

The logo is a shield-shaped emblem with a dark red border. The text is centered within the shield. The word 'SELFLOSS' is the most prominent feature, written in a large, bold, dark red sans-serif font. Above it, 'UMF' is written in a smaller, dark red sans-serif font. Below 'SELFLOSS', the year '1936' is written in a dark red sans-serif font, similar in size to 'UMF'.

UMF
SELFLOSS
1936