLUB**  
AT MICHIGAN TECH



**Michigan Tech**



**Michigan Tech**

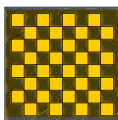


**Michigan  
Technological  
University**

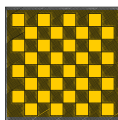


CANNOT: use Michigan Tech, Michigan Technological University, or MTU before name

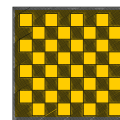
(e.g. *Michigan Tech Checkers Club, Michigan Technological University Checkers Club, MTU Checkers Club*)



**MICHIGAN TECH  
CHECKERS CLUB**

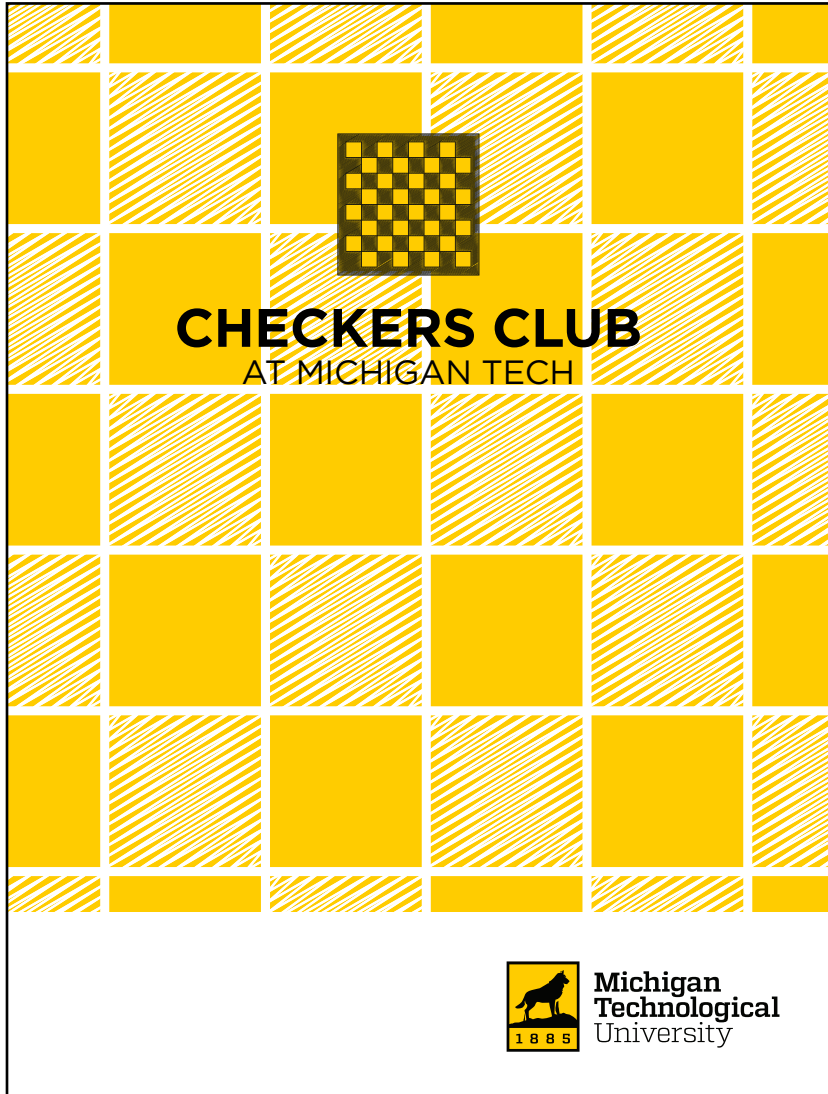


MICHIGAN TECHNOLOGICAL UNIVERSITY  
**CHECKERS CLUB**



**MTU  
CHECKERS CLUB**





University Logo: Compliant



Michigan Tech

Lorem ipsum

University Logo: Compliant

# Logo Guidelines for Student Organizations

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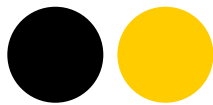
## Student Organization: Athletic Mark

CAN: use Michigan Tech Black and Gold

CAN: only use "Michigan Tech" when preceeded by "at" (e.g. *Checkers Club at Michigan Tech*)

CAN: co-brand by using the Athletic logo in promotions

CAN: use "Michigan Tech" and "Michigan Technological University"



**DIRT BIKE CLUB**  
AT MICHIGAN TECH



CANNOT: use Michigan Tech, Michigan Technological University, or MTU before name

(e.g. *Michigan Tech Dirt Bike Club, Michigan Technological University Dirt Bike Club, MTU Dirt Bike Club*)



**MICHIGAN TECH**  
**DIRT BIKE CLUB**



MICHIGAN TECHNOLOGICAL UNIVERSITY  
**DIRT BIKE CLUB**



**MTU**  
**DIRT BIKE CLUB**



 **TRIATHLON  
AT MICHIGAN TECH**



Athletic Logo: Compliant



Athletic Logo: Compliant