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.

Graphic standards address the “show” element of this commitment. By diligently and uniformly presenting Mines’ graphic image — in all printed and online communications — we tell the world we’re a unique learning community that shares a powerful vision:

*Colorado School of Mines is a uniquely focused public research university dedicated to preparing exceptional students to solve today’s most pressing energy and environmental challenges. Founded in 1874, the institution was established to serve the needs of the local mining industry. Today, Mines has an international reputation for excellence in engineering education and the applied sciences with special expertise in the development and stewardship of the Earth’s resources.*

This Graphic Standards 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.

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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 the Resources tab on mines.edu/news).

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

Solid and strong, 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.

The Mines logo or signature consists of the contemporary triangle, plus two other elements — a wordmark and a tagline.

Applied consistently and cohesively, the signature makes a contemporary, future-oriented, sophisticated impression. We are Mines, a leader of the 21st century.

The following guidelines for the three elements 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. Also follow the provided guidelines for our other marks so our entire graphic identity is firmly established.

All materials should include an approved Mines signature/logo, use the Mines color palette and follow typography guidelines.

If questions arise, ask a member of the Mines communications team or send an email to logos@mines.edu for clarification.

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.

Students/student organizations must seek permission before using Mines marks.

For information on secondary logos for student organizations and teams, or permission for student use of the logo, contact logos@mines.edu.

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.
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 are not permitted except as approved by the President’s Office.

COLORADO SCHOOL OF MINES
EARTH • ENERGY • ENVIRONMENT

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

COLORADO SCHOOL OF MINES

Mines signature without tagline

STACKED MINES
EARTH • ENERGY • ENVIRONMENT

Stacked Mines signature with earth, energy, environment tagline

Stacked Mines signature without tagline

SPECIAL USE CONFIGURATIONS

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

Contact logos@mines.edu for assistance.
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.

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.

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.
CLEAR SPACE

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

Use of the triangle as a standalone element requires special permission.

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.
### SIGNATURE COLOR VARIATIONS

<table>
<thead>
<tr>
<th>4-color with EEE tagline</th>
<th>1-color with EEE tagline</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Logo 4-color with EEE tagline" /></td>
<td><img src="image2.png" alt="Logo 1-color with EEE tagline" /></td>
</tr>
<tr>
<td>3-color without tagline</td>
<td>1-color without tagline</td>
</tr>
<tr>
<td><img src="image3.png" alt="Logo 3-color without tagline" /></td>
<td><img src="image4.png" alt="Logo 1-color without tagline" /></td>
</tr>
<tr>
<td>Grayscale with EEE tagline</td>
<td>Black with EEE tagline</td>
</tr>
<tr>
<td><img src="image5.png" alt="Logo grayscale with EEE tagline" /></td>
<td><img src="image6.png" alt="Logo black with EEE tagline" /></td>
</tr>
<tr>
<td>Grayscale without tagline</td>
<td>Black without tagline</td>
</tr>
<tr>
<td><img src="image7.png" alt="Logo grayscale without tagline" /></td>
<td><img src="image8.png" alt="Logo black without tagline" /></td>
</tr>
<tr>
<td>4-color reversed with EEE tagline</td>
<td>Reversed with EEE tagline</td>
</tr>
<tr>
<td><img src="image9.png" alt="Logo 4-color reversed with EEE tagline" /></td>
<td><img src="image10.png" alt="Logo Reversed with EEE tagline" /></td>
</tr>
<tr>
<td>4-color reversed without tagline</td>
<td>Reversed without tagline</td>
</tr>
<tr>
<td><img src="image11.png" alt="Logo 4-color reversed without tagline" /></td>
<td><img src="image12.png" alt="Logo Reversed without tagline" /></td>
</tr>
</tbody>
</table>

### SIGNATURE USE GUIDELINES

It is preferred that the 4-color mark with EEE tagline be used on all print and digital applications, including handouts, banners, business cards, websites and other internet-based applications. Print applications include items produced on paper, rather than merchandise.

The 1-color mark works best for merchandising applications, such as T-shirts, pens, water bottles and other swag items.

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.

The Mines signature logo should always be applied to a clean and contrasting background. When applying the Mines signature logo over a dark background, select the 4-color reversed mark.
OTHER GRAPHIC MARKS

In addition to the Mines signature, additional logos represent Mines. These other trademarked graphic marks (university seal, legacy triangle, Mines M and athletic logos) should appear in Mines primary blue or white (reversed).

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.
OTHER GRAPHIC MARKS (cont.)

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. Please contact Tim Flynn at flynn@mines.edu for guidance on the use of Athletic trademarks.

Orediggers script logo

Blaster the Burro mascot logo
**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

Secondary Headlines

GOTHAM BOLD SIZE 19 PT

Body copy: Rum aut laccate mpioriruntem 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 12 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,” “School of Mines,” “Colorado Mines,” “Diggers.”

For our complete editorial guidelines, please visit the Resources tab under mines.edu/news.

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
Zenfolio: mines.zenfolio.com
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.

Unit identifiers are available for both stationery and merchandise applications.

NOTE:
Please contact Christina Vessa (cvessa@mines.edu) to request your unit identifier.

Unit Identifiers for Stationery

Unit Identifiers for Merchandise

CLEAR SPACE

To create maximum impact, the space around the unit identifier should remain free from other text and graphics. Unit identifier marks should always be used against a clean and contrasting background. See page 7 for appropriate spacing specifications.

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.
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.

PMS 533
C95 M72 Y15 K62
R33 G49 B77
#21314D

PMS 877 (Metallic)
C23 M17 Y13 K41
R139 G141 B142
#8B8D8E

White
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

PMS 173
C0 M80 Y94 K0
R210 G73 B42
#D2492A

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.
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.