

Mines Logos and Trademarks Usage Guideline

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 merchandise (tee-shirts, stickers, etc.) created by/for a campus entity or organization must have a Mines' logo or trademark prominently displayed (recognizable at 6 feet distance).

PROCEDURES

1. You must use a licensed vendor to produce the merchandise. The list of licensed vendors is available at <https://www.mines.edu/student-activities/resources/> under "Treasurer Resources" and has the name "Vendor List"
2. 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/>.
3. You need to send DeAnna Torrez (dtorrez@mines.edu) the itemized, tax exempt quote from the vendor and the artwork to obtain permission to use funds and to obtain a purchase order.
4. SAIL will work to get a purchase order for your organization and will email you a copy once it is ready.
5. Please note: Prior to production, the licensed vendor, must submit artwork to the Brand Manager 360 website for approval. They should know this but sometimes we need to remind them.
6. Purchase order will be sent to the vendor directly once it is ready
7. Vendor can then produce the merchandise and ship it to SAIL after receiving a purchase order from Mines
8. Vendor can send invoice to MAPS@mines.edu **AND** copy dtorrez@mines.edu after the order has been successfully completed
9. **DO NOT attempt to pay for these orders, Mines' will issue payment against your index according to the terms of the Purchase Order**

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.