

MINES BRANDING 101

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.

RGB is a specific reference to color for on-screen applications.

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

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).

PRIMARY PMS 533 C95 M72 Y15 K62 R33 G49 B77 HEX# 21314D	PMS 535 C43 M26 Y3 K8 R146 G162 B189 HEX# 92A2BD	ACCENT PMS 173 C0 M80 Y94 K0 R210 G73 B42 HEX# D2492A
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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.

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
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TYPOGRAPHY

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 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**

COLORADO SCHOOL OF MINES SIGNATURE

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.



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MINIMUM REPRODUCTION SIZES

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

ADDITIONAL FORMATS AVAILABLE

Contact the communications manager in your area for assistance.

PHOTOGRAPHY

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

MORE RESOURCES

You can find resources including links to publications, logo downloads, social media account links and more on the Mines Newsroom:

mines.edu/news > Resources