

EQUIPPED FOR **LIFE**

EVERY OREDIGGER
BRAND GUIDELINES



What is Every Oredigger?

Every Oredigger is a comprehensive **campus-wide initiative to encourage wellbeing** — in all its dimensions — among all members of the Colorado School of Mines community, students, faculty and staff.

Together, we pledge to be a community where **personal and collective wellness is prioritized** and everyone is encouraged and **empowered to be the best versions of themselves.**

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READ MORE ABOUT EVERY OREDIGGER:

View our mission, committees, resources and more at mines.edu/everyoredigger



What are the dimensions of wellbeing?

Here at Mines, Student Life, Human Resources and the Every Oredigger steering committee have collaborated to identify seven key dimensions of wellbeing for all Mines students, faculty and staff:

Emotional

Ability to identify, understand, and manage your range of emotions, successfully navigate stressful conditions and adapt to change and difficult situations. It includes the development of habits and skills needed to overcome the adversity that is part of life, utilizing professional resources when needed, and personal practice to prepare for situations that may arise.



Physical

Ability and confidence in your body to accomplish the goals you set for yourself, as well as understanding your body's warning signs before you face illness or injury. It includes making lifestyle choices that affect and improve the positive functioning of your body through nutrition, sleep, exercise, and other behaviors that promote positive health and help prevent physical illness.



Financial

Ability to live within your means and manage your resources in a way that gives you peace of mind and provides you with freedom and security. It includes understanding your emotions as they relate to money and utilizing available resources to manage your needs and plan for your future.



Intellectual

Ability to pursue creative and stimulating activities and experiences that increase your knowledge and awareness. It involves establishing goals, building skills, remaining curious, pursuing your interests, and engaging in lifelong learning that leads to an enriching life.



Spiritual

Ability to develop and live your life according to a set of guiding beliefs, principles or values that help give direction to your life. It involves a high level of faith, hope and commitment to your individual beliefs that provide a sense of meaning and purpose.



Social

Ability to actively engage with others and establish connections and relationships which create an inclusive and supportive community. It includes living in and contributing to healthy and sustainable teams and communities with people who are both similar and different from yourself to support feelings of belonging and safety.



Environmental

Ability to meet one's basic needs and feel a sense of security. It is also an awareness of the Earth, and the impact of your daily choices on the physical environment. It includes taking steps to keep yourself safe and maintaining a way of life that maximizes harmony with our ecosystem and minimizes harm to the environment and all who exist in it.



How can my club, organization, department or unit get involved?

Host a special event or activity around one (or more) of the dimensions of wellbeing! Launch a partnership or initiative that brings together different groups on campus in the name of personal and collective wellness!

A few questions to get you started:

Does your event/activity/initiative address one of the seven dimensions of wellness?

YES / NO

Is your event/initiative open to:

- All Mines students
- All Mines employees
- All of the Mines community

YES / NO

YES / NO

YES / NO

If you answer yes to both questions, read on! All Every Oredigger events/initiatives must be open to the campus community (all students, all employees or all of campus, no closed events permitted) and focused on one (or more) of the dimensions of wellbeing.

And while many of the resources listed on the Every Oredigger website are part of normal campus operations (Mines Counseling Center, Mines Fitness, etc.) Every Oredigger encourages our campus partners to think big about wellbeing and develop new ways and new partnerships to empower and equip our students, faculty and staff to be the best versions of themselves.

More importantly, by using the Every Oredigger logo, you agree to create a **caring, inclusive space** that brings together **Orediggers of all backgrounds** in pursuit of wellbeing.



EVERY OREDIGGER

New in 2023: Advertise your Every Oredigger event in the Daily Blast

A new section of the Daily Blast has been created, specifically for Every Oredigger.

How to use:

Department / Organization:

Please select one category:

- Today at Mines
- Closures and Outages
- Employee and Benefits News
- Dates and Deadlines
- Campus Announcements
- Every Oredigger
- Campus Events / Meetings
- Academic Lectures / Courses
- Special Activities
- Faculty Research Opportunities
- Athletics

Please select your Division:

- Student Life
- Athletics
- Capital Planning and Construction (CPC)
- Facilities
- Comms & Mktg (all other items)

Please select one or more audience(s):

- Faculty / Staff
- Students

This is a great place to share information about your special events and activities that focus on a dimension of wellbeing – without the risk of getting lost in the long list of items under Campus Announcements and/or Campus Events.

It's super easy to get the word out about your Every Oredigger events and activities.

When filling out your Daily Blast submission, just select “Every Oredigger” under Category and “Comms and Mktg” under Division.

Then submit your item as normal, and a Daily Blast moderators will approve for the next edition.



SUBMIT TO THE DAILY BLAST:

View our mission, committees, resources and more at
<https://webapps.mines.edu/DailyBlast/Home/BuildDigestItem>



Logos: How to use the Every Oredigger stacked and horizontal marks

All materials produced at Mines should include a 1-color Mines signature logo, using the Mines color palette.

It is encouraged that student organizations, offices, units and departments who are hosting events or initiatives related to Every Oredigger use the Every Oredigger logo as well.

Primary marks:

Stacked
logo



Horizontal
logo



Limited usage mark:

Horizontal
logo with
tagline



DOWNLOAD THE LOGOS

Contact us at communications@mines.edu or download the Every Oredigger logos by scanning the QR code.



The horizontal logo with the tagline should only be used in limited instances, such as on the Every Oredigger website or on merchandise items.



If you're looking for additional guidance or resources or simply have questions about applying the brand, please contact:

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