



COLORADOSCHOOL OF**MINES®**

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 represents Mines’ vision. Many logos are included — enough to provide versatility and room for creative expression. At the same time, logos that are not trademarked have been eliminated. Too many visual symbols dilute and weaken Mines’ identity in our marketing materials and communications.

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LETTER FROM THE PRESIDENT

Dear Mines Community:

Graphics tell stories. Think of all the logos that have become instantly recognizable, helping us define and differentiate organizations. Distinctive logos set brands apart, and contribute significantly to the public's impressions about the organizations they represent.

With this Graphic Standards Guide, Mines tells its unique story in a professional, consistent manner, increasing our visibility and name recognition around the world. These standards should be considered official policy and be closely adhered to campus-wide.

Collectively we can advance the school's reputation and influence, furthering our resolve to make a positive difference in the world.

I appreciate your support for this important initiative.

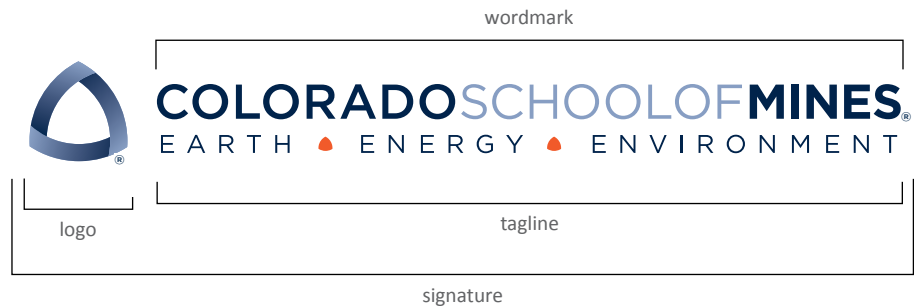


M.W. Scoggins
President, Colorado School of Mines

COLORADO SCHOOL OF MINES SIGNATURE

Solid and strong, Mines' logo also suggests movement and change as the school adapts and reacts to the needs of the world. It's a bold triangle — 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 signature consists of this logo, plus two other elements — a wordmark and a choice of two taglines. Shown singularly or together, applied consistently and cohesively, the logo and other elements make 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.

If questions arise, ask a member of the Mines communications team for clarifications. Contact information appears on the last page of this guide.

SIGNATURE CONFIGURATIONS

For brand consistency and an easy understanding by viewers, the Mines signature should adhere to a few standard configurations.

The approved configurations of the signature are shown below.



Mines signature without tagline



Primary Mines signature with Earth, Energy, Environment tagline



Secondary Mines signature with Engineering the Way tagline

COLOR PALETTE

The Colorado School of Mines graphic identity consists of three primary 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.

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 (hexidecimal code) is a standard code of color for web development.

PMS 533

C95 M72 Y15 K62
R33 G49 B77
HEX# 21314D

PMS 535

C43 M26 Y3 K8
R146 G162 B189
HEX# 92A2BD

PMS 173

C0 M80 Y94 K0
R210 G73 B42
HEX# D2492A

SECONDARY COLOR PALETTE

A limited palette of colors has been created to coordinate with the three primary Mines identity colors. 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.

PMS 534

C95 M72 Y9 K38
R38 G63 B106
HEX #263F6A

PMS 538

C14 M5 Y1 K3
R206 G213 B221
HEX #CED5DD

Cool Grey 5

C15 M9 Y8 K22
R178 G180 B179
HEX #B2B4B3

PMS 877 (metallic)

C23 M17 Y13 K41
R139 G141 B142
HEX #8B8D8E

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.

Because of licensing restrictions, campus communicators who frequently develop Mines materials — online or print — should purchase Gotham 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**

SIGNATURE 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.



2-color & 4-color without tagline



3-color & 4-color with EEE tagline



2-color & 4-color with tagline

SIGNATURE COLOR VARIATIONS

*2-color & 4-color without tagline**2-color & 4-color with tagline**3-color & 4-color with EEE tagline**1-color without tagline**1-color with tagline**1-color with EEE tagline**black & white without tagline**black & white with tagline**black & white with EEE tagline**black without tagline**black with tagline**black with EEE tagline*

OTHER GRAPHIC MARKS

In addition to the signatures, below are **trademarked logos** available to represent Mines. **Also note that the words Colorado School of Mines® and Mines™ are trademarked.**

These other trademarked graphic marks (university seal, legacy triangle, Mines M and four athletic logos) should appear in PMS 533 or equivalent color conversion. **Reflex blue should no longer be used.**



The Contemporary Triangle

This graphic mark may be used independently from the signature, as long as the words Colorado School of Mines appear prominently in the same space. Reinforcing Mines' visual identity, the contemporary triangle is appropriate for all academic and non-academic applications.



The Contemporary Triangle and MINES

This graphic mark may stand alone on materials that are clearly associated with Colorado School of Mines. Reinforcing Mines' contemporary visual identity, this mark is appropriate for all academic and non-academic applications.



