

10 things you need to know about communications at Mines



COLORADOSCHOOL**OF MINES**
EARTH • ENERGY • ENVIRONMENT



1. Change is coming and it's all good.





Change ...

on the website

in tools for communicators

in the brand standards



2. We are Mines.



**Use Colorado School of Mines on the
first reference, Mines after that.**



**3. Use the logo with the
Earth•Energy•Environment tagline
in most cases.**





COLORADOSCHOOLOF**MINES**[®]
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**4. There's a process for using the logo
on anything other than paper.**



- 
- a. Talk to the communications contact for your area for guidance and artwork approval.**
 - b. Use a licensed vendor.**



**5. We have resources for you on the
Mines Newsroom.**






Visit mines.edu/news > Resources
More are coming.




**6. Share your news, research, successes,
human interest stories and upcoming
events with us.**







**Even if it isn't newsworthy to the media,
there are people who want to know more
about you and what you are doing.**




7. Need to get the word out? Start with the Daily Blast.





Wow your audience with attention-grabbing headlines and who/what/when/where/why text that is fun, informative and direct.





8. Use photos, graphics and video to tell your story.



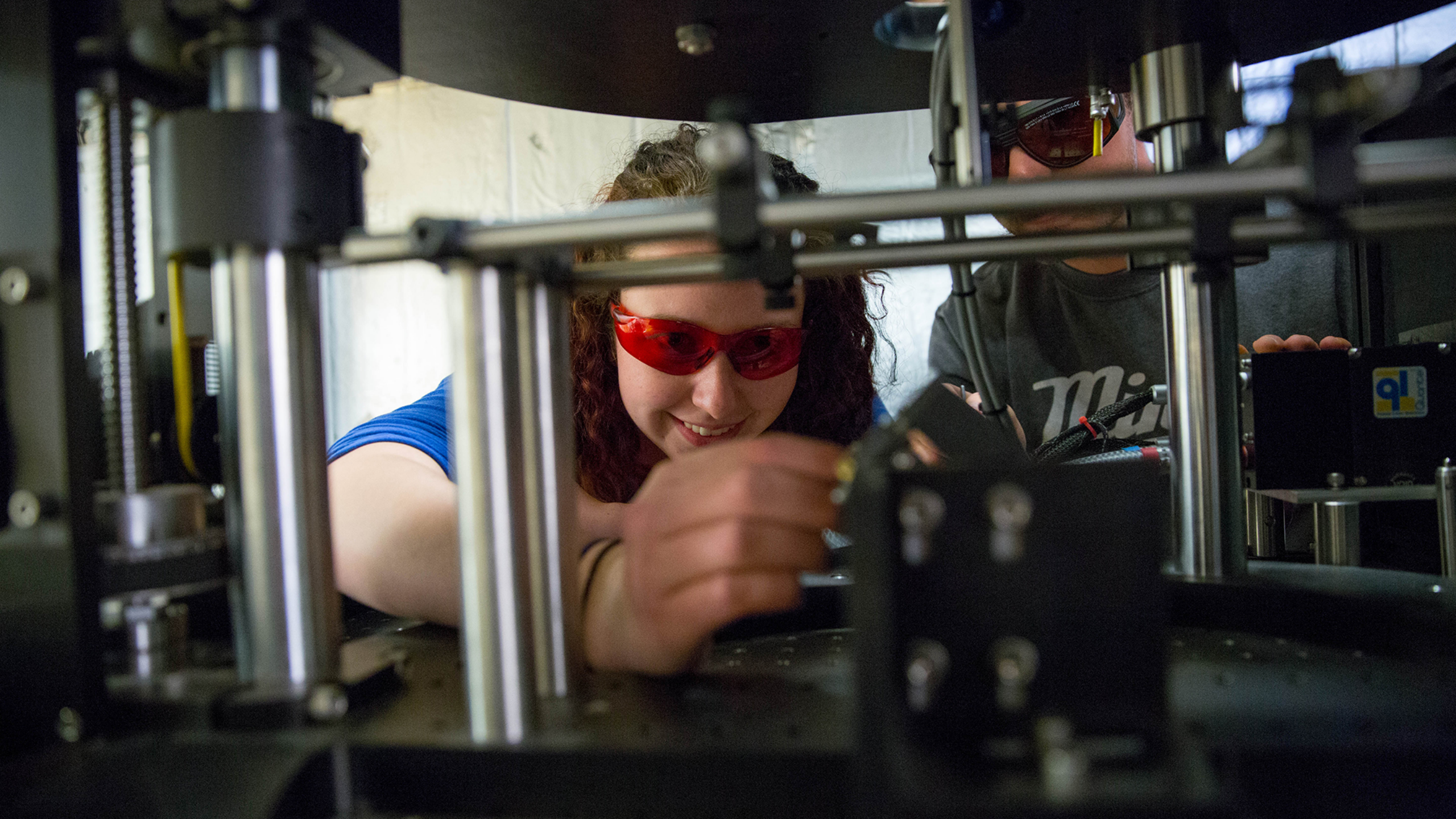















9. Share your event photos with us and we will share them via our social media channels.





**Share on social media -OR-
send photos and a short caption to
kupiec@mines.edu**



10. Get to know your communications contacts.

**General questions and contact
for administrative units**

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