



COLORADO SCHOOL OF MINES
EARTH • ENERGY • ENVIRONMENT

WE ARE MINES

Brand and Graphic Standards

COLORADO SCHOOL OF MINES

We are Colorado School of Mines. Full of pride in our distinguished history. Full of confidence in our expertise today. Full of drive to make a positive impact on tomorrow. In everything we do, say and show to the world, we want to reflect this unified commitment to excellence and service.

By diligently and uniformly presenting Mines' graphic identity — in all printed and online communications — we tell the world we're a unique learning community.

This guide sets forth the trademarked logos — both old and new — that graphically represent Mines' vision. A few logo options are included — enough to provide versatility and room for creative expression. Conforming to the guidelines set forth in this Graphic Standards Guide strengthens Mines' name and recognition by the public, protects Mines' trademarks and enhances communications about the university.

The following guidelines concern color, element separation and other usage standards. Apply them whenever you create print, electronic or other materials internally, and if you use an external vendor or independent contractor, be sure to share this guide.

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STANDARD PROTOCOL FOR COMMUNICATIONS REQUESTS

We ask that all new design and photo requests be submitted through the online Project Request Form (found under mines.edu/communications).

Time

For all new requests, we ask that you allow 30 business days for new projects and 15 business days for updates to existing work. We also ask for flexibility to accommodate the schedules of outside vendors.

Content

Please provide any content you already have, as well as ideas for content you'd like help creating or improving. The Communications team is happy to work together to create new content and to make edits to existing content. All copy produced and edited by the Communications team follows the Mines Editorial Style Guide (found under the Resources tab on mines.edu/news).

Revisions and Edits

Ideally, we aim for no more than three rounds of revisions per project, but we also understand that some projects require more edits than others. For efficiency, please group all edits from various team members into one document or email when suggesting changes to a project.

COLORADO SCHOOL OF MINES SIGNATURE/LOGO

Mines' contemporary triangle suggests movement and change as the school adapts and reacts to the needs of the world. It's a bold mark — with a clear connection to our legacy triangle — that reflects our stature in the world today, while respecting the significant accomplishments of our past. Applied consistently and cohesively, the signature makes a contemporary, future-oriented, sophisticated impression. We are Mines, a leader of the 21st century.

All materials should include an approved Mines signature/logo, use the Mines color palette and follow typography guidelines. It is encouraged that students and student organizations use the approved Mines logos, but they must seek permission first.

NOTE:

A secondary logo is a graphic, image or symbol containing separate elements of the Mines logo, signature or wordmark. In order to maintain consistency amongst the Mines brand on campus and in the community, secondary logos are not permitted.

See page 6 for the unit identifier policy.



NOTE:

The legacy triangle is a classic symbol of Colorado School of Mines, this mark may be used when the school's history and traditions are emphasized.

More information about the legacy triangle can be found on page 9.

NOTE:

Special use configurations have been developed for embroidery, 2-color printing, giveaways with small imprint areas and signage.

Contact logos@mines.edu for assistance.

SIGNATURE CONFIGURATIONS

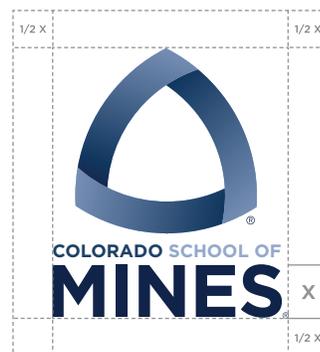
For consistency and brand recognition, the Mines signature should adhere to a few standard configurations. The approved configurations of the signature are shown below.

Secondary logos for departments, centers and other entities are not permitted, except as approved by the President's Office. Mines identity elements such as the triangle and wordmark cannot be used to create other marks. See page 6 for the unit identifier policy.

Download the approved logo suite at mines.edu/webcentral.



Preferred Mines signature/logo with earth, energy, environment tagline



Center stack Mines logo without EEE tagline

MINIMUM REPRODUCTION SIZES

The minimum reproduction height for the horizontal signature is .25 inch for print applications and .375 inch for electronic applications. The minimum height for the stacked signature with tagline is 3 inches. The minimum height for the stacked signature without tagline is 1 inch.

In all cases, the signature elements must be proportional to other design elements and easily readable.

LOGO APPLICATIONS

Mines logos are registered trademarks—do not alter the artwork in any way. When reproducing, use only master copies found at mines.edu/webcentral.

