

# MINES BRANDING 101

## MINIMUM REPRODUCTION SIZES

The minimum reproduction size for the horizontal signature is .25 inch for print applications and .375 inch for electronic applications. The signature should always be proportional to the overall publication and easily readable.

## ADDITIONAL FORMATS AVAILABLE

Contact the communications manager in your area for assistance.

## USAGE TIPS

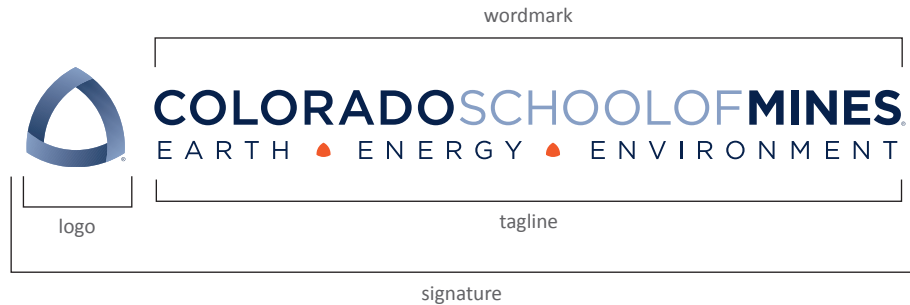
In general, there should only be one logo per piece. Some publications will also include a second logo in the address block or the front matter.

When multiple units are sponsoring an event or program, use the Mines signature and list all sponsoring groups in text.

Be sure that there is sufficient contrast between the signature and the background for maximum readability. Use the signature most appropriate for the background.

## COLORADO SCHOOL OF MINES SIGNATURE

The Mines signature, also referred to as the logo, should be used on everything that we create. 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.



## 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.



## TYPOGRAPHY

**Campus communicators who frequently develop Mines materials — online or print — should purchase Gotham licenses from Hoefler & Frere-Jones at [www.typography.com](http://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**

# COLOR PALETTE

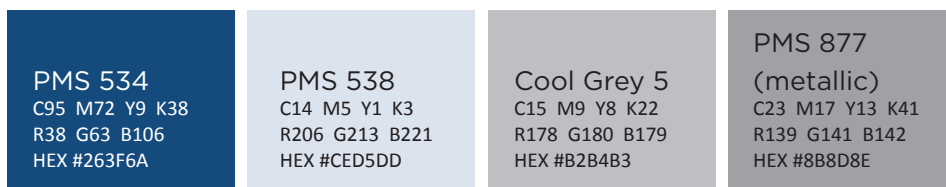
The Colorado School of Mines graphic identity consists of three colors: Dark Blue (PMS 533), Light Blue (PMS 535) and Colorado Red (PMS 173).



## 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' long-standing 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.



## COMMUNICATIONS CONTACTS

### General questions and contact for administrative units

#### Jake Kupiec

Executive Director of Communications and Marketing  
kupiec@mines.edu  
303-273-3067

#### Athletics

#### Tim Flynn

Assistant Athletic Director for Communications  
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#### College of Applied Science and Engineering

#### Mark Ramirez

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#### College of Earth Resource Sciences and Engineering

#### Agata Bogucka

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#### College of Engineering and Computational Sciences

#### Deirdre O. Keating

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#### Colorado School of Mines Foundation

#### Rachelle Trujillo

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#### Student Life and Student Organizations

#### Lisa Goberis

Director of Student Life Business Services  
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303-273-3230

## 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.

The RGB color model (red, green, blue) is used for electronic applications.

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

## PHOTOGRAPHY

Use photos to tell your story and convey the excitement and importance of science and engineering.

Flickr

[flickr.com/photos/coloradoschoolofmines](https://www.flickr.com/photos/coloradoschoolofmines)

[flickr.com/photos/minescecs](https://www.flickr.com/photos/minescecs)

[flickr.com/photos/minescerse](https://www.flickr.com/photos/minescerse)

[flickr.com/photos/minescase](https://www.flickr.com/photos/minescase)

Zenfolio

[mines.zenfolio.com](https://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 Newsroom:  
[mines.edu/news](https://mines.edu/news) > Resources