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.

Additional Resources

Michigan Technological University encourages and invites student organizations to include the University logo on posters/fliers/apparel/etc. that they create. Because it is important that the University be represented consistently whenever and wherever our name appears, student organizations are required to follow the guidelines outlined here. This will protect Michigan Tech’s intellectual property and align the visual identity standards of the University.

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

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

Maryann Wilcox
Coordinator of Registered Student Organizations
906-487-1963
mawilcox@mtu.edu
112 Memorial Union Building

Crystal Verran
Director of Operations
906-487-3526
ceverran@mtu.edu
Administration Building G06A
Logo Guidelines for Registered Student Organizations

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

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)
CANNOT: place name into the Michigan Tech logos
CHECKERS CLUB
AT MICHIGAN TECH

University Logo: Compliant
Logo Guidelines for Registered Student Organizations

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)
CANNOT: place name into the Michigan Tech Athletic logos
TRIATHLON
AT MICHIGAN TECH

Athletic Logo: Compliant
Athletic Logo: Compliant