The Mines logo should always be applied to a clean and contrasting background. It is preferred that the 4-color mark with EEE tagline be used on all print and digital applications. Print applications include paper, rather than merchandise.

NOTE:

Marks without the EEE tagline may be used when the logo is applied to a small surface (such as a pen or button), causing the EEE tagline to be too small to read.



Preferred full color with EEE tagline



Inverse with EEE tagline for dark backgrounds



1-color with EEE tagline works best for merchandise applications

QUICK TIPS

- **Trademarks should not be replicated, illustrated or reproduced** in any manner other than their registered appearance. This includes new illustrations or renderings of Blaster or the Reuleaux Triangle that are meant to be used in a Mines context.
- **The Reuleaux Triangle should not be used independently** of the full Mines signature.
- **The Mines M should not be used as a letter in words** or as part of secondary designs.
- **Avoid applying the Mines logo over photos**, unless the area of the photo is a solid color.

THE FOLLOWING APPLICATIONS OF MINES LOGOS ARE NOT COMPLIANT:



NOTE:

With questions regarding secondary logos, acceptable use applications and logo usage approvals, please contact cvesa@mines.edu.

UNIT IDENTIFIERS

The Mines triangle and wordmark pair with on-campus entities to form the unit identifier. These marks serve as a consistent way for departments, offices and programs to identify themselves on print and digital materials.

The unit identifiers do not contain the words “department,” “division,” “office” or “program” in order to maintain shorter, more legible marks.

Only research centers or affiliated enterprises/offices endorsed by Academic Affairs may have individually designed logos. These centers should contact Christina Vessa (cvessa@mines.edu) directly for external resources available to assist centers with logo design. Mines Communications and Marketing will not interfere in the creation of center logos. However, given each center’s affiliation with Mines, we should be given an opportunity to review each logo prior to final design and delivery.

NOTES:

To access your unit identifier, visit bit.ly/minesunitid.

If there is a need to use multiple unit identifiers on the same piece, please instead list each unit name in bold font along the bottom and place the Mines horizontal signature at the top of the page.

See page 4 for appropriate spacing specifications.

Horizontal unit identifiers



Stacked unit identifiers



UNIT IDENTIFIER GOES HERE



UNIT IDENTIFIER GOES HERE



UNIT IDENTIFIER GOES HERE



UNIT IDENTIFIER GOES HERE

MINIMUM REPRODUCTION SIZES

The minimum reproduction height for the stationery unit identifier is .25 inch for print applications and .375 inch for electronic applications. The minimum height for the side-stacked merchandise signature is 2 inches. The minimum height for the center-stacked merchandise signature is 3 inches.

In all cases, the Colorado School of Mines wordmark must be easily readable.

OTHER GRAPHIC MARKS

Additional trademarked logos that represent Mines include the university seal, legacy triangle, Mines M and athletic logos.



The Contemporary Triangle

This graphic mark may be used independently from the signature in very limited uses. Please contact a communications representative.



The University Seal

A historical Mines symbol, the seal is similar to the state of Colorado seal, dated 1876, which was adapted from Colorado's Territorial Seal, adopted in 1861. Note the snowcapped mountains, long identified with Colorado, and the miners' tools, underscoring the importance of mining to both the state of Colorado and Colorado School of Mines. The seal is reserved for official and formal communications from the Colorado School of Mines Board of Trustees, the school's president and the president's executive committee, as well as official academic documents from the registrar's office. **Appropriate uses include board of trustees resolutions, diplomas, agreements with other institutions, recognition certificates and awards, gifts and printed materials for ceremonial events such as commencement or a presidential inauguration.**



The Legacy Triangle

Designed to be a class pin by two members of the class of 1894, the geometrical figure called a "spherical triangle" or "Reuleaux triangle" was adopted by the school around 1902, when it appeared on letterhead and in the school catalog. A classic symbol of Colorado School of Mines, **this mark may be used when the school's history and traditions are emphasized. It is particularly appropriate for reunions and anniversary celebrations, as well as for historical exhibits. It is appropriate for alumni clothing, gifts and signage.**



The Mines "M"

The "M" on Mount Zion, overlooking the Mines campus, is one of the largest and oldest mountainside monuments in the nation. It was designed in 1905 as a problem in descriptive geometry. In 1908, 250 students and 20 faculty members, with a supply train of loaded burros, packed their way up Mount Zion to build the "M." Permanent electric lighting was added in 1932. In 2008, students replaced existing bulbs with energy-efficient LED bulbs. At the beginning of every school year, tradition dictates that each freshman carry a 10-pound boulder up Mount Zion, place it on the "M" and then give the "M" a fresh coat of whitewash. **This well-known symbol should be used on special recognitions for friends of the school and as a Mines identifier for people familiar with the school.**

TRADEMARKED LOGOS FOR ATHLETIC AND NON-ACADEMIC APPLICATIONS

The following graphic marks are limited to use on materials related to sports and school spirit.

