

Mines Logos and Trademarks Purchase Guidelines

These guidelines exist to reduce financial risk to the institution, faculty, staff and students while maintaining the integrity of Colorado School of Mines' licensed logos and trademarks. All items that contain a Mines logo or trademark must be approved before purchase regardless of cost.

All faculty, staff and students must use a purchase order when securing merchandise that contains a Colorado School of Mines logo or trademark. Using a procurement card (one-card) or voucher request are not permitted.

Purchaser should not attempt to pay vendor directly. The university will issue a check payment for all logo/trademark purchases.

Definitions

"Licensed Vendor" – a merchandise vendor who has been approved by Learfield/IMG College to produce Colorado School of Mines' logos and trademarks.

"Merchandise" – any item purchased that is not a paper good (i.e. brochures, letterhead, paper conference materials and business cards).

"Brand Manager 360" – a website managed by Learfield/IMG College which licensed vendors must use to submit the logo and trademark artwork for approval.

Approval Steps:

- 1) Send the vendor the artwork to be used for the items being purchased.
 - *Requestor must use a licensed vendor to produce the merchandise (see "Licensed Vendors List."*
 - *Logos and/or trademarks cannot be modified or altered and must meet the institution's branding standards, which can be found at the following link: <https://www.mines.edu/communications/branding-and-graphic-standards/>*
- 2) Confirm that the vendor has uploaded the artwork to Brand Manager 360 for **licensing approval**.
- 3) Once uploaded for licensing approval, send the following to Lisa Goberis Lgoberis@mines.edu to request **purchase approval** and CC Procurement@mines.edu.
 - Quote showing the artwork and item(s)
 - Index and account code
 - Any other important purchase details
- 4) Lisa Goberis will respond with approval via email.
- 5) Procurement will issue the PO and send it to the vendor and CC the requestor.
 - *The requestor should not give the vendor authorization to proceed with production until a purchase order has been issued.*