

MINES BRANDING 101

NOTES ON COLORS:
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 (hexidecimal code) is a standard code of color for web development.

COLOR PALETTE

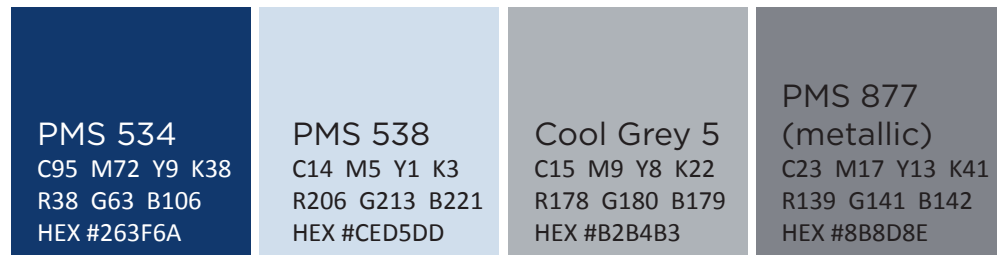
The Colorado School of Mines graphic identity consists of three colors: Dark Blue (PMS 533), Light Blue (PMS 535) and Colorado Red (PMS 173).



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

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

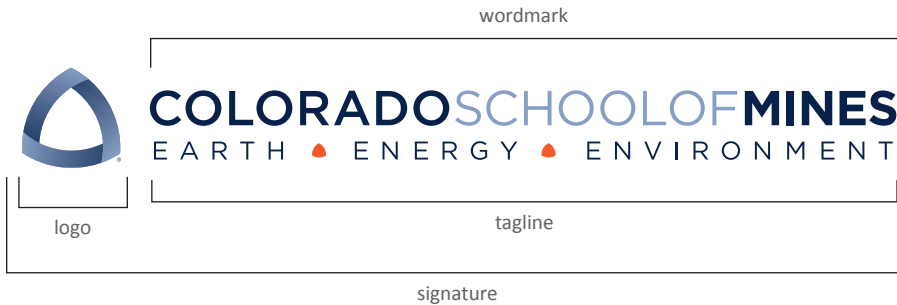
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

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.



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.

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.



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Flickr
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Zenfolio
mines.zenfolio.com

MORE RESOURCES

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