NOTE:
Contact Tim Flynn (flynn@mines.edu)
for guidance on the use of Athletic
trademarks.

Orediggers[™]

Orediggers script logo



Blaster the Burro mascot logo

COLOR PALETTE

The Colorado School of Mines graphic identity consists of three colors: dark blue (PMS 533), light blue (PMS 535) and Colorado red (PMS 173).

Blue has been a brand color of Mines for years. Colorado red is a vibrant accent color, reminding us of the red earth for which Colorado was named and the Colorado landscape that includes striking geographical settings such as nearby Red Rocks Amphitheater.

NOTE:
PMS (Pantone Matching System) refers to print industry standard colors and is used in spot color offset printing to ensure precise color matching.

CMYK (cyan, magenta, yellow and black) is another print industry standard color matching system and is used in four-color offset printing.

RGB is a specific reference to color for on-screen applications.

HEX (hexadecimal code) is a standard code of color for web development.

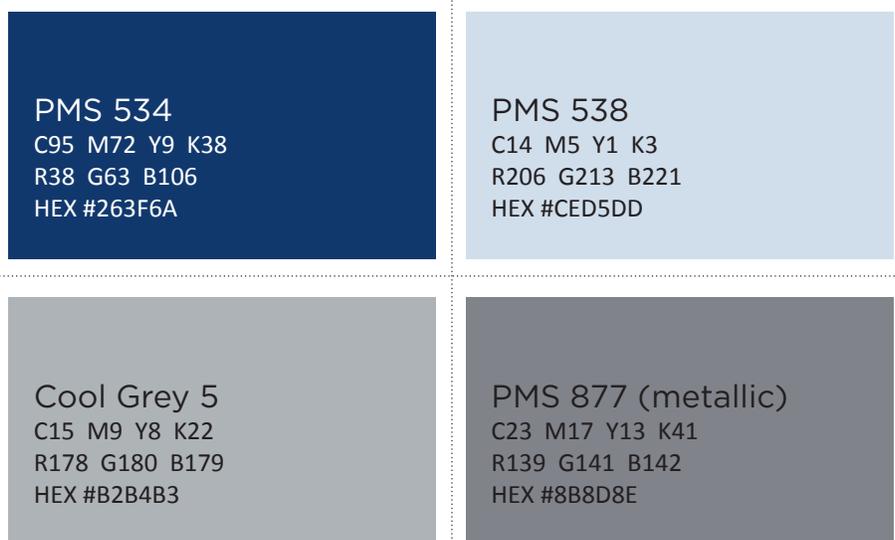


NOTE: Colorado red should be used as an accent color comprising of no more than 10 percent of the total product.

SECONDARY COLOR PALETTE

A limited palette of colors has been created to coordinate with the Mines color palette. The secondary palette should never be used for the logo itself but rather as complementary support and for neutral background color.

Mines' longstanding use of silver as a branding color continues in this palette, with gray or metallic options, representing both our mining history and the high quality of Mines' educational and research programs.



TYPOGRAPHY

Typography is both a verbal and a visual communication. People see an overall graphic pattern before they begin to read content, so designers should choose fonts to fit different communications according to their messages and designs.

Gotham is the primary recommended font for Mines publications. Gotham Book is suggested for body copy. The simplicity of the letterforms allows the font to be easily read in large amounts of small text. Although this font is simple and clean, it has some unique elements that keep it contemporary and original.

Campus communicators who frequently develop Mines materials — online or print — should purchase Gotham licenses from Hoefler & Frere-Jones at www.typography.com.

Other appropriate, similar-looking fonts available with most word processing and presentation programs include: Arial, Calibri, Tahoma, Verdana, Century Gothic. The suggested font for letters, forms and spreadsheets is Calibri.

Gotham Book

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Gotham Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789**

Gotham Condensed Book

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Gotham Condensed Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789**

FONT FORMATTING GUIDELINES

PRIMARY HEADLINES

GOTHAM BOLD SIZE 28 PT, ALL CAPS

NOTE:

Other fonts that work well with the Mines brand are available through the Communications team.

