



**COLORADO SCHOOL OF MINES**  
EARTH • ENERGY • ENVIRONMENT

**WE ARE MINES:**  
BRAND AND GRAPHIC STANDARDS • 2017

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# 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.

## CONTENTS

3	Communications Contacts
4	Colorado School of Mines Signature
5	Signature Configurations
6	Color Palette
7	Typography
8	Signature Clear Space and Minimum Size
9	Signature Color Variations
10	Other Graphic Marks
12	Athletics
13	Trademark FAQs

## COMMUNICATIONS CONTACTS

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Executive Director of Communications and Marketing

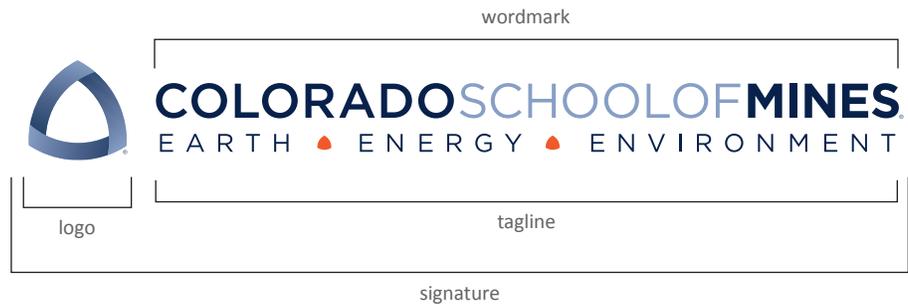
kupiec@mines.edu

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## 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.

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

If questions arise, ask a member of the Mines communications team for clarifications. Contact information appears on page 3 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. Secondary logos are not permitted except as approved by the President's Office.



*Primary Mines signature with Earth, Energy, Environment tagline*



*Mines signature without tagline*



*Stacked Mines signature with  
Earth, Energy, Environment  
tagline*



*Stacked Mines signature without  
tagline*

## SPECIAL USE CONFIGURATIONS

Additional configurations are being developed for embroidery, 2-color printing, giveaways with small imprint areas and signage. Contact your communications contact for assistance (see page 3 of this guide).

## 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.

### 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.

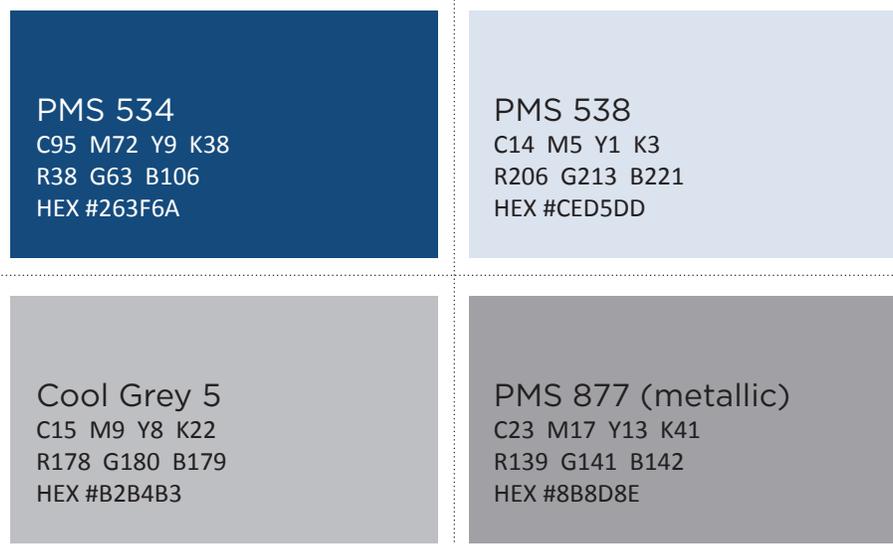
HEX (hexidecimal code) is a standard code of color for web development.



## 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

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](http://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**

## 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.



## MINIMUM REPRODUCTION SIZES

The minimum reproduction size for the horizontal signature is .25 inch for print applications and .375 inch for electronic applications.

The minimum size for the stacked signature with tagline is 3 inches. The minimum size 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



*3-color and 4-color with EEE tagline*



*1-color with EEE tagline*



*2-color and 4-color without tagline*



*1-color without tagline*



*grayscale with EEE tagline*



*black with EEE tagline*



*grayscale without tagline*



*black without tagline*



*4-color reversed with EEE tagline*



*Reversed with EEE tagline*



*4-color reversed without tagline*



*Reversed without tagline*

## 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 PMS 533 silver or white (reversed).



### The Contemporary Triangle

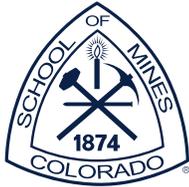
This graphic mark may be used independently from the signature in very limited uses. Please send artwork to [logos@mines.edu](mailto:logos@mines.edu) for approval.



### 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 ATHLETICS

The following graphic marks are limited to use on materials related to sports and school spirit. See page 13 of this guide for specific guidance and contact Tim Flynn for additional information on the use of Athletic trademarks.

*Orediggers*<sup>TM</sup>

*Orediggers script logo*



*Blaster the Burro mascot logo*

# 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% of the total product.



## 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 can not 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 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: 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 approved in advance through your communications contact and produced using a licensed vendor, regardless of whether or not the products are for resale.

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

A: Go to [learfieldlicensing.com](http://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](http://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 LRG. You can find more information here: <http://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.

**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.

## FREQUENTLY ASKED QUESTIONS (cont.)

**Q: Do I really have to include 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. 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 Jake Kupiec or Lisa Goberis if you have any questions or concerns.

**Q: Where do I find the official artwork files for Mines’ trademarks?**

A: The contemporary triangle plus wordmark can be downloaded from the Mines Newsroom, [www.mines.edu/news](http://www.mines.edu/news): Newsroom > Resources > Logos.

**Q: Can students use the Mines logo?**

A: Student organizations should develop new artwork/logos or adapt artwork provided by national organizations as permitted.

**Q: Can students have business cards?**

A: Only faculty and staff are permitted to use the Mines business system—envelopes, stationery and business cards.