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 snow-capped mountains, long identified with Colorado, and the miner's 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" was adopted by the school around 1902, when it appeared on letterhead and in the school catalog.

The classic symbol of Colorado School of Mines, this mark should 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, but may be used on any materials that will be enhanced by this symbol of the school's rich past.



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. And 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.

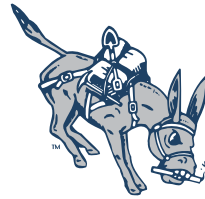
This well-known symbol should be used on special recognitions for friends of the school, and as a Mines identifier for people familiar with the school.

TRADEMARKED LOGOS FOR ATHLETIC AND NON-ACADEMIC APPLICATIONS

The following graphic marks are limited to use on materials related to sports and school spirit or on other items intended for casual, non-academic representations of the school. Used on materials that show a lighter side of Mines’ image, these marks still work hard as graphic identifiers of the school, and they are points of pride. They should be used carefully and correctly, maintaining their individual characteristics as shown. (For example Blaster should always face in the direction shown below.)



Orediggers script logo



Blaster the Burro mascot logo



Athletic M logo



Triple Mark logo

INCORRECT USAGE

Special care should be taken when using the signature.

X



DO NOT skew or stretch the signature.

X



DO NOT use unapproved color configurations of the signature.

X



DO NOT use the signature on a color tint that does not have enough contrast.

X



DO NOT use the signature on a busy pattern or image.

X



DO NOT tint the signature.

X



DO NOT combine the signature with other logos or marks.

X



DO NOT add anything to the center of the new triangle or change anything in the center of the legacy triangle.

X



DO NOT break through the lines of the triangle or in any way alter the integrity of the triangle's sides.

WEB STANDARDS

Mines web standards exist to enable consistency and usability, and to promote standardized branding across websites school-wide. Mines provides several resources (see below) to assist site owners in the construction and maintenance of properly branded web pages.

MINES CONTENT MANAGEMENT SYSTEM

Academic departments, administrative departments and supporting departments may choose to use the Mines content management system (CMS) to manage web pages, images and documents. CMS-based web pages are automatically branded correctly. Contact **David Frossard** at dfrossar@mines.edu for more information about the Mines CMS.

ACADEMIC DEPARTMENT CO-BRANDING & MINES TEMPLATES

Web design templates that replicate the mines.edu look are available for academic department use. These templates are essentially content wrappers designed to help site owners quickly create web pages that adhere to the Mines brand. While your department has a specialized identity within the Mines community, that individuality should not compete (visually or otherwise) with the Mines brand.

Departments that choose to use Mines web templates are required to use a signature that adheres to the following standard:



- Departmental co-branded images are a maximum 550px wide.
- No alterations with regard to color will be accepted.
- Tagline text must always read "COLORADO SCHOOL OF MINES."

Academic Departments may request a personalized signature graphic by contacting dfrossar@mines.edu. Academic department templates can be accessed at <http://inside.mines.edu/PR-Web-Templates>.

OTHER CO-BRANDING

Currently, Mines centers, institutes, organizations and groups may not alter the Mines signature for co-branding purposes. When creating online resources (or printed materials), organizations should take care to ensure that the Mines signature and the organization's individual logo are distinguished from one another.

FAQS ABOUT COLORADO SCHOOL OF MINES' TRADEMARKS

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 Mines' trademarks?

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: Who is our trademark management vendor and how do I find more information on them?

A: The Licensing Resource Group (LRG) is our trademark management vendor. LRG's website is: <http://www.lrgusa.com>

Q: Where can I find a current list of licensed vendors?

A: <http://www.lrgusa.com>: Click Licensing in the top right, then Licensee and Products List in the right. Enter Colorado School of Mines in the search bar and view the list.

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 LRG. Your vendor will need to fill out an application and pay a minimal one-time fee to become licensed with LRG. You can find more information here: <http://www.lrgusa.com/apply.php.html>. 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? That product doesn't have to go through this process, right?

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.

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, or if the proposed use of the trademark is not an appropriate reflection on the school.

FAQS ABOUT COLORADO SCHOOL OF MINES' TRADEMARKS (*cont.*)

Q: Do I really have to include the “™” or “®” 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 so it is less distracting.

Q: Can I change the design or “look” of a trademark?

A: No. Every trademark must appear exactly as it has been registered. 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 Esther Henry or Lisa Goberis if you have any questions or concerns. Esther may be reached at 303-273-3423 or ehenry@mines.edu. Lisa may be reached at 303-273-3230 or logoberis@mines.edu.

Q: Where do I find the official artwork for any of the Mines' trademarks?

A: Contact Esther for the official artwork sheet. All licensed vendors will also have access to the most recent Mines' artwork. Logos are available for download in eps or jpg format at http://inside.mines.edu/Mines_Logos_-_Branding.

ENGINEERING THE WAY

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