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).

<table>
<thead>
<tr>
<th>PRIMARY</th>
<th>PMS 533</th>
<th>PMS 535</th>
<th>ACCENT</th>
<th>PMS 173</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK</td>
<td>C95 M72 Y15 K62</td>
<td>C43 M26 Y3 K8</td>
<td>C0 M80 Y94 K0</td>
<td></td>
</tr>
<tr>
<td>RGB</td>
<td>R33 G49 B77</td>
<td>R146 G162 B189</td>
<td>R210 G73 B42</td>
<td></td>
</tr>
<tr>
<td>HEX</td>
<td>#21314D</td>
<td>#92A2BD</td>
<td>#D2492A</td>
<td></td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>SECONDARY</th>
<th>PMS 534</th>
<th>PMS 538</th>
<th>Cool Grey 5</th>
<th>PMS 877 (metallic)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK</td>
<td>C95 M72 Y9 K38</td>
<td>C14 M5 Y1 K3</td>
<td>C15 M9 Y8 K22</td>
<td>C23 M17 Y13 K41</td>
</tr>
<tr>
<td>RGB</td>
<td>R38 G63 B106</td>
<td>R206 G213 B221</td>
<td>R178 G180 B179</td>
<td>R139 G141 B142</td>
</tr>
<tr>
<td>HEX</td>
<td>#263F6A</td>
<td>#CED5DD</td>
<td>#B2B4B3</td>
<td>#8B8D8E</td>
</tr>
</tbody>
</table>

TYPOGRAPHY

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 programs include: Arial, Calibri, Tahoma, Verdana, Century Gothic.

Gotham Book

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Gotham Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Gotham Condensed Book

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Gotham Condensed Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

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.
COLORADO SCHOOL OF MINES SIGNATURE

The signature consists of this logo, plus two other elements — a wordmark and a tagline. Applied consistently and cohesively, these elements make a contemporary, future-oriented, sophisticated impression. We are Mines, a leader of the 21st century.

COLORADO SCHOOL OF MINES
EARTH • ENERGY • ENVIRONMENT

CLEAR SPACE

To create maximum impact, keep the space around the Mines signature free from other text and graphics. The clear space on each side of the signature should be equal to or greater than the x-height of the School of Mines wordmark.

COLORADO SCHOOL OF MINES
EARTH • ENERGY • ENVIRONMENT

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MINIMUM REPRODUCTION SIZES

The minimum reproduction size for the horizontal signature is .25 inch for print applications and .375 inch for electronic applications.

ADDITIONAL FORMATS AVAILABLE

Contact the communications manager in your area for assistance.

PHOTOGRAPHY

Flickr
flickr.com/photos/coloradoschoolofmines

Zenfolio
mines.zenfolio.com

MORE RESOURCES

You can find resources including links to publications, logo downloads, social media account links and more on the Mines Newsroom:
mines.edu/news > Resources