Please contact Christina Vessa (cvessa@mines.edu) for additional typefaces.

Secondary Headlines

GOTHAM BOLD SIZE 19 PT

Body copy: Rum aut laccate mporioruntem qui velecum facitat. Xeriorerro cus nestio. Tur molores estrum aut idis id etum nam, idus quunt ommostium que ero eum quatatur, sit aut que pro imos des nis es quam fuga. Oluptatur alignam ne esto consendio et, quia con eos nonsecustio ex est et a dolest as pro. **GOTHAM BOOK SIZE 10 PT, LEADING 13 PT**

EDITORIAL STYLE

The style guide is a joint effort between several communications and administrative offices at Colorado School of Mines. It is designed to establish uniform campus conventions for externally focused publications, correspondence and web content written for or about Colorado School of Mines.

Although this style guide conforms to AP style in spirit, there are several instances where it deviates. These changes are made for a variety of reasons, with brevity, clarity and simplicity being the guiding principles.

Use “Colorado School of Mines” on first reference. Use “Mines” on subsequent references. Do not use “CSM,” “CSOM,” “SOM,” “School of Mines,” “Colorado Mines,” “Diggers.”

For our complete editorial guidelines, please visit the Style Guide tab under mines.edu/webcentral.

PHOTOGRAPHY

Photography representing Colorado School of Mines should reflect the inspiring and innovative pursuits of our campus community and be illustrative of the Mines experience.

If external parties request to use Mines photos, please contact a member of the Communications team for proper permissions.

Any photo where a person can be identified requires a signed Mines Photo/Multimedia Model Release Form. An electronic version of this form can be found at apply.mines.edu/register/multimedia_release_form.

Flickr and Zenfolio are databases that Mines uses to publish photos taken by the Communications team. To view and download photos, visit the links below.

**Flickr: [flickr.com/photos/coloradoschoolofmines](https://www.flickr.com/photos/coloradoschoolofmines)
Zenfolio: mines.zenfolio.com**

COLORADO SCHOOL OF MINES ATHLETICS BRANDING

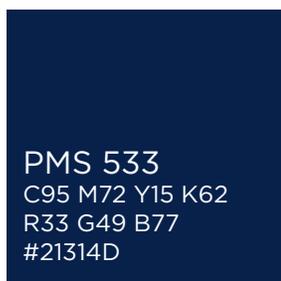
NAME

USE: Colorado School of Mines on first reference. Use Mines or Orediggers on subsequent references. Using “Mines” only is acceptable for clothing, uniforms, etc.

DO NOT USE: CSM, CSOM, School of Mines, Colorado Mines, Diggers

COLORS

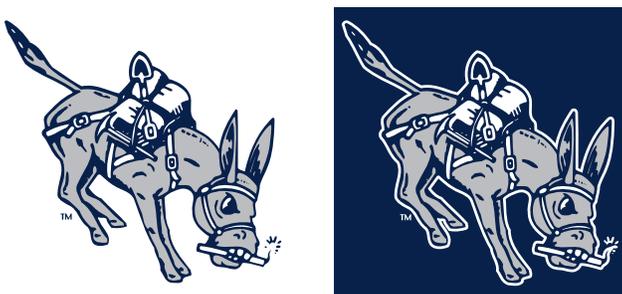
Colorado School of Mines Athletics uses four primary colors: navy blue (PMS 533), silver (PMS 877 Metallic), white, and Colorado red (PMS 173). Our primary colors are navy blue and silver. Clothing and uniforms may be navy blue, white or silver. Colorado red should be used as an accent color comprising no more than 10 percent of the total product.



LOGOS AND MARKS

Colorado School of Mines Athletics uses three main logos/marks: Blaster, the Block M and the Orediggers script. Blaster is reserved exclusively for the use of Mines Athletics and should be used first when possible. The Block M may also be used. These logos should never be modified (*example: Blaster cannot be turned to face left*). The trademark (TM) must always be with the mark.

PRIMARY LOGO: “Blaster”



Blaster can be used against white backgrounds, or against dark backgrounds with a white stroke and white TM mark.

SECONDARY LOGO: “Block M”



The Block M can be used against light backgrounds. Do not use it against dark backgrounds.

