**Mines Logos and Trademarks Usage Guideline**

These guidelines exist to reduce financial risk to the institution, faculty, staff and students while maintaining the integrity of Colorado School of Mines’ licensed logos and trademarks.

**PROCEDURES**

1. The purchaser must use a licensed vendor to produce the merchandise. The list of licensed vendors is included in the spreadsheet “Vendor List”
2. Logos and/or trademarks cannot be modified or altered and must meet the institution’s branding standards, which can be found at the following link: <https://www.mines.edu/communications/branding-and-graphic-standards/>.
3. Prior to production, the licensed vendor must submit artwork to the Brand Manager 360 website for approval.
4. Purchaser must send quote and artwork to SAIL in order to obtain fund approval and a purchase order for the vendor
5. Purchaser should not attempt to pay vendor directly. The university will issue a check payment for all logo/trademark purchases

**DEFINITIONS**

*Licensed Vendor* – a merchandise vendor who has been approved by Learfield/IMG College to produce Colorado School of Mines’ logos and trademarks.

*Merchandise* – any item purchased that is not a paper good (i.e. brochures, letterhead, paper conference materials and business cards).

*Brand Manager 360* – a website managed by Learfield/IMG College which licensed vendors must use to submit the logo and trademark artwork for approval.