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.

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.

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.

Other appropriate, similar-looking fonts available with most programs include: Arial, Calibri, Tahoma, Verdana, Century Gothic.

Gotham Book
AaBbCcDdEeFfGgHhiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Gotham Bold
AaBbCcDdEeFfGgHhiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Gotham Condensed Book
AaBbCcDdEeFfGgHhiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Gotham Condensed Bold
AaBbCcDdEeFfGgHhiJjKkLlMm
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).

<table>
<thead>
<tr>
<th>PRIMARY</th>
<th>PMS 533</th>
<th>C95 M72 Y15 K62</th>
<th>R33 G49 B77</th>
<th>HEX# 21314D</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>PMS 535</td>
<td>C43 M26 Y3 K8</td>
<td>R146 G162 B189</td>
<td>HEX# 92A2BD</td>
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<tr>
<td>ACCENT</td>
<td>PMS 173</td>
<td>C0 M80 Y94 K0</td>
<td>R210 G73 B42</td>
<td>HEX# D2492A</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>PMS 534</th>
<th>C95 M72 Y9 K38</th>
<th>R38 G63 B106</th>
<th>HEX #263F6A</th>
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</thead>
<tbody>
<tr>
<td>PMS 538</td>
<td>C14 M5 Y1 K3</td>
<td>R206 G213 B221</td>
<td>HEX #CED5DD</td>
</tr>
<tr>
<td>Cool Grey 5</td>
<td>C15 M9 Y8 K22</td>
<td>R178 G180 B179</td>
<td>HEX #82B4B3</td>
</tr>
<tr>
<td>PMS 877</td>
<td>C23 M17 Y13 K41</td>
<td>R139 G141 B142</td>
<td>HEX #8B8D8E</td>
</tr>
</tbody>
</table>

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.

COMMUNICATIONS CONTACTS

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PHOTOGRAPHY

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

Flickr
flickr.com/photos/coloradoschoolofmines
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flickr.com/photos/minescerse
flickr.com/photos/minescase

Zenfolio
mines.zenfolio.com

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