WORDMARK: “Orediggers”



Use the “Orediggers” script in PMS 533 against light backgrounds or in white against dark backgrounds

DO NOT USE



“Tri Logo”



“Contemporary Triangle”



“Oval M”

FREQUENTLY ASKED QUESTIONS

Q: Can I use “CSM” when referring to Colorado School of Mines?

A: In order to maintain consistency amongst the brand identity, it is recommended that “Mines” be used instead of “CSM” when referring to Colorado School of Mines.

Q: Can I develop a logo for my program/department?

A: All Mines departments and programs should use a Mines signature on all materials including business cards, stationery, websites and publications.

Q: What is a secondary logo?

A: A secondary logo is a graphic, image or symbol containing separate elements of the Mines logo, signature or wordmark. In order to maintain consistency amongst the Mines brand on campus and in the community, secondary logos are not permitted.

Q: When do I need to worry about trademark requirements?

A: Whenever you will make (or have made) a product bearing a Mines trademark. Anything that is not printed on paper is considered a product.

Q: What are the requirements for products bearing a Mines trademark?

A: All products bearing Mines’ trademarks must be produced using a licensed vendor, regardless of whether or not the products are for resale. The vendor must submit all proposed artwork for approval via the trademarxonline.com system before product production.

Q: Where can I find a current list of licensed vendors?

A: Go to learfieldlicensing.com: Click Licensing in the top menu, then Licensee and Products List on the right. Enter Colorado School of Mines in the search bar to download and view the list.

Q: Who is our trademark management vendor and how do I find more information on them?

A: Learfield is our trademark management vendor: learfieldlicensing.com.

Q: I have a vendor I’d like to work with who isn’t licensed. What do I do?

A: You can ask a vendor to become a licensed vendor with Learfield. Your vendor will need to fill out an application and pay a minimal one-time fee to become licensed with Learfield Licensing. You can find more information here: learfieldlicensing.com/licensing
Once a vendor becomes licensed, the vendor will be included in the licensed vendor listing online and any school employee or unit will be able to order products from the vendor.

Q: What if I’m only making a product that will be given away or is for internal use only? Do I use the same process?

A: Any product bearing any Mines’ trademark must be produced using a licensed vendor, even if the product is not for resale. However, a product that will be given away for free (such as T-shirts given away during the Rec Center opening) can be approved as royalty-free.

With questions regarding trademarks, please contact

Lisa Goberis
Director of Student Life
Business Administration
 Student Life and Student Organizations
lgoberis@mines.edu
 303-273-3230

FREQUENTLY ASKED QUESTIONS (cont.)

Q: What if I'm including a product in a camp or program registration fee — will that product be royalty-free?

A: No. To be approved as royalty-free, a product must be truly given away with nothing received in exchange. Additionally, products that are for internal use only (such as employee or team uniforms or attire) may also be royalty-free.

Q: Why might a product not be approved?

A: A product might not be approved if the trademark does not appear exactly as on the official artwork sheet, if the product is subject to an exclusivity arrangement with one particular vendor, if the proposed use of the trademark is inconsistent with Mines' Policy on Trademarks and Licensing or is not an appropriate reflection on the school.

Q: Do I really have to include the ® or the ™ with the logo I want? It makes my design look bad.

A: With the exception of official intercollegiate team uniforms approved by the athletics director and other official items such as the commencement program booklet, every mark must include either the "™" or "®". However, the "™" or "®" can be very small in relation to the mark and can also be produced in the same color as the product.

Q: Can I change the design or "look" of a trademark?

A: No. Graphic displays of logos, symbols, or other identifying marks must be faithful reproductions of the original design claimed as the trademark. Art, lettering and the layout and proportioning of graphic elements in a trademark may not be altered, and nothing should be added or deleted from the original design. The only exception is verbiage that is trademarked (such as "Mines") that does not have any particular font associated with it, though certain fonts may not be permitted depending on the application.

Q: Who do I contact if I have questions about the trademark or product approval process?

A: Please contact Lisa Goberis (lgoberis@mines.edu) or Christina Vessa (cvessa@mines.edu) if you have any questions or concerns.

Q: Where do I find the official artwork for any of the Mines' trademarks?

A: Logos are available for download at mines.edu/news: Newsroom > Resources > Logos.

Q: Can students use the Mines logo?

A: Yes. Student organizations may use the Mines logo within the guidelines of the logo trademark and licensing policy and the Mines Brand and Graphic Standards Guide.

Q: Can students have business cards?

A: Only faculty and staff are permitted to use the Mines business system – envelopes, stationery and business cards.